

# Activate Omaha Kids-Initiative Tracking Report-December 2008

Yellow-completed

Red-new updates

Blue-Deferred to year 2

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
11-25-2008	1. Neighborhood Audits/Balanced Transportation Coordinator	Alegent-\$55,000	\$55,000 committed to partially fund position	Mikki Frost/Tammie Dodge-Mayor's Pedestrian Bicycle Advisory Council	Exploring replacement of this strategy with Balanced Transportation Coordinator city position	.	Group convened to explore Balanced Transportation Coordinator strategy; Mayor's advisory group to take lead			Full funding of position; Coordination w/ Marty Shukert and Omaha by Design master plan environmental group; Consider deferring audits to Year 2	Meeting on December 5 with subgroup of Mayor's Advisory Council to finalize job description and recommend next steps	Collaboration and funding with MAPA
10-30-202008	2. BMI Surveillance System	NeHHS/Alegent-\$20,000	Will not be spent as State is doing work under grant	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	Regulations in public hearings with legislation slated to be approved in January; BMI assessment planned as part of school health screening for 2009-2010 school year	N/A	N/A	This strategy will be referred to NeHHS for implementation in 2009/2010 school year	N/A	Coordination of NeHHS projects under grant w/ AOK initiatives; Dr. Cristina Fernandez speaking in Barcelona, Spain
11-25-2008	3. Evaluation	Alegent-\$150,000	\$150,000 committed in contract with COPH	Dr. Molly O'Dell, College of Public Health (Hongmei Wong)	Evaluation for initiatives and coalition	Contracts with OHCP and COPH executed and work in progress	Baseline survey data collection is complete with preliminary analysis to be completed in January & ready for January report to Alegent Catalyst Committee; Most initiatives have final evaluation plans; meetings scheduled within the next 2 weeks with SRTS to finalize their plan	Coalition effectiveness metric to be assessed by comparing baseline survey to 2011 follow up survey.  Other measures as described in each initiative.	Survey data collection complete: 1. Made additional change in final Club Possible evaluation plan. Finished one survey instrument. 2. Finalized Structured Recess evaluation plan. 3. Started to work on Safe Routes to School evaluation plan based on new program design. 4. Revised Breastfeeding Peer Counselor program evaluation plan and awaiting comments from project leadership. Developed a draft survey. 5. Foster	Alegent/OHCP amendment to Affiliation agreement executed;	Finalize contract with OHCP; 1. Finished two additional survey instruments for Club Possible. 2. Finalize 2 survey instruments for SR. 3. Develop a new draft for SRTS evaluation plan. 4. Finalize evaluation plan and develop survey instruments for Breastfeeding Peer Counselor project. 5. Finalize survey instrument for Foster Health Weight in Youth program.	

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									Healthy Weight in Youth evaluation plan finalized. Proposed a data tracking instrument.			
11-25-2008	4. Inventory of existing PA and Nutrition Programs	Alegent-\$5,000	\$5,000 committed in contract with DCHD	Mikki Frost/Mary Balluff	Inventory of existing PA and Nutrition programs to be used for analysis and as a resource	Contract with DCHD signed	Sarah has survey data collated with nutrition inventory; Nutrition Plan is formatting and culling data to make user friendly.		N/A	Formatting extensive existing data by collating state and local surveys to be user friendly and searchable; challenge in maintaining inventory to be kept current; will need to evaluate value of inventory and whether physical activity inventory should be pursued.	Nutrition plank is formatting the data into a searchable, useful web resource; Share with PAP to have them review and decide if they want to pursue inventory of physical activity programs.	Connection with state inventory
11-25-2008	5. Convergence communication strategy	\$70,000	\$40,000 committed to OHCP for AOK share of convergence communications, \$20,000 for Summit and \$5,000 for Tyler Norris	Mikki Frost/Kerri Peterson	Integrate communication and fundraising strategies with related organizations through OHCP	OHCP finalizing contract with SKAR; OHCP has executed Amendment to Affiliation Agreement to cover communications.	SKAR investigating use of "Healthy Omaha" as OHCP brand and have abandoned other proposed brands presented at Summit; Kerri to work with SKAR to begin communications strategy; COPH compiling evaluations from summit	TBD by SKAR and College of Public Health	N/A	Lack of budget and identification of funding sources from initiatives and OHCP; Ownership of proposed brands; lack of consensus of brand options among constituents; organizational issues with Top 10 in 10	Pursue Healthy Omaha branding availability; begin working on joint communications strategy ; follow-up on contact from Summit	Dr. Huberty's abstract accepted for presentation at AL Research Conference; OHCP Summit follow-up;
11-25-2008	6. AOK communication strategy	Alegent-\$14,800		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	Fall newsletter circulated; Caryn training schools for Whatcha Doin' campaigns (South, Millard West, Brownell-Talbot and Wahoo) ;	N/A	N/A	Coordination of AOK communications with convergence communication through SKAR contract; Legal issues associated with film production	Finalize contract for documentary; Prepare fall newsletter; Train schools for Whatcha' Doin campaign	Kids documentary "on hold" for current time because of contract issues
11-25-2008	7. Interactive website	Alegent -\$75,000	\$75,000 committed to SKAR	Mikki Frost/SKAR	Develop a website that is child-friendly and interactive for kids	SKAR preparing comprehensive scope of work for social marketing	Awaiting proposal from SKAR for comprehensive social marketing campaign using 54321 messaging; input	To be determined by SKAR and College of Public Health	To be determined by SKAR and College of Public Health	Integration with convergence communications and social marketing	Finalize scope of services from SKAR and seek input from constituents	Interviewed a candidate for intern for maintenance; Poss. GA from UNO; Collaboration

