

CEHI WEBLOG WORKING GROUP

Date: Friday 14th July 2011 **Time:** 2.30 pm – 4.00 pm
Venue: Boardroom, Gateshead PCT, Team View, Gateshead

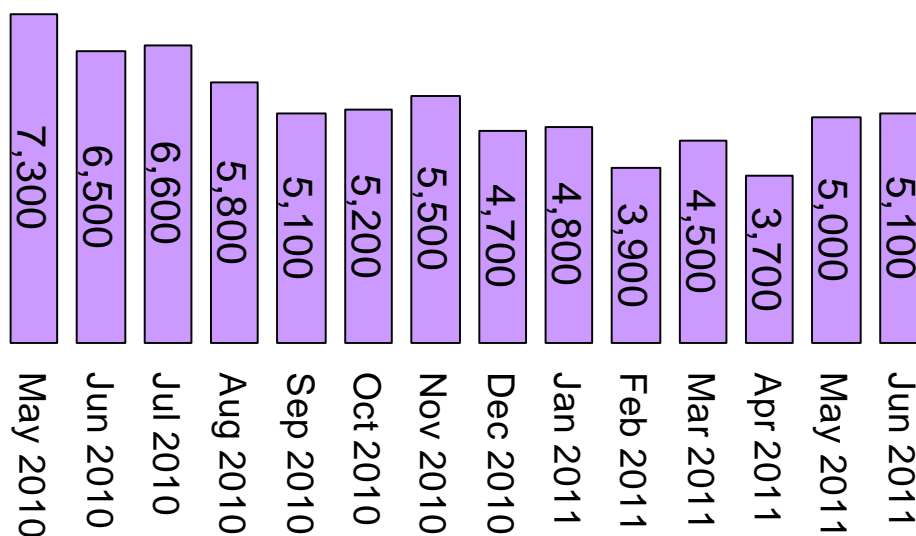
Minutes

Present: Andy Billett (AB), Yvonne Hudson (YH), Jayne Norwood (JN), Yusuf Meah Muhammed (YMM)

- 1. Apologies:** Sue Austin (SA), Peter Bolger (PB), Judith Hindess (JH), Nicola Morrow (NM), Dianne Robinson (DR)
- 2. Minutes of the last meeting:** Accepted as a true record.
- 3. Matters arising**
 - YH e-mailed PB re Jackie Reeve's password and ID
 - **Action:** AB to determine whether scheduled release of blog entries works
 - Dates, times and venues of NHS SoTW, Gateshead Council, South Tyneside Council and Sunderland City Council Board meetings should be posted to weblog. **Action:** AB to blog
 - A circular e-mail reminding all of the benefits of visiting the CEHI weblog should be circulated to key staff members. **Action:** AB to produce text, JN to distribute to key staff in Gateshead Council, YH to speak to Pam Lee re distribution list in South Tyneside PCT and Julie Turner re distribution list in ST Council, AB to speak to Gillian Gibson re distribution list in Sunderland TPCT and Amanda Healy re distribution list in Gateshead PCT and Nicola Turnbull re distribution list in Sunderland Council.
 - **Action:** AB to pull together a brief annual report on CEHI activity
 - May be an opportunity to film a Sunderland Men's Health Group workshop being arranged by YMM. **Action:** AB to send YMM Chris Hewitson's e-mail address. CH does video filming and production for Gateshead Grid for Learning who support weblog.

4. Update Usage statistics

CEHI Visits per Month in 2010/11



Visits increased to 5,000 for the first time since Nov 2010 in May.

Current Health Improvement Activity

- YMM is organising a Sunderland Men's Health event in November and could film case studies for posting to CEHI.
- JN is organising a monthly understanding health improvement course, with aim of reaching one third of workforce of Gateshead Council
- YH has filmed a discussion with Glen Hutchinson of South Tyneside Homes about improving health in the workplace, using NHS SoTW's Flip video camera and has sent footage to PB for editing and posting onto CEHI.
- NHS SoTW's Flip camera, held by YH, is available for all to use, but individuals will need permission from IT to plug camera into a NHS SoTW workstation.
- AB has been doing work looking at health issues that affect people from black and minority ethnic communities in Gateshead. **Action:** AB to blog the summary presentation
- Innovative work has been going on in the Wrekenton/High Fell area of Gateshead to support community-led activity to promote the stop smoking message. **Action:** AB to ask Natalie Goodman, Tobacco Control Manager within Gateshead Council, to blog about this work.

5. Health improvement community of practice

- PB is developing a community of practice website for local people involved in health improvement initiatives, timeframe for development is Jul 2011 to Mar 2012. There will be links between this website and CEHI. Principal contact for this work is JN.

6. CEHI annual report, 2010/11

- Outstanding on AB to write. **Action:** AB to write report and table at next meeting.

7. Recent and forthcoming health campaigns

- Sexual health week in September
- World Mental Health Day local campaign and events on 10th October, planning meeting 26th July, this year focusing on people with learning disabilities
- Seasonal flu campaign, starting September 2011 and continuing through to January 2012
- Alcohol

8. Multimedia content

- **Action:** AB to ask JH current status of breast screening workshop for a group of people with a learning disability and suggest possibility of filming for CEHI video case study
- Learning disability is one theme of local World Mental Health Day events in Gateshead, South Tyneside and Sunderland. People with a learning disability are involved in the "Five a Day for Health and Happiness" strand of activities. YH is taking the wellbeing message to the learning disabled community in South Tyneside via a drama workshop. In Gateshead the "Learning Disability focus group" are getting involved. These are opportunities for short video films or audio podcasts highlighting this work.

9. Group membership

- Carried forward - group agreed to send out a block e-mail to be distributed to YH's list of contacts within voluntary sector organisations and health service providers asking i) if people would like to join the Weblog Working Group and help to develop the CEHI weblog and improve the ways in which it promotes health locally, and ii) if anyone is interested in developing audio or video content promoting their health improvement activities. **Action:** AB to provide text for YH to distribute to her contact list.

10. Action plan

- Group agreed that an action plan should be drawn up setting goals and measures of progress for 2011/12 (up to end Mar 2012). Action plan to include:
- Increase multimedia content – 10 new videos or podcasts to be posted onto site in the year
- Increase membership of weblog working group – average of 10 people attending weblog working group meetings through the year
- Increase awareness of CEHI weblog – by getting articles on CEHI included in PCT and Council staff newsletters and by raising existence and benefits of CEHI weblog on key groups e.g. Gateshead Big Shift group. Measure of progress - achieving a 20% increase in visits to website from May/June benchmark of 5,000 visits per year.
- **Action:** AB to draw up action plan and table at next meeting

11. Date and time of next meeting: Fri 16th Sept, South Tyneside Council, South Shields Town Hall