

Activate Omaha Kids
Nutrition Plank Meeting
January 14, 2009
2:30 – 4:00
Immanuel, Deaconess Room
Minutes

Members Present: Diane Erdmann, Jennifer Talarico, Sarah Schram, Beth Bruck-Upton, Jennifer Meyer, Tim Bivens, Audra Losey, Carrie Miller, Caryn Kusleika and Mary Balluff

Staff Present: Mikki Frost and 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 – The inventory is essentially completed as a 41 page document. The information will be sent to Lincoln to merge with information gathered by the state and be re-formatted into descriptive data. As a project for next year, the goal will be to create a web-based searchable directory from the inventory.
 - ii. Club Possible
 - iii. The group also discussed the nutritional information that is available through the Nebraska Extension. Carrie Miller provided these links containing many resources and handouts regarding food, food preparation, nutritional data, etc.
<http://www.necnpc.unl.edu/index.html>
 - click on SNAP resources to print of fact sheets, stickers, brochures, coloring sheets, etc.
 - If people want more posters (as mentioned in the meeting) let Carrie know and she can get them s
<http://nep.unl.edu>
 - click on fact sheets
 - click on fruit group, selecting fruits and vegetables, and vegetable group
<http://www.ianrpubs.unl.edu/epublic/pages/index.jsp>
 - a more comprehensive handout about storing fresh fruits and vegetables
<http://lancaster.unl.edu/food/resources.shtml>
 - Alice Henniman's web site
 - search this web site to find a variety of handouts, powerpoints, etc. related to fruits and vegetables

- 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: The timeline for the NEMS project has been revised because the scoring tool has been streamlined. The tool is now easier to use, with fewer questions and with a scoring system that will allow feedback to the stores. The training for the surveyors will begin in February and each vendor will have a specific tool. The Grocers Association will be alerted. The Bureau of Sociological Research in Lincoln will scan the results and analyze the data. Volunteers are still needed to survey.
 - ii. Community Garden meeting – The next meeting of community garden(s) and other interested individuals to improve access to healthy foods will be Tuesday, January 20. The focus of these meetings is to increase dialogue among the Omaha food system producers to find bridges that will increase fresh foods that reach the plate. There were 30 attendees at the November meeting. The Nebraska legislature has introduced a bill to begin a Farm-to-School program. The link to the actual bill is: <http://nebraskalegislature.gov/FloorDocs/Current/PDF/Intro/LB130.pdf>.
 - iii. Social Marketing campaign – Mikki Frost reported that the marketing firm, SKAR, is developing a messaging campaign to begin in April around the 5-4-3-2-1-Go message of CLOCC. To view this message, you may visit their website: <http://www.clocc.net/partners/54321Go/index.html>. Over the summer, it is anticipated that an interactive website will be available around this message. By the beginning of the school year, 09/10, the campaign will concentrate on changing behaviors around the message at the 19 Academy schools in OPS.
- c. Goal 3 – By 2011, 10% of all metro schools and childcare centers will have wellness policies and programs that support healthy eating.
 - i. School wellness policies – Caryn Kusleika reported that 50 invitations had been sent to Omaha area schools to attend the “sharing session” scheduled for Friday, January 30. The planning group has begun follow-up calls to increase attendance. It is hoped that this sharing session will blossom into bigger things with schools sharing ideas to increase healthy eating and physical activity at their home school.
 - ii. Child care 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. This is a Year 2 project.
- d. Goal 4 – By 2011, all health care systems and providers will support healthy eating for children and families

- i. Physician training – As of December, the Medical Subgroup has trained 73% of pediatricians and 28% of family physicians. A strategy for the family physicians is in place to train via web-based CME through Uninet. An obesity education forum will be presented at Creighton in March. Drs. Cristina Fernandez and Molly O’Dell will each present at the forum.
- ii. Breastfeeding/DCHD coordinator/Peer Counselor Program – Sarah Schram was introduced as the newly hired breastfeeding coordinator. Sarah will begin obtaining background information on breastfeeding policies at the local hospitals. There are five peer mentoring counselors at two WIC locations, CDHC and 42nd Street.

4. Discussion

a. Work for next year

i. Enhancement of current initiatives

- 1. Breastfeeding – Further work is needed to increase the number of women who breastfeed. A grant through Catholic Health Initiatives is being sought which would help fund the education of physicians on the importance of breastfeeding and would help support breastfeeding in the workplace.
- 2. Inventory – Further work will be needed to create a web-based searchable tool for parents to locate needed nutrition based services in Omaha.
- 3. School wellness – The work beginning now to encourage sharing will lead to the support of schools in developing and maintaining strong school wellness policies.
- 4. Childcare curriculums – This initiative was slated for Year 2 implementation. Some of the literature suggests that reaching children earlier in their lives is optimal.
- 5. NEMS project spin-offs – After the food deserts have been identified, other projects that could result may be: to lobby for full service grocery stores, help create a supportive network for mom & pop grocery stores.

ii. Other possible initiatives

- 1. NEMS project of restaurants
- 2. Food system mapping – This would involve surveying certain areas, like one zip code, to map the distances to healthy foods, fast food restaurants or community gardens to further define access to healthy foods. Some California locations have created “safe zones” around schools to measure the availability of fast food vs. healthy foods. Food system mapping can serve to get policy makers thinking about the availability of healthy foods in neighborhoods.

3. Social Marketing campaign around the value of family dining-Valerie Russell is currently searching for applicable grants
 4. Policy piece – conduct windshield tours of our city to view access or lack of access to healthy foods; taking policy makers to food desert areas.
- b. Nutrition Plank meeting day and time – The group discussed different days and times for meeting that could increase attendance. It was decided to hold the meetings on the second Tuesday of each month from 1:30 to 3:00 at the Extension Office, 8015 W. Center Rd. The next meeting will be held Tuesday, February 10th at 1:30. Please invite a friend.