**EHHD CHART Plan4Health Project – 03/24/15 CHART MEETING**

**Thoughtfully Crafting our Community Action Plan - Consumer Advisory Committee (CAC)**

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| **Milestone** | **Considerations/Key Questions… WHAT ARE WE MISSING? Please add any other key questions/considerations we need to be aware of. If answers to these questions come to mind, please jot those down as well.** |
| **2.1 Engage local residents to increase civic engagement and influence over local planning and zoning decisions.** | * *How do you motivate local residents to show up at trainings and workshops? Do we show up at meetings they are already going to and get on their agenda (instead or in addition to ad-hoc meetings/workshops)?* * *How do you make the message compelling enough to get residents passionate about the issue?* * *How can we involve the local UCONN student population to engage? (Undergrad student government and PIRG group!)* * *How do we fire up our social media channels with engaged residents?* * *We need to invest in coalition branding and communication strategy to become more accessible and appealing to residents* * *How do we ensure diversity in our CHART membership and in the resident groups we reach, in terms of socioeconomics, race/ethnicity, language and needs?* * *Where are the social networks created and sustained in our towns? Libraries, grocery stores, community centers, schools, community playgrounds, annual town festivals, farmers markets…* |

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| **CAC Brainstorming Session – 03/24/15** | |
| Think about the consumer groups and residents that you represent and engage with on a regular basis. First read and reflect, take time to write/jot down thoughts, then share and discuss. | |
| **Who are they** (children, seniors, parents, teens, employees, individuals with chronic diseases, clinical providers, teachers, etc.) **and what are…**   * + Their values   + Words that resonate with them?   + The physical activities they enjoy on a regular basis… in winter? Spring? Summer? Fall?   + The barriers and challenges they encounter, when it comes to active living?   + The enabling systems/policies and environmental features in our communities that facilitate an active lifestyle?   + Who are you not seeing being active? Why? | Who are they? – With strong representation for school age children present, this was our focus  Their values? – having fun, being happy, social life, friends, parents, family  *Words that resonate* – xbox, gaming, sports, twitter, snap chat, tinder, cell phone, electronic devices  *Activities they enjoy* – traditional sports, non-traditional sports/activities; karate, scouts, skateboard, parkour, dance  *Barriers/challenges* – access due to rural character, understanding cause and effect (poor behavior = poor health), school recess readily restricted (weather, punishment), winter conditions (cold, snow), socio-economic status  *PSE changes that enable/facilitate active life styles* – policies/environment that mitigate risk, liability, to facilitate parkour which is strong interest among kids. PSE changes that facilitate the above referenced non-traditional activities and address access issues – side-walks, well designed parks in every neighborhood, connecting multi-use trails, resources to get side-walks plowed during winter, outdoor covered play area at schools, sidewalk lighting  *Other ideas* – use “safe routes to school” community engagement model to access and engage disparate subgroups, link playful city and lets move initiatives to plan4health, parkour programming for young kids, leverage relationships with human services departments to reach and engage low SES groups, “small scale” parkour sensitive building, street, and side-walk design. |

**Miscellaneous thoughts/comments/notes/questions**