

Activate Omaha Kids
Nutrition Plank Committee Meeting
Tuesday, September 16, 2008
Collaborating Center
Minutes

Members Present: Martha Nepper, Carrie Miller, Trilety Wade, Kara Meisinger, Caryn Kusleika, Travis Lucas, Diane Erdmann, Cynthia Tiedeman, Katee Upton, Rita Berthelsen 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 – Sarah Schram, Douglas County Health Department, has been working (at home) collecting data to enhance the information obtained by the Activate Omaha Kids inventory and the Department of Health & Human Services survey. The information gathered will be used to identify gaps in programming in Omaha and to provide a resource for families to locate programming. The information will be added to the website. Sarah will need help in determining what information should be included and the format.
 - ii. Club Possible – The not so good news regarding Club Possible is that the program lost some of its funding. The good news is that 25-27 sites have agreed to continue without additional funding. The portion of the program most greatly affected by the loss in funding is food preparation and funding opportunities are being pursued. The VNA Kids Up Front will be used for food education.
 - b. Goal 2 – By 2011, increase by 5% the number of environmental and community supports for healthy eating.
 - i. NEMS (Nutrition Environment Measures Survey) project – On October 6, 7 and 8, representatives from Emory University will be in Omaha to train the trainers. Martha Nepper has agreed to attend the training. The trainers will then train UNO students to audit local grocery and convenience stores as to the availability of fresh fruits and vegetables, lean or low fat meats, etc. This information will then be entered into a GIS (Geographic Information System). Another component to be completed at a later date will audit restaurants. The DCHD has the capacity to map.
 - ii. Community Garden Meeting – There was a meeting with Green Omaha regarding community gardens. There are several opportunities for the Nutrition Plank to connect with community gardens and the Farm to School programs.
 - iii. Social Marketing Campaign – OHCP – A marketing firm has been chosen for the convergence group – Activate Omaha, Activate Omaha Kids, Top 10 in Ten and the Y’s Pioneering Healthier Communities. The money is available to proceed with a social marketing campaign. The nutrition plank has recommended that the focus of social marketing be on family dining. The PR firm is not familiar with public health issues and will need assistance with the concept of family dining. Our group can begin to collect successful marketing campaigns surrounding the family table and/or evidence-based research about family dining to give to the PR firm.
 - 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 – The emphasis on school wellness policies is to highlight those policies that are working and to offer resources to those schools whose policies need enhancement. (Schools are not required by law to have wellness policies if there is no hot lunch program) A meeting of school district “wellness” representatives will be held to assess needs.

- ii. Child Care Curriculum – this work is deferred to Year 2. Leadership of this initiative is needed.
- d. Goal 4 – By 2011, all health care systems and providers will support healthy eating for children and families.
 - i. Physician Training – The BMI training has been given to the Medical Subgroup. There is currently training provided to pediatricians and family practitioners in Omaha to include BMI assessment and Physical Activity & Nutrition (PAN) Assessment. A survey will be conducted in 6 months to determine if the BMI measurement is ongoing. The group discussed whether this training should also be provided to the N.P.s and P.A.s who may be the providers of the weight management counseling and BMI measurement.
 - ii. Peer Breastfeeding Mentors – A contract has been completed between Alegent and DCHD to provide peer counselors in 5 WIC sites, where the population is primarily African-American or Hispanic, starting the first of November. 56% of WIC mothers initiate breastfeeding. The peer counselors are themselves WIC recipients and will be working 14 hours/week.
 - iii. Hospital Breastfeeding Policy – The strategy of this goal is to figure out what breastfeeding policies are in place in the Omaha area hospitals. The Baby-Friendly certification is a long and costly process and most hospitals are unwilling to go through it. The emphasis would be on educating the staff on the benefits of breastfeeding, supporting women who choose to breastfeed and reducing the influence of the formula distributors. Diane Erdmann mentioned a social marketing campaign, Ban the Bags, highlighting the influence of formula distributors with their own website: <http://www.banthebags.org/>.
 - iv. Breastfeeding: Possible Grant Opportunities – The Catholic Health Initiative offers project grants. Activate Omaha Kids will consider using this opportunity to apply for a grant to address breastfeeding promotion in Omaha through the efforts of Welcom, for worksite breastfeeding, the peer mentoring program, our efforts to improve the hospital environment, and Dr. Tonniges’ efforts to educate the OB/Gyne physicians on the benefits of breastfeeding. Dr. Tonniges referred to the New York educational requirement that breastfeeding be taught in schools. Some suggested coursework can be found at: <http://www.health.state.ny.us/community/pregnancy/breastfeeding/education.htm>

4. Discussion –

- i. Initiative Tracking Form – The Executive Committee each month is provided with this form to illustrate the progress of each initiative. The form is available online at www.activateomahakids.org by following the links: About Us/Executive Committee.
- ii. Meeting Date and Time - The group decided on meeting times for the next three months. Those dates and times are: Wednesday, October 29 at 2:30; Tuesday, November 18 at 2:30 and Wednesday, December 10 at 2:30. Please update your calendars. The meetings will be in the downstairs meeting room at the Collaborating Center.

5. Wrap-Up - Mary asked the plank members to recruit new members, creating a wide community base, and asked those members with special interests in a specific goal to assume leadership of that subgroup. Caryn Kusleika, for example, has agreed to lead the school wellness policy group, with Mary serving as her mentor. Lori Swirzinski Moehn, will lead the hospital breastfeeding policy group. The members can email their preferences to diane.roberts@alegent.org.