

Executive Committee Meeting
Activate Omaha Kids
August 7, 2008
12 – 1:15 p.m.
Collaborating Center
Minutes

Members Present: Cristina Fernandez, Keith Mueller, Tom Tonniges, David Filipi and Magda Peck

Members Not Present: Jennifer Huberty, Mary Balluff, Kerri Peterson, Adi Pour, Nancy Oberst, Nancy Nielsen, David Finken and Marty Shukert

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

1. Dr. David Filipi, as facilitator, welcomed the members. The minutes from the meeting of July 10, 2008 were approved.
2. Activate Omaha Kids Initiative Tracking Report – Since there were so few plank chairs at the meeting, Mikki Frost and Molly O'Dell updated the members on the progress of the initiatives. They were reviewed in numerical order:
 - a. #1 – Neighborhood Audits – Mikki Frost reported that the focus of this initiative has now evolved to funding a City of Omaha position, Pedestrian and Biking Coordinator. She added that a letter has been drafted with the proposal to Steven Jensen, Planning Director of the City. Marty Shukert will review the draft.
 - b. #2 – BMI Surveillance – Molly O'Dell reported the Nebraska Department of Health and Human Services is putting BMI tracking in the state's school health assessments to be rolled out in 2010.
 - c. #3 – Evaluation – Seven initiatives have been identified as being ready for evaluation. In addition, the effectiveness of the coalition's collective initiatives will be evaluated. A phone survey is being drafted to be conducted in October of school age children (ages 12-18) to collect baseline data on physical activity and nutrition. Random phone calls will be placed to children (with parental consent) by zip code, now and in 2011 in Douglas County.
 - d. #4 – Inventory of existing physical activity and nutrition programming – The updates to the inventory are being gathered by Sarah Schram of the Douglas County Health Department. Sarah will be coordinating the inventory data with the NEDHHS survey, resulting in a user-friendly matrix.
 - e. #5 – Convergence Communication Strategy – Mikki Frost reported that a PR firm has been recommended to integrate the communications and social marketing functions of the sister organizations: Activate Omaha, Activate Omaha Kids, Top Ten in Ten and the Y's Pioneering Healthier Communities. Kerri Peterson will be mediating the transition.
 - f. #6 – AOK Communication Strategy – Mikki Frost elaborated on the status of this strategy. Dina Maas and Jamie Vessey are working on the development of a documentary on childhood obesity from the perspective

of a child. The group was asked for input on the feasibility of this effort. It was suggested that if there is not such a film in existence, that AOK could benefit from such a local documentary to create a call to action. Caryn Kusleika spoke with the Mayor's Youth Advisory Council to enlist their support on reaching youth with messages regarding healthy living, physical activity and healthy eating. In collaboration with the state Department of Health and Human Services, she hopes to facilitate the Watcha Doin' campaign in 4 Omaha high schools. The Watcha Doin' campaign has been implemented in several Lincoln schools with the assistance of the Nebraska Department of Health and Human Services.

