



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: *Invited:* Kaydee Riggs-Johnson, Kayleigh Lawson, Alicia Call; Grant Coordinator: Charissa Wall

Date of Last meeting: October 5, 2018

Date of Next meetings: TBD

Action Items In Progress/Pending:

- Social Media Plan from Adrianna Somerville – to be reviewed, implemented (Committee)
- News Release for Glow Walk @ Broadway Complex (AL); Take photos of trail (AL); Facebook event, website updates (SB); work with S. Werner on balloons & Flyer (SB)
- News Release for second annual survey & year-in-review (AL); Create survey video (SB & CW)
- News Release for Bike Rack Ribbon Cutting; Thursday, October 25 at 11am @ Arkansas City Public Library (AL); Work with Mendy P. & Becky R. on event details (SB)
- News Release for RISE & SOAR Arkalalah Fun Run (AL)
 - **Budget Requirements:**

Action Items Completed:

- Ordered Pledge Partner decals, ran survey Facebook ads, ordered survey business cards
- All Pledge Partner photo opps have been posted to Facebook; still waiting to schedule Shindigs
- Reviewed/responded to emails received at risecowley@gmail.com

Recommendations:

- Conduct brainstorm during Steering Committee to document successes for news release
- Convene survey distribution subcommittee to strategize plan for further survey collection
- Recruit additional committee members; ask for representatives from Pathways; Seek interns
 - **Budget Requirements:** n/a

Questions for the Steering Committee:

- n/a

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
 - Ideas 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 - TBD

Submitted by: Sarah Bryant

Date Submitted: 10/5/2018

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