



GOVERNOR'S COUNCIL ON PHYSICAL ACTIVITY AND HEALTH

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

**ANNUAL REPORT
2008-2009**

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.

One of the Council's goals during 2008-2009 was to create a sustainable physical activity & health program, which we implemented in conjunction with our existing Outstanding Achievement Awards. The program created was the Intergenerational Wellness 5K Walk or "IWW 5K". The IWW 5K was a statewide health initiative, centered on bringing together schools, organizations and businesses in New Hampshire. This walk focused on prevention, decreased physical inactivity, and increased employee health. On May 20, 2009 a total of 225 walkers participated in our Concord, NH walk from Memorial Field back to Memorial Field.

In conjunction with the walk Governor Lynch proclaimed May 2009 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. Three New Hampshire schools participated in the onsite walk by including students in the activity. Other walkers included three New Hampshire towns and most of the Outstanding Achievement Award winners. Finally as part of the morning event the Council incorporated vendors and sponsors to provide health & physical activity education.

Integrated as part of the IWW 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. The Council started the awards ceremony by recognizing Representative Joan H. Schulze for the work she does on the Obesity Commission. Others around New Hampshire that were awarded included State of NH Department of Transportation Bike/Walk to Work Day, Catholic Medical Center Health Matters, Caren Rossi-Presssey, Dr. Norman W. Crisp Elementary School, Newport Senior Center and the Outdoor Ventures. These awards recognized those individuals and organizations in the state of New Hampshire that work towards the goals of healthy lifestyles through physical activity. The award winners were recognized at the State House on May 20, 2009. Recipients of this award represented a variety of categories this year; Legislature, seniors/older adults, worksite, youth related organizations, community and schools.

During 2008-2009, the Council worked towards strengthening its relationship with the Governor's office. We were provided an opportunity to take a photo with Governor Lynch, which has been posted on our communications website. The website has been updated and utilized to share information with NH citizens, collaborative businesses and organizations with

similar goals and objectives. Our goal for 2009-2010 is to make the website a clearing house of health and physical activity information in New Hampshire.

The Nominating and Membership Committee worked diligently to reach our goal of a 21 person board. During the 2008-2009 year, the Council consisted of at least 18 individuals representing all the agencies or organizations noted in the By-Laws. Some individuals represented more than one agency or organization. Because of job changes and additional responsibilities, a few members of the Council resigned. Consequently the Council was able to fill the empty positions with highly qualified individuals. Currently there are conversations taking place to formalize representatives from Concord Hospital, New Hampshire Parks and Recreation Association and another NH State House Representative.

As the 2009-2010 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 those advocating for health improvement among all New Hampshire citizens.

Sincerely,

A handwritten signature in black ink, appearing to read 'Travis L. Horne', with a long horizontal line 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
2008-2009 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: Increase visibility of the Governor's Council on Physical Activity & Health

OBJECTIVE:

Use the Council's website as a portal for NH residents through the use of our local media and GCPAH events

ACTIONS:

1. Update the website on a weekly basis
2. Add NH events and activities
3. Continually update Council Membership photo's & bio's

OBJECTIVE: Increase opportunity to showcase the Council

1. Use network's and contacts as an avenue to showcase Council
2. Sit on NH physical activity & health committee's
3. Present at conferences and workshops

OUTCOME:

The Marketing/Public Relations/Advocacy Committee has identified opportunities to promote the Council through sponsored events and activities. These events and activities included the Intergenerational Wellness 5K Walk, Outstanding Achievement Awards and various conference presentations. We also supported our mission by increasing our board membership and enhancing visibility at local health events.

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.

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: Implement a 5K walk sponsored by the Governor's Council on Physical Activity & Health

OBJECTIVE: Setup an annual event called: National Employee Health & Fitness Day
5K Walk

ACTIONS:

1. Network with Partners
2. Advertise & Promote in early January
3. Reserve dates/times & locations w/ Governor & Dr. Lynch
4. Attach Outstanding Achievement Awards
5. Distribute tasks amongst Council members
6. Coordinate with City of Concord

OBJECTIVE: Create sponsorship, attendance and planning for the event

ACTIONS:

1. Submit grants to local funders
2. Ask for In-Kind from local businesses
3. Coordinate activities with Council members
4. Invite all ages and professions
5. Attend program/event committees outside of NEH&FD
6. Set up a committee to spearhead the event

OUTCOME:

The Council implemented the first Intergenerational Wellness 5K Walk (IWW5K) on May 20, 2009. In years past the IWW5K took place on the 4th Wednesday of May to celebrate Physical Fitness and Sport Month. This year the event took place to celebrate National Employee Health & Fitness Day.

