

Executive Committee Meeting
Activate Omaha Kids
November 15, 2007
7 – 8:30 A.M.
Collaboration Center
David Finken, Facilitator

Members Present: David Finken, Mary Balluff, Jennifer White, Nancy Nielsen, Magda Peck, Cristina Fernandez and Adi Pour

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

1. Welcome.
2. The minutes of the October 18, 2007 meeting were approved.
3. Cristina Fernandez reported on the workshops that have been taking place across Nebraska providing health care professionals with tools needed in the diagnosis and treatment of obesity in children. The training included use of the Youth Weight Management Algorithm and the Youth Physical Activity and Nutrition Assessment form, developed by the Nebraska Department of Health and Human Services. Dr. Fernandez commented that the workshops and the tools presented were well received.
4. The upcoming meeting dates of the Executive Committee were provided: December 20, January 17, February 21 (strategic planning follow-up to be held at the Alumni Center on the campus of UNO from 7 a.m. until 12:00), March 20, April 17, May 15 and June 19. Please mark your calendars to reflect these dates and times.
5. Revisiting the Vision/Mission statement. The following mission statement was accepted as a working draft:

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

6. Discussion of the makeup of the Executive Committee. A list of new potential members was reviewed. The group discussed the roles of the Executive Committee and the possible role of a Steering Committee in the future. The makeup of the plank committees should reflect the “distributive ownership” that was recommended from our Strategic Planning session. The committee also discussed the need to have Executive Committee representation to support our strategic focus: knowledge base, political will and social strategy. It was suggested that in some capacity representation from the following groups: government, faith community, schools, business, advocacy, underserved communities, youth and media be considered. It was recommended that the current Executive Committee be surveyed as to their continued interest. The staff will conduct informal sessions with the current members to ascertain if they wish to continue in their current roles or to what extent they are interested in being involved as the coalition moves

- to the implementation phase. The staff will also review and update the job description of an Executive Committee member. The job description and a list of potential Executive Committee members will be revisited at the next meeting.
7. Staff Reports on strategic planning issues:
 - a. Evaluation capacity – Molly O’Dell reported on a meeting that was conducted with Drs. Jerry Deichert of UNO, Keith Mueller of UNMC and Mary Cramer of the UNMC College of Nursing to assess Omaha’s evaluation capacity. These individuals suggested that there is probably adequate capacity within the community provided there are resources to fund a coordinator role. There was discussion from some members about this suggestion and the inclusion of Barb Jackson from Munro-Meyer Institute.
 - b. Funding strategy – Mikki Frost reported that interviews were conducted to identify individuals that could provide the coalition with grant writing skills leading to a fund development strategy.
 - c. Communications plan – In Kerri Peterson’s absence, Molly O’Dell reported that Kerri has been working on a “convergence” strategy with the groups, Activate Omaha, Activate Omaha Kids and Healthy Omaha to create “sister” organizations with their missions under a shared vision.
 - d. Surveillance system – Molly O’Dell reported that she has been working with the Nebraska Health & Human Services to explore the feasibility of creating a registry to track BMIs of Nebraska children. The only complete surveillance report was done in 2002-2003. The proposed regulation creating mandatory assessment of BMI is being developed by the Department of Education.
 - e. YMCA Pioneering Healthy Communities – Mary Balluff reported that this YMCA sponsored collaboration building training will be held in Washington, D.C from December 5-8 and she along with Jen White and Mikki Frost will be in attendance. YMCAs have often been the catalyst for change in other communities and that Activate Omaha Kids may engage them in helping create and fund specific initiatives.
 8. Plank reports/issues
 - a. Physical Activity Plank – Jennifer White reported that her committee has partnered with Activate Omaha to provide high school journalism classes with the opportunity to take pictures of people being active. This plan is in alignment with the plank’s first goal to “increase awareness for the need and value of physical activity.” Their second goal is to increase physical activity in existing programs. Their group may align with the Nutrition plank in bringing physical activity and healthy eating into existing after school programming. Their third objective, to increase the number of children participating in one hour of physical activity daily, is being scrutinized to decide if this should be an overlying goal of their plank. They are going to decide if their third objective should be revised to align with the Robert Wood Johnson Foundation report, Recess Rules, which views recess as a prime opportunity to influence physical activity. The

Physical Activity Plank committee expressed an interest in some assistance with developing their budget.

- b. Nutrition Plank – Mary Balluff reported that her committee met yesterday and they worked on completing the strategic plan template. Their four goals have led them to suggest the implementation of five specific plans: expand Club Possible into all OPS schools; complete the programming survey (inventory) to gain knowledge on nutrition education; create a social marketing campaign involving the value of the family dining table; develop training for school staff as part of their wellness policies and increase the number of hospitals eligible for the baby friendly credentialing. The Nutrition Plank committee, too, expressed interest in receiving assistance in development of their budget.
 - c. Physical Environment Plank – this plank did not meet in November.
 - d. Social Marketing – In Kerri Peterson’s absence, Mikki Frost reported that the goals of this committee revolve around internal and external communication. The objectives of the internal communication goal have largely been met through the logo, website, and newsletter and branding of Activate Omaha Kids. The external communication objective was the focus of their last meeting in using the “Smart Chart” to better define their target audience and the appropriate message for each audience.
9. The next meeting of the Executive Committee will be Thursday, December 20 at the Collaborating Center from 7:00 a.m. to 8:30 a.m.