Minutes - Health Promotion & Substance Abuse Prevention Committee
November 14, 2006
11:00-11:50 AM
Birkham Counseling Center

Present: VanTreese, Steeno, Pany, Walker, Poland, Wist, Balanda, Hagerman, Liszewski
Excused: Fairbanks, Hartnagle
Guest: Wendy Dodd (doddw@ferris.edu) - as co-chair of Presidential Task Force for Health Information & Wellness

Old business
- Minutes of October 10, 2006 approved.

New business
- Wendy joined us, at Tom’s request, to explain and share the charge of the task force noted above. She requested input, suggestions, and leads to any research indicating that investing in wellness has an overall positive financial impact on an organization. (Positive cost/benefit analysis results.)
- Continued discussion of creating a Women’s Health Fair and/or Men’s Health Expo occurred. Wendy suggested we consider combining with Women’s History Month and/or Wellness Wednesdays. (Wellness Wednesdays occur the first Wed of each month and are sponsored by the Rec Center.)
- Continued discussion of Web site enhancements. Primary ideas
  - **Competition** to develop song/dance/rap for visual lead-in considered. Obtaining 5-star status for any event is determined by Cindy Horn; we are awaiting response regarding the criteria.
  - Adding generic (elevator/classical) music as background. Free usage of certain materials is possible.
  - Animated characters, representing diversified audiences, would be used to welcome, identify navigation (students/parents/faculty) & to provide basic information about the site. Use of speaking animated characters helps address ‘access for all’ in accordance with W3C (World Wide Web Consortium) Guidelines for websites.
- Great American Smoke-out: November 16
  - Tom brought the posters that will be posted in all academic buildings on Nov. 16. All members are encouraged to announce/explain the goal of the day wherever they can.

**HOMEWORK**
- Each member should review the website for flow & content; then send an email to Jim VanTreese with the following information:
  1. The path taken to access the site, e.g., via Ferris Home Page, via Counseling Center, a search etc.
  2. Suggestions/comments on the flow/navigation.
  3. Suggestions/comments for changes or enhancements to content.
  4. Any other suggestions/comments that should be considered.
- Marie will solicit input about the ‘look’ of the animated characters for the website & share the consensus at our next meeting.

- Next meeting Tuesday, December 12, Birkham Counseling Center 11 AM