

Activate Omaha Kids-Initiative Tracking Report-October 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
9-25-08	1. Neighborhood Audits	Alegent-\$55,000	\$0	Mikki Frost/TBD	Environmental audits and design plans for 2 neighborhoods; considering replacing this with city Balanced Transportation Coordinator ;	.	Group convened to explore Balanced Transportation Coordinator strategy			Full funding of position; Coordination w/ Marty Shukert and Omaha by Design master plan environmental group; consider deferring audits to Year 2;	Finalize strategy for Balanced Transportation Coordinator	Connection with Mayor's Pedestrian Bicycle Advisory group and Omaha By Design Environmental group
9-3-2008	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 in 2009/2010 school year	N/A	Coordination of NeHHS projects under grant w/ AOK initiatives; Dr. Cristina Fernandez speaking in Barcelona, Spain
8-3-2008	3. Evaluation	Alegent-\$150,000	\$117,172	Dr. Molly O'Dell, College of Public Health (Hongmei Wong)	Evaluation for initiatives and coalition	Drafted contract between OHCP/COPH for evaluation services; OHCP/COPH reviewing contract Contract signed by COPH	Baseline survey is underway	Coalition effectiveness metric to be assessed by comparing baseline survey to 2011 follow up survey. Other measures described in each initiative.	Survey developed	Alegent/OHCP amendment to Affiliation agreement pending	Finalize contract with OHCP/COPH; finalize amendment to Affiliation and Shared Services Agreement relating to evaluation; survey to be performed in October	
9-24-08	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	Awaiting approval through Douglas County Board processes	Sarah has completed survey, combined data from state survey and has created spreadsheet		N/A	Formatting extensive existing data by collating state and local surveys to be user friendly	Evaluate existing data gleaned and prioritize which items are most useful to the community	Connection with state inventory
9-24-08	5. Convergence communication strategy	Alegent-\$75,000	\$0	Mikki Frost/Kerri Peterson	Integrate communication and fundraising strategies	OHCP finalizing contract with SKAR; will need to	OHCP to finalize contract with SKAR with specific scope	TBD by SKAR and College of Public Health	N/A	Time crunch with Summit pending October 22;	Summit planning; Finalize budget and contract with	Dr. Huberty manuscript and possible

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
					with related organizations through OHCP	finalize Communication Amendment to Affiliation Agreement	of services; initial meetings with SKAR and initiatives held; OHCP Communications Committee advising on brand; Coordinating with Summit planning			finalizing budget	SKAR; ongoing meetings with AOK and SKAR to work on social marketing campaign; compiling research on best practice social marketing	publications; OHCP Summit
9-25-08	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;	Dina to write Fall newsletter after Summit; Caryn identifying schools and obtaining training to implement Whatcha Doin' campaign	N/A	N/A	Coordination of AOK communications with convergence communication through SKAR contract	Finalize contract for documentary Contract for documentary; work with SKAR on strategies to reach children, providers and women of childbearing age; Caryn Kusleika to work with schools to begin Whatcha Doin' campaign	Kids documentary— negotiating contract with filming in the Spring
9-24-08	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	Interviewed a candidate for intern for maintenance; Poss. GA from UNO
9-24-08	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 Communication Amendment to Affiliation Agreement	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 is branding and preparation for Summit	Finalize budget and contract with SKAR; ongoing meetings with AOK and SKAR to work on social marketing campaign; ;compiling research on best practice social marketing	Whatcha Doin' is a social marketing strategy as well as a communication goal
9-24-08	9. Club Possible	Alegent -\$109,332	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, subject to Sherwood grant. Proposal pending as to program w/o Sherwood funding.	Confirmation of 25 sites for delivery of Club Possible program-increase from last year's 16 sites(3 YMCA, 2 Boys and Girls Club, 8 Girls Scouts	1-Active Winner Survey-measures self efficacy, social support and attitude towards physical activity; 2-NAHFE survey-measures self	Baseline data collected at research sites (OPS) by UNO GAs	Programming w/o Sherwood funding; Funding for nutrition piece of programming	Pursue funding for nutrition piece; Staff satisfaction survey and parent feedback from Family Nights	RWJ/CDC publication to funders highlighting best practices, including Club Possible; New Manuscript about fitness level of Club

