

Executive Committee Meeting
Activate Omaha Kids
July 10, 2008
12 – 1:15 p.m.
Collaborating Center
Minutes

Members Present: Jay Noren, Cristina Fernandez, Tom Tonniges, Jennifer Huberty, Mary Balluff, Kerri Peterson and David Filipi

Members Not Present: Keith Mueller, Adi Pour, Magda Peck, David Finken, Nancy Nielsen, Nancy Oberst and Marty Shukert

Staff Present: Mikki Frost and Diane Roberts

1. Mikki Frost welcomed the members for Kerri Peterson, facilitator. The minutes were approved.
2. Updates –
 - a. Facilitation of OHCP Summit – Kerri Peterson reported that a strategic planning session to operationalize the reorganization of OHCP will be facilitated by Tyler Norris on Friday, August 15 at either UNO or on the campus of Gallup. ***This meeting has since been rescheduled for Monday, August 18 at Gallup.*** There will be additional notices to follow.
 - b. OHCP Summit – The OHCP Summit will be held on Monday, October 20. The keynote speaker will be Lou Sullivan, former director of the Department of Health and Human Services in the first Bush administration. His current energies are focused on developing the National Health Museum and increasing the diversity of our health professionals — racial, ethnically and culturally — to meet the present and future needs of our country. The 2008 Report Card will be released.
3. Discussion – Tracking of the AOK initiatives/report format to the Executive Committee. There was some discussion about possible enhancements to the report. These suggestions included: using an LCD projector, thus saving paper; displaying the updates in a different color; creating an additional column entitled “changes since the last visit” and removing those columns (at least for display purposes) where the information has not changed.
4. Plank Reports/Review of Initiative Tracking (numbers refer to initiatives)
 - a. Nutrition Plank Committee – Mary Balluff
 - i. #4 – Inventory – Mary Balluff reported that Sarah Schram (from Douglas Co. Department of Health) is restricted to home due to a difficult pregnancy and is willing to make the phone calls to those agencies from whom more information about their programming is desired.
 - ii. #9 – Club Possible – Mary reported that even without funding from the Sherwood Foundation that some sites will continue the program: Girl Scouts and the Boys & Girls Clubs will continue, possibly decreasing the scope; the Y will continue at 2 sites; meetings are scheduled with OPS and the Boy Scouts. The food/nutrition

component of Club Possible will be the most affected from the loss of funding, but other resources are being sought.

- iii. #11 – Breastfeeding peer support – The National WIC Association will hold a breastfeeding conference in September. Mary Balluff anticipates having a peer counselor in place by October. Mary has had an initial meeting with Hongmei Wang on evaluation metrics.
 - iv. #13 – Healthy eating curriculums in childcare settings – this initiative is deferred until FY09.
 - v. #15 – School wellness policies – The Nutrition Plank committee has all of the policies for the Omaha area schools. The committee anticipates partnering with the schools to identify strengths and gaps. Caryn Kusleika has volunteered to help with this subcommittee.
 - vi. #16 – Policy supporting access to fruits and vegetables – Mary Balluff and Holly Dingman, from Nebraska Department of Health and Human Services are working together on NEMS (Nutritional Evaluation Measurement System) as a method of measuring a community’s nutritional environment. Training will be provided in September. A goal may be to effect policy change in providing tax benefits to full service groceries who locate in food deserts. There may be some funding available through WIC since they will be changing their “food packages.”
 - vii. #19 – Breastfeeding support in hospitals – The initiative has the background criteria for baby-friendly hospital designation. The Nutrition component of this initiative is awaiting further action from the Medical Subgroup before determining the direction to take with the hospitals.
- b. Physical Activity Plank Committee – Jennifer Huberty
- i. #9 – Club Possible – Jennifer Huberty reported on the MACRO visit to Club Possible. The RWJF sponsored visit designated Club Possible as an exemplary program. Jennifer is hopeful this designation will create other funding opportunities.
 - ii. #10 – Structured Recess – Jennifer White stated that 2 schools have been selected to participate in a feasibility study to enhance recess. The schools are St. Bernard’s and Boyd Elementary. Training will be provided in August for direct observation by Aaron Beagle. The structured recess will be replicating 63 schools in Mesa, AZ. The evaluative component will be based upon measurements of physical activity in recess with 1) staff training, 2) play equipment, 3) both staff training and play equipment and 4)no training/no equipment. They did not receive the American Heart Association grant, but are hopeful they will receive a grant from RWJF.
 - iii. Safe Routes to School/Walking School Bus – The same schools (St. Bernard’s and Boyd Elementary) will be participating in SRTS/WSB. A part-time coordinator, Julie Harris, has been hired. A curriculum from Jackson, MI has been adopted. In addition to

Alegent Health, the College of Public Health is helping fund an on-site visit from Mark Fenton.

