

AzNN Social Marketing Subcommittee Meeting Minutes

DATE: February 2, 2016

LOCATIONS: iLinc

PRESENT:

Organization	Name
AzNN	Sue Briody, Noelle Veilleux, Therese Neal
Evaluation	Laurel Jacobs
Maricopa HD	Sonia Charry
Maricopa Ext	Dottie Spears
Mohave HD	Melissa Palmer
Coconino	Gary Botello

Agenda Item	Details
Item #1	Review Social Marketing 101 presentation. Presentation will be posted on EatWellBeWell.org in the subcommittee section.
Item #2	<p>Complete CDC course by next meeting on March 1, 2016. Course can be found at http://www.cdc.gov/nccdphp/dnpa/socialmarketing/training/index.htm</p> <p>On the next subcommittee call, be prepared to discuss:</p> <ul style="list-style-type: none"> - 3-4 interesting points from the course - What you found most surprising in the course - One thing you'll incorporate in your work
Item #3	ADHS would love for partners to share social media messages. ADHS accounts largely have partners as followers, not the public; partners whose audience is primarily the public and our target audience can share messages crafted by ADHS.
Next Meeting	Tuesday, March 1, 2016, 10:00 – 11:00 AM via iLinc