

# Activate Omaha Kids-Initiative Tracking Report

Date	Initiative	Funding Source, Amt.	Spent	Contact Person AOK/Contractor	Scope of Work	Contract Status	Progress toward scope of work	Metrics	Progress of Metrics	Barriers Problems	Focus, Next 30 days	Potential Spin-offs
7-06-2008	1. Neighborhood Audits	Alegent-\$55,000	\$0	Mikki Frost/TBD	Environmental audits and design plans for 2 neighborhoods	Discussions with Marty Shukert and Teresa Gleason to identify Contractor	Discussions with Marty Shukert and Teresa Gleason to implementation options	The audits will develop off baseline data for 2 neighborhoods	N/A	Coordination w/ Marty Shukert and Omaha by Design master plan environmental group; identification of neighborhoods; connecting this initiative with existing activity	Meeting with neighborhood association-Ron Abdouch; Explore north and south Omaha potential sites and partners	Pursue alternative strategy-funding Pedestrian and Biking coordinator for City to provide project management for all built environment initiatives; connection with OHCP Summit and SRTS
6-11-2008	2. BMI Surveillance System	NeHHS/Alegent-\$20,000	\$0	Dr. Molly O'Dell/NeHHS	Statewide tracking of BMI as part of school health screening	No contract needed. Services will be provided by NeHHS pursuant to grant	N/A	N/A	N/A	This strategy will be referred to NeHHS for implementation	N/A	Coordination of NeHHS projects under grant w/ AOK initiatives
6-11-2008	3. Evaluation	Alegent-\$150,000	\$0	Dr. Molly O'Dell, College of Public Health (Hongmei Wong)	Design evaluation for initiatives and coalition	Negotiating scope of work and price with College of Public Health	College of Public Health is writing scope of work and price	1.Effectiveness of coalition-baseline survey drafted and being priced 2.Social Marketing metrics-TBD with chosen contractor 3. Club Possible-subject to match funding, metrics TBD for enhanced evaluation which builds upon existing evaluation 4. Structured recess-metrics TBD with Dr. Huberty 5. Walking School Bus-metrics TBD with OHCP 6. BMI at Dr. visits-developing logic model for review by Medical Subgroup 7. Breastfeeding peer support-Metrics TBD with Mary Balluff 8.Breastfeeding	N/A	Scheduling	Refine scope of work and price; draft contract; finalize metrics with plank chairs	

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								support at hospitals- metrics to be determined with Mary Balluff				
7-09-2008	4. Inventory of existing PA and Nutrition Programs	Alegent-\$5,000	\$0	Mikki Frost/Mary Balluff	Inventory of existing PA and Nutrition programs to be used for analysis and as a resource	No contract needed- to be performed by AOK staff and Nutrition Plan	Nutrition plank members are calling survey responders with additional nutrition questions; Coordinating with State to gather information from non-responders	Completion and ongoing update of inventory	N/A	Survey response rate low; may need to outsource	Follow up with Nutrition plank calls; consider outsource options to finalize both nutrition and physical activity inventory	Presentation to OHCP Coordinating Council to update inventory; Connection with state inventory
7-06-2008	5. Convergence communication strategy	Alegent-\$75,000	\$0	Mikki Frost/Kerri Peterson	Integrate communication and fundraising strategies with related organizations through OHCP	RFP responses being reviewed; interviewing 4 companies; Negotiating contract between Alegent and OHCP; will need to negotiate contract between OHCP and chosen consultant	TBD in contract	TBD by contractor	N/A	Mediating established relationships with PR firm; determining budget/	Finalize budget and contract with contractor	
7-06-2008	6. AOK communication strategy	Alegent-\$14,800	\$0	Mikki Frost/Dina Maas/TBD	Enhance communication with stakeholders and intended audience-children	Ongoing relationship with Dina; summer newsletter issued; investigating other contractors	Dina writing newsletter	N/A	N/A	Will need to determine expertise and strategy for communication with children; RFP not specific on this	Discussions with OHCP and consultant to determine how best to communicate with children; presentation to Mayor's Youth Advisory group as forum for getting input from youth	Kids documentary- Dina is working on
6-18-2008	7. Interactive website	Alegent -\$75,000	\$0	Mikki Frost/TBD	Develop a website that is child-friendly and interactive for kids to access information about physical activity and healthy eating	Pursing Alegent intern to update current website; investigating other contractors	Has not begun	N/A	N/A	Will need to determine expertise and strategy for communication with children; RFP not specific on this	Discussions with OHCP and consultant to determine how best to communicate with children; presentation to Mayor's Youth Advisory group as forum for getting input from youth	

