

Activate Omaha Kids
Nutrition Plank Meeting
Tuesday, November 18, 2008
Collaborating Center
Minutes

Members Present: Jennifer Meyer, Beth Bruck-Upton, Jennifer Talarico, Joan Allen, Carrie Miller, Shingai Feresu, Tim Bivens, Caryn Kusleika and Mary Balluff
Staff Present: Mikki Frost

1. Welcome and introductions – Mary welcomed the group and introductions were made.
2. Review of agenda.
3. Updates
 - a. Goal 1 – By 2011, increase by 10% the number of children and families who know and understand the principles of healthy eating.
 - i. Inventory – Sarah Schram has completed the inventory. There were 412 agencies contacted and, from those 275 programs are included, resulting in 42 pages of information. The group reviewed the raw data and discussed the information that a parent may wish to obtain from the inventory as searchable database. The group thought the following categories would be the most relevant: Program Title, Ages Served, Geographic Coverage and SP Goals.
Carrie Miller (as lead) and Jennifer Meyer volunteered to cull the list to delete those agencies not relevant and to determine if any follow-up was necessary. A graduate student has expressed some interest is using the inventory as a research project.
 - ii. Club Possible – The program is continuing and the evaluation piece is in place. Funding for the food component is being sought through the ConAgra Foundation. Approximately 1200 children are being served by Club Possible, up from 800 last year.
 - b. Goal 2 – By 2011, increase by 5% the number of environmental and community supports for healthy eating.
 - i. NEMS (Nutrition Environment Measures Survey) – A timeline has been developed for the survey to take place in January. Using a standardized instrument, the volunteers will be measuring availability, prices and quality of milk, fruit, vegetables, protein, baked goods, whole grain breads and baked chips at each site. At this time, 117 grocery stores and 307 convenience (and other) stores have been identified in Douglas County. The list will be culled to concentrate on those stores which most probably provide fresh foods. The time frame has been set to cull the list, complete tool development, test the tool, and conduct training and surveying from now until January 30, 2009 when the assessment should be completed. Map findings should be available in March. Several from the group have volunteered to be trained to conduct the survey: Jennifer Talarico, Caryn Kusleika, Joan Allen and Mikki Frost. Martha Nepper and Mary Balluff will conduct the training in December.
 - ii. Community Gardens – The Douglas County Health Department is facilitating a meeting between the community gardens advocacy and the food/nutrition initiatives working to improve access to health foods. Anyone with interest is invited. The meeting will be held Monday, November 24 from 4:30 – 6:00 p.m. at the Extension Office, 8015 W. Center Road. The meeting goals are to enlist volunteers for the various gardening projects and to identify ideas/best

practices that could be adapted for use in Omaha. Caryn Kusleika and Tim Bivens have volunteered to attend this meeting from the Nutrition Plank. Tim will report on the Food Bank's fresh produce truck.

- iii. Social Marketing Campaign – The Cattlemen's Beef Board has launched a campaign to enrich family mealtime.” The benefits of family dining are well researched and are growing. The plank was encouraged to gather other resource materials on family dining and to be prepared to discuss key concepts of a social marketing campaign around family dining at the next meeting. This social marketing campaign may be a Year 2 recommendation unless funding sources are identified. Mikki Frost agreed to have Valerie Russell research potential funding sources for such a social marketing campaign.
- c. Goal 3 – By 2011, 10% of all Omaha metro schools and childcare centers will have wellness policies and programs that support healthy eating.
 - i. School Wellness Policies – Caryn Kusleika reported that a meeting for Douglas County school wellness coordinator will be set. A letter to the schools has been reviewed, sharing success stories. A live webcast, Call to Leadership: Elevating School Wellness to a Higher Priority, will be broadcast on Monday, December 8th at 2 p.m., sponsored by Action for Healthy Kids. The webcast will be provided at the Alegen Health, McAuley Center, 12809 W. Dodge Rd., Room 200C. A planning meeting for the wellness coordinator meeting will follow the webcast.
 - ii. Child Care Curriculum – A lead and volunteers are needed to work on this project for Year 2. Those who have volunteered so far are: Erin Sheckells, Carrie Miller, Jennifer Talarico and Jennifer Meyer. Jennifer will be speaking to child care centers on nutrition. There are approximately 2,000 licensed centers in Douglas County so more volunteers will be needed.
 - d. Goal 4 – By 2011, all health care systems and providers will support healthy eating for children and families.
 - i. Physician Training – BMI training and use of the PAN (Physical Activity & Nutrition) form in physician offices is well underway. The Medical Subgroup has assumed this initiative.
 - ii. Hospital Breastfeeding Policy – A letter of intent to apply for a grant through Catholic Health Association has been submitted. The request was made to fund physician education and promote breastfeeding in the greater Omaha area. Peer counselors have been hired for 5 WIC clinics and they will be trained to mentor women who choose to breastfeeding. A new lead is being sought since Lori Swirzinski Moehn has resigned from Methodist Hospital.
 - iii. Breastfeeding, possible grants – Should anyone come across a grant to promote breastfeeding, please bring it to the attention of Mary Balluff or Mikki Frost.

4. Discussion

- a. Initiative Tracking Form – A monthly report which tracks the progress of each of the 21 Activate Omaha Kids initiatives may be found on the website (www.activateomahakids.org) by following this path: About Us/ Executive Committee.
- b. Meeting Date – The next meeting of the Nutrition Plank committee will be Tuesday, December 9 at 2:30. The group discussed ways to make the meetings more productive and ways to reinvigorate the membership. The consensus was that more members will become engaged when specific assignments or jobs are given. It was suggested that each member invite someone to come back to the next meeting.