

Executive Committee Meeting  
Minutes  
October 18, 2007  
7 – 8:30 A.M.  
Collaboration Center  
Jeffrey Strohmyer, Facilitator

Members Present: Jennifer White, Magda Peck, Lori Swirzinski, Nancy Nielsen, Adi Pour, Jeffrey Strohmyer, Cristina Fernandez, Tom Tonniges, Larry Brown and Marty Shukert

Guest Present: Angie Kratochvil

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

1. Welcome.
2. The minutes of August 16, 2007 were approved.
3. Revisit Vision/Mission statement – Arising from our Strategic Planning session with Tyler Norris came a decision to retool the “vision” statement as a mission statement. After brainstorming about what should be included in the mission statement, it was agreed that three drafts would be forwarded to the Executive Committee membership for input and feedback. The drafts are attached. These drafts will be discussed at next meeting. A shared vision of Activate Omaha Kids, Activate Omaha and Healthy Omaha will be explored at a later date.
4. Measures of success for the coalition? Evaluation capacity? Magda Peck engaged the group in a discussion of effective collaboration. The discussion was centered on developing success at the coalition level, through the development of questions which will shape evaluation. The evaluation criteria will be across three areas of development: input or process, output or outcome and impact. Two sets of questions evolved from the committee from which evaluative questions may arise, one set for measurement of the collaborative and one set for outcome measurement. These questions will be forwarded to the membership with the vision drafts for editing and feedback. Another concern that arose from the discussion was the need for dedicated evaluative expertise. When “what we need to know” and “when do we need to know it” questions have been framed and a business plan has been established, a budget will need to be allocated to personnel for evaluation. Executive Committee members encouraged the staff to investigate possibilities of tapping into or enhancing local evaluative capacity.
5. Review draft goals/objectives of the Executive Committee.

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.

Goal 2 - **Engage in Strategic Actions**-Activate Omaha Kids Executive Committee will provide leadership to coordinate, connect, and evaluate the effectiveness of the plank strategic plans, as well as other community efforts to reduce childhood obesity in our community.

Objective - By 2011, Omaha will implement a comprehensive strategic plan that results in measurable improvement in children's physical activity, nutrition and healthy weights, supported by the environments in which they live.

Goal 3 - **Build Political Will**-Activate Omaha Kids Executive Committee will be a credible and influential voice to influence community policymakers to make decisions that support increased physical activity, improved nutrition, and environments that support a reduction of childhood obesity.

Objective - By 2011, the primary consideration of policymakers will be how their decisions impact upon children's physical activity, healthy eating and environments that support a reduction in childhood obesity.

6. As follow up from the Executive Committee strategic planning with Tyler Norris and our meeting with Dr. Dietz, the question was asked: What must Activate Omaha Kids' leadership do to move to the next level?
  - a. Do we have the right leadership in place? Do we need to expand the makeup of the Executive Committee? There were several areas that the committee felt may be "missing" from the table that could provide better community representation. A greater coordination in leadership to actually get some efforts on the ground may result. Those areas are:
    - i. Advocacy groups
    - ii. Policy makers, government
    - iii. Business community leaders
    - iv. Underserved communities, disparities
    - v. SchoolsThe staff will solicit input from executive committee members and develop a process to cultivate individuals from these areas as possible members of the leadership structure.
  - b. How do we address the funding/resource needs? Grant writing? It was pointed out that there is no one agency/person at the state level whose job is to look out for the needs of children. A discussion on finding grants and writing grants ensued and it was suggested that the staff explore resources to support the cultivation of funding, finding grants to support the funding of individual local endeavors and development of a comprehensive funding strategy.
  - c. Do we need a communication plan? A spokesperson? It was suggested that the Activate Omaha staff could provide representation at other meetings and serve as a spokesperson for the group. The group agreed that it was appropriate to develop a communication strategy resourced outside of Alegent Health.
  - d. Activate Omaha Kids' relationship with OHCP (Our Healthy Community Partnership) is moving forward.
7. The next meeting will be Thursday, November 15 at 7 – 8:30 A.M. at the Collaborating Center. We will be discussing the vision statement and the evaluative questions previously sent to the membership.