

MISSOULA ACTIVE KIDS
MARCH 16TH 2010 MEETING AGENDA
Missoula City-County Health Department 3:30-5PM ROOM 210

Attending: Lisa Tims St. Patrick Hospital & Missoula City-County Health Department; Rebecca Morley, Greg Oliver, & Mary McCourt Missoula City-County Health Department; Lisa Beczkiewicz The Flagship Program; Teresa Jacobs Playground Enhancement Project; Steven Gaskill University of Montana HHP; Nina Cramer Missoula Forum for Children & Youth; Shirley Kinsey & Scott Stires Missoula Parks and Recreation; David Ports & Jason Shearer Missoula YMCA; Patty Holman UM Rural Institute; Bridget Voorhees University of Montana HHP; Savannah Brower UM intern with Missoula City-County Health Department; Rachel Vielleux Missoula County Superintendent of Schools

1. Update on the Communities Putting Prevention to Work -Greg Oliver

The current status of the grant is not officially known at this time. The date of notification came and went with no official word; however, unofficially we heard that we were not funded. Further investigation has implied that even though we have not officially heard we most probably have not been funded. Discussion followed on possible reasons we were not as competitive as other applicants may have been:

- We do not have a large minority group or groups
- We do not have entrenched poverty that is easily defined as in most urban settings
- We have adequate access to food
- Our obesity rate is not the highest
- The state grant was somewhat homogenous: Lewis & Clark County and Missoula County are very similar in demographics

2. Unplug and Play 2010-Mary McCourt & Savannah Brower

The Health Department and Missoula Parks and Recreation are once more partnering on Unplug and Play 2010. They are:

- Negotiating with Barnes & Noble for a community game night
- Sending letters to the teachers with screen-free activity ideas

- Becky Goodrich from Parks is taking over the administrating of the website, www.unplugmissoula.org It will have the same address, but will be part of the City's site. The site will have a page for teachers, parents, kids. It will also list all the activities that will be hosted that week.
 - The media will be more extensive this year: we will buy radio ads, do talk-radio, request Monte in the Morning, contact KPAX for another spot with kids, etc.
3. Where is Missoula Active Kids in terms of branding, agenda, identity, past successes, and future goals - Jason Shearer

This was a lively discussion with several issues covered

- Who are we & who knows about us
- How can we develop a mission statement and purpose
- How can we brand the concept and take advantage of the energy of the members
- How can we recognize the partnerships and projects that have grown out of the Missoula Active Kids effort

It was decided that we will begin to formulate a stronger, more definable identity. A subcommittee was formed, will meet and will bring back suggestions to the next Active Kids meeting.

4. Latest research on physical activity and academic success-Steve Gaskill

Steve shared both national and local data on the connection between increased physical activity and academic achievement. He has found that the schools have not yet responded to this data, but that parent groups are especially interested in it. See the attached PDF files.

5. YMCA 6th Grade Project-David Ports

David was pleased to announce that the 6th grade project will begin in September. All 6th graders in Missoula County will have a free membership to the YMCA and in addition, specialized programming will be set up at the Y. Students from the HHP department will help staff this program.

6. Recess in Action: program developed by Tucker Miller sponsored by the Action for Healthy Kids Program-Bridget Voorhees

Tucker Miller has developed a Recess In Action program that includes activities for elementary school classroom teachers and aides. The development of the booklet was sponsored by the Action for Healthy Kids Program created through a 2008 Kellogg Grant. The two purposes of the program are to provide games/activities during recess that require major muscle movement and a minimum of equipment and assistance from adults. Tucker piloted the program at Lewis & Clark Elementary School and through funding from the Montana Team Nutrition Program is available for training.

Savannah Brower and two students from Steve Gaskill's class have been running an active recess at Russell School this semester.

7. Gear Up for Summer! -Missoula Child and Nature

Ian Foster gave a report on the upcoming Child and Nature spring event. It will be a three-fold event: training for staff and volunteers; opportunity for providers to market their programs to parents and children; and an exciting Missoula Children's Theater presentation. The date is May 22nd and the information flyer is attached as is the registration. Please note: families are welcome from 12-3 FREE with lunch and the MCT event.

NEXT MEETING; JUNE 8TH 3:30-5 MISSOULA CITY-COUNTY HEALTH DEPARTMENT ROOM 210