

Activate Omaha Kids Business Plan
Description of Proposed Initiatives
3-18-2008

Preparation

1. Neighborhood audits - Partner with community partners to use a validated instrument to assess, document and map the natural and build environment of neighborhoods to identify assets and barriers to physical activity and healthy eating. Create neighborhood design plans for two neighborhoods (one inner city and other for a suburban neighborhood) to serve as models for neighborhood development and enhancement.
2. BMI surveillance system - Partner with the Nebraska Department of Health and Human Services to implement a statewide surveillance system to monitor children's BMI in concert with their new school health screening guidelines.
3. Program and coalition evaluation - Partner with the University of Nebraska College of Public Health to design reliable assessment/evaluation of the effectiveness of these initiatives and of the coalition.
4. Catalogue of existing physical activity and nutrition programs - Create and maintain a comprehensive catalogue of community assets, initiatives and programs related to children's physical activity and nutrition to be used to identify community strengths and gaps and as a community resource to access services.

Promotion

5. Integration communications strategy - Create integrated brand, messaging and external communications with related initiatives.
6. White paper, newsletter and marketing materials - Enhance communication with community stakeholders and develop persuasive materials to make the case for concerted community action around solutions to address childhood obesity in our community.
7. Interactive website - Develop a website that is child-friendly and interactive for children to access information about physical activity and healthy eating.
8. Social marketing - Conduct a childhood obesity prevention social marketing campaign that targets children and healthcare providers and is integrated with related initiatives.

Program

9. Club Possible - Continue the Club Possible program at 16 sites. Club Possible integrates healthy eating and physical activity into partnering after school programs.
10. Expansion of Club Possible - Add four new after school sites (to make a total of 20 sites) for the delivery of the Club Possible program and enhance evaluation. Club Possible integrates healthy eating and physical activity into partnering after school programs.
11. Structured Recess - Using the University of Kentucky model, conduct two pilots at schools to enhance recess as an opportunity for structured, supervised and quality physical activity for children.
12. Peer breastfeeding support - Partner with the Douglas Sarpy County WIC program to recruit and train peer counselors who will provide support and expertise to breastfeeding women with a special emphasis on minority women.
13. Walking School Bus - Support or initiate programs with schools for safe, supervised walking to and from school.
14. Healthy eating curriculums for childcare settings - Research best practices and recommend standardized healthy eating curriculums appropriate for childcare settings.
15. Healthy Families - Continue the partnership with Charles Drew Community Healthy Center to offer a community-based family intervention for children with a BMI at or above the 85th percentile who are referred by their family physician when the family is assessed as “ready to change” based upon a standardized instrument.
16. Expansion of Healthy Families - Expand the Healthy Families program to an additional site with a new partner.

Policy

17. BMI at Physicians visits - Train primary care physicians in Douglas County in an effort to institutionalize policies and procedures for the monitoring of a child’s BMI and healthy weight counseling during all well child check ups.
18. School wellness policies - Assess current school wellness policies for best practices and share and support those best practices among schools.
19. Policy supporting access to fruits and vegetables- Partner with UNO, Omaha by Design and the Chamber of Commerce to conduct assessment of the food environment which will identify geographic areas with limited capacity "deserts" and the food policy that will improve access to fruits and vegetables in those areas.
20. Master plan design standards; Park design standards - Partner with Omaha By Design to advocate for amendments to the City of Omaha Master Plan that incorporate best practice design standards for parks and for enhancing opportunities for children’s physical activity and healthy eating in their neighborhoods.

21. Neighborhood sidewalk rehabilitation program - Partner with the City of Omaha to expand the street rehabilitation program to include rehabilitation of sidewalks to enhance opportunities for children's physical activity in their neighborhoods.
22. Breastfeeding support at hospitals - Partner with local hospitals to facilitate a self assessment of current policies and procedures that support breastfeeding and support implementation of best practices to enhance support for breastfeeding at hospitals.

Physical Projects

23. Safe Routes to Schools infrastructure - Identify and make changes to schools and the walkability of school routes to enhance opportunities for children to walk to school safely.
24. Neighborhood Projects - Relying upon neighborhoods audits and best practice design standards for the built environment (see # 1 above), develop or improve neighborhoods to enhance opportunities for children's physical activity and healthy eating.