

Executive Committee Meeting  
Activate Omaha Kids  
November 6, 2008  
12 – 1:15 p.m.  
Collaborating Center  
Minutes

Members Present: Keith Mueller, Jennifer Huberty, Magda Peck, Cynthia Tiedeman, Adi Pour, David Filipi, Mary Balluff, Marty Shukert, Cristina Fernandez and Tom Tonniges

Members Not Present: Nancy Nielsen, David Finken and Kerri Peterson

Guests Present: Dan Blanke and Hongmei Wang

Staff Present: Mikki Frost, Molly O'Dell and Diane Roberts

1. Mary Balluff served as facilitator. The minutes of the September 4, 2008 were approved.
2. Plank Reports – Please refer to the Tracking Report for November updates.
  - a. Mary Balluff reported on Initiatives 4, 11, 15, 16 and 19. Mary added a few enhancements to the Report. The completed inventory (Initiative 4) is 41 pages long. A pre-meeting will be held for the volunteers as they prepare to meet with the schools to discuss School Wellness Policies (Initiative 15). There will be one more round on the tool prior to the evaluation of grocery stores. The grocery stores will be evaluated on quantity and quality of nutritious foods and price differences. The standard would be that everyone should have access to healthy foods within one mile of their home.
  - b. Jen Huberty reported on Initiatives 9, 10 and 12. She added that Club Possible programming is in demand and work will begin on a CD for training. There is a huge sample size for evaluation of Club Possible; one of the interesting findings is that both groups (overweight children and children of normal weight) have decreased fitness levels.
  - c. Marty Shukert and Mikki Frost reported on Initiatives 1, 17, 18, 20 and 21. Marty and Mikki elaborated on the creation of an Environmental Element for the City of Omaha's master plan. The Rocky Mountain Institute has been retained as a consultant. Otherwise, most of the work is being done by the city Planning Department. A community kickoff is scheduled for Thursday, December 4. Marty mentioned a project on 32<sup>nd</sup> St. intending to move more traffic at a slower speed, including bump-outs and incorporating bike lanes.
  - d. Mikki Frost reported on the initiatives surrounding social marketing projects (5, 6, 7 and 8). The Social Marketing Plank committee will be reconvened to serve as an advisory group to the SKAR recommendations.
  - e. Molly O'Dell introduced Hongmei Wang who is our primary contact with the College of Public Health about evaluation (Initiatives 2 and 3) metrics. The evaluation metrics have been completed for six of the initiatives that were ready.

- f. Molly O'Dell reported for the Medical Subgroup Committee (Initiatives 14 and 19). A follow-up survey will be conducted at six months on the BMI training to find if the offices have continued to document BMI and use the PAN form. Dr. Tonniges added that chart audits will be done to document lead testing on EMRs (electronic medical records). Some EMRs will alert a physician if the BMI is over the 95%tile. There will be a webinar to train physicians on the use of EMRs.
3. Activate Omaha Kids CV – A formal coalition CV was presented to the group. The CV will highlight the accomplishments of the coalition and its membership. The group was asked to email suggestions, additions or corrections to [diane.roberts@alegent.org](mailto:diane.roberts@alegent.org). A submission form was also introduced. Each Executive Committee member is asked to complete this form. It is hoped that a spin-off from the information gathered will be the creation of a speakers' bureau. The submission form will be available electronically for updates.
4. Discussion
  - a. Year 2 Business Plan – Mikki Frost and Molly O'Dell updated the group on their upcoming Catalyst Fund meeting in January to advise the Alegent Catalyst Fund on the progress of the coalition to date. The business plan and budget will be submitted in March to the Catalyst Fund asking for funding of the initiatives.
  - b. Discussion on sustainability centered on staff, support and buy-in from other groups. At our next meeting, we will be discussing which initiatives to continue, which could cease, what programs should be added and who should be at the table. Much of the discussion centered on policy change. A new legislative session begins in January. Dr. Tonniges recommended that we develop a specific strategy to educate legislators about the status of children without insurance. There are 17,000 children in Douglas County without insurance. Passage of SCHIP legislation is very important. Another suggested strategy centered on bringing topical expertise into Omaha every 3 – 4 months to increase learning and make connections within the community.
5. The first Thursday in January is January 1, New Year's Day. It was originally suggested that we meet January 8. It has been pointed out that an OHCP Program committee meeting is scheduled for that date. At this time, no firm date has been found. There was also discussion on having a half-day planning session in February to refine the business plan. The question was asked if we should hire a facilitator to assist the process. No date has been set for this planning session.

(Addendum: The January meeting has been scheduled for Thursday, January 15 at noon at the Collaborating Center. The planning session is scheduled for Thursday, February 15 from 8 a.m. until noon at the Thompson Alumni Center on the campus of UNO.)