2015 Healthiest Weight Liaison Meeting – Promotion Strategies

Activity	Action Steps	Desired Outcome
Disseminate Healthiest Weight Information to licensees	• Obtain Healthiest Weight website address • Obtain PDF files of rack cards • Promote participation in HW activities • Mail post cards to licensees and board members	• Increase initiative participation and awareness • By January 2016, send first quarterly email with Healthiest Weight updates • By January 2016, have all board members signed up for Small Steps to Living Healthy
Incorporate Healthiest Weight in to board meetings	• Display Healthy Promise board at meetings • Play Healthiest Weight public service announcements at meetings • Have only healthy snacks and beverages available • Make Healthiest Weight an agenda items at every meeting • Have a Healthiest Weight representative speak at meetings • Provide Healthiest Weight promotional material at meetings • Have a liaison present at local events to discuss Healthiest Weight	• By each board's next meeting have HW as agenda item • Ensure promotional material is consistently available • Accountability among boards to present and increase awareness • By June 30, 2016, ensure all board meetings have healthy food and beverages (if it is served)
Increase communication with associations and other partners	• Put Healthiest Weight and Healthy Promise links on association websites • Develop new partnerships within local communities. Distribute information to YMCA, recreation center, county parks, etc. • Partner with hospital to promote breastfeeding • Encourage practitioners to speak with insurance companies to see if a discount is available for those involved in the initiative • Hold speaking engagements at community events	• By January 1, 2016, have Healthiest Weight on all association websites • By June 30, 2016 create 5 new partnerships within the local community • By June 30, 2016, hold 10 speaking engagements at community events
Utilize social media and the internet	• Twitter • Pinterest • Facebook • Instagram • Utilize Google Analytics to monitor activity on the Healthiest Weight website	• By June 30, 2016, post 5 messages a month in reference to the Healthiest Weight initiative • By June 30, 2017, increase the amount of feedback on Healthiest Weight posts by 7% compared to 2016
Increase liaison communication	• Develop a liaison discussion board • Hold quarterly liaison conference calls or virtual meetings • Contact schools and educate teachers about the initiative • Develop survey to determine which areas of Healthiest Weight are being promoted by health care practitioners • Work with US Health Foundation • Ask associations to include Healthiest Weight during discussions at their annual conferences • Inform associations that MQA can help sponsor a 5K • Create inter-professional Healthiest Weight challenge and set the example for healthy weight	• Discussion boards will allow liaisons to share recent successes and create a network of sharing • Teachers that are educated by liaisons will in turn be able to educate their students about the initiative • Survey results will highlight the areas that need more promotion / attention • Work with US Health Foundation to obtain certifications in health coaching • By June 30,2017, increase the number of sponsored 5Ks compared to FY 14-15
License renewal / CE	• Put Healthiest Weight message on CE Broker site • Have a Healthiest Weight message from SSG sent to licensees during renewal • Create Healthiest Weight presence at association meetings where people receive CE • Develop a Healthiest Weight CE course	• Increase awareness about the initiative among licensees