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
							and 10 OPS research sites); Anticipated 1,200 children served-up from 800 last year; pursuing options for nutrition education piece	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 and intensity of physical activity 6-Fitness Gram-measures health related fitness				Possible baseline group compared to national standards; synopsis of the use of Nintendo Wii for family night
9-24-08	10. Structured Recess	Alegent - \$90,000;	\$97,054	Mikki Frost/Erin Fuhrmeister/Dr Huberty	Implement structured recess in 4 schools in Year 1 and 8 more in Year 2	Contracts executed between Alegent and UNO	Staff trainings completed; Equipment rec'd; Parent meetings conducted; structured recess program now being implemented at Boyd and St. Bernard's	1-direct observation-measures the amount and intensity of physical activity 2-acclerometer-measures the amount and intensity of physical activity 3-community readiness?	Baseline measures complete		Visit to Mesa Arizona to observe their program	RWJ grant submitted by Dr. Huberty approved for 9 new sites-next school year. pending;
9-24-08	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	Awaiting approval through Douglas County Board processes	DCHD writing program manual, finalizing budget and recruiting peer counselors	1-Initiation of breastfeeding 2-duration of breastfeeding; (1 and 2 compared to state and 2010 objectives) mother satisfaction 4-WIC staff support of breastfeeding mothers			Recruit peer counselors	CHI grant for comprehensive breastfeeding strategies; Business case for breastfeeding – HRSA publication pending

Deleted: 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
9-24-08	12. Safe Routes to School; Walking School Bus	Alegent-\$79,000; College of Public Health-\$1,500	\$84,000	Mikki Frost/Julie Harris and 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	Mark Fenton walking audits at Dundee and Westbrook Elementary; soliciting participation for Walk to School Day, October 8, 2008; Tool kit for event prepared; approx. 20 schools have expressed interest in participating in event and exploring a walking school bus; presented at state PTA convention; walking school bus program to begin in Spring; submitted letter of intent to state for infrastructure at Westbrook elementary	Travel patterns to and from school and number of participants	Gathering baseline data at Boyd and St. Bernard's on transportation method of children to and from school		Prepare for Int'l Walk to School Day; submit state grant with consultation from Mark Meisinger (Engineer)	Grant to Omaha Community Foundation for Freiker program; mini grants through Junior League
	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	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	Evaluation plan developed, Medical home subcommittee members collate training data,		Continue to track number of physicians who have been trained, Begin follow up questionnaire; Finalize training strategy for Uninet physicians.	Webinar of training by Creighton for CME; Dr. Filipi's work with insurers for reimbursement

Deleted: '

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
								physicians to document and discuss BMI, healthy eating and Physical activity				
9-24-08	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	(Identification of and contact with school wellness coordinators)	Caryn Kusleika to serve in leadership role to be mentored by Mary; Review of all school well ness policies to develop a strategy to engage, school wellness coordinator;; research school district's policy for buying locally;	Action for Healthy Kids Summit; Farm to School program spearheaded by Omaha Green Coalition
9-24-08	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 October 6-8	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;	Train assessors to perform audit; Connect with Maricopa County, Arizona and other states that have performed mapping	Partnerships with state through Holly Dingman; phase 2 could be audit of restaurants; connecting with community gardens to determine their nutrition needs; Initiation of farm to school program through Omaha Green coalition
9-24-08	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 forming group to investigate environmental elements of Master Plan; Mikki to lead Community Health committee	TBD		Coordination with Omaha By Design group; broad scope of Omaha By Design project; narrowing scope to active living; identifying committee members/ stakeholders	Explore option of funding city employee as Balanced Transportation Coordinator; 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

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
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 educate on breastfeeding in OB/Gyne office practices; CHI grant for comprehensive breastfeeding strategies
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