

Executive Committee Meeting  
Activate Omaha Kids  
December 20, 2007  
7 – 8:30 A.M.  
Collaborating Center  
Minutes  
Adi Pour, Facilitator

Members Present: Adi Pour, Tom Tonniges, Cristina Fernandez, David Finken, Kerri Peterson, Marty Shukert, Mary Balluff, and Magda Peck

Members Not Present: Larry Brown, David Filipi (Lori Swirzinki), Nancy Nielsen, Jeffry Strohmeyer and Jennifer White

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

1. Welcome and approval of minutes. Adi Pour was the facilitator and she suggested that we keep our mission statement in front of us so as not to deviate from our goals. **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.**
2. Staff Reports:
  - a. Convergence meeting – Kerri Peterson reported on a “convergence” meeting with members of 4 initiatives whose foci parallel one another. These groups are: Activate Omaha, Activate Omaha Kids, the YMCA’s Pioneering Healthy Communities (the “Y”) and Healthy Omaha. Their discussions centered on issues of shared and coordinated evaluation, funding, and management. The consensus was that these groups, while remaining autonomous, aim to use Our Healthy Community Partnership as a point of central management. The four groups are working towards drafting a Memorandum of Understanding Agreement (MUA). Discussion ensued about the expectations of Activate Omaha Kids and the hope the OHCP board can provide the community vision required to improve health for the community and can adapt to adequately manage functions for these four sister initiatives. OHCP could serve as Activate Omaha Kids’ Steering Committee as originally envisioned, assuming that the membership of OHCP is enhanced. The Executive Committee agreed to assist OHCP in recruiting board members.
  - b. YMCA Pioneering Health Communities – Our Executive Committee had four members, Mikki Frost, Kerri Peterson, Jen White and Mary Balluff, attend this “Y” meeting held in Washington, D.C. It was reported to be a fabulous meeting, with integration into Activate Omaha Kids, and a focus toward the faith community. The meeting was facilitated by Tyler Norris, who highlighted Activate Omaha Kids several times.
  - c. Recognition – Molly reported that recently several opportunities to recognize individual efforts within the community to further the goals of increasing physical activity or promoting healthy eating have arisen. A note card expressing the appreciation of Activate Omaha Kids for the

endeavor was mailed. The group was asked to either send notes of appreciation themselves or notify the staff of any notable effort and a note will be mailed to the program/party. It was recommended that the Social Marketing committee look at ways to enhance this recognition as a means to market Activate Omaha Kids. Adi suggested that recognition remain on subsequent Executive Committee agendas so that we can continue to discuss best practices acknowledgement opportunities.

- d. Bright Futures – Tom Tonniges presented this publication of the American Academy of Pediatricians, which contains recommendations for the health promotion of children in the clinical setting.
- e. External Future Forces - Molly provided a pamphlet, entitled External Future Forces Affecting Omaha, prepared for Alegent Health by the Institute for the Future, to the membership. The “map”, presented external forces likely to affect Omaha in the future, is relevant to our initiative and our individual professional efforts.
- f. White Paper – Mikki reported that the White Paper is being re-drafted by Dina Maas and will be presented to the Executive Committee for review at the next meeting.

### 3. Plank Reports

- a. Physical Activity -In Jen White’s absence, Molly O’Dell reported that the Physical Activity Plank is continuing to evolve, welcoming four new members to their last meeting. Their Strategic plan with their 3 objectives is being polished.
- b. Nutrition - Mary Balluff reported that the Nutrition Plank committee has done considerable work on their strategic plan, including interfacing with other planks to reach their objectives. She brought up concern about the resources portion of the strategic plan, and the group agreed that this piece will receive attention when the plans are integrated.
- c. Physical Environment – Marty Shukert reported that there was a meeting held of core members to develop actions for the 3 overall global areas: initiatives, barriers and attitudes/ethos. Long and short term goals were determined. It was suggested that the North Omaha Development Plan be included in the PE strategic plan.
- d. Social Marketing – Kerri Peterson reported that the focus of this plank was to assist in internal and external communication needs. Branding of the Activate Omaha Kids name and who we are were main themes with messages to come from all the planks.
- e. Evaluation – The Evaluation Committee has not met since November. The committee has generated evaluation questions and identified evaluative capacity. Their group is in a “holding pattern” until more pieces are available from the other planks. The question was posed if there should be one local evaluation infrastructure for all collaborating organizations. It was suggested that OHCP could serve as a forum to develop this infrastructure.

4. Leadership of AOK in the implementation phase
  - a. Job description – The group was furnished with a “job description.”

There was discussion about the roles of the plank chairs suggesting that the same level of engagement may be negotiable. The plank chairs may be able to recruit and identify sources for implementation of their specific strategic plan(s) and assume the role of advisor and advocate.
  - b. Revisit make-up of the Executive Committee – a list of potential committee members was provided. Discussion was deferred to the next meeting.
5. Executive Committee’s Strategic Plan – The group discussed the compilation of the strategic plans and how these plans might come together to form an integrated business plan. The main question posed was how will the plank documents (i.e. strategic plans) translate into money or resources to establish the initiatives proposed by the planks. Molly stated that Alegent Health’s Catalyst fund will be providing some funding and other resources may come from grants, in kind donations, etc. After the strategic plans are submitted, the AOK staff will condense the plans into a comprehensive document which will be presented to the Executive Committee, with the hopes that at the half-day strategic planning session scheduled for February, we will have our plan. Prior to the February meeting, members of the Executive Committee will receive the strategic plans from the planks from which the first plans for implementation will emerge.
6. The next meeting of the Executive Committee will be Thursday, January 17, 2008 at the Collaborating Center. This meeting will be from 7 – 9 A.M. Please mark your calendars for the strategic planning session at the Thompson Alumni Center on the campus of UNO for Thursday, February 21 from 7 a.m. to noon.