Create an Active Winter-- LaCee

The Create an Active Winter (CAW) campaign will run through January and February. Remember that the purpose of the campaign is to encourage our participants (and those in their communities) to follow the U.S. recommendations for physical activity. From focus group discussions we learned that many of our participants find it to be especially challenging to be active in the winter. CAW is designed to address common concerns. There are 5-6 things that I need NEAs to do to help with the campaign.

1. Please share campaign materials and emphasize physical activity in your adult direct education classes.
2. Put up promotional flyers as a way to remind and excite your participants. You may put it up at a community board at the DWS office, at a partnering site’s location, or other place where you think it will help your participants and potential participants most.
3. For those counties with activity lists, use the PowerPoint templates to make your own handout or social media posts that you can print for class participants or share on your county Facebook Page. (It may reach a lot of people if you share them on local pages (yard-sale/local news types).
4. Capture moments that participants (with photo permission) and you are being active this winter. Please share your photos on the NEA Facebook group page and use the participant photos as part of a success story entry.
5. As always, please share the materials posted by the state social media NEA’s.
6. Please let me know how you use the materials and promote the campaign. I will use the information for the Social Marketing PEARs entry (that I enter).

Each county will receive some supplies for the campaign at the regional training. Thank you to those who submitted requests. Please contact LaCee if you have any questions, ideas, or concerns.

Regional Trainings-Marcia & Kristi

We will be focusing on Youth Curriculum. We will have 15 mats to use at the trainings, but if you want to use your own, please feel free to bring it. Bring a yoga mat to training if you have one and want to use your own. Please dress comfortably for play and movement.
NEA in Action Photos, Facebook—Jocelin

Please keep sending in photos of you and your work. We love candid pictures of you doing your job. Pictures of prep, teaching, displays, dishes you make… they are all great to see. When you're working, just take pictures with your iPad and shoot it to Candi (candi.merritt@usu.edu). If you take photographs with other people in them, please remember to get the signed photo release form.

Also, please send all photo release forms to Jocelin (jocelin.gibson@usu.edu). An electronic copy will do just fine.

Reminder to enter Facebook data at the end of each month. The instructions can be found in two places: *2019 Procedures Manual* or under PEARs and Reporting > County Facebook Reporting Instructions. Both are on the Staff Menu webpage.

Next Meeting

February 4, 2019- Reporting Counties: Beaver, Box Elder, Cache, Carbon, Davis, Duchesne, Emery, Iron, Juab, Kane Millard
Social Media: Eat Well Utah