



GOVERNOR'S COUNCIL ON PHYSICAL ACTIVITY AND HEALTH

*Advocating for New Hampshire's Health through
Physical Activity and Healthy Living*

**ANNUAL REPORT
2009-2010**

Governor's Council on Physical Activity and Health

GOAL

Create a clear, simple message that is memorable and powerful that will serve to expand the Council's role as an important advocacy agency for the promotion and improvement in physical activity and health initiatives in NH.

OUR MISSION STATEMENT

The Governor's Council on Physical Activity & Health's mission is to promote a healthy lifestyle for all NH residents, through an emphasis on physical activity and fitness, by working in cooperation with all sectors of society. (9.15.08)

OUR VISION

The Governor's Council on Physical Activity & Health's vision is that the state and its communities embrace and support a culture that promotes physical activity and physical and health education. All NH residents value and regularly engage in a healthy level of physical activity and fitness.

Dear Health Advocate:

The *Governor's Council on Physical Activity and Health* continues to be a group of experienced and motivated professionals from many areas of education, business, government, and service. The purpose of the Council is to advocate and guide policy and action in improving the physical health of NH's residents. *Our value* to this initiative is the ability to bring together expertise at many levels, assess needs, provide accurate and pertinent information, and impact the direction of health initiatives. *Our intent* is to collaborate with the Governor's office, schools, business, community-based organizations, and local government to help improve the health of all New Hampshire.

The Council's first official 2009-2010 meeting was on September 15th where we met at the State House in the Governor's Council Chambers. During the 2.5 hour meeting the Council, including the three acting committees (Marketing/Public Relations/Advocacy Committee, Programming/Events Committee and Membership Committee) set forth nine goals to be completed by the June 2010 Retreat. As of June 11, 2010 seven of the nine goals have been successfully completed with two incomplete.

The Marketing/Public Relations/Advocacy Committee worked on five short term and one long term goals. One of the Council's short term goals comprised of increasing awareness of the Council's website, while the other four focused on enhancing the information that is provided to New Hampshire citizens. Through opportunity and communication the Committee was able to complete four out of the six goals presented.

The four goals completed included raising funds through Council events, creating a website directory/resource, providing website streaming resources and initiating a poster marketing campaign. Most of the completed goals were accomplished through outsourcing from existing organizations or goal consolidation. The two uncompleted goals, which include linking to the Governor's Homepage and increasing cross-linking amongst like organizations, will be addressed further at the Council's annual June retreat.

The Programming Committee was tasked with enhancing the already existing "Intergenerational Wellness 5K Walk" and the Outstanding Achievement Awards. The walk is a statewide health initiative, centered on bringing together schools, organizations and businesses in New Hampshire. On May 26, 2010 walkers participated in our Concord, NH walk from the State House to Memorial Field, Concord, NH.

In conjunction with the walk Katja Fox proclaimed May 2010 as Physical Fitness and Sport Month, the Newmarket Elementary school conducted a full Jump Rope Team demonstration and t-shirts were distributed to onsite participants. Finally as part of the morning event the Council incorporated vendors and sponsors to provide health & physical activity education.

Integrated as part of the Intergenerational Wellness 5K Walk the Council also promoted and advocated for towns, cities, schools and businesses to participate in this sponsored event by having multiple statewide walks at their onsite 'Satellite Locations'. By the end of the week the Council had met and surpassed its goal of 5,000 walkers as a combination of onsite and satellite walkers.

Upon completion of the walk the Council re-adjourned at the State House to award deserving NH Citizens with an Outstanding Achievement Award. Awardees included: Representative Nancy Stiles – Legislative Award, Harvard Pilgrim Health Care Foundation/Foundation for Healthy Communities – CATCH Kids Club, Dartmouth Hitchcock Medical Center – Live Well/Work Well, Diane Caldon, Wellness Coordinator, Elliot Health System – Senior Health Fitness Team, Elliot Health System – Working Well Team, New London Parks and Recreation Department – Winter Wild Program, Rachele Hennessy – The Works Family Health and Fitness Center - Home School Gym Program and the Sunapee School District – Tom Frederick, Bonnie Cruz and Jon Reed.

