



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: Sarah Bryant and Andrew Lawson

Committee Members: *Present:* Sarah Bryant, Andrew Lawson, Kayleigh Lawson, Felipe Escalante, Adriana Somerville; *Invited:* Kaydee Riggs-Johnson, Alicia Call, Grant Coordinators: Charissa Wall, Rylee Jones

Date of Last meeting: June 1, 2018

Date of Next meetings: June 7, 2018, 8am, Arkansas City Water Treatment (Strategic Communications Meeting); June 29, 2018, 8am, Steamy Joe

Action Items In Progress/Pending:

- Discussed News Release for Lights a Broadway Complex, will combine with information about KAY FitTrail and Active Living information from survey by June 7 (AL)
- Discussed possible celebration for FitTrail in conjunction with National Night Out in October
- Plan to share information about Dexter Fun Run
- Brainstormed how to recognize first Pledge received (Bloedel Surgery); Schedule grip-n-grin (SB); Check vendors for decals (SB); Create certificate (KL)
 - **Budget Requirements:** Window Decals – approx. \$150

Action Items Completed:

- Reviewed progress on Communications Plan
- Reviewed Healthy Happenings Logs

- **Budget Requirements:** n/a

Recommendations:

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

Questions for the Steering Committee:

- Help compiling list of online influencers (YouTube, Twitch, Instagram)

Other Comments

- Ideas for further development/consideration:
 - RISE Cowley Photo Contest: September – October to bring awareness of pathways and gain photos for use on website, social media and marketing – would need \$250 budget for cash prizes
 - 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 – Maybe September?

Submitted by: Sarah Bryant

Date Submitted: 6/5/2018

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