

Activate Omaha Kids Strategic Plan

Plank: Nutrition Plank

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Background Summary: Healthy eating comprises a significant portion of the equation in determining children’s weight. Healthy eating results from not only the habits that children establish, but also the environments that support those habits. The nutrition plank developed four goals, which assess and implement initiatives to improve the knowledge of families regarding healthy eating, families’ access to fruits and vegetables, support for healthy eating in local schools and childcare centers and support healthy weight within the healthcare system. The plan attempts to: 1) determine baseline data in the arenas of family knowledge and supportive environments in neighborhood, school/ after school/ childcare and healthcare 2) utilizes best practices to develop programs and policies in after school, schools and healthcare systems 3) builds on existing nutrition programs, efforts to implement school wellness plans and broad based support for breast feeding and 4) provides the unique opportunity to build a community infrastructure through policy development to assure access to healthy foods.

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

1. **Objective 1A:** Increase the number of research-based nutrition interventions/educational curriculum that are adapted to meet the needs of children and families and are reflective of the local culture.

Action Steps: Complete environmental scan of existing nutrition interventions/education curriculum

	What? (What steps are necessary?)	Who? (Who will perform the action steps? Partners?)	When? (When will the step be accomplished? Timeline?)	How? (How will the step be accomplished? Method? Resources? Needs?)
1.	Merge Local survey responses with state survey	Committee/Student Intern	Dec 2007 - Jan 2008	Develop a matrix to identify curriculums/interventions that have responded to surveys
2.	Contact Non responding agencies & missing data	Committee / Graduate Student	Feb 2008	<ul style="list-style-type: none"> • Create list of non responders • Determine missing data • Contact via phone or email to obtain missing data • Enter data into excel system • Share results with State Resources: Staff time (1 FTE for 30 days), telephone, computer

3.	Publish findings (Data will represent baseline data to be used in assessment of goal)	AOKids Staff or Graduate Student	April 2008	<ul style="list-style-type: none"> • Determine format • Determine distribution mechanism (consider hard copy and web based) • Determine distribution list • Publish resource • Distribute report <p>Resources: Staff time: 40-60 hours to design format & develop report; 30 hours Graphic artist to design report, internet access, printing costs (possible)</p>
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1. (C) Measures of Success

	What? (What are the measures of success?)	Who? (Who will measure?)	When? (When will the measurements occur?)	How? (How will this be accomplished? Method? Resource Needs?)
1.	Steps completed	Committee	April 30, 2008	<p>Committee to review progress at regularly scheduled meetings Resources: 5 hours staff time to collate report</p>
2.	Number of individuals who have and use data	Nutrition and Evaluation committee	December 31, 2008	<ul style="list-style-type: none"> • Develop survey • Determine distribution mechanism • Conduct survey • Analyze results • Share results with Exec. Committee <p>Resources: Staff (including analytical expertise and coordinator for evaluation) time 80-100 hours in survey development and analysis, clerical time type and distribute survey and data entry and typing report</p>

Action Steps: Expand healthy eating interventions and education by the use of Club Possible to all OPS before and/or after school programs.

	What? (What steps are necessary?)	Who? (Who will perform the action steps? Partners?)	When? (When will the step be accomplished? Timeline?)	How? (How will the step be accomplished? Method? Resources?) Needs?)
1.	Conduct feasibility study with OPS	DCHD/UNO (will need resources)	Jan – March 2008	<ul style="list-style-type: none"> • Identify OPS contact person • Potentially need to recruit and hire staff for survey • Determine study parameters • Conduct study • Identify schools to participate • Share results with Physical Activity Plank <p>Resources: Staff time 10 hours to identify stakeholders set up meeting record meeting notes etc. Staff (evaluation expertise) 40 – 60 hours to develop, conduct and analyze survey; Clerical time to enter data and type report</p>
2.	Train OPS before and after school staff	DCHD / UNO / Extension/ VNA (will need resources)	April – July 2008	<ul style="list-style-type: none"> • Identify best practices • Develop Training materials for site staff • Establish schedules for both trainings • Send notices for training • Conduct training • Evaluate trainings <p>Resources: 160 hours staff time for training development, 6 hours to conduct training per site, 40 hours staff time for evaluation</p>
3.	Implement Program	Club Possible Collaborative	June 2008-May 2009	<ul style="list-style-type: none"> • Identify space and equipment needs • Purchase equipment and materials • Recruit students