During 2009-2010 the Membership Committee worked diligently to sustain our current Council members and increase overall membership. In the last year the Council membership has stayed consistent, with zero-turnover rate and the Council has grown from 14 active members to 16 and 6 advisory members to 8.

As the 2010-2011 year approaches, the Governor’s Council on Physical Activity and Health will continue to advocate for improved health and physical activity initiatives, for NH citizens. We will continue to work to position the Governor’s Council on Physical Activity and Health as a credible source of information and an important resource for improving physical activity & health in New Hampshire.

Sincerely,

A handwritten signature in black ink, appearing to read 'Travis L. Horne', with a long horizontal flourish extending to the right.

Travis L. Horne
Chair, NH Governor’s Council on Physical Activity & Health
Health Management Representative, NH Local Government Center

**GOVERNOR'S COUNCIL ON PHYSICAL ACTIVITY AND HEALTH
2009-2010 GOALS AND STRATEGIC OBJECTIVES**

MARKETING/PUBLIC RELATIONS/ADVOCACY COMMITTEE:

The purpose of the GCPAH Marketing/Public Relations/Advocacy Committee is to identify and leverage opportunities to promote the Council, its mission and goals.

The purpose of this Committee is to promote, support, and advocate for the ideals and the mission of the Council. In addition, the committee will assist in forging relationships with other state agencies with the purpose of developing a coordinated statewide effort for improving the health of New Hampshire citizens.

GOAL 1: Add Council Link to Governors Homepage, Project Leader: Travis Horne

Objective: Work with the Governor's Office to include the Council's link to the Governor's Homepage webpage

Actions:

1. Email Governor's assistant, 09/09
2. Provide physical activity data and support to Governor's Office, 10/09
3. Link the Council's logo to the homepage, 10/09

Date of Completion: November 2009

OUTCOME:

Travis Horne was in communication with the Margaret McQueeney (State IT Manager) regarding the opportunity to educate New Hampshire residents on the importance of physical activity & health through a Homepage link to the Governor's Council on Physical Activity & Health website. Margaret informed Travis that the State IT Department could not link the Council directly to the Homepage; but that Dr. Lynch was in process of creating a website for the Governor's Homepage that was physical activity & health specific. Travis Horne proceeded to communicate with Margaret regarding the possibility of the Council representing physical activity & health on the webpage. Currently the Council is awaiting a date of implementation.

GOAL 2: Create a Grant Proposal, Project Leader: Jason Aziz

Objective: Build a grant proposal to help enhance the already existing GCPA&H programs and services

Actions:

1. Work with Council to locate potential grant money, 10/09
2. Rework current grant to depict Council enhancements, 10/09

3. Work with Program/Events Committee to add necessary information, 11/09

Date of Completion: January 2009

OUTCOME:

Jason Aziz and Travis Horne have taken the lead on creating a grant proposal that would address the funding issues and concerns by the Council. Currently the Council is operating on minimal working funds, but assisted by nonprofit and for profit agencies through program sponsorship. The grant proposal has been drafted and redrafted and is now on hold as of January 2010. As a committee we discussed the necessity for funding for our events verses funding from a grant. Once these programs are self sustaining the Council will move forward with a grant proposal verses sponsorship for programming.

GOAL 3: Enhance website Directory, Project Leader: Travis Horne

Objective: Create a Website Directory for use as a resource by NH citizens and professionals

Actions:

1. Build a NH physical activity & health list
2. Share current list with Council
3. Update list w/ Council additions or changes
4. Upload list to website
5. Collaborate w/ like organizations

Date of Completion: February 2010

OUTCOME:

On January 2010 the Governor's Council on Physical Activity & Health comprised a list of links and data to be used as a resource link for New Hampshire citizens or any other organization/businesses. The Council worked together to verify the list as a creditable and usable list that would later be uploaded by the State IT Department. The new name of the working resource list/page is the "Healthy Directory". As of March 2010 the "Healthy Directory" is a fully functioning resource, which can be located at www.nh.gov/gcpah/directory.htm.

