

Activate Omaha Kids-Initiative Tracking Report-November 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
10-30-08	1. Neighborhood Audits/Balanced Transportation Coordinator	Alegent-\$55,000	\$0	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	Tammie to convene subgroup of Mayor's Advisory Council to finalize job description and recommend next steps	Collaboration and funding with MAPA
10-30-2008	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	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
10-30-2008	3. Evaluation	Alegent-\$150,000	\$150,000	Dr. Molly O'Dell, College of Public Health (Hongmei Wong)	Evaluation for initiatives and coalition	Contract signed by COPH; Work begun; Contract with OHCP still outstanding	Baseline survey is near completion with summary results ready for January report to Alegent Catalyst Committee; Most initiatives have final evaluation plan meetings scheduled within the next 2 weeks	Coalition effectiveness metric to be assessed by comparing baseline survey to 2011 follow up survey. Other measures described in each initiative.	Survey nearing completion; 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	Alegent/OHCP amendment to Affiliation agreement pending; Challenge with oversampling Native Americans and African Americans; Hongmei in China next month	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	

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									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 Healthy Weight in Youth evaluation plan finalized. Proposed a data tracking instrument.		project. 5. Finalize survey instrument for Foster Health Weight in Youth program.	
10-30-08	4. Inventory of existing PA and Nutrition Programs	Alegent-\$5,000	\$5,000	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; Will need to work with Nutrition Plan on formatting data to make user friendly and to conduct the physical activity survey.		N/A	Formatting extensive existing data by collating state and local surveys to be user friendly and searchable	Develop criteria through which to format the data into a searchable, useful web resource; Share with PAP to have them review and decide if they want to adopt criteria or make their own.	Connection with state inventory
10-30-08	5. Convergence communication strategy	Alegent-\$75,000	\$0	Mikki Frost/Kerri Peterson	Integrate communication and fundraising strategies with related organizations through OHCP	OHCP finalizing contract with SKAR; Will need to finalize Communication Amendment to Affiliation Agreement	OHCP to finalize contract with SKAR with specific scope of services; Proposed branding introduced at Summit on October 22	TBD by SKAR and College of Public Health	N/A	Comprehensive budget and plan for convergence communications needs to be developed	Next steps after Summit	Dr. Huberty's abstract accepted for presentation at AL Research Conference; OHCP Summit follow-up; Branding and association opportunities with Omaha by Design master plan environmental element group

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10-30-08	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	Fall newsletter pending; Caryn training schools for Whatcha Doin' campaigns (South, Millard West, Brownell-Talbot and Wahoo; Contract being negotiated for documentary film	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— negotiating contract for filming in the Spring
10-30-08	7. Interactive website	Alegent -\$75,000	\$0	Mikki Frost/SKAR	Develop a website that is child-friendly and interactive for kids to access information about physical activity and healthy eating	Will need to finalize contract with SKAR for social marketing, which includes interactive website	Researching existing websites for licensing potential	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 through SKAR	Students through Creighton's Multicultural Affairs department to assist in researching and evaluation existing websites for licensing possibility	Interviewed a candidate for intern for maintenance; Poss. GA from UNO; Collaboration with Dr. Sade Kosoko-Lasaki/Creighton Pipeline program to do research on appropriate interactive websites
10-30-08	8. Social Marketing	Alegent – \$165,000	\$0	Mikki Frost-Alegent Kerri Peterson-OHCP	Conduct a childhood obesity prevention social marketing campaign	OHCP finalizing contract with SKAR; Will need to finalize contract with OHCP	Initial meeting with SKAR to discuss social marketing campaign; Compiling research on childhood obesity best practice social marketing	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	Finalize budget and contract with SKAR; Follow up meeting with UNO's Dr. Franklin to leverage his media contacts and UNO's production capability; AOK branding of CLOCC's 5-4-3-2-1 materials; 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; CDC online social marketing training
10-30-08	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-increase from last year's 16 sites (3 YMCA, 2 Boys and Girls Club, 8 Girls Scouts and 10 OPS research sites);	1-Active Winner Survey-measures self efficacy, social support and attitude towards physical activity; 2-NAHFE survey-measures self efficacy in food	Pre-intervention assessment complete; Using accelerometers at OPS intervention sites to collect data; Finalizing staff satisfaction	Programming w/o Sherwood funding; Funding for nutrition cooking piece of programming previously provided by VNA; Return of informed consents	Pursue funding for nutrition piece through ConAgra Foundation; Implementation	Completed technical assistance from CDC/RWJ for Club Possible evaluation; \$2,000 of incentives secured from Oriental Trading; New Manuscript

