

Activate Omaha Kids
Executive Strategic Planning Meeting
February 5, 2009

Members Present: Magda Peck, Cristina Fernandez, Mary Balluff, Keith Mueller, Jennifer Huberty, Adi Pour and Marty Shukert

Members Absent: David Filipi, Nancy Nielsen, Nancy Oberst, Kerri Peterson and Tom Tonniges

Staff Attending: Mikki Frost, Molly O'Dell and Diane Roberts

Guests: Caryn Kusleika, Sara Roberts, Erin Fuhrmeister, Midge Chandler, Alison Jergenson, Brandon Grimm, Tammie Dodge, Laura Folchert, Suzanne Forkner, Jennifer Carlson, HongMei Wang, Dina Maas and Leo McIntosh

I. Introductions

II. Objectives

- a. Celebrate momentum to date
- b. Define direction of Activate Omaha Kids
- c. Prioritize funding requests
- d. What do we need to accomplish our plans?

III. Celebration of Work to Date- Magda

- a. Revealed the committee's involvement in AOK- ranges from 1mo to 4.5 years individually; 100's of years collectively
- b. Brainstormed ideas about how AOK committee has seen change since the start
- c. Harvested AOK by equally focusing on the expected vs. unexpected and direct vs. indirect variables

IV. Update on the Sister Organizations

- a. Focus for next year
 - i. OHCP – OHCP has produced 3 report cards since its formation in 1996, measuring 14 health outcomes; childhood obesity prevention effects all 14
 1. MAJOR FOCUS: Create a collaborative to improve the community's health and quality of life
 2. INITIATIVES: AOK, Top 10 in 10, AO, & the YMCA's Pioneering Healthy Communities
 3. MEMBERSHIP: Originally had 30 entities, hospitals and businesses; Is now open and supports operations through a fee structure. A Trustees Council has been added to bring in business representatives.
 - ii. Activate Omaha (AO)
 1. MAJOR FOCUS: Increase PA, built environment that is conducive to PA
 2. MAJOR ACCOMPLISHMENTS: Bike transportation map, plan to create 20 mile bike route

3. INITIATIVES: Pedestrian/Bicycle Advisory Committee developed to collaborate with city and recommend policies to support several modes of transportation.
4. GOALS: Continue policy change
- iii. Top 10 in 10
 1. Introduce statistics for Omaha demographics (see data sheet) on 5 focus areas: Alcohol use, Tobacco Use, Obesity, Physical Activity and Nutrition
 2. MAJOR FOCUS: Processing baseline data to define baseline; will develop strategies to impact Omaha and improve statistics
 3. GOALS: Network with media, and change personal behavior through a systematic approach
- iv. YMCA's Pioneering Healthier Communities
 1. More Walking School Buses in Council Bluffs
 2. Shape Up America program
 3. Has received some money from national initiative
- VI. Activate Omaha Kids Recommendations – Moving Ahead (see attached list of priorities) –the initiatives have experienced many successes and the plank recommendations for the 09/10 fiscal year are attached.
- VII. Planning- In small groups
 - a. Reviewed community assets – updated Community Assets grid
 - b. Identified the gaps in childhood obesity prevention opportunities
 - i. Family education and community involvement
 - ii. Language barriers
 - iii. Faith communities
 - iv. Business and government
 - v. Culture and society
 - vi. Embracing a whole life approach, including preconception care
 - c. Prioritized plank initiatives for 2010/2011
- VIII. Adoption of new 2010 Business plan- group discussion (Keith)
 - a. Overarching themes to strengthen and enhance initiatives
 - i. Reach grassroots
 - ii. Continue evaluation
 - iii. Promotion through social marketing
 - b. Specific areas of focus – There was some discussion about re-grouping priorities from the planks into focus area categories
 - i. Breastfeeding
 1. Peer counseling in 2 WIC clinics and expansion into other clinics
 2. Business support of breastfeeding
 3. Physician training to support and promote breastfeeding
 4. Support hospitals to enhance breastfeeding initiation following delivery
 - ii. Community/social marketing
 1. Family dining
 2. Plow to plate/community gardens

