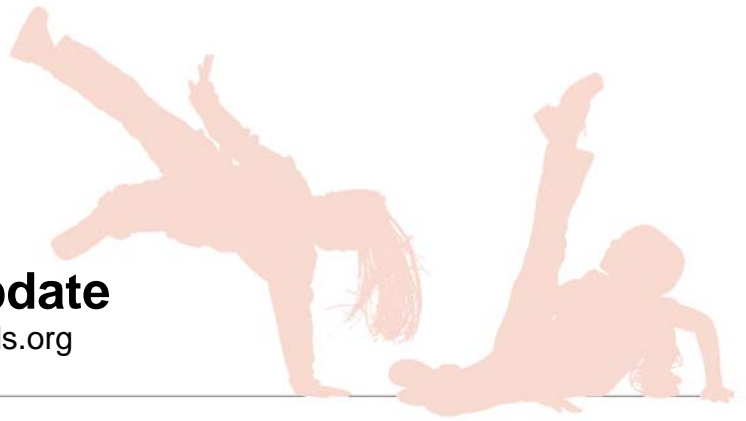




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Healthy Inside and Out

Spring 2008 Update

www.activateomahakids.org



STRATEGIC PLANNING SESSION PROVIDES PROGRESS

On Thursday, February 21, the Executive Committee of Activate Omaha Kids met for an important strategic planning session. The objectives of the meeting were as follows: 1) integrate plank strategic plans into a business plan for Activate Omaha Kids; 2) prioritize the sequence of the initiatives; 3) identify key partners; 4) determine future funding needs; 5) identify potential sources of funding; and 6) identify future leadership for executive committee.

Each plank chair provided an overview of their committee's strategic plan at the meeting. A brief summary of the overviews are as follows:

Physical Activity Plank – The overarching goal of this plank is to increase the number of children who participate in at least one hour of physical activity daily. Other goals include expanding the Club Possible program, providing assistance to schools with structured recess programming and assisting with the Safe Walk to School program.

Nutrition Plank – The plank recommended establishing a curriculum for healthy eating in childcare centers and more aggressive breastfeeding promotion in all Omaha hospitals, physician offices and WIC sites. They have begun to review school wellness policies and will offer assistance to schools implementing these wellness policies. They also 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.

Physical Environment Plank – Most of the initiatives included in this plank's strategic plan center around the creation of a built environment that is conducive to physical activity. They propose neighborhood audits and supporting neighborhoods' physical projects and changes. An overarching theme 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.”

Social Marketing Plank – The internal focus of this plank continues to be on the logo, website and newsletter, which are all in place and ongoing. They will also support the social marketing needs of the other planks and will integrate with the work of Activate Omaha. Bids are currently being received from local marketing firms to begin a campaign encouraging physical activity, healthy eating and physical environment improvements.

Leadership Team (Executive Committee and the Activate Omaha Kids staff) – The strategic goals of the Leadership Team are to: 1) make the case; 2) develop the strategic plans of the planks into a business plan; and 3) build political will. The Leadership Team is also supporting the statewide surveillance of baseline data on the prevalence of childhood obesity

After each plank shared their plan, Mikki Frost presented the 21 initiatives integrated from the committee's plans. A matrix document which illustrates the plans, the planks involved, partners and/or stakeholders, potential leads, approximate costs and funding agencies, and the priority (year-one or year-two) was presented to the group.

Activate Omaha Kids Chosen to Present at Governor's Summit

Activate Omaha Kids has been chosen to present our story – “Lessons Learned by the Omaha Coalition Addressing Childhood Obesity” – at the Governor's Summit on Community Service on March 31 in Omaha at the Holiday Inn Convention Center. Members of the Activate Omaha Kids Executive Committee, Mikki Frost, Dr. Molly O'Dell, Kerri Peterson, Dr. Adi Pour, Dr. Tom Tonniges, Marty Shukert and Dr. Jennifer White, will be presenting.

We will share our vision and goals, highlights of the progress that we've made to date, the next phase of our plan, challenges we continue to face and lessons we've learned in organizing a community coalition. Our presentation will be a wonderful opportunity to showcase Activate Omaha Kids and continue to build recognition and foster support for our cause.

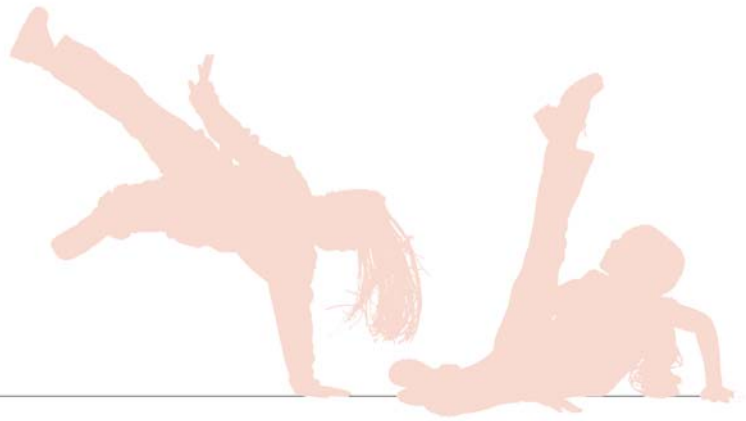
White Paper Finalized

The Activate Omaha Kids white paper has been finalized and is available online at www.activateomahakids.org. We will use the white paper as an informational resource to create a call to action as we seek funding and meet with various community and state stakeholders.

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



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The next step was to prioritize the plans according to time frames: year-one (beginning June 30, 2008) or year-two (beginning July 1, 2009). Those plans which could provide the greatest impact or success with the lowest resource or cost were identified by being 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.

MOVING FORWARD

As we move toward implementation of the plank initiatives, the vision will align with the business plan and movement toward healthy living will begin in our community. The Executive Committee plans on having a report out to stakeholders in April, similar to the event that was held in January 2007 at Gallup where they delivered a progress report to those involved in Activate Omaha Kids and outlined next steps. Building community awareness through effective communication is of vital importance.

More detailed summaries of each plank's strategic plan and the matrix that maps out the initiatives are posted on the website at www.activateomahakids.org.

FUTURE LEADERSHIP OF EXECUTIVE COMMITTEE

The future leadership of the Executive Committee was also discussed at the strategic planning session. It was agreed that two groups – area schools and government – need to be represented on the Executive Committee in order for the leadership to be strengthened. Members of the original Executive Committee who have agreed to continue on were identified: Mary Balluff, Cristina Fernandez, David Filipi, David Finken, Nancy Nielsen, Magda Peck, Kerri Peterson, Adi Pour, Marty Shukert, Tom Tonniges and Jennifer White. Drs. Larry Brown and Jeffry Strohmyer have chosen to remain active in the challenge of childhood obesity by remaining on the Medical Subgroup Committee.

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 potential new members onboard.

SHARED SERVICES AGREEMENT WILL COORDINATE EFFORTS

An agreement that 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) was signed in late February.

Improving the health of the citizens in the Omaha metro community is the overriding goal of this agreement, which will maximize impact and resources, and avoid unnecessary duplication, confusion or competition, which is contrary to the intent of the parties and the health of our community. As part of the agreement all parties will maintain membership in OHCP and identify themselves as being affiliated with OHCP.