

# CEHI WEBLOG WORKING GROUP

**Date:** 31<sup>st</sup> October 2008

**Time:** 1.00pm – 3.00pm

**Venue:** CLC, Keel Row

## MINUTES

### Present:

Jayne Norwood, Community Health Development Team, Gateshead Council  
Sue Austin, Librarian/Knowledge Manager, Health Information & Library Service, GHD PCT  
Andy Billett, Public Health Analyst, SoTW  
Julie Seymour, Public Health Training Administrator, SoTW  
Yvonne Hudson, Health Information Lead Public Health, SoTW

		Responsibility
1.	<b>Apologies</b>  Pat Elms, Peter Bolger, Dave Levison, Michael Bell  In the absence of PE, AB chaired the meeting.  DL is aware that he has been unable to attend meetings regularly due to his workload commitments, however he will endeavour to attend quarterly or he has suggested that the day the meeting takes place is reorganised for next year.  Jayne Norwood (JN) gave a brief outline of her role. JN is Nick Storey's replacement.	
2.	<b>Minutes of the last meeting</b>  Minutes of the last meeting were not available.	
2a.	<b>Matters arising</b>  None to report.	
3.	<b>Review Weblog Membership</b>  It was noted that the group is still not represented across the three areas. YH had suggested names at the last meeting.  <b>Action: PE to initiate contact with suggested members of the</b>	<b>PE</b>

	<p><b>group.</b></p> <p>It was noted that the group needed a representative from the provider arm of the organisation and Diane Jones was recommended as a contact to identify representatives from the Health Teams.</p> <p><b>Action: PE/AB to liaise with Diane Jones re membership.</b></p> <p><b>Action: YH to invite Sunderland and South Tyneside LA reps.</b></p> <p>JN agreed to publicise the weblog with local authority staff and other services and to engage services for postings.</p> <p><b>Action: AB to contact Penny Gray for information to post to the site.</b></p> <p>It was suggested that it would be useful to obtain content from the voluntary sector across the patch and well as getting community workers involved.</p> <p><b>Action: AB to review notification list.</b></p>	<p><b>PE/AB</b></p> <p><b>YH</b></p> <p><b>AB</b></p> <p><b>AB</b></p>
<p><b>4.</b></p>	<p><b>Update</b></p> <p><b>Weblog Co-ordinators Role</b></p> <p>SA has been looking to back fill her post for 2/3 days in order for her take up her role as the weblog co-ordinator. SA has been exploring with Newcastle University to employ an experienced librarian requiring additional working hours on a self employed basis. SA is awaiting a further response from Erica Gavet who heads the library. Another option would be to employ from an agency.</p> <p>SA will be liaising with leads of priority areas to update content.</p> <p><b>Statistics</b></p> <p>Statistics for the period from Nov 2007 – to date:</p> <p>Visits: 98,494  Pages Accessed: 221,558  Hits: 576,740</p> <p>Top ten hits were circulated at the meeting.</p>	
<p><b>5.</b></p>	<p><b>National Library for Public Health (NLPH)</b></p> <p><a href="http://www.library.nhs.uk/publichealth/">http://www.library.nhs.uk/publichealth/</a></p> <p>AB demonstrated the National Library for Public Health new site and commented that the look and feel of the redesigned weblog intentionally reflects the design of NLPH. AB will be setting up a link</p>	