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7-06-2008	8. Social Marketing	Alegent – \$165,000	\$0	Mikki Frost-Alegent Kerri Peterson-OHCP	Conduct a childhood obesity prevention social marketing campaign	RFP responses being reviewed; interviewing 4 companies; Negotiating contract between Alegent and OHCP; will need to negotiate contract between OHCP and chosen consultant	N/A	TBA with chosen contractor	N/A	Coordination among convergence members; reaching AOK target audience (kids, parents, women of child bearing age, healthcare providers)	Develop criteria for evaluating bids	Partner with national/state childhood obesity prevention campaigns
7-09-2008	9. Club Possible	Alegent -\$109,332	TBD	Mikki Frost/Dr. Jen Huberty	Enhanced evaluation and training for Club Possible program	Contracts executed between Alegent and UNO for 5 Gas, subject to Sherwood grant. Will need to renegotiate since request denied by Sherwood.	GA hired; subcommittee meeting to identify 2 schools; working on IRB	TBD with Dr. Huberty	College of Public Health reviewing current evaluation; working with CDC on long term goals and future evaluation	Denial of Sherwood funding request; Mary and Jenn working with partners to determine what can be delivered without this funding	Mary and Jenn to write proposal for program and evaluation without Sherwood dollars; use Valerie Russell to search for grant dollars for VNA nutrition piece	RWJ/CDC publication to funders highlighting best practices, including Club Possible
6-23-2008	10. Structured Recess	Alegent - \$90,000; American Heart Ass'n-\$5,000	\$97,054	Mikki Frost/Erin Fuhrmeister	Implement structured recess in 2 schools	Contracts executed between Alegent and UNO	Dr. Huberty working on in summer 2008	Have been established with College of Public Health	Logic model in progress	None to date	Identify schools; arrangements for early August training on direct observation	RWJ grant submitted by Dr. Huberty pending
7-09-2008	11. Breastfeeding peer support	Alegent - \$50,000	\$0	Mikki Frost/Mary Balluff	Implement program for peer counselors to support minority moms in breastfeeding	Mary to draft scope of services and budget for contract between Alegent and DCHD to deliver program and evaluation	N/A	TBD with Mary Balluff	Mary had initial meeting with Hongmei		Mary to draft scope of services and budget for contract between Alegent and DCHD/WIC to deliver program and evaluation	
7-06--2008	12. Safe Routes to School; Walking School Bus	Alegent-\$79,000; College of Public Health-\$1,500	\$84,000	Mikki Frost/Julie Harris	Initiate programs for safe, supervised walking to school	Contract executed between Alegent and UNO for GA services; contract with OHCP for coordination of program executed	Recruiting for GA; Coordinator retained (Julie Harris)	Using national Safe Routes to School metrics	Dr. Huberty working with College of Public Health; Logic model in 2 <sup>nd</sup> draft	None to date	Identify schools; hire GA; develop training; plan for Mark Fenton	RWJ research grant possible; coordination with neighborhood audits
	13. Healthy eating curriculums for childcare settings-year 2	Alegent-\$15,000	\$0	Mikki Frost/Mary Balluff	Research best practices and recommend standardized healthy eating curriculums appropriate for childcare settings	Defer to year 2						
6-1-2008	14. BMI at physician visits	Alegent – \$11,000	\$0	Dr. Molly O'Dell-Alegent	Train MDs in BMI screening	No contract needed; services performed by Dr. O'Dell	Training ongoing; logic model drafted	Train primary care practices in Douglas County	8 new practices trained; 7 scheduled	Slow response from NE DHHS for materials	Meeting with medical subgroup to review logic model	Webinar of training by Creighton for CME; Dr. Filipi's work with insurers for reimbursement