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							Anticipated 1,200 children served-up from 800 last year; Pursuing funding options for nutrition education piece through ConAgra Foundation	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 and intensity of physical activity 6-Fitness Gram-measures health related fitness	surveys	from parents; Delay occasioned by OPS administrative processes		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
10-30-08	10. Structured Recess	Alegent - \$90,000; RWJ Grant - \$360,000	\$97, 054	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	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		Visit to Mesa Arizona to observe their program in December	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
10-30-08	11. Breastfeeding peer support	Alegent - \$50,000	\$0 (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	Recruiting 5 WIC women as peer counselors; Training in early December with program to begin in mid-December	1-Initiation of breastfeeding 2-Duration of breastfeeding; (1 and 2 compared to state and 2010 objectives)			Recruit and train peer counselors	CHI pre application for comprehensive breastfeeding strategies submitted with notification expected in December; Business

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								3- Mother satisfaction 4-WIC staff support of breastfeeding mothers				case for breastfeeding – HRSA publication pending; Building Bright Futures support of breastfeeding
10-30-08	12. Safe Routes to School; Walking School Bus	Alegent-\$79,000; College of Public Health-\$1,500	\$84,000	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	1600 kids at 16 schools participated in Int'l Walk to School Day with media coverage of event; Wrote grant for Nebraska Dept. of Roads funds for infrastructure changes required at Westbrook Elementary School; Tour Boulder SRTS programs	Travel patterns to and from school and number of participants	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	Identify schools ready for walking school bus in spring and perform pre-evaluation	Grant to Omaha Community Foundation for Freiker program; Mini grants through Junior League pending; Development of a toolkit for schools interested in WSB-SRTS task force meeting on November 6 to develop strategy
	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						
10-30-08	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,		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

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10-30-08	15. School wellness policies	Alegent-\$15,000	\$0	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	Identified school wellness contacts	TBD with Mary Balluff	Mary had initial meeting with Hongmei	Identification of and contact with school wellness coordinators; Capacity of Nutrition Plank	Evaluation of wellness plans using tool; Convene meeting with school wellness coordinators and Nutrition Plank members to identify and feature best practices across community	Action for Healthy Kids Summit; Farm to School program spearheaded by Omaha Green Coalition
10-30-08	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	Assessor training completed October 6-8; Developing grocery store assessment tool; Assessment to be completed by end of year, then GIS mapping will begin	TBD with Mary Balluff and CPH	Mary had initial meeting with Hongmei, 4 sites have been identified for assessment, training scheduled	Capacity of Nutrition Plank; Complexity of GIS mapping process	Connect with Maricopa County, Arizona and other states that have performed mapping; Develop assessment tool	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; November 24 meeting with Green Omaha, community gardens and nutrition plank to identify

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												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 consider organizing meeting of food service directors to maximize local buying.
10-30-08	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	Omaha By Design group formed, Plan and timeline prepared to introduce environmental elements into Omaha's Master Plan; Mikki to lead Community Health committee which will begin in 2010; Announcement of this effort at press conference on November 6	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	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
10-30-08	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	Mikki to draft contract with DCHD to fund part-time coordinator		TBD with Mary Balluff	Mary had initial meeting with Hongmei	Coordination between Nutrition Plan and medical subgroup	Finalize contract with DCHD; Recruit coordinator who will initiate	CHI pre application for comprehensive breastfeeding strategies submitted

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					practices that support breastfeeding and promote implementation of best practices to enhance breastfeeding in hospitals						hospital self evaluation and be a point person for breastfeeding strategies	with notification expected in December; Association with HOBA; Building Bright Futures support of breastfeeding
9-24-08	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						In Fall 2008, Valerie Russell to research funding opportunities; Tammie Dodge to submit proposal to state for infrastructure at Westbrook school	
9-24-08	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

November, 2008