GOAL 4: Enhance Website, Project Leader: Jason Aziz

Objective: Work with the Governor's Office IT Department to add Video and/or TV Streaming to the Council's website

Actions:

1. Email IT questions, 12/09
2. Create a new website category (Video/Streaming), 12/09
3. Provide links to IT, 03/10

Date of Completion: March 2010

OUTCOME:

Due to the size of video & TV streaming the committee has decided to link educational resources to existing website media sources.

GOAL 5: Create a physical activity & health poster for distribution, Project Leader:
Sharon Wells

Objective: Use the Council's logo/name as a selling point to create a physical activity & health poster to be sponsored by like organizations

Actions:

1. Create content of poster
2. Work with Parks & Recreation & Governor's Office
3. Sponsorship
4. Distribute to community

Date of Completion: April 2010 (for distribution at walk & awards)

OUTCOME:

Sharon and the Council worked together to come up with a trademark poster with the New Hampshire Parks Association. The New Hampshire Parks Association was willing to work with us to promote physical activity & health in the parks while at the same time promoting the Council name. After further deliberation the Council decided to take a step back and relook at our existing endorsement policies and procedures. Nancy Puglisi, Joil Bergeron, Dianne Rappa and Kathy Sherman are now working as a team to address any loop holes or questions that may arise from other such endorsements. We will address these concerns and questions at our 2010 Retreat. At that time we will incorporate this topic in our 2010-2011 Goals & Objectives.

LONG TERM GOALS

GOAL 1: Enhance Website, Project Leader: Joil Bergeron

Objective: Work with the Council to Cross Link our website with organizations on the Physical Activity & Health Directory

Actions:

1. Finalize Physical Activity & Health Directory
2. Utilize directory to cross link
3. Work w/ like organizations to increase cross linking

Date of Completion: September 2010

OUTCOME:

The Council has upheld its vision by enhancing the website with greater physical activity and health educational links. Included in the enhancements of the website were updates to membership photos and bios, posting Council meeting agendas and meeting minutes, updating our home page and adding Council programs and activities. The Health Directory can be viewed at www.nh.gov/gcpah/directory.htm. The area still in focus for the Council is to increase cross-linking with like organizations, which is happening slower than expected. At that time we will incorporate this topic in our 2010-2011 Goals & Objectives.

PROGRAMMING/EVENTS COMMITTEE:

The purpose of the GCPAH Programming/Events Committee is to create and manage one event every year that correlates with the Council's mission and goals.

This committee was formed to create events and/or activities, which correlate with the need for physical activity & health with New Hampshire residents. In addition, the committee will assist in increasing relationships with other state agencies with the purpose of developing a coordinated statewide effort for improving the health of New Hampshire residents.

GOAL 1: Governor's Council for Physical Activity and Health 2010 Intergenerational Wellness Walk, Project Leader: Dianne Rappa

Objective: Plan and conduct Concord event and provide support for satellite location events.

Actions:

1. Recruit GCPA&H volunteers to plan and conduct Concord event
2. Ensure scheduled date of IWW is not in conflict with other Concord area events
3. Coordinate Statehouse and Memorial Field staging areas in Concord
4. Confirm Concord walking course and develop course map
5. Prepare registration materials for posting on website
6. Process registrations and prepare/distribute event packets and follow up materials to satellite locations and for Concord event
7. Prepare follow up activities for satellite locations

Date of Completion: May 26, 2009

Objective: Develop a project budget to support event costs and assist with sponsor recruitment.

Actions:

1. Review 2009 expenses
2. Identify items where sponsor support is needed
3. Approve budget
4. Collaborate with Marketing Committee to recruit sponsors

Date of Completion: October 2009

Objective: Plan and conduct a promotional campaign to encourage strong participation in the Concord event and at satellite locations throughout the state.