- c. Physical Environment Plank Committee
 - i. #1 – Neighborhood audits –Mikki Frost met with Mary Shukert and Teresa Gleason to discuss implementation. It was agreed that the urgent need is to have a city government official whose job it is to oversee and coordinate pedestrian and bicycle opportunities in the public works and planning process. This approach will be investigated, as a replacement to the audits.
 - ii. #17 – Master plan and park design – This initiative is scheduled for implementation in FY09.
 - iii. #18 – Neighborhood sidewalk rehabilitation - This initiative is scheduled for implementation in FY09.
 - iv. #20 – Safe Routes to School infrastructure - This initiative is scheduled for implementation in FY09.
 - v. #21 – Neighborhood projects - This initiative is scheduled for implementation in FY09.
- d. Social Marketing
 - i. #5 – Convergence communication strategy – Kerri Peterson reported that there will be 4 PR firms interviewed. Bailey Lauerman is not participating in the interview process, but donated in-kind services to Top Ten in Ten.
 - ii. #6 – AOK communication strategy – The summer newsletter has gone out to our stakeholders. Dina Maas is working on a kids’ documentary.
 - iii. #7 – Interactive website – A position for an intern to enhance the website, www.activateomahakids.org , has been posted. The group mentioned other sites that are child-friendly and interactive, suggesting that we look at the State of Washington’s site. There are many wonderful sites to emulate. It will need to be determined whether this initiative should be performed by the PR firm retained.
 - iv. #8 – Social marketing – This initiative is dependent upon the hiring of the PR firm, which should be completed in the next 3-4 weeks.
- e. Evaluation
 - i. #2 - BMI Surveillance System – This initiative is coordinating with the Nebraska State Department of Health and Human Services for implementation.
 - ii. #3 – Evaluation – The College of Public Health is working on a bid for this work through a contract with OHCP.
- f. Medical Subgroup
 - i. #14 – BMI training at physician’s visits – The group discussed the availability of CME credits through AMA and AAP. The BMI training of physicians is entering the second phase. Diane Roberts is attempting to schedule another meeting of the medical subgroup for late August. Cristina Fernandez reported that weight velocity is going down secondary to clinic interventions. Title V was the

original funder of Healthy Families. The clinics at UNMC, CU, OneWorld, CDHC and the VNA screened for risk of obesity, and used brief interventions and goal setting with promotorias or nurses as part of a clinic visit. The data available from these interventions may support David Filipi's data collection on the success of obesity follow-up. David Filipi reported on the benefit design for insurance covering pediatric patients with diagnoses of obesity.

- ii. #19 – Breastfeeding support in hospitals – The medical subgroup has an interest in providing breastfeeding education support to physicians. The group discussed the mixed messages a woman receives in a doctor's office regarding breast/bottle feeding. Tom Tonniges stated that the Boys Town Pediatrics group will be seeking to have a lactation consultant in each office. It was further discussed that the appropriate time for breastfeeding education for parents is prenatally, so the focus for this education should be directed to the OB/Gyne physicians. Background information is being collected.

5. Discussion

- a. Barriers – The Executive Committee members are asked to suggest ways to re-engage partners and expand our leadership beyond the plank chairs.
 - b. Tom Tonniges has co-authored an article on child health equity in the May 4, 2008 issue of Contemporary Pediatrics. The article is on our website, under Resources/Healthcare Providers.
 - c. Cristina Fernandez was recognized by the American Academy of Pediatrics for achievement in the area of obesity prevention.
 - d. The group discussed state plans for the prevention of childhood obesity and specifically mentioned the Arkansas plan. This plan may be reviewed at: http://www.healthyarkansas.com/advisory_committee/advisory.html
6. The next meeting will be Thursday, August 7th at noon at the Collaborating Center.