

Activate Omaha Kids Executive Committee Strategic Plan

Mission - By 2011, all Omaha children will have achieved measurable improvements in nutrition, physical activity and healthy living supported by community collaboration and the environments in which they live.

Goal 1 - **Make the Case** - Activate Omaha Kids Executive Committee will provide leadership in creating a local sense of urgency to act as a community to address childhood obesity.

Objective: By 2011, key stakeholders, and the community at large will understand the scope, consequences and costs of childhood obesity in our community and will commit resources towards solutions to reverse the trend.

Actions Steps:

1(a). Establish baseline data as to prevalence of childhood obesity in Douglas County (i.e. support state effort to mandate BMI tracking in schools; support development of surveillance system)

1(b). Develop persuasive messages and materials (white paper) with local data, ROI, best practices and story of AOK to be adapted for particular audience (i.e. business leaders, policymakers, funders, healthcare providers, schools, parents, neighborhoods)

1(c). Develop, implement and evaluate a strategy for the dissemination/rollout of this information (partner with Social Marketing Plank to develop and implement "SMART charts")

Goal 2 - **Engage in Strategic Actions** - Activate Omaha Kids Executive Committee will provide leadership to coordinate, connect, implement and evaluate the plank strategic plans.

Objective: By 2011, Omaha will implement a comprehensive strategic plan that achieves measurable improvements in nutrition, physical activity and healthy living supported by community collaboration and the environments in which they live.

Actions Steps:

2(a). Integrate plank strategic plans into comprehensive strategic/business plan for AOK (by Feb. 2008)

2(b). Develop and implement a plan for the governance, management and sustainability of AOK (i.e. staffing, connection with OHCP, leadership etc.)

2(c). Develop and implement a plan for the evaluation of the effectiveness of the coalition and the plank initiatives

Goal 3 - **Build Political Will**-Activate Omaha Kids Executive Committee will be a credible and influential voice that educates and influences community policymakers to make decisions that support increased physical activity, improved nutrition, and environments that support healthy living for children.

Objective: By 2011, policymakers will consider how their decisions impact upon children's physical activity, healthy eating and environments that support a reduction in childhood obesity.

Action Steps:

3(a). Develop and implement a plan to integrate with organizations/ initiatives with related missions (i.e. Building Bright Futures, Healthy Omaha, YMCA Pioneering Healthy Communities)

3(b). Support enhanced leadership of OHCP (as AOK steering committee)

3 (c). Develop, implement and evaluate a plan to advocate for policies that support the mission of AOK

3(d). Develop, implement and evaluate a funding/resource plan for the implementation of the plank strategic plans