

Activate Omaha Kids
Nutrition Plank Meeting
December 9, 2008
2:30 – 4 pm
Collaborating Center
Minutes

Members Present: Beth Brock-Upton, Carrie Miller, Jennifer Meyer, Diane Erdmann, Tim Bivens, Caryn Kusleika and Mary Balluff
Staff Present: Diane Roberts

1. Welcome and introductions.
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 – Jennifer Meyer and Carrie Miller reported on their findings from the inventory. Most of the information in the inventory pertains to nutrition activities in the community. The group discussed how to make the inventory user-friendly and an easily searchable database. They did find that many of the agencies who reported having nutrition programming actually used curriculum from other agencies, i.e. Nebraska Extension, Dairy Council, VNA and/or the Food Bank. It was suggested that another column be added which could better define the curriculum as 1) originating from within the agency or 2) implementing programming from another agency.
 - ii. Club Possible – A grant is being submitted to ConAgra to help fund the nutrition programming.
 - b. Goal 2 – By 2011, increase by 5% the number of environmental and community supports for healthy eating.
 - i. NEMS (Nutritional Environment Measures Survey) project – This is a project funded by Douglas County Health Department. The list was culled on November 26; the tool development was completed on November 30 and reduced the number of pages from 9 to 4. The tool was tested on December 5th and some small changes were made. The volunteer training will take place the week of January 5th. The training will take only about 15 minutes. The assessments will be completed by January 30, 2009. There will be approximately 117 stores and 300 convenience marts scored on 4 items – availability of fresh produce, low-fat dairy products, whole grain breads and fresh meat. The scoring will be completed by February 15, 2009 with the map findings available by March 1, 2009. The Bureau of Sociological Research will scan the tool to analyze the data. The businesses with the highest scores in all categories will be deemed “healthy access” stores. The findings will illustrate where the food deserts are located. The findings will be used as a teaching tool, providing information to the businesses as to where improvements need to be made to acquire the designation “healthy access”. One long term goal will seek a policy shift providing equal access to quality foods and another will be to encourage the use of redevelopment funds to locate full service

grocery stores in low access areas. At this point in time, there is no proof of the lack of healthy access businesses or knowledge of the mechanisms to change the incentives to draw businesses to the desert areas.

- ii. Community gardens – Mary reported that the meeting held on November 24 had 35 in attendance. It was a very successful meeting bringing together many organizations with a common goal of improving access to healthy foods. A strategic planning meeting will be held in January with the objective to create a vision and more capacity. More information will follow.
 - iii. Social Marketing – SKAR is the public relations firm hired by OHCP. The message that SKAR and the UNO Media Department will be working with is the 5-4-3-2-1-Go message of CLOCC (Consortium to Lower Obesity in Chicago Children). The message can be accessed at:
<http://www.clocc.net/partners/54321Go/index.html> . Diane provided some resource materials on the benefits of family dining. Valerie Russell is researching funding sources that would encourage family dining.
- c. 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 distributed handouts from the Action for Healthy Kids webinar on school wellness which had been broadcast on Monday, December 8th. A meeting of the school wellness directors is scheduled for Friday, January 30 at Alegent’s McAuley Center. An invitation will go out by December 16th. The group will be personally contacted as well to encourage attendance. A planning meeting will be held at the Extension Office on Friday, December 19 at 9:30 a.m.
 - ii. Childcare curriculum – A lead and volunteers are needed for this subcommittee. Those who have volunteered to date are: Erin Sheckells, Carrie Miller, Jennifer Talarico and Jennifer Meyer. 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 BMI training – This training and use of the PAN form is being conducted by the Medical Subgroup.
 - ii. Breastfeeding – The peer counselors started on December 1 at two WIC clinics – at Charles Drew Health Center and at the Center (42nd & Center Sts) – and are actively seeking pregnant women wanting a mentor. A part time breastfeeding coordinator, Sarah Schram, has been hired through a contract between DCHD and Alegent Health.
4. Discussion – The next meeting will be held Wednesday, January 14 at 2:30 p.m. at the Collaborating Center. It was decided to alternate meetings between Tuesdays and Wednesdays to increase attendance. It will be increasingly important to add new members to the Nutrition Plank committee as we move forward with our goals.