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					to access information about physical activity and healthy eating	which will include website development.	then will be sought from planks and Executive Committee.			through SKAR		with Dr. Sade Kosoko-Lasaki/Creighton Pipeline program to do research on appropriate interactive websites
11-25-2008	8. Social Marketing	Alegent – \$165,000 UNO PR-in kind	\$165,000 committed to OHCP to pay SKAR	Mikki Frost-Alegent; Kerri Peterson-OHCP; Heidi Petersen-SKAR; Dr. Franklin-UNO	Conduct a childhood obesity prevention social marketing campaign	SKAR preparing comprehensive scope of work proposal for 54321 social marketing campaign which will include media contacts and commitments made through UNO's PR and production studio.	Compiling research on childhood obesity best practice social marketing Awaiting proposal from SKAR for comprehensive social marketing campaign using 54321 messaging; input then will be sought from AOK constituents.	TBA by SKAR and College of Public Health	N/A	SKAR's priority has been branding and preparation for Summit; Leadership and the role of the Social Marketing plank	Seek input from planks on SKAR's proposal; Finalize budget and scope of work contract with SKAR; Follow up meeting with UNO's Dr. Franklin to leverage his media contacts and UNO's production capability; Convene Social Marketing plank as advisory group	Use of CLOCC's 5-4-3-2-1 materials; Collaboration with UNO's Dr. Franklin, his media contacts and use of the UNO production studio to produce PSAs; Nebraska Beef Council campaign around family dining as potential year 2 social marketing; Valerie Russell to research funding for family dining social marketing campaign; CDC online social marketing training
11-25-2008	9. Club Possible	Alegent - \$109,332 Oriental Trading-\$2,000 for incentives; In-kind from program providers	Awaiting invoice for July and October payment (\$89,303.00 owed)	Mikki Frost/Dr. Jen Huberty	Enhanced evaluation and training for Club Possible program	Contracts executed between Alegent and UNO for 5 GAs	25 sites now delivering Club Possible program-increased from last year's 16 sites (3 YMCA, 2 Boys and Girls Club, 8 Girls Scouts and 10 OPS research sites); Anticipated 1,200 children served-up from 800 last year; Pursuing funding options for nutrition education piece through ConAgra Foundation	1-Active Winner Survey-measures self efficacy, social support and attitude towards physical activity; 2-NAHFE survey-measures self efficacy in food choices 3-Fruit and vegetable survey-measures consumption of fruits and vegetables as reported by parent 4-Direct observation-measures intensity and level of physical activity 5-Accelerometer-measures level	All data collection for pre- from all sites is finished. Accelerometer data is being downloaded for analysis by Dr. Welk-to send by December 6. Data entry on all other data finished by December 12 for UNMC. Burned tool kits to DVD. Distributed all tool kits on DVD completed by November 25.	Programming w/o Sherwood funding; Getting data back from sites; Missing Accelerometers;	Pursue funding for nutrition piece through ConAgra Foundation; Booster sessions scheduled for December at OPS; second staff survey to be implemented after booster sessions. Girl Scout and YMCA booster sessions are scheduled for January and February	Completed technical assistance from CDC/RWJ for Club Possible evaluation; \$2,000 of incentives secured from Oriental Trading; New Manuscript about fitness level of Club Possible baseline group compared to national standards; Synopsis of the use of Nintendo Wii for family night; Manuscript for Year 1 findings accepted for publication in Journal of Parks and Recreation-Programs That Work section; Mercy Housing (low income) already doing physical activity & nutrition afterschool and would like to become CP sites

