

Executive Committee Meeting  
Activate Omaha Kids  
March 20, 2008  
7 – 8:30 A.M.  
Collaborating Center  
Minutes

Members Present: Mary Balluff, Jennifer White, Jay Noren, Kerri Peterson, Magda Peck and Adi Pour

Members Not Present: Gail Braun, Cristina Fernandez, David Filipi, David Finken, Nancy Nielsen, Marty Shukert and Tom Tonniges

Staff Present: Mikki Frost and Diane Roberts

1. Welcome and Re-introductions – Kerri Peterson, facilitator, introduced Jay Noren, as one of the new Executive Committee members. Gail Braun of the Mayor’s Office has also agreed to serve.
2. Approval of the minutes of the February 21, 2008 Strategic Planning session – Since there was not a quorum present, the minutes were not approved.
3. Revisit the meeting date, time and location – The group discussed alternatives to the current 3<sup>rd</sup> Thursday at 7 a.m. meeting time and recommended changing the date and time to the 1<sup>st</sup> Thursday at 1 p.m. and continuing to meet at the Collaborating Center. So as it currently stands, the next meeting of the Executive Committee will be Thursday, May 1 at 1 p.m. at the Collaborating Center. (Final arrangements have *not* been made through the Collaborating Center)
4. Updates
  - a. Governor’s Conference on Community Services – Mikki Frost reported that Activate Omaha Kids was selected to present at the Governor’s Conference on March 31. A PowerPoint presentation is being created by Michelle Mertz of BoysTown Pediatrics. Several members of our Executive Committee will be present to tell our story, “Activate Omaha Kids: Organizing a Community Coalition to Solve Childhood Obesity.”
  - b. Convergence Agreement Report – An MOU (memorandum of understanding) has been signed by the organizations Activate Omaha, Activate Omaha Kids, Healthy Omaha, the Y on behalf of Pioneering Healthier Communities and OHCP which in part agrees to streamline funding, provide for joint evaluation services, and to share a communications plan and marketing firm. Jay Noren added that this agreement of similar agencies has received praise from several sectors of the business community. Mikki Frost was acknowledged for adding much to the agreement from her legal perspective.
  - c. OHCP reorganization – Kerri Peterson reported that reorganization of OHCP as a governing structure was taking place. There will be a new organizational chart and by-laws in place by April.
  - d. Summit – A Health Summit is currently being planned for August or September. Jay Noren stated that the a.m. session would publicly announce the convergence, present the Report Card, offer the initiatives

for community wellness from the sister organizations, OHCP, Activate Omaha, Activate Omaha Kids, Healthy Omaha and Pioneering Healthier Communities. The afternoon session would be completely independent and would actually be a strategic planning session for the four initiatives: communications, evaluation, fundraising and social marketing developed by and for the sister organizations. The probable take-away for each partner could be a toolkit with best practices and what to do, and how to do it. The savings realized by each organization, for example, with an evaluation budget of \$200,000 could be substantial following the integration of function. Further discussion among the group led to the realization that, perhaps, the afternoon session would best be held as preparation for the morning session and that this pre-piece could be for planning preparation of the Summit, as well as group strategic planning.

- e. White paper – Mikki Frost announced that the White Paper is done and available on the website, [www.activateomahakids.org](http://www.activateomahakids.org).
- f. Summary of strategic plan and description of initiatives – Mikki Frost presented the narrative of the descriptors of the 24 initiatives and pointed out the initiatives had grown by 3 beyond the strategic planning session. The 3 added initiatives were to provide for the growth of Club Possible and the continuation and growth of Healthy Families.
- g. Business Plan – Mikki Frost reported that the budget process for the business plan is ongoing and will be determined as to what things Alegant will be funding and the items where other sources would be required.

#### 5. Plank Reports

- a. Nutrition - Mary Balluff reported that the Nutrition Plank met on March 12 and discussed the inventory of community assets. There are still some questions that the plank would like to know about the programming of organizations. The group now has the base materials for designation of hospitals to “Baby-Friendly” status. School wellness policies were another topic of discussion. The group has received all of the local school wellness policies, which range from one page to multiple pages. This is an emotionally charged issue for many schools. The NE Department of Education was asked if they intend to evaluate these policies, and they do not. The plank intends to 1) advocate and 2) identify gaps in order to provide resources to fill the gaps.
- b. Physical Activity – The Physical Activity Plank has two subgroups addressing Recess and Safe Routes to Schools. The Recess group met on Wednesday, March 19 and is applying for the American Heart Association grant for \$5,000. The Safe Routes to Schools group is meeting today, Thursday, March 20. Tammie Dodge will coordinate this subgroup. Girls on the Run may provide role models/mentors for the walking school bus as part of their community service. Club Possible has received recognition from Macro International, working with the Robert Wood Johnson Foundation, as being identified as a promising program. They will be receiving a model evaluation for 2 ½ days (June 10-12) from Macro which

will help the program move forward through their recommendations.  
Girls Inc. will become a partner with the after school staff at OPS.

- c. Physical Environment – This plank committee has not met since October. The goals of this plank align closely with several other groups in Omaha, Activate Omaha, Omaha by Design, the Planning Department, as well as the neighborhood associations. These groups are envisioning Omaha to be walkable, bikeable, and green. This vision will be accomplished through planning and reconstruction efforts.
  - d. Social Marketing – Kerri Peterson mentioned that the White Paper is done. She added that the convergent group is awaiting selection of a PR firm and creation of a “super brand.”
  - e. Evaluation – The College of Public Health has been given the strategic leading role of providing evaluative services to the coalition. The plank will continue to serve in a coordinating or liaison role. Magda Peck reported that there are two levels of complexity within evaluative capacity, the external work and the plank and coalition evaluation. Her group will remain open to what is best for the coalition.
  - f. Medical Subgroup – Mikki Frost advised the group that there will be a physical training in BMI assessment on Tuesday, April 8. The training will allow these physicians to train others in their health systems to effectively use BMI as an assessment tool.
6. Planning for April Report Out – The group discussed the possibility of postponing the “Report Out” and including the information about the initiatives in the Health Summit. The planning portion of the Summit, to include strategic planning of the convergent groups, would, therefore, take place prior to the Health Summit and offer time for pre-planning of the Summit. The Summit would unveil the report card, the convergence, the Activate Omaha Kids initiatives, wellness programming and engage the community stakeholders, schools, press and other interested groups in the movement.
  7. The next meeting of the Executive Committee is scheduled for Thursday, May 1 at 1 p.m. It is tentatively scheduled at the Collaborating Center.