The event started at 9:00am on Wednesday, May 20, 2009. Registration went until 9:30am when the Council kicked off the scheduled morning activities. Some of the activities included a Proclamation signed by Governor Lynch, the Newmarket Jump Rope Team demonstration, and the distribution of t-shirts to onsite participants.

The walk started at 10:00am and concluded around 11:30am. Walkers started from Memorial Field where they turned right on Fruit Street. From Fruit Street they turned onto Langley Park Drive and right on Pleasant Street. The walk finished back at Memorial Field. Participating Walkers were from surrounding towns, cities, schools, organizations, businesses and the Council. A total of 225 walkers participated at the Memorial Field location.

Integrated as part of the IWW 5K walk the Council also promoted and advocated for towns, cities, schools, organizations and businesses to participate in this sponsored event by having multiple statewide walks at their onsite 'Satellite Locations'. Satellite Locations included 18 different schools, 6 towns, 5 businesses, 2 organizations and the NH House of Representatives & staff. 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.

GOAL: Recognize health & physical activity programs and personal achievements around the state.

OBJECTIVE: Promote the Outstanding Achievement Awards

The purpose of the GCPAH Outstanding Achievement Awards is to recognize those 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.

ACTIONS:

1. Evaluate awards program & criteria
2. Create a marketing piece touting the program & event
3. Increase past & present program recognition through Council website & other Council supported activities
4. Invite governor to attend event

OBJECTIVE: Increase recognition of the program and award winners

ACTIONS:

1. Host the awards outside the State House at a sponsored event
2. Invite the Governor and/or Dr. Lynch to speak and/or attend
3. Correlate National Employee Health & Fitness Day 5K Walk with the awards ceremony
4. Solicit for sponsorship of the program
5. Invite local media, businesses and health & physical activity professionals to the event
6. Proclamation from the Governor

OUTCOME:

Concord, NH (May, 2009) On May 20, 2009, The New Hampshire Governor's Council on Physical Activity and Health honored its recipients of the 2009 *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 2009 award recipients are:

- Representative Joan H. Schulze – *Award Category: Legislature*
- Catholic Medical Center Health Matters – *Award Category: Worksite Wellness*
- Caren Rossi-Pressey – *Award Category: Individual*
- Dr. Norman W. Crisp Elementary School – *Award Category: School*
- Newport Senior Center – *Award Category: Senior*
- State of NH DOT Bike/Walk to Work Day – *Award Category: Worksite Wellness*
- Outdoor Ventures – *Award Category: Senior*

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 seen dramatic changes. Many of last years Council members have resigned due to a variety of professional reasons. On February 12, 2008 there were 13 active members and 6 Advisory members. As of May 4, 2009 there are 14 Active members, 6 Advisory members and 5 potential members.

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

OFFICERS:

**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:

**Chuck Cappetta
NH Pediatric Society, Granite State Fitkids**

**James Eddinger
Event Coordinator, Granite State Senior Games**

Heather Fairchild

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

**Sharon Palisi
Owner, Get a Life**

**Paul Mertzic
Director, Community Health Services, Catholic Medical Center**

**Christopher Morrill
Physical Education, Barrington Middle School**

**Lilyan Wright
Advisor for Senior's Issues**

**Nancy Miller
Physical Education, Newmarket Elementary School**

**Nancy Puglisi
Director of Organizational Wellness, University System of New Hampshire**

ADVISORY BOARD:

**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**

**Barbara French
NH Legislator**

**Tamara Martin
NH Healthy Schools Coalition**

**Rick Holder
Owner, Hampshire Hills Health & Fitness Club**

POTENTIAL MEMBERS FOR 2009-2010:

**David Gill
Director of Concord Recreation Department, NH Parks & Recreation Association**

Jason Aziz
Clinical Exercise Physiologist, Concord Hospital

John Hikel
NH State House Representative

Joil Bergeron
NEXT LEVEL PERFORMANCE

Dave Bryson
Owner, Applied Health Management LLC