	<p>from our three themes to the NLPH to publicise what is happening at a national level.</p>	
<p><b>6.</b></p>	<p><b>Weblog identified key themes</b></p> <p>AB has completed some header text for a starter for ten for the priority areas.</p> <p>SA noted that NHS Direct has merged with NHS Choices.</p> <ul style="list-style-type: none"> <li>• <b>Obesity</b></li> </ul> <p>SA will be reviewing content. Marc Hopkinson is the lead for this area. It was identified that the 'Balance It' programme and similar programmes from the other two areas would be a useful addition to this area.</p> <ul style="list-style-type: none"> <li>• <b>Alcohol</b></li> </ul> <p>Christine Jordan is the lead for Alcohol and is currently running a campaign through to December.</p> <ul style="list-style-type: none"> <li>• <b>Smoking</b></li> </ul> <p>It was noted that smoking services were going through a development phase with FRESH.</p> <ul style="list-style-type: none"> <li>• <b>Mental Health and Wellbeing/CVD</b></li> </ul> <p>YH suggested that given the high profile of CVD should it not be one of the 4 priority topics boxed on the title page of the website.</p> <p>It was clarified that CVD would be spread across the chosen priority topics; however there was scope to allocate CVD to the 4<sup>th</sup> priority topic replacing mental health and well being.</p> <p>It was noted that postings to other categories would be still listed at the top of the page. JS to be informed of any missing categories in order to get it added to the site.</p> <p>The group discussed the possibility of running an hour introduction sessions where staff could come along to a lunch time drop in session. The group agreed to move forward with the lunchtime sessions once the new content is up and running, possibly in January. It was agreed that a briefing session would be held initially to ensure a clear and consistent message was relayed at the drop in sessions.</p> <p><b>Action: Group to feedback at next meeting with proposed dates for the drop in sessions and to identify how to get the three local authorities involved.</b></p>	<p><b>All</b></p>

<p><b>7.</b></p>	<p><b>Health Trainers</b></p> <p>JN has links to the Gateshead Health Trainers. JN offered to raise the issue with the HT Lead, Judith Hindess, to identify a lead health trainer to be responsible for blog updates.</p> <p>It was suggested that a pitch to publicise the weblog could be carried out at a health trainer locality meetings.</p> <p><b>Action: JN and AB to attend joint meeting of community development workers and health trainers to publicise weblog. JN to inform AB of date of meeting. JN to cover Gateshead and AB/YH to cover South Tyneside.</b></p> <p><b>Action: PE to link with Sunderland Health Trainer Lead and identify future team meeting.</b></p> <p><b>Action: Names of bloggers wishing to access the site to be sent to JS.</b></p> <p>Bloggers can still leave comments by registering with the site.</p>	<p>JN/AB</p> <p>PE</p> <p>ALL</p>
<p><b>8.</b></p>	<p><b>Terms of Reference – revisit</b></p> <p>The group reflected their initial thoughts on the terms of reference and made the following suggestions.</p> <ul style="list-style-type: none"> <li>• To Promote CEHI site and ensure ongoing communication across partnership agencies and local communities.</li> <li>• Expand to include the three trusts</li> <li>• Remove reference to the CEHI steering group as it does not exist anymore</li> <li>• Add in to assist the ‘wider public health workforce’</li> <li>• Add in review scope and currency and relevance of new content on a regular basis at group meetings</li> <li>• Market management/promotion</li> <li>• Membership – ensure balance across the patch – regular review – including representation from across all partner organisations</li> <li>• Add in timings of meetings ie. monthly</li> </ul> <p>The group suggested developing a flyer to publicise the site. JS added that a flyer could also be distributed to those attending RSPH training.</p> <p><b>Action: Revised draft to be brought along to next meeting.</b></p>	<p>JS</p>
<p><b>9.</b></p>	<p><b>Any other business</b></p> <p>None to report.</p>	

10.	<p><b>Date and time future meetings</b></p> <p>The group discussed future meetings and were happy for the meetings to remain on Fridays on a monthly basis, however it was suggested that the venue should rotate. This would be subject to the Chair's approval.</p> <p><b>Action: AB to discuss with PE.</b></p> <p>It was noted that this was the last scheduled meeting for the year. The next meeting was arranged for 5<sup>th</sup> December 2008, 1-3pm.</p> <p><b>Action: YH to book Meeting Room 1 at South Tyneside PCT and ensure internet access.</b></p>	<p><b>AB</b></p> <p><b>YH</b></p>
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