

Goal and Objectives

In 2011 Omaha is nationally recognized as a collaborative model achieving measurable improvement in the fitness and nutrition of children

The mission of the nutrition plank is to improve and sustain access to healthy foods, nutrition information and healthy eating opportunities for children

Target population

- a. Parents, teachers
- b. Community at large
- c. Populations with limited resources

Goal 1. By 2011, increase by 10% the number of children and families who know and understand the principles of healthy eating.

Obj 1a: Increase the number of nutrition interventions/ educational curriculum that are adapted to meet the needs of children and families and are reflective of the local cultures

- Expand the food stamp nutrition education program i.e. food preparation, meal planning and budgeting for low income families
- Expand healthy eating intervention and education through after school programs as Club Possible
- Develop curriculum and policy for health foods in faith based settings
- Develop standardized healthy eating curriculum for toddlers in preschool programs

Obj 1b: Increase the knowledge base of those who interact with children and families to provide education and resources regarding healthy eating

- Develop healthy eating curriculum for grocery stores managers
- Develop healthy eating curriculum for fitness centers staff
- Develop healthy eating curriculum for food pantries and shelters staff
- Develop healthy eating curriculum for school staff through a pilot at OPS

Goal 2: By 2011, increase by 5% the number of environmental and community supports for healthy eating foods

Obj 2a: Increase the number of healthy foods available at community events and in community resources

- Develop policy to support more community gardens, farmer's markets
- Develop a delivery system to encourage from farms to grocery stores, childcares or food pantries
- Expand summer free lunch programs
- Increase the access to full service grocery stores to all neighborhoods
- Increase the access to restaurants with healthy choices to all neighborhoods

Obj 2b: Implement a social marketing campaign with awareness culturally appropriate messages designed to educate and motivate children and their families to eat healthy

- Create a culturally sensitive youth driven social marketing that addresses and portray healthy eating as “cool”
- Create a social marketing that about the value of breastfeeding creating a community norm
- Partner with grocery stores to increase the awareness healthy eating
- Create a social marketing campaign that vales family dining
- Implement the better snack component of the More Matters Campaign

Obj 2c: Increase the supports for new mothers to begin and continue to breastfeeding:

Goal 3: By 2011, 100% of all Omaha metro schools and childcare centers will have wellness policies and programs that support healthy eating.

Obj 3a: Increase the number of schools implementing age appropriate curricula and opportunities designed to promote lifelong healthful

- Utilize the cafeteria as a learning lab
- Integrate healthy eating curriculum into the classroom
- Establish school gardens and use the resulting produce in school meals
- Adopt healthy eating component in all school wellness policies
- Implement a standardize healthy eating curriculum in all childcare centers for infants and toddlers

Obj 3b: Increase the number of policies for healthy food choices in schools, after school programs and childcare

- Expand the use of Club Possible guidelines into all schools
- Adopt policies to eliminate the use of sweetened beverages
- Develop guidelines for healthy fundraising
- Adopt policies to address rewards and celebrations in classrooms
- Adopt standards for school’s and childcare centers’ menus which reflect healthy eating

Goal 4: By 2011, all health care systems and providers will have support healthy eating for children and families

Obj 4a: Increase the number of health care systems and providers who support and promote healthy eating.

- Include a mental health component in the prevention and treatment of childhood obesity
- Include obesity prevention screening based on use of BMI in routine health care maintenance visits

- Promote Breastfeeding in all health care facilities
- Train health care providers in effective prevention and treatment of obesity which includes healthy eating
- Develop a family friendly referral system for obese children
- Develop team based educations and referrals to improve the knowledge and behavior re: portion size, sweetened beverages and choices
- Expand treatment programs for obese children i.e. Methodist and Healthy families etc.

Obj 4b: Increase the supports for new mothers for the initiation and duration of breastfeeding:

- Develop a breastfeeding friendly policy for worksites
- Develop breast feeding accommodation in public facilities
- Expand baby friendly requirements to all area hospitals
- Promote and distribute incentives for breast feeding mothers