



Macro Environment

This area will provide background information for the Macro Environment project idea.



Healthy Kids, Healthy Schools

 **Posted: 05/07/09 7:46 PM**

Healthy Kids, Healthy Schools

 **Posted: 05/07/09 7:47 PM**

BRAINSTORM NOTES

Macro Environment - Linking National and Local Views of Healthy Kids, Healthy Schools
Group Brainstorm: Design Phase I

3 Big Idea Areas emerged from this group's brainstorm:

1. Create a campaign to get national, state and local attention and support, with Houston/HISD as a model/focus
 - Identify vision, goals, objectives
 - Identify the message (backed by research)
2. Identify the audience
 - Who are we communicating to? (audiences, vehicles, etc.)
 - Who are the messengers?
3. Identify the resources
 - Organizations that can help and that should be informed
 - Funding streams
 - Tools, success stories, best practices



All times are displayed in your local time (Eastern)