



Activate Omaha Kids
Strategic Planning with
Anne Steinhoff
Thursday, February 21, 2008
Thompson Alumni Center on the campus of UNO
Synopsis

Executive Committee Members Present: Adi Pour, Mary Balluff, Kerri Peterson, Tom Tonniges, Jennifer White and Lori Swirzinski (for David Filipi)
Executive Committee Members Not Present: Magda Peck, Marty Shukert, David Finken and Nancy Nielsen
Staff Present: Mikki Frost, Molly O'Dell and Diane Roberts
Guests: Jay Noren, Brandon Grimm, Gail Braun, Dick Christie, Anne Skinner, Dina Maas, Oren Yagil and Hongmei Wang

Welcome and Introduction

Mikki Frost welcomed the group, thanked them for their participation and introduced Anne Steinhoff who facilitated the day's work.

Objectives for the session

The objectives for the meeting were set out to be:

- ❖ Integrate plank strategic plans into a business plan for Activate Omaha Kids
- ❖ Prioritize the sequence of the initiatives
- ❖ Identify key partners
- ❖ Determine future funding needs
- ❖ Identify potential sources of funding
- ❖ Identify future leadership for executive committee

As the group introduced themselves, Anne asked each to include their own insights into why they chose to become involved with this initiative and what was their unique perspective they brought to the group.

Overview of Plank strategic plans

Each plank chair was asked to provide an overview of their plank committee's strategic plans:

- ❖ Jennifer White presented the plans recommended by the **Physical Activity Plank** committee. The committee's goal to increase awareness of the need for physical activity through a photo contest is being partnered with the Social Marketing Plank committee. The other goals of this plank are to expand the Club Possible program and to provide assistance to schools with structured recess programming, as well as assisting with the Safe Walk to School. (see attached plan)
- ❖ The **Nutrition Plank** committee's strategic plans were outlined by Mary Balluff. The group has recommended establishing a curriculum for healthy eating in childcare centers, baby-centered designations supporting breastfeeding in all Omaha hospitals, as well as breastfeeding promotion in physician offices, and at least 3 WIC sites which would have lay breastfeeding mentors. They are partnering with the Social Marketing Plank committee in a campaign to promote family dining. Along with the Medical Subgroup, the Nutrition Plan proposes routine BMI measurements in the medical home of children, as well as, completion of the physical activity and healthy eating prescription pad. A grant to increase Club Possible sites to 20 has already been submitted, in partnership with the Physical Activity Plank. The Nutrition committee has begun the process to review school wellness policies and will offer assistance to schools implementing these wellness policies. An inventory of existing nutrition programming is being developed through the AOK staff and the Nutrition Plank. The nutrition group has proposed mapping within the Omaha area to identify "food deserts" – those areas in a community where there is little or no access to fresh fruit and vegetables. (see attached plan)
- ❖ Mikki Frost elaborated on the plans of the **Physical Environment Plank** committee for Marty Shukert, chair, in his absence. This plank's proposed plans include: creating a contest or challenge for children with the theme that being physically active is "cool". Many of the plans center around the creation of a built environment that is conducive to physical activity and proposes neighborhood audits, designs, and maps, supporting neighborhoods physical projects and changes. Building upon the work of Omaha by Design, the plank recommends that the neighborhood sidewalk rehabilitation move forward, as well as implementation of master plan standards for walkability and access to destination and schools. An overarching theme of this plank is the creation of a community "ethos" which encourages physical activity, limitations on TV and computer time and identifying and changing the "nature deficit disorder". (see attached goals)
- ❖ The plans of the **Social Marketing Plank** committee were presented by Kerri Peterson, chair. The Plank's internal focus is on the logo, website and newsletter. These items are in place and ongoing. This plank will support the social marketing needs of the other planks and will integrate with the work of Activate Omaha. Bids are being received from local marketing firms to begin a campaign

