

Activate Omaha Kids-Initiative Tracking Report-February, 2009

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
2-25-2009	1. Balanced Transportation Coordinator	Alegent-\$55,000; MAPA to fund remainder	\$55,000 committed from Alegent to partially fund position; MAPA committed to fund balance	Mikki Frost/Tammie Dodge-Mayor's Pedestrian Bicycle Advisory Council	Replacing this strategy with Balanced Transportation Coordinator city position	OHCP to invoice Alegent for \$55,000 and then contract with MAPA and City	Meeting with Mayor and a Planning Director; Position approved; Now goes to City HR for filing of position			Full funding of position; Coordination w/ Marty Shukert and Omaha by Design master plan environmental group; Consider deferring audits to Year 2	Begin City HR process to fill position; Participate in interviews	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
2-25-2009	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	Awaiting report for baseline telephone survey; Metrics in place for Year 2 initiatives.	Coalition effectiveness metric to be assessed by comparing baseline survey to 2011 follow up survey. Other measures as described in each initiative.	Collecting post data in April; consider evaluation options for Year 3	Alegent/OHCP amendment to Affiliation agreement executed;	Identify evaluation plan for Year 3	
2-25-2009	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				Inventory data deemed too large to make project of online searchable tool workable	Grad student will continue to work with inventory to determine users	Connection with state inventory
2-25-2009	5. Convergence communication strategy	\$70,000	\$40,000 committed to OHCP for AOK share of convergence communications,	Mikki Frost/Kerri Peterson/Top 10 in 10	Integrate communication and fundraising strategies with related organizations through	OHCP finalizing contract with SKAR; OHCP has executed Amendment to	New name "Living Well Omaha" to be proposed to OHCP Board	TBD by SKAR and College of Public Health	N/A	Trademark issues with Healthy Omaha; licensees around name	Seek approval of name by OHCP Board	Dr. Huberty's abstract presented at AL Research Conference; OHCP Summit planning for October, 2009 ongoing

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			\$20,000 for Summit and \$5,000 for Tyler Norris		OHCP	Affiliation Agreement to cover communications.						
2-25-2009	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	Prepare annual report of accomplishments in Year 2	Kids documentary "on hold" for current time because of contract issues
2-25-2009	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 to access information about physical activity and healthy eating	SKAR proposal received and accepted	SKAR presented website proposal.	To be determined by SKAR and College of Public Health	To be determined by SKAR and College of Public Health	Re-evaluate website and social network options for teen target audience	Identify web strategy for teens; begin work on website	
2-25-2009	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	3 phase proposal approved; presentation to AOK Executive Committee on 3-5-09	Phase 1 to begin in April, 2009	TBA by SKAR and College of Public Health	N/A	Trademark issues with CLOCC; OHCP name	Finalize rollout plan for Phase 1 awareness campaign to begin in April, 2009	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
2-25-2009	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	Created tool kit for training aspect for new GA to learn about CP; finishing manuscript on baseline data for 1000 children-to be submitted in early March; manuscript accepted to Journal of Parks and Recreation; Continued booster sessions at all OPS sites; Meeting scheduled with OPS for expansion plans	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	Continued Direct Observation (physical activity evaluation at all sites) mid-term evaluation; conducted process evaluation-training and booster session feedback; All data organized for post data entry in April	Programming w/o Sherwood funding; Getting data back from sites; Missing Accelerometers; Issue-funding	Evaluation in April, 2009 (Year 1) for post data-schedule of days, times, persons; OPS sites supportive training on April 2 to remind staff of protocol for evaluation	

