

Healthy Active Communities

- **Active Living**

July 18, 2017

YMCA

1:30 p.m. – 2:30 p.m.

In Attendance: Becky Zubich, Chris Strand, Elizabeth Kelly and Sara Ferkul

On the Phone: Ray Jobe

Goal for this group: To create a summer program for youth between the ages of 7-12 years old that will encourage activity in the city of Virginia. This will also include a healthy lunch options.

The United Way currently administers a program in Hibbing and Chisholm called Meet up and Chow Down. This is a summer lunch program. This program provides lunches throughout the summer to children ages 1-18. It is a first come first serve basis.

<https://www.unitedwaynemn.org/meet-and-chow-down>

In discussion with the United Way they did express interest in expanding their program to the Virginia area. The active living program that we are creating may be a great opportunity for that expansion. They market this program by sending flyers home with kids in the two districts. They also post community posters, they advertise on Facebook, newspapers and on the United Way website.

Information, Concerns and Questions about new program:

Location:

Silver Lake Beach (rain back up sight available) or Olcott Park

Activity Piece:

Less structured activities – Swimming (YMCA would be able to provide a lifeguard), Kayak club, kickball. Variety of activities going on at one time.

Healthy Lunch:

United Way could expand the “Meet Up and Chow Down” program.

Marketing/Collecting Data:

Targeting the areas that the Rutabaga Project focuses on, Pine Mill Court for example. See if we can get into the school to speak directly to kids to find out from them the activities that they would like to try. Utilizing the same type of marketing as the United Way does for the meal program, also collaborating with the farmer’s markets for promotion.

Creating a survey for not only kids but also parents. The kid’s survey would focus more on what type of activities they would like to participate in. The parents survey would be more focused

on barriers that may stop their children from participating. Whether it be transportation, time frames etc. Also, discussing the months that it would be available to kids.

Becky will be looking into name ideas for the program. They will be shared with the group via email and then discussed at the next meeting. At the next meeting we will also start to build the surveys.

Next Meeting:

August 22nd, 2017

1:30 p.m. – 2:30 p.m.

YMCA