Actions:

1. Develop/distribute promotional flyer with interest sign-up for NHAHPERD conference on 11/19/09
2. Identify additional groups for promotions and develop/distribute flyer
3. Post announcements on website
4. Collaborate with Marketing Committee to recruit exhibitors
5. Collaborate with Marketing Committee to develop/conduct additional promotional activities (media releases, etc.)

Dates of Completion: Initial promotional activities completed and registration materials ready by February 2009

OUTCOME:

Concord, NH (May, 2010) On May 26, 2010, the New Hampshire Governor's Council on Physical Activity and Health sponsored its annual "Intergenerational Wellness 5K Walk" and honored its recipients of the 2010 Outstanding Achievement Awards for Physical Activity and Health during a ceremony held at the State House.

The annual Intergenerational Wellness 5K Walk is a statewide event that brings together students and employees from schools, organizations and businesses throughout the state. The purpose is to promote increased physical activity among citizens of all ages. This year's walk started at the Capitol after on site participants watched the 'Newmarket Hot Shots' JRFH Demo Team perform, enjoyed the Concord Hannaford stores' donated bagels, fruit and water, visited exhibits by sponsors and listened to the Governor's Proclamation. At 10 a.m. over 70 participants walked to Memorial Field while across the state over 5000 registered walkers held satellite events. Thanks go to this year's tshirts and event sponsors: NHLGC, NHAHPERD, Hannaford Supermarkets, Dartmouth-Hitchcock, Anthem BCBS, Northeast Delta Dental, Catholic Medical Center, Community Chiropractic, The Common Man, Workforce Wellness, LLC, NH Healthy Schools Coalition, and Next Level Performance LLC.

GOAL 2: Governor's Council for Physical Activity and Health 2010 Outstanding Achievement Awards: Project Leader: Paul Mertzic

Objective: Develop a project budget to support event costs and assist with sponsor recruitment.

Actions:

1. Review 2009 expenses
2. Identify items where sponsor support is needed
3. Approve budget
4. Collaborate with Marketing Committee to recruit sponsors

Date of Completion: November 2009

Objective: Improve application and review process to promote increased nominations for organizational and individual awards.

Actions:

1. Review/revise recognition categories as appropriate
2. Review/revise application and nomination process as appropriate

Date of Completion: December 2009

Objective: Conduct a promotional campaign and implement the awards ceremony in coordination with the 2010 IWW.

Actions:

1. Recruit GCPA&H volunteers to plan and conduct the event
2. Reserve State House room to conduct the ceremony
3. Update contact database for marketing campaign
4. Develop/distribute promotional flyer and post to website
5. Collaborate with Marketing Committee to develop/conduct additional promotional activities (media releases, etc.)
6. Process applications and select award winners
7. Purchase/prepare award certificates and plaques
8. Recruit Governor to attend award ceremony

Timeline for Completion:

1/1/10-3/1/10, marketing campaign
3/1/10, applications available online and for distribution
4/15/10, nominations due
5/1/10, selections complete and nominees notified
5/26/10, award ceremony

OUTCOME:

Concord, NH (May, 2010) On May 26, 2010, The New Hampshire Governor's Council on Physical Activity and Health honored its recipients of the 2010 *Outstanding Achievement Awards for Physical Activity and Health* during a ceremony held at the State House. The awards are presented each year to organizations and individuals who have made a significant impact on the health of NH residents by promoting healthy lifestyles through physical activity and fitness programs. The 2010 award recipients are:

- Harvard Pilgrim Health Care Foundation/Foundation for Healthy Communities – CATCH Kids Club
- Dartmouth Hitchcock Medical Center – Live Well/Work Well
- Diane Caldon, Wellness Coordinator
- Elliot Health System – Senior Health Fitness Team
- Elliot Health System – Working Well Team
- New London Parks and Recreation Department – Winter Wild Program
- Rachele Hennessy – The Works Family Health and Fitness Center - Home School Gym Program
- Sunapee School District – Tom Frederick, Bonnie Cruz and Jon Reed

The GCPAH also recognizes a state legislator who actively promotes and advocates for physical activity and healthy behaviors for all NH residents. The 2010 NHGCPAH awardee is Representative Nancy Stiles. Rep Stiles was presented an Outstanding Achievement Award for her work on the New Hampshire Commission on the Prevention of Childhood Obesity. The commission had the responsibility to identify and recommend legislative and policy strategies that may be effective in the prevention of childhood obesity. Rep. Stiles was also a co-sponsor of HB 1479, introduced in April 2010, to require BMI screenings in schools.