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								reported by parent 4-Direct observation-measures intensity and level of physical activity 5-Accelerometer-measures level and intensity of physical activity 6-Fitness Gram-measures health related fitness				
2-25-2009	10. Ready for Recess	Alegent - \$90,000; RWJ Grant - \$360,000	\$97,054 committed through contract with UNO	Mikki Frost/Erin Fuhmeister/Dr. Huberty	Implement structured recess in 2 schools; Expand to 12 new schools under RWJ grant	Contracts executed between Alegent and UNO	Attended ALR conference-poster session; discussion session on research in schools ready and AOK PowerPoint ready; Met with Millard Schools for next year expansion; OPS to have 4 more sites next year	1-Direct observation-measures the amount and intensity of physical activity 2-Accelerometer-measures the amount and intensity of physical activity 3-Community readiness?	Continued journal entries for process evaluation; Survey created with UNMC for trainings finished and ready for next year; IRB written submission in March; Organized post data collection for recess with schools-dates and times approved by schools	Group training in August; Training new GA, Alison Jergenson, for next year; Ralston and Millard schools to add programming; no money for equipment in Millard	Planning training for Dr. Beighle and new schools; Seeking and interviewing GAs for next year; Finishing IRB for next year approval with new districts and schools; Collect data in April from St. Bernard's and Boyd	Rural grant? Add cost effectiveness approach of OPS and submit to RWJF with rural component; Omaha recognized at ALR conference.
2-25-2009	11. Breastfeeding peer support	Alegent - \$50,000	\$50,000 committed in contract with DCHD	Mikki Frost/Mary Balluff/Kathy Blankey (DCHD)	Implement program for peer counselors to support minority moms in breastfeeding at WIC sites	Contract signed and term extended to 11-09	5 counselors hired and began work in January; of 214 women surveyed, 128 signed up in January to participate	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			Continue program	CHI application for comprehensive breastfeeding strategies submitted March 1, 2009. Business case for breastfeeding –HRSA publication pending; Building Bright Futures support of breastfeeding
2-25-2009	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 finalized; Toolkit prepared; meetings w/ OPS principals and administrators have sparked interest	Pre and post classroom tallies; direct observation; pre and post community perception	Baseline data gathered at Boyd and St. Bernard's on transportation method of children to and from school; 3 ongoing WSB school sites; 3 schools now – St. Bernard's, Dundee & Westbrook, poss.	Coordination; Communication; Lack of identification of parent champions at each school to spearhead walking school bus; Winter weather	Finalize toolkit and school contacts; meetings w/ OPS principals have created interest	OCF grant submitted for funding of printing costs

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									Fullerton and 4 CB schools working w/ UNO on evaluation			
2-25-2009	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				Capacity of Nutrition Plank; may defer this initiative	Recruit Nutrition plank leadership for this strategy next year	Connection with Building Bright Futures
2-25-2009	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	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: As of 12-2008, 73% of pediatricians trained and 28% of FPs		Follow-up calls to offices to see if practices have changed	Webinar of training by Creighton for CME; Dr. Filipi’s work with insurers for reimbursement; Creighton conference- March 20 - Obesity 360 Degrees- a comprehensive review of obesity; NICHQ accepted poster presentation for their March 2009 Annual Forum
2-25-2009	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 best practices among schools	TBD after partners identified	Meeting with school wellness people held January 30; 14 Omaha area schools participated to share wellness success stories	TBD with Mary Balluff	Mary had initial meeting with Hongmei	Identification of and contact with school wellness coordinators; Capacity of Nutrition Plank	Meeting Nutrition Plank subcommittee members to identify next steps; share minutes, best practices; plan for 2 nd meeting in late April	Action for Healthy Kids Summit; Farm to School program spearheaded by Omaha Green Coalition; Julie/SRTS connect with wellness group
2-25-2009	16. Policy supporting access to fruits and vegetables	\$6,500 / DCHD and state funding		Mikki Frost/Mary Balluff/Holly Dingman	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 met with Grocers’ Ass’n on Feb. 12. NEMS training of assessors to take place on March 10-12; 3 wks more for survey; all info collected by May; 2 nd meeting of community garden group collaborating to increase access to	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; gathering data	Third meeting to be scheduled for May with Community gardens, Farmer’s Markets, Food Bank and co-ops, and micro businesses; Partnerships with state through Holly Dingman; phase 2 could be audit of restaurants; Farm to School group to develop resources for school food

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							healthy foods on February 23					service providers to facilitate buying locally and consider organizing meeting of food service directors to maximize local buying.
2-25-2009	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	Environmental element of master plan natural environment section underway; Mikki working on topics for 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	Identify list of community health topics and prioritize	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
2-25-2009	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	Sarah Schram is id'ing hospital reps to find their breastfeeding policy; Sarah attending Welcom meeting to discuss small business support for breastfeeding	TBD with Mary Balluff	Mary had initial meeting with Hongmei	Coordination between Nutrition Plank and medical subgroup	Finalize contract with DCHD; Coordinator recruited who will initiate hospital self evaluation and be a point person for breastfeeding strategies	CHI pre application for comprehensive breastfeeding strategies submitted by March 1;
2-25-2009	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		Westbrook School grant request funded for \$159,000 for infrastructure and non-infrastructure projects					Julie to pursue meeting with state department of transportation to advocate for change in funding formula so that smaller projects can be funded.

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9-24-2008	21. Neighborhood projects-year 2	TBD		Mikki Frost/	Relying on best practice design standards for the built environment, 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 Year 3 strategy for community planning in 2 neighborhoods

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