

Activate Omaha Kids-Initiative Tracking Report

Date	Initiative	Funding Source, Amt.	Spent	AOK Contact Person/ Contractor	Scope of Work	Contract Status	Progress toward scope of work	Metrics	Progress of Metrics	Barriers Problems	Focus, Next 30 days	Potential Spin-offs
8-3-2008	1. Neighborhood Audits	Alegent-\$55,000	\$0	Mikki Frost/TBD	Environmental audits and design plans for 2 neighborhoods and/or replace with funding city pedestrian/bicycle coordinator	Letter with proposal to Steve Jensen, Planning Director drafted	Discussions with Kerri, 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; consider deferring audits to Year 2; identification of neighborhoods;	Send letter to Steve Jensen and follow-up	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
8-3-2008	3. Evaluation	Alegent-\$150,000	\$0	Dr. Molly O'Dell, College of Public Health (Hongmei Wong)	Evaluation for initiatives and coalition	Finalized scope of work and negotiating price with College of Public Health	Scope of work identified; finalized baseline survey and budget	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	N/A	Scheduling	Finalize contract with OHCP; finalize amendment to Affiliation and Shared Services Agreement relating to evaluation; survey to be performed in October	

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								7. Breastfeeding peer support-Metrics TBD with Mary Balluff 8.Breastfeeding support at hospitals-metrics to be determined with Mary Balluff				
8-03-2008	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	Finalizing contract with DCHD to have Sarah Schram finish inventory	Sarah Schram coordinating with state to finalize nutrition inventory and begin physical activity piece	Completion and ongoing update of inventory	N/A	Survey response rate low, so need to have Sarah follow-up with calls	Sarah to create matrix with information. Will need to discuss format for making it user-friendly	Presentation to OHCP Coordinating Council to update inventory; Connection with state inventory
8-03-2008	5. Convergence communication strategy	Alegent-\$75,000	\$0	Mikki Frost/Kerri Peterson	Integrate communication and fundraising strategies with related organizations through OHCP	SKAR recommended by committee; Will need to finalize contract with SKAR and contract with OHCP and initiatives to define roles.	Specific scope of services to be identified in contract with SKAR	TBD by SKAR and College of Public Health	N/A	Mediating established relationships with PR firms (i.e. Bailey Lauerman); determining OHCP budget	Finalize budget and contract with SKAR; initial meetings with initiatives and SKAR	Dr. Huberty manuscript and possible publications
8-03-2008	6. AOK communication strategy	Alegent-\$14,800	\$0	Mikki Frost/Dina Maas/TBD	Enhance communication with stakeholders and intended audience-children; Partner with state to use Whatcha Doin' campaign in 4 Omaha high schools	Ongoing relationship with Dina; summer newsletter issued; investigating other contractors	Dina writing newsletter	N/A	N/A	Coordinate with social marketing campaign	Make decisions about documentary; work with SKAR on strategies to reach children; Caryn Kusleika to work with state to identify 4 high schools for Whatcha Doin' campaign	Kids documentary-Dina Maas and Jamie Vessey proposal (\$65,000)
8-03-2008	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	Will be part of SKAR services	Has not begun	To be determined by SKAR and College of Public Health	To be determined by SKAR and College of Public Health	Identifying strategies to reach children	Work with SKAR to define how best to reach children through website	Hire intern for maintenance
8-03-2008	8. Social Marketing	Alegent – \$165,000	\$0	Mikki Frost-Alegent Kerri Peterson-OHCP	Conduct a childhood obesity prevention social marketing campaign	SKAR recommended by committee; Will need to finalize contract with SKAR	Specific scope of services to be identified in contract with SKAR	TBA by SKAR and College of Public Health	N/A	Mediating established relationships with PR firms (i.e. Bailey Lauerman);	Finalize budget and contract with SKAR; initial meetings with initiatives and	Dina's documentary proposal to compliment social marketing

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						and OHCP and initiatives to define roles.				determining OHCP budget	SKAR	
8-03-2008	9. Club Possible	Alegent -\$109,332/ TBD for program	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; Mary and Jen to prepare proposal for Club Possible program without supplemental funding	Physical activity level; physical activity participation, pre and post; focus groups	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; Mary to pursue funding for VNA nutrition piece	RWJ/CDC publication to funders highlighting best practices, including Club Possible
8-03-2008	10. Structured Recess	Alegent - \$90,000;	\$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; training on direct observation on August 5; St. Bernard and Boyd Schools training on August 6; Get informed consent from parents through back to school nights	Have been established with College of Public Health	Logic model in progress	None to date	Participate in back to school events; obtain informed consents so pilots can begin	RWJ grant submitted by Dr. Huberty pending
8-03-2008	11. Breastfeeding peer support	Alegent - \$50,000	\$0	Mikki Frost/Mary Balluff	Implement program for peer counselors to support minority moms in breastfeeding at WIC sites	Finalizing contract with DCHD to provide program and evaluation	DCHD writing program manual and budget	Initiation; duration; patient satisfaction rates	Mary had initial meeting with Hongmei		Finalize contract and program manual	
8-03--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	Julie Harris, coordinator, making numerous contacts and participating in training; 10 schools interested; booths at back to school events planned; Developing toolkit; Pilot at Boyd and St. Bernard's in spring; GA hired; IRB written; will get informed consent from parents; Baseline	Using national Safe Routes to School metrics	Dr. Huberty working with College of Public Health; Logic model in 2 nd draft	None to date	Identify schools; hire GA; develop training; plan for Mark Fenton	RWJ research grant possible; Dr. Huberty connecting with Ames, Ia and Kearney, Ne for partnerships

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							data collected week of August 21; Mark Fenton visit September 9 and 10 with agenda being finalized.					
	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						
8-3-2008	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; 3 rd draft of logic model; developing a comprehensive list of primary care physicians	Train primary care practices in Douglas County	8 new practices trained; 7 scheduled	Slow response from NE DHHS for materials	Track number of physicians who have been trained	Webinar of training by Creighton for CME; Dr. Filipi’s work with insurers for reimbursement
8-3-2008	15. School wellness policies	Alegent-\$15,000	\$0	Mikki Frost/Mary Balluff	Assess current school wellness policies for best practices and share and support those best practices among schools	TBD after partners identified	Wellness policies compiled and evaluation tool identified; pursuing contacts with schools and wellness coordinators	TBD with Mary Balluff	Mary had initial meeting with Hongmei	Capacity of Nutrition Plank	Caryn Kusleika to serve in leadership role to be mentored by Mary	Action for Healthy Kids Summit
8-3-2008	16. Policy supporting access to fruits and vegetables	Through DCHD		Mikki Frost/Mary Balluff	Using community assessment tool and GIS mapping, identify and map food deserts and identify food policies to improve access to fruits and vegetables in those areas; Identify policy	Through DCHD, use WIC funds to train assessors in September to conduct audits: mapping in Year 1 and policy in Year 2	Mary received PHAN grant to train on assessment instrument in September	TBD with Mary Balluff	Mary had initial meeting with Hongmei	Capacity of Nutrition Plank	Train assessors to perform audit	Partnerships with state through Holly Dingman
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	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

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					eating in their neighborhoods.							
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
8-03-2008	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	Coordination between Nutrition Plank and medical subgroup	Identify leadership	Valerie Russell working on funding options for Dr. Tonniges plan to support breastfeeding in OB/Gyne office practices
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	
8-03-2008	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	Work with Kerri, 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

August, 2008