

Centre for Enabling Health Improvement
Weblog Working Group (WWG) Meeting

23 November 2006, 1.30pm to 3.00pm

City Learning Centre, Unit 6, Keel Row, Metro Business Park

Minutes of Meeting

Attendees:

Sue Austin (SA), Andy Billett (AB), Peter Bolger (PB), Pat Elms (PE), Tom Hall (TH), Eileen Westthorp(EW)

Apologies:

Nick Storey (NS), Tracey Dawson (TD)

1. Activity Update

Upward trend in visits per month. **Actions – AB to update for future meetings, AB to blog new resources website, EW to amend CEHI hyperlink on new Resources Service website, PHP section to be populated (Emma Cowan), AB to blog GUM consultation**

2. CEHI Steering Group

PE is reporting activity of WWG back to Steering Group. CEHI appears as a link from the Solution Finder weblog at www.solutionfinder.org.uk. PE,/PB/AB are considering how CEHI could be marketed as a product. **Action – AB to provide PE with report of WWG activity for Steering Group.**

3. CEHI Annual Report

Draft copy of Annual Report circulated.

Need for a “Guide to Using CEHI” was identified. To be in pdf format, and similar to guide for Healthy Schools weblog at www.gatesheadhealthyschools.org/. Distribution could be via e-mail, Chief Executive’s Bulletin or sent out with payslips. **Action – draft to be tabled at next meeting.**

There had been interest from outside Gateshead in CEHI, from Improvement and Development Agency (IDeA) and from Danny Ruta at Newcastle PCT.

4. Tagging of blogs

Blogs can be assigned “tags” as well “categories”. When entering tags they should be comma delimited i.e. each tag should be separated by a comma followed by a space. CEHI interface now includes a “tag cloud”. Size of tag reflects popularity and use of tags.

5. Site design and promotion

Redesign has highlighted comments (in the “Conversations” section) and multimedia content (podcasts and video clips). Possibilities for future content were “Health Promotion in Practice” (filming a day with a HP specialist) and podcast around suicide which TH had done. **Actions – AB/Andrew Robinson to film a video sequence trailing the launch of the Being Healthy in Gateshead strategy**

for CEHI, PE/Mark Lambert to add blog content around Public Health Partnership, PB to add Mental Health to “Topics” section of menu.

Draft letter to service leads was tabled and approved. **AB to ensure that the distribution list includes Gateshead Council Community Health Development Team leader, Emotional Health & Wellbeing Team leader and CAMHS team leader.**

6. Review of other blogs

Other blogs (included BBC sport weblog, “Boing Boing” and “Bifurcated Rivets”) demonstrated that CEHI is written in third person (“The NICE guidance says...”) rather than first person (“I think....”), so a “Speakers’ corner” was added to the CEHI menu to encourage people to air their views.

7. Rotating chair and meeting format

Group agreed to adopt rotating chair and schedule meetings for 90 minutes.

Action – TH to Chair next meeting.

8. Any other business

Action – Weblog Working Group Action Plan to be reviewed at next meeting

Date and time of next meeting: **Tuesday 19th December 2006, Unit 6, City Learning Centre, 1.30pm – 3.00pm.** Apologies in advance from PB.