

CEHI WEBLOG WORKING GROUP

Date: Friday 16th July 2010 **Time:** 1.00 pm – 2.00 pm
Venue: City Learning Centre, Unit 6, Keel Row, Metro Riverside
Business Park, Gateshead

Minutes

Present: Sue Austin (SA), Librarian, NHS SoTW, Andy Billett (AB) Public Health Analyst, NHS SoTW (Chair), Peter Bolger (PB) Manager Gateshead Grid for Learning, Gateshead Council, Yvonne Hudson, Health Information Manager, NHS SoTW, Jayne Norwood (JN), Health Improvement Capacity Building, Gateshead Council, Justine Wilkinson (JW), Tobacco Lead, South Tyneside Council

- 1. Apologies:** none
- 2. Minutes of the last meeting:** Accepted as a true record.

2a. Matters arising

Action: AB to ask Lynne McMahon to send out e-mails to people who attended blogging training sessions in January and March, reminding them that they are able to blog information about their health improvement activity onto CEHI. LM to include CEHI "How to post a blog" handout.

3. Update

- Usage statistics - compared to 3,500 visits per month reported in February 2010, activity now at 7,300 visits in May 2010 and 6,500 visits in June 2010 (over 200 per day).
- **Action:** PB to distribute Webalyzer ID and pass to AB, SA and YH
- **Action:** AB to contact blogger of Exercise Therapy blog, asking them to indicate location of forthcoming activity sessions.
- It is always helpful to add Locality (Gateshead, South Tyneside or Sunderland) as a tag

Possible future blog content

South Tyneside

- JW may be able to get a copy of the current FRESH video (preferably in MP4 format, but format can be modified) for upload onto CEHI
- Early ID of CVD and COPD programmes are being rolled out
- Tracy Collins is leading a programme to promote health in the workplace. **Action:** AB to ask TC if she would be willing to blog current activity
- Obesity, tobacco and alcohol are key themes of health improvement work in ST

Gateshead

- September Walking Challenge could be blogged by JN, also a blog with a link to the Marmot DVD about the Health Inequalities Conference by JN

Sunderland

- **Action:** AB to ask Health Trainers about Sunderland health improvement activity and among healthy teams e.g. Stop Smoking Service, Weight Management Services, Alcohol Advice services

Modifications to site required

- Library tab at top of home page to disappear (content to be incorporated into main CEHI site)
- “Links” tab to be added, AB/SA to use Delicious tool to generate relevant links
- AB to update training text on front page in consultation with Pat Elms and pass to PB for upload. Text to reflect delivery of Royal Society of Public Health course across three localities.
- New panel to appear in place of “About CEHI” which has moved to top of home page. Panel to include forthcoming health campaigns with contact details for Health Information team for ordering supporting resources.
- AB to ask LM to tidy up tags using “Manage Tags” function in editing area of website

4. Weblog Training Sessions

- **Action:** AB to ask Lynne McMahon to arrange two dates with PB in September for CEHI awareness and blogging skills training

5. CEHI Overview Paper

- Paper is being written with planned completion date of August.

6. Health Campaigns

- Sexual health week in September being promoted across Gateshead, South Tyneside and Sunderland aimed at over 50s. **Action:** YH to blog activity
- World Mental Health Day in October, Catherine Mackereth is leading planning activity
- Flu awareness campaign in October, planning being led by Sandra Ansah
- Alcohol awareness week in October

7. Ideas for new multimedia content

- YH now has a “Flip” recorder for capturing video suitable for upload onto CEHI weblog.
- **Action:** JW to get copy of FRESH video sent to PB for upload onto CEHI Weblog

8. Group membership

- Nick Roberts of BlissAbility who facilitates the HealthNet stakeholder group in South Tyneside would like to join CEHI Working Group. **Action:** AB to contact and invite to next meeting.
- Jackie of Washington MIND wants to become a blogger.
- JN to continue membership of group in her new role of Public Health/health improvement capacity development

9. Any other business

- Health Improvement Information and Resources Service based in Clarendon, South Tyneside now has an online booking website. Awareness raising sessions are planned.

10. Date and time of future meetings

FRIDAY	17 SEP 2010	1-2PM
FRIDAY	19 NOV 2010	1-2PM

Meetings to be held at City Learning Centre, Keel Row, Metro Riverside, Gateshead NE11