MEMBERSHIP COMMITTEE:

The purpose of the GCPAH Membership Committee is to create and maintain a full Council membership. All appointed Council members will be directly related to our mission and goals and represent all ages & genders.

GOAL: Ensure representation of informed members on the council.

OBJECTIVE: The committee will review on an annual basis, update if necessary, and recommend to the Council any changes to the Membership Packet (by-laws, sub-committees, etc.)

ACTIONS:

1. Solicit membership recommendations to replace recent member resignations
2. To maintain record of each members sub-committee involvement.

3. The committee will review by-laws to understand the role of Advisory members and make recommendations in regards to future by-law revisions.

OBJECTIVE: The committee will continually solicit or maintain a membership of no less than 21 members.

ACTIONS:

1. Membership will be at $\frac{3}{4}$ capacity as stated through by-laws
2. The committee will review on an annual basis, update if necessary, and recommend to the Council any changes to this document.
3. Using multiple means of distribution, each member will receive the newest orientation manual.

OUTCOME:

The mission of the Membership Committee is to create and maintain a full Council membership. As a part of this membership all appointed members will be directly related to our mission and goals and represent all ages & genders.

In the last year the Council membership has stayed consistent, with zero-turnover rate. Currently the Council has 16 active members and 8 advisory members. The following is a full list of the Council's Active and Advisory Membership along with affiliation.

Currently there are conversations taking place with the New Hampshire YMCA organization to formalize representation on the Council.

**NEW HAMPSHIRE'S GOVERNOR'S COUNCIL
ON PHYSICAL ACTIVITY AND HEALTH**

EXECUTIVE COUNCIL:

Travis Horne, GCPA&H Chair, Marketing/Public Relations/Advocacy Committee Chair
Health Management, NH Local Government Center

Terry Johnson, Vice-Chair, Programming/Events Committee Chair
Director of Healthy Eating Active Living Initiative, Foundation for Healthy Communities

Dan Kiestlinger, Membership Committee Chair
Athletic Director, Campbell High School

Dianne Rappa, Treasurer
Executive Director – NHAHPERD

Kathy Sherman, Scribe
Anthem, Wellness Facilitator for State of New Hampshire

COUNCIL MEMBERS:

David Gill

Director of Concord Recreation Department, NH Parks & Recreation Association

Christopher Morrill

Physical Education, Barrington Middle School

Heather Fairchild

Occupational Health & Safety Coordinator/Wellness Coordinator, Department of Health & Human Services

Jason Aziz

Clinical Exercise Physiologist, Concord Hospital

John Hikel

NH State House Representative

Joil Bergeron

Owner, NEXT LEVEL PERFORMANCE

Lilyan Wright

Advisor for Senior's Issues

Nancy Puglisi

Director of Organizational Wellness, University System of New Hampshire

Nancy Miller

Physical Education, Newmarket Elementary School

Paul Mertzic

Director, Community Health Services, Catholic Medical Center

Sharon Wells

FitChallenge.org – Outdoors Adventures

ADVISORY BOARD:

Barbara French

NH Legislator

Chuck Cappetta

NH Pediatric Society, Granite State Fitkids

James Eddinger

Event Coordinator, Granite State Senior Games

Katja Fox

Spec. Assist. For Policy, Office of the Governor

Louise S. McCormack

Professor - Plymouth State University

Peter Ames

State Director of Government Relations and Advocacy, American Cancer Society

Rick Holder

Owner, Hampshire Hills Health & Fitness Club

Tamara Martin

NH Healthy Schools Coalition