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								and intensity of physical activity 6-Fitness Gram-measures health related fitness				
11-25-2008	10. Structured Recess	Alegent - \$90,000; RWJ Grant - \$360,000	\$97,054 committed through contract with UNO	Mikki Frost/Erin Fuhrmeister/Dr. Huberty	Implement structured recess in 2 schools; Expand to 12 new schools under RWJ grant	Contracts executed between Alegent and UNO	Structured Recess is ongoing at Boyd and St. Bernard's pilot schools; Meeting with principals to recruit schools for RWJ grant; booster sessions conducted to increase physical activity at indoor recess; meeting with principals for next year begins in January; approval finalized from OPS for research at recess in 12 schools; Met with Nancy Oberst for approval of staff/teacher/principal expectations; requested letter of approval from Boyd principal to assist in recruiting other schools.	1-Direct observation-measures the amount and intensity of physical activity 2-Accelerometer-measures the amount and intensity of physical activity 3-Community readiness?	Baseline measures complete at Boyd and St. Bernard's pilot schools; Journaling recess for process evaluation ongoing; collected and entered BMI for Boyd and St. Bernard's	Winter time-but conducting booster sessions to help with indoor physical activity ideas	Visit to Mesa Arizona to observe their program in December 8-12; Develop poster presentation for Active Living Research Conference; Develop presentation -discuss leadership for Active Living Research on research in schools (invited discussant)	RWJ grant received by UNO for \$360,000 to begin structured recess in 4 new schools in Year 1 and 8 more schools in Year 2 (total of 12 new schools); Dr. Huberty presenting at Active Living Research 2009 Annual Conference scheduled for February 18-20, 2009 in San Diego, CA
11-25-2008	11. Breastfeeding peer support	Alegent - \$50,000	\$50,000 committed in contract with DCHD (awaiting invoices)	Mikki Frost/Mary Balluff/Kathy Blankey (DCHD)	Implement program for peer counselors to support minority moms in breastfeeding at WIC sites	Contract signed	5 WIC women as peer counselors have been hired, with work to begin in December;	1-Initiation of breastfeeding 2-Duration of breastfeeding; (1 and 2 compared to state and 2010 objectives) 3- Mother satisfaction 4-WIC staff support of breastfeeding mothers			Begin program	CHI pre application for comprehensive breastfeeding strategies submitted with notification expected in December; Business case for breastfeeding -HRSA publication pending; Building Bright Futures support of breastfeeding
11-25-2008	12. Safe Routes to School; Walking School Bus	Alegent-\$79,000; College of Public Health-\$1,500	\$53,740 committed in contract with OHCP	Mikki Frost/Julie Harris /Tammie Dodge	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	Work plan to be finalized by December 5	Travel patterns to and from school and number of participants	Finalizing work plan; Baseline data gathered at Boyd and St. Bernard's on transportation method of children to and from school	Coordination; Communication; Lack of identification of parent champions at each school to spearhead walking school bus; Winter weather	Finalize work plan with committed number of WSB programs by this Spring	Grant to Omaha Community Foundation for Freiker program-denied; Mini grants through Junior League pending; Pioneering Healthier Communities has submitted an implementation grant for