				<ul style="list-style-type: none"> • Conduct program Resources: \$2000 per site for pa equipment, 0.5 FTE per site for coordinator, \$ 500 per site for kitchen equipment, staff support for VNA and Extension, printing and signage
4.	Evaluate Effectiveness	Club Possible Collaborative	May 2009	<ul style="list-style-type: none"> • Conduct baseline • Midyear • Conduct year end all components • Write report Resources: 1-2 GA (UNO) per year to conduct evaluation, 0.25 FTE of Evaluation Staff per year, 0.2 FTE Coordinator time to collate report

2. (C) Measures of Success

	What? (What are the measures of success?)	Who? (Who will measure?)	When? (When will the measurements occur?)	How? (How will this be accomplished? Method? Resource Needs?)
1.	# Of new sites	UNO	August 2008	Count number of sites
2.	# Children participating	UNO	August 2008-May 2009	<ul style="list-style-type: none"> • Enter attendance data on calendars • Collect Calendars • Enter data • Analyze data • Produce report Resources: See above
3.	Evaluation data <ul style="list-style-type: none"> • Student outcome data • Effectiveness of implementation by staff • Parent survey • Process data 	UNO/ UNMC/ DCHD	August 2008-May 2009	<ul style="list-style-type: none"> • Collect data • Analyze data • Produce Report Resources: See above

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

2. **Objective 2A:** Increase the number of healthy foods available in the community.

Action Steps: Develop and implement at least one policy to support access to affordable fruits and vegetables via community gardens, farmer's markets and/ or full service grocery stores.

	What? (What steps are necessary?)	Who? (Who will perform the action steps? Partners?)	When? (When will the step be accomplished? Timeline?)	How? (How will the step be accomplished? Method? Resources? Needs?)
1.	ID locations where affordable fruits and vegetables are available through mapping and other assessments	Committee DCHD- Resources	Feb - March 2008	<ul style="list-style-type: none"> • Identify locations of gardens and farmers markets • Identify criteria to categorize grocery stores • Map locations Resources: 0.5 FTE coordination staff to research methods, collect and enter data and assist with map criteria 0.25 FTE Staff to develop GIS maps, 0.25 clerical staff (in kind access to DCHD GIS system)
2.	ID gaps/desert areas within the community	Committee	April 2008	Committee to review maps and evaluate current resources and identify missing gaps.
3.	Identify potential partners to assist in expanding access to affordable fruits and vegetables	City Sprouts, Big City garden project, Grocers Association, WIC, Vic Gutman Enterprises/ DCHD staff	March – June 2008	<ul style="list-style-type: none"> • Identify association with interest • Contact associations • Send out meeting notice • Conduct meeting • Write report • Determine role of partners Resources: 20 hours clerical staff see FTE (coordination above)
4.	Identify best practice and model policy to assist in expanding access to affordable fruits and vegetables including incentives	DCHD	April – June 2008	<ul style="list-style-type: none"> • Conduct literature search • Identify appropriate policy or plan • Report findings to Nutrition Plank and partners Resources: See coordination FTE above, clerical type/ distribute

5.	Develop plan to implement a policy to increase access	Nutrition Plank	July – December 2008	<ul style="list-style-type: none"> • Determine strategic goal/ policy • Identify steps to activate plan • Identify time line and responsible parties • Implement plan Resources: See coordinator FTE and clerical time above
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3. (C) Measures of Success

