

Executive Committee Meeting
Activate Omaha Kids
June 5, 2008
12 – 1:30 p.m.
Collaborating Center
Minutes

Members Present: Cynthia Tiedeman, Adi Pour, Mary Balluff, David Filipi, Lori Swirzinski Moehn, Tom Tonniges and Kerri Peterson (phone)
Members Not Present: Jay Noren, Magda Peck, Cristina Fernandez, David Finken, Nancy Nielsen, Marty Shukert and Jennifer (White) Huberty
Staff Present: Molly O’Dell and Diane Roberts

1. Mary Balluff, facilitator, welcomed the members. The minutes of May 1, 2008 were approved. Cynthia Tiedeman was introduced to the group. She will be Nancy Oberst’s representative for the Omaha Public School District on the Executive Committee.
2. Updates
 - a. OHCP Reorganization/convergence – Kerri Peterson reported that this long process is nearing completion. The OHCP organizational chart and new by-laws have been approved. The Advisory Board will be a CEO-driven group and the Coordinating Council will be representative of the community. The groups Activate Omaha, Activate Omaha Kids, the Y’s Healthier Communities and the Top Ten in Ten will all be managed through the OHCP Program Committee under the auspices of OHCP.
 - b. Convergence Report
 - i. Dr. Noren is leaving the College of Public Health and stepping down from the Executive Committee. His place on the Executive Committee will be assumed by Keith Mueller.
 - ii. Communications RFP – The RFP was sent to over 20 PR firms. Each will be interviewed and one will be selected to provide the social marketing needs and create branding across the initiatives.
 - iii. Summit – The Health Summit will be scheduled for a date in early October. It is hoped that David Satcher will be able to keynote. This will be a massive health promotion event for Omaha. A “pre-summit” will be held in August to begin to operationalize the new OHCP organization for funding/fund raising, social marketing strategies and planning for evaluation. Tyler Norris may be able to facilitate this pre-summit.
 - c. AOK Business Plan
 - i. External business plan – Molly O’Dell presented the external business plan ready to “publish” on the website. A few changes have been made from suggestions of committee members.
 - ii. Alegent Catalyst Fund Committee allocation – There was some discussion about the funding and how to best re-enforce OHCP as

the fiduciary agent for evaluation, social marketing, and evaluation.

- iii. Alegent KPIs – Molly shared the Key Performance Indicators for which Molly and Mikki are held accountable to Alegent’s senior leadership.

3. Plank Reports

- a. Nutrition-Mary Balluff reported on the activities of the Nutrition Plank. They did not receive grant funding from the RWJF policy grant, but still plan on being able to fund 2 trainers (through the state grant) to do nutrition audits in grocery stores and restaurants. The completion of the Inventory of Community Assets will await the new state survey. Those organizations who answered the Activate Omaha Kids inventory will be re-interviewed as to the specific questions the Nutrition Plank would like answered. The breastfeeding subgroup has not as yet met. The school wellness policy subgroup has received the policies of local schools. This group will focus on featuring the strengths of the school policies.
- b. Physical Activity-Molly O’Dell provided an update on the three strategies of this plank to increase physical activity through 1) recess; 2) Safe Routes to School/Walking School Bus and 3) Club Possible. The plank is planning to set up 2 schools (possibly 3) this fall as pilot sites for enhancing recess. The evaluation will be conducted on 3 planes: those providing staff education, those providing additional equipment and those providing both staff education with equipment. The Safe Routes to School has hired a coordinator. Club Possible has not been notified as to whether they would receive funding from the Sherwood Foundation to continue the current sites. They did receive funding from Alegent to expand the number of sites.
- c. Physical Environment-Kerri Peterson and Mikki Frost met with Connie Spellman from Omaha by Design. The mayor’s office has agreed to house an advocacy group to ensure connectivity of streets and neighborhoods. It was agreed that the members of this plank would be encouraged to become part of a citizen advisory committee of Omaha by Design. Kerri Peterson is composing a letter to be sent to the plank membership.
- d. Social Marketing-In the earlier report on the convergence, Kerri Peterson shared that the functions of social marketing will be covered through the selection of a PR firm to provide all the marketing and branding needs of the sister organizations. Kerri will also author a letter to the members of this plank announcing the changes.
- e. Evaluation-Molly O’Dell advised the group that 8 of the initiatives are ready to establish metrics. Baselines are being determined and the evaluation of the entire coalition is being studied. It was agreed that defining the objective measurements beforehand eases the evaluative process. Each initiative expert will work with evaluation experts at the College of Public Health to develop metrics and methodologies.
- f. Medical Subgroup-Molly O’Dell reported that since the physician training on April 8, eight practices have received training in BMI tracking and the

state's PAN algorithm. Seven additional trainings are scheduled. Jeff Strohmyer will be training the Uninet providers. David Filipi shared that he has been consulting with the insurance companies, United Healthcare, Coventry and BCBS, to provide for reimbursement for obesity care with the physician and follow-up visits. The insurance companies seek an endorsement from OHCP. Tom Tonniges suggested the medical subgroup target OB/Gyne practices to provide education on breastfeeding. He added that 80% of OB/Gyne physicians have had no training on breastfeeding.

4. Discussion
 - a. Initiative tracking report-Molly O'Dell presented a tracking report template which could be an instrument providing a birds-eye view of the progress of a particular initiative. This document could be placed on the website as a tool of transparency. Mary suggested we study the template and prepare feedback for the next meeting.
 - b. Cynthia Tiedeman was introduced to the group. Nancy Oberst, the Director of Elementary Education for OPS, has agreed to join the Executive Committee. Cynthia will stand in for Nancy when she is unable to attend the meetings. Nancy Oberst, before becoming the Director of Elementary Education, was principal at Liberty School. Cynthia Tiedeman was the school nurse. Liberty School had a wonderful tradition of physical activity and nutrition standards.
5. Next meeting – The next meeting is scheduled for Thursday, July 10 at the Collaborating Center at noon. Mary Balluff asked the committee to look critically at the tracking report and bring any suggestions for enhancement to the next meeting.