

Executive Committee Meeting  
Activate Omaha Kids  
January 15, 2009  
12 – 1:15 pm  
Collaborating Center  
Minutes

Members: David Filipi, Adi Pour, Magda Peck, Jennifer Huberty, Kerri Peterson, Mary Balluff and Cristina Fernandez

Members Not Present: Keith Mueller, Cynthia Tiedeman/Nancy Oberst, Marty Shukert, Tom Tonniges, Nancy Nielsen and David Finken

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

1. Jennifer Huberty served as facilitator and welcomed the group. The November minutes were approved.
2. Announcements –
  - a. CPH – Grand Rounds – Dr. Stephanie Coursey Bailey, Chief, Office of Public Health Practice, CDC, will be presenting at the Eppley Amphitheater at noon on Wednesday, February 4, 2009. The session is entitled “The Tipping Point to a New Brand of Leadership”.
  - b. Creighton University Medical Center is sponsoring a conference – Obesity 360° - A Comprehensive View of Obesity – on March 7<sup>th</sup> at the Crowne Plaza Hotel. The conference will address adult and pediatric obesity. Speakers include Eric Westman and Sandra Hassink.
  - c. CDC’s Inaugural Conference on Obesity Prevention and Control is scheduled for July 27-29, 2009 in Washington, D.C. The group agreed that abstract(s) from AOK should be submitted. The website to view other particulars on the conference may be found at: [www.WeightoftheNation.org](http://www.WeightoftheNation.org).
3. AOK Year 2 Business Plan updates (June, 2008 to July, 2009)
  - a. Mid-year synopsis of implementation and finances – Mikki Frost and Molly O'Dell presented two slides which illustrated the allocated funds vs. the contractually obligated funds and the status of progression on each of the implementation strategies.
  - b. Baseline Survey results – The results of the baseline survey were discussed. The group discussed the ramifications of the survey. Jennifer Huberty added that data from 826 children gathered from Club Possible is available. Kerri Peterson added that Kathy Moore, Jeff Armitage and others are preparing to begin discussions about a Nebraska YRBS survey.
  - c. Social Marketing through SKAR – Kerri Peterson reported that SKAR is developing a community messaging campaign around the 5-4-3-2-1 message for April. They anticipate that an interactive website will be available this summer. By the beginning of the school year, 09/10, the campaign, GoTeam, will concentrate on changing food consumption

and other behaviors at the 19 Academy schools in OPS. The group discussed modifying the programming of “Whatcha Doin?”. There was some discussion about increasing the presence in Omaha disadvantaged communities by including other groups, like the African-American Achievement Council and the African-American Achievement nonprofit (Freddie Gray and Leslie McMillan) in the planning.

- d. Mikki Frost spoke about the Omaha by Design Master Plan. Mikki is heading the section dealing with Community Health, that is, how the physical environment affects the health of Omaha and Molly is on the Omaha by Design Advisory Group. The plans conceived by the ObD Master Plan will be presented to the City Council in 2011.
4. Discussion – AOK Year 3 Business Plan (July, 2009 to June, 2010)
    - a. Funding Sources/Timeline
      - i. The Alegent Health measures of success for Activate Omaha Kids are: ·Year 1 focused on planning, ·Year 2 on implementation, ·Year 3 on sustainability ·Year 4 on systemic change. The group discussed sustainability and alternative funding sources. Funding for some of the initiatives will come from the Alegent Health Catalyst Fund (through budgetary requests from the Business Plan) and grants. At this time, several grant applications are being written: CHI (Catholic Health Initiatives) grant application seeks funding for new breastfeeding initiatives; a RWJF grant, Healthy Kids Healthy Communities, will be awarded to communities providing healthy eating opportunities and active living to at risk children. Other funding sources are being investigated.
      - ii. It was suggested that recommendations from the planks be brought to the Executive Committee with a focus towards sustainability.
      - iii. Omaha’s community assets – A list of community assets around childhood obesity was made available to the group. The group discussed state funding. If anyone is aware of any group or activity that does not appear on this document, please contact Mikki Frost.
      - iv. Goals of the Strategic Planning session to be held on February 5<sup>th</sup> from 8 to 12 at UNO’s Alumni Center. Please rsvp.
        1. Strategic focus: The group will integrate the recommendations and budgets from the planks into a new business plan in the context of past, present, future or multiple years. The group decided that no facilitator will be hired and that members from the committee could share the facilitator role.
        2. Current initiatives to continue: The planks will propose which initiatives warrant continuation and/or expansion and which new initiatives should be considered.

3. Current initiatives to discontinue: The Executive Committee will discuss current initiatives which may have changed direction, or are no longer sustainable.
  4. New initiatives: The planks will introduce possible new initiatives, addressing gaps within the community.
  5. Potential funding sources: The group is encouraged to consider all funding sources: including statewide public health funding, as well as grants and the Catalyst Fund.
  6. People to bring to the table: The group discussed key partners in the community who would be valuable in continuing our work. Some of the suggested partners were from government, the faith community and grass-roots organizations.
  7. Sustainability: Questions will be raised on how we assure sustainability of those initiatives that should be moved forward. What will it take to move them forward and sustain? The case for sustainability can be built off of evaluation, including return on investment.
5. 2009 Executive Committee meetings will be held bi-monthly on the first Thursday of each month at noon at the Collaborating Center. Please mark your calendars for these dates:
    - Thursday, March 5
    - Thursday, May 7
    - Thursday, July 2
    - Thursday, September 3
    - Thursday, November 5
  6. The next meeting will be the strategic planning session, scheduled for Thursday, February 5 from 8 a.m. until noon at the Thompson Alumni Center on the campus of UNO. A healthy breakfast will be provided.