

## CEHI Weblog Working Group (WWG) Meeting

24<sup>th</sup> January 2007 1.30pm to 3.00pm  
City Learning Centre, Unit 6, Keel Row, Metro Business Park

### Minutes of Meeting

**Attendees:** Andy Billett (AB), Peter Bolger (PB), Tracy Dawson (TD), Pat Elms (PE), Nick Storey (NS) (chair)

**Apologies:** Sue Austin (SA), Tom Hall (TH), Eileen Westthorp (EW)

**Action:** PE to contact Kay Jordan re membership. PE to contact member from Corporate IT to ask if willing to attend

#### 1. Minutes of last meeting

CEHI Steering Group to sell idea of Weblog across three South of Tyne and Wearside PCOs. Subgroup (PE, PB, AB) is meeting to cost.

Has Healthy Communities event been blogged by TH?

**Action: NS to check with TH.**

Thumbnail hyperlinks on CEHI linking to video content to remain without explanatory text.

How can people be encouraged to comment on CEHI? PB suggested competition.

**Action: NS to progress. Blog to be posted asking people to post a comment explaining "What healthy New Year's resolution have you made?". Swimming vouchers to be offered as prizes for first 100 comments. NS to meet with PB, arrange page and organise vouchers**

Smoking – in run up to ban on smoking in public places on 1<sup>st</sup> July, countdown clock to be used on CEHI banner in same way as for Being Healthy in Gateshead Strategy launch.

**Action: AB and PE to discuss with Community Health team to engage them in the countdown.**

#### 2. Activity update – top ten pages, visits per month, blogs per month and new content

A continuing upward trend in visits. There were 4,500 visits to the site in December 2006.

#### 3. Audio and video podcasts

PB demonstrated publishing audio content to weblog (v easy). Health Trainers have recorded a "Talking Heads" video which could be published.

**Action – PE to source Audacity freeware and USB stick, PE to report back on possibility of publishing "Talking Heads" video. PE to talk to Julie Parker about public podcasts.**

#### 4. Community Health team

Community Health team keen to blog content on CEHI

**Action – NS to investigate blogging team's newsletter.**

## **5. Health Trainers**

Health Trainer content is work in progress due to HT team commitments. There is photo and video content to be blogged. Talking Heads video currently being edited by Graphics at South Tyneside PCT.

## **6. Professional groups**

There is interest from Physiotherapists and Speech and Language Therapists

**Action – AB/PE to pursue this**

## **7. Marketing of weblog**

To be promoted to appropriate person in new structure.

**Action: AB to ensure there is a live link to CEHI from PCT intranet and internet. NS to ensure that there is a link to CEHI from the Council website.**

## **8. Steering group feedback**

Group have endeavoured to incorporate simple rules for effective health promotion into all partners' work – "Tackle the right issue, involve the right people, use the right approach".

**Action – PE to add 'simple rules' to weblog**

## **9. Link to BBC Health headlines from weblog**

All agreed this would increase interest in the site.

**Action – PB to incorporate dynamic links to BBC health headlines into CEHI**

## **10. Choosing Health**

It was agreed that future Choosing Health events should be organised in a venue that would allow the event to be blogged 'live'. PB can offer technical support.

## **11. Rotating chair AB**

## **12. Any other business**

Gateshead Council Information "Kiosks" – electronic information points are provided at various locations in Gateshead and have information on a range of Council services and issues, including a general section on [health](#). Could be used to raise awareness of health promotion campaigns etc.

**Action: NS to raise with Jayne Norwood. Link to CEHI to be included in Health section.**

**Date of next meeting – Wed 21<sup>st</sup> Feb 2007, City Learning Centre, Keel Row, 1.30pm to 3.00pm**