- encouraging physical activity, healthy eating and physical environment improvements. (see attached plan)
- ❖ Molly O'Dell reported on the work of the Leadership committee (**Executive Committee** and the Activate Omaha Kids staff). The strategic goals of the Leadership team are: 1) make the case; 2) develop the strategic plans of the planks into a business plan and 3) to build political will. Molly reported that the convergence agreement will be signed tomorrow, February 22. This agreement integrates the functions of funding, social marketing and evaluation of the sister organizations, Activate Omaha, Activate Omaha Kids, Healthy Omaha and the YMCA's Pioneering Healthier Communities under the auspices of OHCP (Our Healthy Community Partnership.) The Leadership team is also supporting the statewide surveillance of baseline data on the prevalence of childhood obesity.

Reviewing the Community's Assets

The Activate Omaha Kids staff created a document of Community Assets, which identifies organizations in Omaha that provide physical activity, healthy eating or physical environment enhancing programming. The document was compiled through the inventories of the state (Department of Health and Human Services) and an Activate Omaha Kids inventory, plus locally known organizations thought to provide these services. The document is organized according to the ecological model and the Robert Wood Johnson 5 P's. The group received this document for review and the Executive Committee was asked to add organizations and/or programs that were not shown on the document. A copy of this updated document is attached.

Integration of Plank Strategic Plans

Mikki Frost presented to the group the nineteen initiatives integrated from the plank committees' plans. A document which illustrated the plans, the planks involved (there were some that were cross-cutting), partners and/or stakeholders, potential leads, approximate costs and funding agencies and the priority (year-one or year-two) was presented to the group. It was recommended that the criteria for potential leads should be the organization's history, expertise, capacity, commitment, infrastructure and reputation. The groups broke out into smaller groups and made suggestions as to partners, leads and potential funders for each of the initiatives.

White Paper Discussion

The group took a short break from their break-out sessions. During this break, Dina Maas was present to discuss the white paper she has written. She received positive feedback from the group. She shared that the paper was more from a health promotion perspective than a weight control one, and that the paper was not overly scientific. The intent of the White Paper is to deliver messages on childhood obesity that can be adapted to different audiences. The paper is

intended to “make the case” by creating a call to action and tell the story of Activate Omaha Kids. The group was **encouraged to provide Dina with quotes about the Omaha landscape and the community initiative and to provide her input** on suggested revisions. Dina’s email address is Dina.Maas@alegent.org. Attached is the draft of the White Paper.

Break-Out Session Results

Anne provided each table with discussion guides to clarify each plans’ prospective partners, leads and funders. The group discussed the possible combination of some of the plans with similar foci. The plans that were thought to be similar were those concerning breastfeeding (9 and 17), the Safe Routes to School and the walking to school infrastructure (10 and 18), and the plans which provided neighborhood access, rehabilitation and projects (15, 16 and 19). After some discussion, it was decided to let the plans stand as they are because of their differences instead of their similarities. The two breastfeeding plans were supported from different planks, and their focus is different: one on patients (mothers) and the other on health systems. The two plans on the Safe Walk to School were also generated from different plank committees and one focused on the “walk” to school-the walking school bus and the other was more directed toward the infrastructure of the safe walk. Although the three plans which were directed toward enhancement of the physical environment had similar foci, differences were found in the partners or community stakeholders of each, as well as the potential leads and funders. Although it was agreed that the group could reconsider combining some of the plans at a later time, it was felt that for the time being, the plans would remain as they are written, with additions of two plans in the Promotion piece: integrated communications and website development.

Prioritization of the Initiatives

Our next step was prioritizing the plans according to time frames: year-one (beginning June 30, 2008) or year-two (beginning July 1, 2009). Anne led the group in an exercise which would help to identify those plans which could provide the greatest impact or success with the lowest resource or cost. The plans were to be plotted on the matrix in one of four quadrants: High Impact/Low Resource, High Impact/High Resource, Low Impact/Low Resource and Low Impact/High Resource. The group identified several plans that could yield the highest impact with lowest resource. There were two plans that surfaced as possibly providing the most ROI (return on investment) and they were: structured recess and breastfeeding promotion. Other initiatives that were deemed to be highly cost-effective were: baseline BMI surveillance, website development, inventory, the walk to school efforts, childcare curriculum, school wellness policy reviews and increased access to fruits and vegetables.