- g. #7 – Interactive Website – The website as it now exists is used primarily by members of the coalition and community members. It has been anticipated that the website would grow to be interactive with children as the primary audience. Eventually, the PR firm may take over some of the responsibility for a website. Diane Roberts currently places the content on the website and the initiative provides for an intern to be hired to enhance the site and provide maintenance. It was suggested that some of the funds designated could be used to fund a GA position at UNO's College of Technology which could provide enhancement and integration of the website.
- h. #8 – Social Marketing – Mikki Frost indicated that the contract with the PR firm is being finalized through OHCP.
- i. #9 – Club Possible – The Sherwood Foundation did not provide funding for Club Possible this school year. The organizations who participated in the programming were asked if they wished to continue without this supplemental funding and many agreed to integrate the Club Possible curricula into existing afterschool programs without additional funding. Club Possible has been identified by the CDC and RWJF as a promising practice. Mary Balluff and Jen Huberty are seeking additional funders and commitments from current sites to continue the programming.
- j. #10 – Structured Recess – Two speakers were brought to Omaha this week to begin training for structured recess. Thom McKenzie trained approximately 30 in the evaluative technique, direct observation. Aaron Beighle instructed the educators from St. Bernard's and Boyd Elementary where the feasibility studies will be conducted for enhancing recess. There will be a pre-evaluation in September and the actual program will begin in October. The evaluation metrics are in place. It was suggested that the concept of structured recess be presented to the candidates for the Learning Community.
- k. #11 – Breastfeeding Peer Support – Molly O'Dell reported that there will be two peer counseling sites, located at Charles Drew Health Center and the 42nd St. WIC Clinic. It was recommended that perhaps a non-WIC site could be sought through the offices of Dr. Jorge Sotolongo where a new physician from El Salvador has joined the practice.
- l. #12 – Safe Routes to School; Walking School Bus – Mikki Frost updated the committee on this initiative. Julie Harris was hired as the coordinator.

There are now 10 schools expressing interest. The pilots will be held at St. Bernard's and Boyd Elementary (the same schools with the structured recess studies) in the spring.

- m. #13 – Healthy Eating Curriculum for Childcare Settings – This program is scheduled for Year 2 and, therefore, deferred.
- n. #14 – BMI at physician visits – Dave Filipi has completed the training for all family physicians in the Methodist Health System. A gold star was awarded!!! Cristina Fernandez announced that the CME webinar training should be running by October. A medical subgroup meeting is scheduled for Tuesday, September 2 at the McAuley Center at noon to capture all training delivered to date.
- o. #15 – School Wellness Policies – The Nutrition Plank committee have all of the area schools' policies and an evaluation tool has been identified to assess the policies. Volunteers to assess the policies are needed. Caryn Kusleika will assume leadership of this effort while being mentored by Mary Balluff.
- p. #16 – Policy Supporting Access to Fruits and Vegetables – This initiative will be providing identification and mapping of food deserts using a community assessment tool. The Douglas County Health Department, using WIC funds and a PHAN grant will train assessors in September to conduct the audits. The audit piece will be completed in Year 1 with policy recommendations being made in Year 2.
- q. #19 – Breastfeeding Support in Hospitals – Valerie Russell is seeking grants and other funding options to support this initiative.

3. Discussion

- a. OHCP Summit – The Summit will be held on October 20, 8 a.m. to 2 p.m. at Gallup which will unveil the Community Report Card and will launch the Top Ten in Ten program. Lou Sullivan will be the keynote speaker. The pre-summit strategic planning will be Monday, August 18 with Tyler Norris facilitating.
- b. Barrier Identification – The discussion centered on how to engage new stakeholders to the collaboration. The group agreed that we need to have stakeholders in all arenas of business, health and community.
- c. Rebecca Jackson, Capstone – Molly O'Dell spoke about the Capstone project of Rebecca Jackson, assessing the coalition. There was not a high response rate (32%) to her surveys of the original DA group. Recommendations from the survey are to: 1) engage new members, 2) continue with the subcommittee plank structure and 3) create more exposure of the initiatives.
- d. Successes – The suggestion was made to create a sort of collective CV (curriculum vitae) of the coalition members to help create a repository of awards, presentations, recognitions. For example, Tom Tonniges is presenting a poster in Nice, France for the European Pediatric Association and Cristina Fernandez has recently received recognition from the American Academy of Pediatricians. We could also be better able to direct requests for speakers or presentations to the appropriate person.

- e. Mark Fenton – A flyer for the talk of Mark Fenton, entitled “Creating a Livable Community” was distributed. He will be at the Durham Research Center on the campus of UNMC on September 9th from 11:30 – 12:45. When his complete Omaha schedule is available, more information on other opportunities to see and hear him will be provided.
- 4. The next meeting will be held Thursday, September 4th at noon at the Collaborating Center.