

Executive Committee Meeting
Activate Omaha Kids
May 1, 2008
1 – 2:30 p.m.
Collaborating Center
Minutes

Members Present: Jay Noren, Magda Peck, Mary Balluff, Lori Swirzinski Moehn (Dr. David Filipi), Adi Pour, Tom Tonniges, Kerri Peterson and Jennifer White

Members Not Present: Cristina Fernandez, David Finken, Nancy Nielsen and Marty Shukert

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

Guest: Oren Yagil

1. Welcome by Tom Tonniges, facilitator.
2. Minutes – The minutes from the meeting of March 20, 2008 were approved.
3. Revisit the meeting date, time and location – Changing the meeting time to 12 pm. was discussed. It was agreed that the Executive Committee meeting will be scheduled for 12 noon to 1:30 p.m. on the first Thursday of each month. A light lunch will be provided.
4. Updates
 - a. Governor's Conference on Community Service – Mikki Frost reported that the Power Point presentation shown at the conference was well-received. The group discussed the possibility of other uses and venues for this presentation. Tom Tonniges added that he is presenting in Hawaii on equity and disparities in health and that some of these slides would be used in his presentation. The group agreed that it may be helpful to have the slides available on our website, www.activateomahakids.org for easy accessibility.
 - b. OHCP Reorganization – Kerri Peterson reported that the reorganization was nearly complete and presented an organizational chart illustrating the proposed structure. There may be further changes made in the areas of by-laws and the organizational chart. Final approval should be made by the end of May. The group discussed the representation on the OHCP structure, i.e. the Trustees/Advisory Board, the Collaborating Council, the Board of Directors and their committees.
 - c. Convergence Report – Jay Noren and Kerri Peterson addressed the progress of the convergence. OHCP will basically house the functions of social marketing, fundraising and evaluation for the groups of Activate Omaha, Activate Omaha Kids, Top10 in 10, the Y's Activate America, Pioneering Healthier Communities and other initiatives. It was agreed that the coordinated configuration of the OHCP convergence and the initiatives will bring in diversity and grassroots groups to reflect the "community."
 - d. The Health Summit will probably be held in September. The planning group meets every week. It is anticipated that the Summit will be held in 2 parts, one, a strategic planning-type session for key players, trustees, council members, etc. and the other for launching the convergence and/or its initiatives the Community Report Card.
 - e. Description of the initiatives – Mikki Frost presented the 21 initiatives that emerged from the work of the plank committees and will be presented for

implementation. Some of the initiatives are already in place, through the work of the Physical Activity and Nutrition planks.

- f. Business Plan – Mikki Frost and Molly O’Dell discussed their request to the catalyst fund who will recommend funding of the AOK business plan to the Alegent Health Executive Board. They requested that the members of the Executive Committee review the attached document and provide commentary by May 15. The document is intended for broad use by external audiences and represents our business plan. Those areas of the document for which the most scrutiny is requested are the areas of potential partners, resource needs and potential funders.

5. Discussion

- a. New members to the Executive Committee – The list of potential members distributed in December, 2007 was reviewed. The revised list is attached. The AOK staff will make preliminary contacts and report at the next meeting. The need for diverse representation was mentioned multiple times.
- b. Role of Executive Committee in Initiative Implementation – Molly O’Dell asked the group to discuss the role of the Executive Committee as we move toward implementation of the initiatives. Molly provided the example of the Physical Activity Plank committee’s initiative of enhancing recess in the schools. What level of involvement or information about the implementation process does the Executive Committee wish to receive?

Possible Role of Executive Committee

	Information	Consultation	Decision-making	Approval
Business Plan			√	√
Initiatives Outside Business Plan			√	√
Evaluation/Metrics		√		
Equity/Diversity Representation			√	
Communication	External	External	Internal	Internal
Implementation of Initiatives	√	√		

The role of the Executive Committee should be similar to that of a Board of Directors, to include: 1) Oversight of staff, 2) Fiduciary responsibilities and 3) Set clear policy for implementation of the business plan. The staff will develop a reporting template and procedure to keep the Executive Committee advised of the status of the initiatives.

The evaluation process was discussed. Those initiatives which are in the “most ready” state to enter the evaluation design phase toward implementation are: Club Possible, Social Marketing, BMI in physician offices, Structured Recess, Walking School Bus, Neighborhood Audits, Breastfeeding Peer Support and Breastfeeding Policy in Hospital Settings, in addition to the need for setting metrics by which Activate Omaha Kids will measure its success. Jen White said that her recent grant experience and exposure to the College of Public Health’s evaluation team was very positive. She recommends that a

similar evaluation team be formed to support the evaluation component of the AOK initiatives. It was discussed that this team of experts would make up the evaluation committee of OHCP. The Executive Committee can be used for consultation and guidance. Mikki Frost, Molly O'Dell, Magda Peck and Kerri Peterson will meet before the next meeting to discuss the integration of the AOK evaluation component with the OHCP structure.

6. Plank Reports

- a. Nutrition – Mary Balluff reported that the Nutrition Plank committee had applied for three grants: Sherwood Foundation (locally), Fruit and Vegetable Access and the State Obesity.
 - b. Physical Activity – Jen White reported that this plank committee will meet again on Thursday, June 5. A large grant proposal was submitted to RWJF for enhancing recess at 12 OPS schools. Tammie Dodge is working with the subgroup whose focus is Safe Routes to Schools.
 - c. Physical Environment - Kerri Peterson and Mikki Frost met with Connie Spellman, Director of Omaha by Design. Since there are several groups within Omaha who share common goals relative to the built environment, the Physical Environment Plank committee members may support the community efforts of Omaha by Design to create a larger volunteer group to make recommendations as to changes of the Master Plan relating to the environment.
 - d. Social Marketing – Kerri Peterson reported that this plank has not met for several months. At this time, many of the social marketing functions will be accomplished through the efforts of the convergence group.
 - e. Evaluation – The Evaluation Plank will merge into the evaluative arm of OHCP or serve as a consultant between the planks and the Executive Committee. The actual evaluative expertise for initiatives of Activate Omaha Kids will be through the College of Public Health.
 - f. Medical Subgroup – Molly O'Dell reported that the physician training had taken place on Tuesday, April 8. The training was provided to several physicians on BMI documentation and use of the Nebraska Department of Health and Human Services algorithm and toolkit containing physical activity and nutrition questions (PAN form), growth charts, BMI wheel and the evaluation form. The trained physicians can now instruct other physicians in their health system on the importance of documenting BMI in their offices. Tom Tonniges added that he had selected five physicians for training from his practice.
7. Additional discussion – The group discussed the suggestion that we begin to track our presentations, creating a repository of presentations, abstracts, etc. as our story of collaboration becomes larger.
 8. The next meeting of the Executive Committee will be Thursday, June 5 at 12 noon at the Collaborating Center. A light lunch will be provided.