	What? (What are the measures of success?)	Who? (Who will measure?)	When? (When will the measurements occur?)	How? (How will this be accomplished? Method? Resource Needs?)
	Complete steps	Committee	December 2008	Committee to review progress at regular meetings
1.	Policy implemented	Nutrition Plank	Jan – July 2009	<ul style="list-style-type: none"> • Review process for implementation Resources: Coordinator see above
2.	Subsequent mapping shows decrease in desert areas	DCHD	July 2009	<ul style="list-style-type: none"> • Identify locations • Map Locations • Review maps for gaps • Complete report Resources: see coordinator and GIS time above
3.	Number of people knowing where farmers markets, community gardens and full service markets located	AOK staff	Dec 2009	<ul style="list-style-type: none"> • Identify survey content • Identify Survey mechanism • Distribute survey • Tally survey results • Analyze results Resources: 0.25 FTE Evaluation staff
4	Evaluate local stores for amount of “healthy” and affordable food sold	AOK staff	Dec 2009	<ul style="list-style-type: none"> • Sales information from state • Report to nutrition plank Resources: see coordinator and evaluation time above, postage and computer access to state records

Objective 2B: Implement a social marketing campaign with awareness of culturally appropriate messages designed to educate and motivate children and their families to eat healthy.

Action step: Design a social marketing campaign around family dining.

	What? (What steps are necessary?)	Who? (Who will perform the action steps? Partners?)	When? (When will the step be accomplished? Timeline?)	How? (How will the step be accomplished? Method? Resources? Needs?)
1.	Survey barriers to family dining	DCHD/ OHCP- AO	April 2008	<ul style="list-style-type: none"> • Determine survey questions • Determine survey mechanism • Conduct Survey • Analyze Data • Report results Resources: 0.5 FTE Coordinator 0.25 FTE Evaluation or PR staff, Consultant for focus groups
2.	Design messaging and educational component	OHCP/ Emspace Social Mkg. Committee	May 2008	<ul style="list-style-type: none"> • Review findings of survey • Complete Smart Chart • Develop creative • Test message Resources: See above
3.	Identify distribution method	Committee/Activate Omaha/Our Healthy Community Partnerships	June 2008-2009	Discuss potential distribution methods and locations
4.	Implement social marketing campaign	Committee/Activate Omaha/Our Healthy Community Partnerships	June 2008-2009	<ul style="list-style-type: none"> • Conduct campaign • Implement follow up survey • Analyze results • Produce report Resources: Consultant, billboards, print media, brochures, posters etc consider budget of \$150,000 to \$200,000

2(C) Measures of Success:

	What? (What are the measures of success?)	Who? (Who will measure?)	When? (When will the measurements occur?)	How? (How will this be accomplished? Method? Resource Needs?)
1	Greater % families dining together	Nutrition Plank and AOK staff	June 2009	<ul style="list-style-type: none"> Analyze results Produce report Resources: Consultant, billboards, print media, brochures, posters, etc. Consider budget of \$150,000 – 200,000

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

3. **Objective 3A:** Increase the number of schools implementing age appropriate/ research-based curriculum and opportunities designed to promote lifelong healthful eating.

Action Steps: Increase the number of schools with healthy food policies (including menus) and assure teaching staff is trained regarding policy for staff at 3 OPS schools.

	What? (What steps are necessary?)	Who? (Who will perform the action steps? Partners?)	When? (When will the step be accomplished? Timeline?)	How? (How will the step be accomplished? Method? Resources?)Needs?)
1.	Review all metro school wellness policies	Nutrition Plank / AOK staff coordinator	Jan 2008	<ul style="list-style-type: none"> Gather local school policies Identify healthy food policies within wellness Report findings Resources: 0.25 Coordinator and 0.25 clerical
2.	Research model school policies	AOK staff or Graduate Student	Jan – March 2008	<ul style="list-style-type: none"> Research Literature Search internet for model policies Identify model policies Resources: see above
3.	Identify any gap policies for possible implementation	Nutrition Plank	April 2008	Discussion to identify missing or inadequate compared to model policies

