



Meeting Time: 8:30-10:30 AM
Meeting Location: Children's Board, Tampa
Date: Tuesday, July 16, 2013

Agenda Items	Discussion
Welcome/Introductions	
POP website revamp	Slides of revamped POP website shared. Site should be live in 1-2 weeks. http://partnersinobesityprevention.com <ul style="list-style-type: none"> ◆ Partners who want their logo and link included in the partners and resource sections should submit logo and link to Cindy Hardy Cindy_Hardy@doh.state.fl.us ◆ Partners requested to send resources, links to helpful reports/best practices, etc. for inclusion ◆ Question regarding partner assess to upload information. Cindy Hardy will check to see if that is possible since this is a state-hosted site.
Florida Department of Health goals	Dr. Leslene Gordon shared the State Surgeon General, Dr. John Armstrong, goal: <ul style="list-style-type: none"> ◆ Florida has the healthiest weight in the nation ◆ "Healthiest Weight" state program coordinator, Dr. Catherine Howard, visited the area June 26. With no specific guidance provided as to state-level marketing plans, we should adopt whatever we feel appropriate but recommended efforts should support the goal of achieving healthiest weight in Hillsborough County to dovetail into efforts to become the state with healthiest weight in the nation. ◆ The current action team plans appear to support that goal and address the 5 areas where action could occur that would result in greatest success
Social Marketing	Dr. Carol Bryant, Distinguished Professor USF Health in Community and Family Health and co-director of Florida Prevention Research Center at USF, provided an informative presentation on social marketing. <ul style="list-style-type: none"> ◆ Presentation is available to partners and contains links to additional information.
Action Plan Sharing	Action plans were not shared. <ul style="list-style-type: none"> ◆ Several plans with objectives have been made available to share on the new website ◆ Dr. Gordon agreed to meet with each group in their next team meeting to assist with objectives, etc. ◆ Action Team leaders were asked to share the team meeting notices with Dr. Gordon mailto:Leslene_Gordon@doh.state.fl.us or Cindy Hardy.
Next Meeting	Next meeting: October 2013, location and date pending scheduling. <ul style="list-style-type: none"> ◆ Group queried regarding best time – group concensus is 8:30 – 10:30 am is fine. ◆ Location: Children's Board, if available, is a central location ◆ Action planning teams continue to meet as they individual schedule to work on their plans.