3. Development of policy increasing access to fresh produce
4. Strategies to encourage healthy eating and physical activity in 19 OPS academy schools
- iii. Schools
 1. Support to schools for wellness policies
 2. Club Possible expansion
 3. Ready for Recess expansion
 4. Safe Routes to School; Walking School Bus
 5. Farm to School
- iv. Policy
 1. Support Master Plan development to incorporate community health practices
 2. Hospital policy to promote/support breastfeeding
 3. Daycare curriculum, support healthy choices
 4. School wellness policy support
 5. Plow to plate
 - a. WIC vouchers accepted at Farmer's Markets and local vendors
 - b. Fruit and veggie policy developed within City of Omaha
- v. Neighborhoods
 1. Balanced Transportation Coordinator
 2. Neighborhood projects
 3. Increase number of community garden sites
 4. Develop community neighborhood planning process with neighborhoods for implementation in 2011
- c. To move neighborhood idea forward – These initial steps were identified first
 - i. Define neighborhood – id key partners, engage neighborhoods by defining their specific needs
 - ii. Focus groups, criteria for selection
 - iii. Local wishes defined by neighborhood organizations and key leaders
 - iv. Neighborhood assessment for evaluation purposes
 - v. Neighborhoods sharing schools, churches, health facilities, parks, etc. could qualify as a “practice collaborative”
- d. Partners
 - i. Top 10 in10
 - ii. Omaha by Design
 - iii. Churches
 - iv. Neighborhood associations, alliances, City Neighborhood staff
 - v. Community Foundation
 - vi. Community gardens
 - vii. Schools
- e. Resource Needs
 - i. Staffing, coalition and neighborhood
 - ii. Neighborhood point person, i.e. champion

- iii. Access to data and data analysis
 - iv. Consultation, perhaps a facilitator- ex: Portland, Oregon
 - f. Time Line
 - i. Planning- one year
 - ii. Select neighborhood- within nine months
 - iii. Infrastructure in place
 - iv. Strategic plans for activities
 - v. Develop community engagement, implementation and growth
- IX. Final Thoughts
 - a. Executive Committee consider adding member from:
 - i. Neighborhood Association
 - ii. Mayor's Office
- X. Plank support – Keith collated the group's rankings of initiative support and provided the following tabulation for prioritizing the upcoming catalyst fund request
 - a. Nutrition plank
 - i. Strong support
 - 1. Family dining social marketing
 - 2. Peer breastfeeding counselors, expansion of peer counselors
 - 3. Breastfeeding support in business
 - 4. Breastfeeding support in hospitals
 - 5. Fruit and vegetable policy development
 - ii. Moderate support
 - 1. School wellness policy
 - iii. Weak support
 - 1. Policy resulting from NEMS audit
 - 2. Training for Club Possible
 - 3. Community gardening – Plow to Plate
 - 4. Childcare healthy choices curriculum
 - b. Physical environment
 - i. Strong support
 - 1. Balanced Transportation Coordinator
 - ii. Moderate support
 - 1. Community event for Omaha by Design master plan
 - iii. No support
 - 1. Neighborhood development projects
 - c. Social Marketing
 - i. Strong support
 - 1. Strategies to change behavior in OPS academy schools
 - d. Physical Activity
 - i. Strong support
 - 1. Ready for Recess expansion
 - ii. Moderate support
 - 1. Safe Routes to School; Walking School Bus

- iii. Weak support
 - 1. Club Possible training
 - 2. Safe Routes to School policy
 - e. Evaluation
 - i. Moderate support
 - 1. Program and coalition evaluation
 - f. Medical Subgroup
 - i. Strong support
 - 1. Breastfeeding training for OB physicians
 - g. AOK Executive Committee
 - i. Moderate support
 - 1. Fund development consultant
- XI. Follow-Up
 - a. Staff was to send out minutes and a draft business plan will be prepared for Executive Committee input
 - b. Group to consider organizational structure needed to sustain Activate Omaha Kids into future, including staffing needs. This will be discussed at upcoming Executive Committee meetings.