



activateomahakids
Healthy Inside and Out

Fall/Winter 2008 Update

www.activateomahakids.org



2008 HEALTH SUMMIT ENGAGES COMMUNITY LEADERS

Our Healthy Community Partnership (OHCP) hosted the 2008 Health Summit at the Gallup Riverfront Campus on October 22. More than 150 participants took part – consisting of decision-makers from government, academia, healthcare, non-profit organizations and big business. In addition to reporting on the 2008 Community Report Card, the Summit issued a call to action by advising community leaders on the groundwork that has already been laid to affect a positive change on the health of our community and engaging them in discussions to identify issues and discuss possible solutions.

The keynote speaker at this year's Summit was Louis W. Sullivan, M.D. With the exception of his tenure as secretary of the U.S. Department of Health and Human Services (HHS) from 1989 to 1993, Dr. Sullivan was president of Morehouse School of Medicine (MSM) for more than two decades. He retired in 2002 and was appointed president emeritus. In June 2008, Dr. Sullivan accepted appointments to the Health Disparities Technical Expert Panel (HDTEP) of the Centers for Medicare and Medicaid Services (CMS) and an Institute of Medicine Committee, "Improving the Organization of the U.S. Department of Health and Human Services to Advance the Health of Our Population." The topic of his keynote address was how rising healthcare costs and the current health status of our population could potentially bankrupt our nation. He challenged those in attendance to get involved, describing what our communities can do to affect change and giving examples of what other communities in the nation are doing.

Adi Pour, PhD, Director of the Douglas County Health Department, presented a summary of key findings of the Community Report Card Summary. Positive trends include decreased deaths and hospitalizations due to asthma, increased exercise and fruit and vegetable consumption among adults, less smoking among both adults and adolescents, and a decrease in the gap for death rates among African American babies vs. white babies at birth. The Report Card also revealed that our community continues to face challenges due to the following negative trends: increased death rates from colorectal cancer, more adults reporting overweight/obesity and diabetes prevalence, and while the Chlamydia rate is slightly down from 2004 for 15-24 year olds, the gonorrhea rate has increased by more than 20 percent. The complete Report Card can be viewed at www.douglascountyhealth.com.

SKAR Advertising, the firm that was hired to develop a social marketing campaign for the community initiatives that have contractually agreed to collaborate under the forum of OHCP, presented two branding concepts for review to those in attendance. They will be analyzing the feedback received at the Summit and seeking additional community input before finalizing the branding concept.

Other highlights of the Summit included an update from Joann Schaefer, M.D., Chief Medical Officer of the Nebraska Health and Human Services System, a panel discussion made up of several key business leaders in our community, and a panel discussion among leaders of several community initiatives.

Investing in Health Yields ROI

In July 2008, Trust for America's Health (TFAH) issued a report titled "Prevention for a Healthier America: Investments in Disease Prevention Yield Savings, Stronger Communities." As the title suggests, the report illustrates how investing in healthier communities brings a significant return on investment.

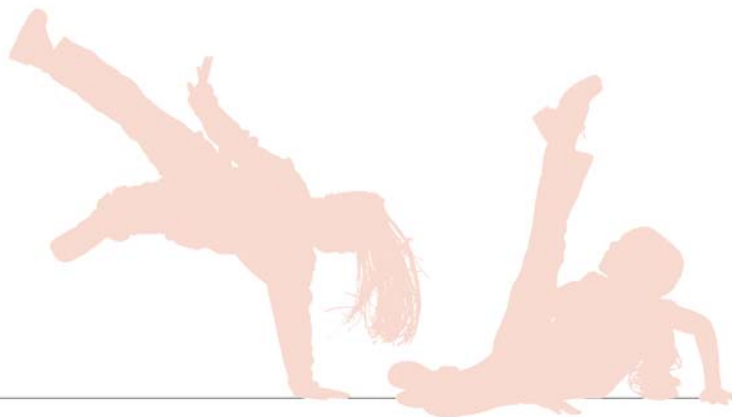
The report is based on a study developed through a partnership of TFAH, The Urban Institute, The New York Academy of Medicine, the Robert Wood Johnson Foundation, The California Endowment, and Prevention Institute. It examines how much the United States could save in healthcare costs by funding proven community-based programs that result in increased levels of physical activity, improved nutrition, and a reduction in smoking and other tobacco use rates.

Through the study, TFAH concluded that an investment of \$10 per person per year in proven community-based disease prevention programs could yield an ROI of .96 in the first one to two years, rising to 5.6 within five years, and 6.2 within 10 to 20 years.

To view the complete report, click on the Report link at www.healthyamericans.org.



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UPDATE ON ACTIVATE OMAHA KIDS KEY INITIATIVES

The focus of the Activate Omaha Kids' business plan includes 21 key initiatives or best practice strategies. Progress has been made among several of the initiatives with highlights following:

- Dr. Jennifer Huberty, from the School of Health, Physical Education and Recreation at the University of Nebraska at Omaha (UNO), recently received a \$360,000 grant from the Robert Wood Johnson Foundation to fund the Ready for Recess program – a 2-year study that will monitor 3rd through 6th grade students from 12 Omaha schools to determine if trained staff and recreational equipment will have an impact on the levels of physical activity during recess time. The program's goal is to find the necessary components that advance children's engagement in physical activity at recess time.
- Roughly 1,600 children from 16 schools participated in International Walking to School Day, which received recognition from the media. While the positive publicity is a step in the right direction, there is still a considerable challenge to sustain continued progress to promote both the Walking School Bus (WSB) program and Safe Routes to School (SRTS) program. A toolkit to help schools interested in setting up WSB and SRTS programs is currently in development.
- The recruitment of five WIC women to act as Breastfeeding Peer Counselors is underway with training to begin in early December. The program is scheduled to start in mid-December.
- The Nutrition Plank of Activate Omaha Kids is starting an environmental audit of grocery stores to identify and map food deserts, as well as identify food policies to improve access to fruits and vegetables in those areas. Ultimately, the goal is to complete the mapping on a GIS (Geographical Information System) in Year 1. A comprehensive food policy will be developed in Year 2.
- A survey of children ages 12-18 to obtain baseline data level of physical activity, BMI, eating habits regarding fruits and vegetables, and attitudes on health has been completed. The preliminary results report is expected in January. Previously, information was only obtained from parents.
- Mikki Frost and Marty Shukert are chairing committees for the Environmental Element – an initiative launched by the City of Omaha and Omaha By Design. Work done through the committees will complement the strategies of Activate Omaha Kids by adding design standards that support active living into the Omaha city plan. For more information on the city's Environmental Element initiative please visit http://www.omahabydesign.org/Environmental_Element/Environmental_Element_Home.html

In February 2009, the Activate Omaha Kids Executive Committee will be reviewing the progress on key initiatives to determine which ones will continue through Year 2. The full business plan and information on each initiative is available on the Activate Omaha Kids website at www.activateomahakids.org.

FOR MORE INFORMATION

If you are interested in more information about Activate Omaha Kids or would like to join a committee, please contact Diane Roberts at droboterts@alegent.org or 343-4692.