

Executive Committee Meeting
Activate Omaha Kids
September 4, 2008
12 – 1:15 p.m.
Collaborating Center
Minutes

Members Present: Cynthia Tiedeman, Cristina Fernandez, Adi Pour, David Filipi, Tom Tonniges and Kerri Peterson

Members Not Present: Keith Mueller, Jennifer Huberty, Mary Balluff, Nancy Nielsen, Magda Peck, David Finken and Marty Shukert

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

1. Kerri Peterson welcomed the members. (She then went to a Summit meeting, and Mikki Frost continued through the agenda.) The minutes from the August 7, 2008 were approved.
2. Plank reports – The initiative tracking report provides updates on progress of each.
 - a. #1 – Neighborhood Audits – The focus of this initiative has changed from actually funding environmental neighborhood audits to the funding of a position within city government to serve as a city pedestrian/biking coordinator. By partnering with Omaha by Design, the coordinator position could help change the physical environment by providing insight into other city projects taking into account community health, sustainability and urban design. The group discussed the change of leadership within the mayor's office that will be occurring with the election and that many at the City of Omaha are now seeking new jobs.
 - b. #2 – BMI Surveillance – Molly O'Dell stated that this initiative has become unnecessary because the State Department of Health & Human Services will implement BMI surveillance in 2010.
 - c. #3 – Evaluation – The College of Public Health is currently assisting 7 of the initiatives with their metrics. The phone survey to be conducted in October was discussed. The survey questions were compiled from the YRBSS (Youth Risk Behavior Surveillance System), the CHIS (California Health Interview Survey) and other unique questions. It is anticipated that the survey will be given to over 1000 children in Omaha about nutrition and physical activity with an oversampling for minorities.
 - d. #4 – Inventory – Sarah Schram, from the Douglas County Department of Health, is working on the inventory by contacting the nonresponders and asking those organizations who did respond several additional nutrition questions. She will then organize the data and formulate a matrix. The end result will, hopefully, be in a format that can be inserted onto the website.
 - e. #5 – Convergence Communications Strategy – Molly O'Dell reported that Summit planning is continuing and tentatively scheduled for October 22

when the convergence of the sister organizations will be announced and the 2008 OHCP Report Card will be released. The public relations firm selected is SKAR, and they will be notified next week.

- f. #6 – AOK Communications Strategy – The plan for a documentary on childhood obesity from the child’s perspective is proceeding. Six Omaha schools have signed up to begin the physical activity and nutrition buzz campaign, Whatcha Doin? The communication strategy for Activate Omaha Kids will also be aligned with SKAR.
- g. #7 – Interactive Website – There is an opportunity for an internship to enhance the website. The position is posted on the Jobs4Jays website. It was also suggested that perhaps some funds could be used to obtain a GA, possibly through the UNO technology program.
- h. #8 – Social Marketing – SKAR will be informed of their selection as the PR firm of choice next week.
- i. #9 - Club Possible – Mikki Frost informed the group that the existing programs are being sustained without any additional funding.
- j. #10 - Structure Recess – This initiative is progressing well. Baseline data at the two schools, St. Bernard’s and Boyd, has been taken. The “dedicated” staff training has been completed. Recess zones have been set up.
- k. #11 - Breastfeeding Peer Support – Tom Tonniges questioned whether this initiative could be expanded to include other breastfeeding peer support at locations beyond the WIC sites. He personally encountered a teenage mother who was breastfeeding, but reported that at the high school, there were no facilities for pumping. Cynthia Tiedeman agreed to report to the group at the next meeting the status of breastfeeding within the high schools. The high schools currently provide prenatal and parenting classes, but have little space to provide for the privacy during breast pumping. Discussion continued about the New York State Education curriculum provides for breastfeeding education throughout K-12. It was also reported that Dr. Jorge Sotolongo’s practice has 80% breastfeeding rates. He has a television show and is willing to promote breastfeeding, physical activity and nutrition on this show.
- l. #12 – Safe Routes to School; Walking School Bus – This initiative is has a lot of activity surrounding it. Mark Fenton will be in Omaha on September 9th and 10th and will be conducting walking audits at several schools, conducting Grand Rounds at the Med Center, addressing the Pedestrian/Biking Advisory Group, presenting a symposium to Welcom. Many contacts have been made to school groups at teacher meetings, Open Houses, etc. The group discussed the possibility of treating school zones as “sacred property” and doubling fines for any type of illegal activity, over and above the current laws for drug activity.
- m. #14 – BMI at Physician Visits – Molly O’Dell reported that many offices have received training. The training will continue and the online training that Cristina Fernandez has been working on will become available in

October. The offices will be contacted approximately 6 months after training to see if the BMI is being routinely measured.

- n. #15 – School Wellness Policies – Mikki Frost reported that the school wellness policies for the Omaha schools have been gathered.
- o. # 16 - Policy Supporting Access to Fruits & Vegetables – The data collection for identification of food deserts is underway. The group discussed the possibility that homeless shelters may be prime targets for having little or no access to fruits and vegetables.
- p. #19 – Breastfeeding Support in Hospitals – Molly O’Dell reported on the status of this initiative. As a spin-off of this initiative is the plan to educate OB/Gyne offices on the importance of breastfeeding. Valerie Russell is seeking grants that may be appropriate for funding this spin-off. The group discussed the medicalization of colic as a possible reason leading to the discontinuation of breastfeeding and questioned whether or not physician offices actually tested stools for physiological causes of colic.

3. Discussion

- a. Building Bright Futures – Tom Tonniges is now devoting 1 ½ days per week to the Building Bright Futures effort. He announced there are 5 strategies that will be announced on September 19 as part of the Early Childhood piece. They are:
 - i. Universal access to healthcare
 - ii. Robust medical homes
 - iii. Home visitations, particularly dedicated to those identified as “at high risk” at birth’
 - iv. Social marketing on the importance of early healthcare
 - v. Model demonstration of primary care
- b. Executive Committee Meetings – Do we need monthly meetings? It was decided that the meetings would be every other month in an attempt to increase attendance. Important information will be emailed between meetings and the initiative tracking will be made available monthly.
- c. Opportunities to expand involvement – The question was raised if we are reaching everyone that should be involved in the coalition. It was suggested that as we work on the successes involved with the current initiatives, others may come aboard.

4. The next meeting will be Thursday, November 6th at noon.