

## CEHI WEBLOG WORKING GROUP

**Date:** Friday 21<sup>st</sup> May 2010  
**Time:** 1.00 pm – 3.00 pm  
**Venue:** City Learning Centre, Unit 6, Keel Row, Metro Riverside  
Business Park, Gateshead

### Notes

**Present:** Andy Billett (AB) Public Health Analyst, NHS SOTW (Chair), Peter Bolger (PB) Manager Gateshead Grid for Learning, Gateshead Council, Sue Austin (SA), Librarian, NHS SOTW

1. **Apologies:** Yvonne Hudson
2. **Minutes of the last meeting:** Accepted as a true record.

#### 2a. Matters arising

Ideas for Multimedia Content

- Healthy Community Collaborative Bowel Cancer Awareness Session – outstanding.  
**Action: AB to ask HCC Gateshead if they want to produce a video with support from City Learning Centre**
- Video on good mental health five a day now posted on to site.
- Balance it NE regional Alcohol Campaign Video. **Action: AB to establish link from CEHI to Balance NorthEast website**
- Healthnet South Tyneside – interview with David Hambleton by Nick Roberts and footage of HealthNet South Tyneside meeting. Footage of meeting filmed and date (22nd June) set for filming of interview at new Primary Care Centre in South Shields. Chris Hewitson ([c.hewitson@gateshead.gov.uk](mailto:c.hewitson@gateshead.gov.uk)) will be filming and editing video.

#### 3. Update

- Usage statistics - compared to 3,500 visits per month reported in February, activity now at 6,000 visits per month or 200 per day
- Staff from a wide range of organisations had attended blogging training sessions in January but little evidence of blogging activity on the site since then by attendees.  
**Action: AB to ask LM to send an e-mail reminder to all attendees at blogging training sessions to post content onto the weblog to publicise their activity**
- Suggestion made that live blogging activity could be incorporated into seminars and events where appropriate

#### 4. Weblog Training Sessions

- Following blogging training session of Fri 22<sup>nd</sup> January 2010, two further training sessions took place on Mon 15<sup>th</sup> March (11 attendees) and Fri 19<sup>th</sup> March 2010 (12 attendees). Attendees from a wide range of organisations across public and third sector. Evaluation sheets indicated people thought that training sessions were of a high standard.

- Another session needs to be arranged as there are more individuals interested in attending training. Action: **AB to ask Public Health Admin Gateshead to arrange by fixing a date with PB and publicising with those on waiting list.**
- PB can deliver a “more blogging skills” training course, covering multimedia, use of photos, uploading podcasts, widgets and twitter. Action: **AB to get LM to ask if people who attended basic blogging training would be interested in a “More blogging skills” course as part of reminder to use the weblog e-mail.**

## 5. CEHI Overview Paper

- Nicoll Lloyd has been commissioned to author a review paper covering CEHI’s history and development, current offering to the work force, identification of benefits from its use, identification of its stakeholders and their perception of its potential, how it supports the strategic goals and priorities of the business
- NL will be interviewing PB and Siobhan Jones, Head of Communications within NHS SoTW as part of this work
- Meeting reviewed draft questionnaire to be sent out via e-mail to stakeholders, provided by NL, and reviewed list of stakeholders identified at meeting between AB, NL and Pat Elms. Suggested amendments made to questionnaire.
- **Action: AB to send revised questionnaire to NL for approval**

## 6. Health Campaigns

- YH not able to attend, so item deferred

## 7. Ideas for new multimedia content

- YH asked PB about the Sunderland Youth workers visit to Clarendon which was videoed by Sunderland Council, this needs to be uploaded to the site  
**PB**
- Suggestion of approaching David Hambledon about the possibility of videoing a board meeting  
**PE?**

## 8. Any other business

- Attendance at Weblog Working Group meetings had declined. AB to ask SA and YH if, between AB, SA and YH, these people can telephone dormant group members. AB to ring Sunderland members, YH South Tyneside members and SA Gateshead members.

## 9. Date and time of future meetings

FRIDAY	21 MAY 2010	1-3PM
FRIDAY	16 JUL 2010	1-3PM
FRIDAY	17 SEP 2010	1-3PM
FRIDAY	19 NOV 2010	1-3PM

These meetings will be held at:-

City Learning Centre, Keel Row, Metro Riverside, Gateshead NE11