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												\$45-75,000. The jist of the request is to do WSB in Council Bluffs and Omaha and do BMI assessments in schools in Council Bluffs. They are currently doing 4 WSB in C.B.
11-25-2008	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					Recruit Nutrition plank leadership for this strategy next year	Connection with Building Bright Futures
10-30-2008	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 <sup>rd</sup> draft of logic model; Developing a comprehensive list of primary care physicians	Increase the number of primary care physicians in Douglas Co. that routinely measure, document and discuss BMI at well child visits. Increase the number of primary care practices in Douglas Co that adopt a policy, procedure or practice for the physicians to document and discuss BMI, healthy eating and physical activity	Evaluation plan developed, Medical home subcommittee members collate training data,		Training strategy developed for all Uninet providers; Meeting for updates scheduled for December 9	Webinar of training by Creighton for CME; Dr. Filipi’s work with insurers for reimbursement; NICHQ webinar-Funding Childhood Obesity Prevention on December 3; December 20 Creighton conference-Obesity 360Degrees- a comprehensive review of obesity; NICHQ accepted poster presentation for their March 2009 Annual Forum
11-25-2008	15. School wellness policies	Alegent-\$15,000	\$0 committed	Mikki Frost/Mary Balluff/Caryn Kusleika	Assess current school wellness policies for best practices and share and support those	TBD after partners identified	Meeting on December 8 after webinar to plan for meeting with Wellness Coordinators	TBD with Mary Balluff	Mary had initial meeting with Hongmei	Identification of and contact with school wellness coordinators; Capacity of Nutrition	Planning for meeting with school wellness coordinators and Nutrition Plank members to identify	Action for Healthy Kids Summit; Farm to School program spearheaded by Omaha Green Coalition; Webinar

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					best practices among schools					Plank	and feature best practices across community	by Action for Healthy Kids-All to Leadership-Elevating School Wellness to a Higher Priority
11-25-2008	16. Policy supporting access to fruits and vegetables	\$6,500 / DCHD and state funding		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	Surveys to be completed by January; Mapping to be completed by March 2009	TBD with Mary Balluff and COPH	Mary had initial meeting with Hongmei, 4 sites have been identified for assessment, training scheduled	Capacity of Nutrition Plank; Complexity of GIS mapping process	Training assessors; culling list of grocery stores; testing instrument	Grant received from NACCO for technical assistance to work with Douglas County Commissioner, Chris Rogers to develop white paper to assess impact of full service grocery store on economic development for resultant policy position; Work with Omaha Chamber of Commerce to attract full service grocery store in North Omaha as part of North Omaha Development Plan; Mary to present at Omaha District Dietician's Association (ODDA) to solicit volunteers and leaders in Nutrition Plank activities; Second meeting to be scheduled in January with Green Omaha, community gardens and nutrition plank to identify collaboration opportunities and strategies; Partnerships with state through Holly Dingman; phase 2 could be audit of restaurants; Farm to School group to develop resources for school food service providers to facilitate buying locally and

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												consider organizing meeting of food service directors to maximize local buying.
11-25-2008	17. Master Plan and park design standards-year 2	TBD-city, state, federal		Mikki Frost/ Connie Spellman	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	December 4 kick off of environmental element of master plan to address sustainability through 5 goals/committees; natural environment, built environment-urban form/transportation, built environment-building constructions, resource conservation and public health; Marty Shukert to lead built environment-urban form/transportation group; Mikki to lead Community Health committee which will begin in 2010; Molly on Advisory Committee	TBD		Coordination with Omaha By Design group; Broad scope of Omaha By Design project; Narrowing scope to active living; Identifying committee members/stakeholders; Branding confusion with OHCP	Meeting on December 6 to explore option of funding city employee as Balanced Transportation Coordinator with subgroup of Mayor's Balanced Transportation group; Participate in initial meeting of Omaha by Design Environmental group	Mayor's Pedestrian and Bicycle Task Force headed by Marty Shukert; Omaha By Design Environmental Element group; Branding and association opportunities with OHCP
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
11-25-2008	19. Breastfeeding support in hospitals	Alegent-\$30,000	\$30,00 committed in contract with DCHD	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	Contract for breastfeeding coordinator being reviewed by DCHD		TBD with Mary Balluff	Mary had initial meeting with Hongmei	Coordination between Nutrition Plank and medical subgroup	Finalize contract with DCHD; Recruit coordinator who will initiate hospital self evaluation and be a point person for breastfeeding strategies	CHI pre application for comprehensive breastfeeding strategies submitted with notification expected in December; Association with HOBA; Building Bright Futures support of breastfeeding

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11-25-2008	20. Safe Routes to School infrastructure-year 2	TBD		Mikki Frost/Julie Harris and Tammie Dodge	Identify and make changes to schools and the walk ability of school routes to enhance opportunities for children to walk to school safely		Grant submitted to state department of roads for infrastructure changes to Westbrook					Julie to pursue meeting with state department of transportation to advocate for change in funding formula so that smaller projects can be funded.
9-24-2008	21. Neighborhood projects-year 2	TBD		Mikki Frost/	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 Balanced Transportation Coordinator for City to provide project management for all built environment initiatives; pursue association through Mayor's office to fund neighborhood improvement projects that enhance physical activity

December, 2008