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7-09-2008	15. School wellness policies	Alegent-\$15,000	\$0	Mikki Frost/Mary Balluff	Access current school wellness policies for best practices and share and support those best practices among schools	TBD after partners identified	Wellness policies compiled; pursuing contacts with schools	TBD with Mary Balluff	Mary had initial meeting with Hongmei	Capacity of Nutrition Plank	Mary to pursue Caryn Kusleika for leadership role	
7-10-2008	16. Policy supporting access to fruits and vegetables	TBD		Mikki Frost/Mary Balluff	Partner with UNO, Omaha by Design and the Chamber of Commerce to conduct assessment of food deserts and identify food policies to improve access to fruits and vegetables in those areas	TBD after partners identified	Mary wrote PHAN grant to train on assessment instrument in August; request to WIC to fund students to perform the assessments	TBD with Mary Balluff	Mary had initial meeting with Hongmei	Capacity of Nutrition Plank	Identify partners	Use of Omaha by Design place game
7-06-2008	17. Master Plan and park design standards-year 2	TBD-city, state, federal		Mikki Frost/Teresa Gleason	Partner with Omaha by Design to advocate for amendments to the Omaha Master Plan that incorporates best practice design standards for parks and for enhancing opportunities for children's physical activity and healthy eating in their neighborhoods.	Discussions with OBD ongoing	TBD				Explore option of funding city employee as pedestrian and bike coordinator to project manage	New funding partner; Mayor's Pedestrian and Bicycle Task Force headed by Marty Shukert
7-06-2008	18. Neighborhood sidewalk rehabilitation program-year 2	TBD-city, state, federal		Mikki Frost/TBD	Partner with the City of Omaha to expand the street rehabilitation of sidewalks to enhance opportunities for children's physical activity in their neighborhoods.	Exploring options with OBD and Marty Shukert	TBD	TDB		Need city contact to move this	Explore option of funding city employee as pedestrian and bike coordinator to project manage	New funding partner; Mayor's Pedestrian and Bicycle Task Force headed by Marty Shukert
7-09-2008	19. Breastfeeding support in hospitals	Alegent-\$30,000	\$0	Dr. Molly O'Dell/Mary Balluff	Partner with local hospitals to facilitate a self assessment of current policies and practices that support breastfeeding and promote implementation of best practices to enhance breastfeeding in hospitals	TDB when partners identified		TBD with Mary Balluff	Mary had initial meeting with Hongmei	Capacity of Nutrition Plank	Contact Baby Blossoms and Breastfeeding Coalition for partnership options; identify leadership	Dr. Tonniges plan to support breastfeeding in OB/Gyne office practices

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7-06-2008	20. Safe Routes to School infrastructure-year 2	TBD		Mikki Frost/Julie Harris	Identify and make changes to schools and the walk ability of school routes to enhance opportunities for children to walk to school safely						In Fall 2008, Valerie Russell to research funding opportunities; Julie to pursue funding through state	
7-06-2008	21. Neighborhood projects-year 2	TBD		Mikki Frost/TBD	Relying upon the neighborhood audits in #1 above and best practice design standards for the built environment, develop or improve neighborhoods to enhance opportunities for children's physical activity and healthy eating					Dependent upon #1; city personnel required to project manage	Meeting with neighborhood association-Ron Abdouch; Contact Teresa Gleason, Marty Shukert and Ron Abdouch to discuss strategy for implementation	Pursue alternative strategy-funding Pedestrian and Biking coordinator for City to provide project management for all built environment initiatives