



*Mission: RISE Cowley promotes healthy lifestyles by collaborating to raise awareness and encourage involvement for residents of Cowley County, Kansas.*

## **Subcommittee Report**

**Committee Name:** Communications

**Short-term Outcomes:** Continue to enhance online presence via website and social media; Share survey results with community; Raise awareness of BCBS Pathways grant opportunities; Develop a regular content calendar to include social media and press coverage

**Intermediate Outcomes:** Engage with other Cowley County PIOs; Successful communication of Pathways opportunities to potential grantees

**Long-term Outcomes:** Public is aware of RISE Cowley initiatives and has a greater understanding of the benefits of healthy living

**Co-Chairs of Committee:** *Present:* Sarah Bryant and Andrew Lawson

**Committee Members:** *Present:* Felipe Escalante; *Invited:* Kaydee Riggs-Johnson, Alicia Call, Kayleigh Lawson, Adriana Somerville, Grant Coordinator: Charissa Wall

**Date of Last meeting:** August 3, 2018

**Date of Next meetings:** August 10, 2018, 10:30am, Conference Call with JHP Advertising

### **Action Items In Progress/Pending:**

- Make final edits to Strategic Communications Plan (SB)
- News Release for Lights a Broadway Complex, will combine with information about KAY FitTrail and Active Living information from survey (AL waiting on info)
- Finalize window decals & create digital version (KL); place purchase requisition (AL)
  - **Budget Requirements:** Window Decals – approx. \$150

### **Action Items Completed:**

- Reviewed Google Analytics for [www.risecowley.org](http://www.risecowley.org)
- Reviewed/responded to emails received at [risecowley@gmail.com](mailto:risecowley@gmail.com); will start doing this month
  - Budget Requirements: n/a
- Conducted a final review of the Strategic Communications Plan; discussed presenting the plan to Steering Committee in August
- Discussed setting up a conference call with Ally Wilke of JHP Advertising for the RISE Cowley BCBS Pathways video shoot

**Recommendations:**

- n/a
- n/a
  - **Budget Requirements:** n/a

**Questions for the Steering Committee:**

- Please send Andrew details regarding Broadway Complex updates for news release.

**Other Comments**

- Ideas for further development/consideration:
  - RISE Cowley Photo Contest to bring awareness of pathways and gain photos for use on website, social media and marketing – would need \$250 budget for cash prizes; Engage with Cowley County Photographers, Walnut Valley Photographers, college photography classes for a photo walk in conjunction with the farmer's markets
  - Discussed idea forwarded from Yazmin. Found two viable concepts (1) YouTube stars filming videos to recruit for RESIT, (2) Steps/Stairs/Flights program county-wide with messaging about calories burned/inspirational messages – Southwestern College, Grandstand, Chaplin Nature Center, City Hall
  - Celebration of FitTrail in Ark City in conjunction with National Night Out

**Submitted by:** Sarah Bryant

**Date Submitted:** 8/7/2018

*Submission guidelines: Please submit to RISE Cowley Secretary one week prior to Steering Committee Meeting*