



West Hawaii Keiki Coalition

75-166 Kalani St #104, Kailua-Kona, 96740 Office: 331-8777

~ January Minutes ~

People in attendance were: Erika Empey, Carrie Parrish, Erin McCullough, Cecilia Royale.

1. Coalition-building techniques

The first agenda item was to discuss coalition-building techniques. The suggestion was to develop a robust social media campaign. We discussed how social media increases and spreads awareness. Erika will work on developing the social media pages.

2. Radio ads

The groups discussion moved towards nutrition and body image of kids. We talked about hidden sugar and how it effects kids behavior, and also how increased body weight for children effects their behavior. We discussed making a radio ad that discusses hidden sugar, body image and the behavioral effects.

3. Anything else?

Carrie Parrish discussed a girl's day event that she would like to hold. It's to view of "I am a girl" at the Keauhou movie theater, March 8th, at 7:30 PM. We would like to possibly do a potluck and awareness event to go along with it. In the next couple of weeks, we will be thinking of ideas.

Next Meeting: February 28th, 2016

February 28th, 2017