

CLOCC Reflections from Small Discussion Groups

The CLOCC representatives agreed that a regional approach makes sense for our community and the obesity consortium should initially be lead by the Health Council.

Functions should be value added

- Dissemination of best practices
- Dissemination of research
- Evaluation taskforce
- Coordinate partnering of corporations
 - Educating employers/employees
- Providing technical assistance
- Communication
- Convening-bring 4 counties together quarterly

Executive Committee

- 2-3 representatives from each county

Buy-in from Counties

- Determine effort/direction
- Regional effort makes sense at local level
- Fact finding (Chat and Chew)

Funding

- Requires one dedicated staff
- Additional staff
 - Website management
 - Convening/event planning
- Website
- Meetings
 - Rotate meeting among counties/centralized locations/combo
 - Video conferencing
- Evaluation/Monitoring
 - Who is best
 - Who has resources
- Consistent messaging-centralized function
 - Public relations organization to assist with development
 - Training on use of message
- Research seed money
 - Seed money for pilot projects

Recommendation: The initial approach should begin with a small location (community, zip, county) that needs engagement. Community involvement is crucial for a successful initiative. Projects should be designed to build strength among the communities and support overarching message.