The areas that might require the most resources, therefore, requiring the greatest focus on fundraising were found by the group to be: evaluation, social marketing,

Club Possible expansion, structured recess, and all infrastructure efforts: neighborhood audits, walk to school and other environmental changes, as well as, breastfeeding promotion among diverse populations which would focus on education. The result of the exercise was that the group agreed to proceed with all initiatives. An updated document showing the Plank Integration plans is attached.

Identifying and Recruiting to the Leadership Team (Executive Committee)

The members of the original Executive Committee who have agreed to continue on the Executive Committee were identified. Drs. Larry Brown and Jeffry Strohmyer have chosen to remain active in the challenge of childhood obesity by remaining on the Medical Subgroup Committee. These original members of the Executive Committee have agreed to remain active on the Executive Committee: Mary Balluff, Cristina Fernandez, *David Filipi, David Finken, Nancy Nielsen, Magda Peck, Kerri Peterson, Adi Pour, Marty Shukert, Tom Tonniges and Jennifer White. David Filipi is unable to participate on Thursday mornings because of a standing conflict. For Dr. Filipi to become more active, an alternate day for meetings would need to be found. The date for upcoming meetings will be addressed at the next Executive Committee meeting, Thursday, March 20th. A “job description” of responsibilities for committee members, as well as service commitment was presented. There are additional responsibilities asked of the plank committee chairs. The job description is attached.

It was agreed that two groups, in particular, need to be represented on the Executive Committee in order for the leadership of the Executive Committee to be strengthened. The emphasis for recruitment of these new members will focus on schools and government. The Executive Committee could be further strengthened by having members from the Omaha business community, advocacy groups, underserved communities, the College of Public Health, Omaha by Design, and other interested, invested individuals. It was agreed that this matter will again be brought up at the Executive Committee meeting in March. The committee will also discuss strategies to bring the potential members onboard.

Next Steps

The first “report-out” to stakeholders was held on the Gallup campus and introduced the emergence of Activate Omaha Kids as a community collaborative addressing the problem of childhood obesity in the Omaha area. Following the strategic planning session in September, 2007 with Tyler Norris, a report-out was held for community and plank members to elaborate on the work done during the session. At that time, Activate Omaha Kids was described as a seminal movement, moving toward building distributive ownership of healthy living as an expectation for everyone. As we move toward implementation of the plank initiatives, the vision will align with the business plan and the movement toward healthy living begins. The staff of Activate Omaha Kids will look into a report-out event at Gallup possibly during the first week of April, which is the Week of the Young Child. The internal stakeholders, the original members of the DA,

and the current mailing list which includes members of the planks would receive a copy of this summary report and an invitation to the report-out. Community awareness is of vital importance. Activate Omaha Kids needs to be part of the larger health initiatives and participate in the Omaha summit.

The next steps include: 1) distribution of this synopsis, 2) matrix revisions based upon discussions and distribution, 3) development of a narrative of the initiatives and a glossary for the matrix, 4) review and finalization of the white paper, 5) plan for the stakeholder report-out, 6) establishment of criteria for funding strategies and 7) developing specific next steps for each initiative including recruitment of executive committee members. The availability of the white paper, focusing on health promotion and healthy living, will be important in the competition for funding. Other important strategies as we move forward will be early childhood prevention and intervention, messaging, and strong alliances with Building Bright Futures, Healthy Omaha, OHCP, YMCA's Pioneering Healthier Communities and Activate Omaha. The next Executive Committee meeting is scheduled for Thursday, March 20 at 7 a.m. at the Collaborating Center. The meetings for the plank meetings are posted on the website, www.activateomahakids.org.