	Partner with School regarding policy	Nutrition Plank	Jan- May 2008	<ul style="list-style-type: none"> Identify key staff within school districts, possibly administrators Conduct conversations with staff Resources: see above
4.	Train school staff regarding school policy	Extension and Dairy Council of Nebraska, Action for Healthy Kids USDA AOK staff	August 2008	<ul style="list-style-type: none"> Research training for model policy Develop training Implement training Resources: 20 hours per school system staff for training, meeting rooms, refreshments, materials, etc
5.	Re-evaluate school policies	AOK staff	April 2009	<ul style="list-style-type: none"> Resurvey school policies Report Resources: see coordinator above. 0.25 FTE evaluation staff

4. (C) Measures of Success

	What? (What are the measures of success?)	Who? (Who will measure?)	When? (When will the measurements occur?)	How? (How will this be accomplished? Method? Resource Needs?)
1.	Model policy implemented as needed	Schools	August 2008	Survey Schools to determine any changes to wellness policies and degree of compliance with model
2.	Pre and Post from Teachers- Knowledge base	Nutrition Plank and AOK staff	May – September 2008	<ul style="list-style-type: none"> Survey teachers Analyze results Resources: Evaluation staff 30 hours to develop and analyze teacher survey, se coordinator above to develop report

1. (B) Action Steps: Implement healthy eating curriculum in all early childcare settings.

	What? (What steps are necessary?)	Who? (Who will perform the action steps? Partners?)	When? (When will the step be accomplished? Timeline?)	How? (How will the step be accomplished? Method? Resources? Needs?)
1.	Survey childcare regarding current nutrition programs Develop criteria	AOK staff or Graduate Student	Jan –March 2009	<ul style="list-style-type: none"> Develop survey Implement survey Analyze data Report findings Resources: .05 FTE Coordinator, printing and 0.25 Evaluation staff

2.	Develop criteria to assure age appropriate and best practice	Nutrition Plank	Jan 2009	<ul style="list-style-type: none"> • Research literature re: program components and principles • Report findings to plank member Resources: see above
3.	Review existing programs	Extension, USDA Programs that oversee nutrition requirements	Feb- March 2009	<ul style="list-style-type: none"> • Compare current programs to criteria • Report findings Resources: see above
4.	ID recommended programs	Extension/ Family Services	April – May 2009	<ul style="list-style-type: none"> • Identify programs • Report findings to plank Resources: coordinator above and clerical to produce report
5.	Offer Training to Childcare Staff	Extension/ Family Services	June – August 2009	<ul style="list-style-type: none"> • Develop training • Schedule training • Conduct training • Evaluate training Resource: 6 hours per site staff time for training 160 hours staff time to develop training, refreshment, materials etc
6.	Resurvey childcare centers regarding current nutrition programs	Graduate Student	January 2010	<ul style="list-style-type: none"> • Conduct survey • Implement survey • Analyze data • Report findings Resources: see above, printing

5. (C) Measures of Success

	What? (What are the measures of success?)	Who? (Who will measure?)	When? (When will the measurements occur?)	How? (How will this be accomplished? Method? Resource Needs?)
1.	Increase baseline by 25%, early childcare settings using approved curriculum.	AOK staff and/ or Graduate Student	January 2010	See above

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

Objective 4A: Increase the number of health care systems and providers who screen for obesity.

Action Steps: Include obesity prevention screening based on use of BMI in routine health care maintenance visits.

	What? (What steps are necessary?)	Who? (Who will perform the action steps? Partners?)	When? (When will the step be accomplished? Timeline?)	How? (How will the step be accomplished? Method? Resources? Needs?)
1.	ID current practices of pediatric and family practice physicians	Center for Human Nutrition	Jan – March 2008	<ul style="list-style-type: none"> • Develop survey • Determine distribution • Conduct Survey • Analyze Results • Report Findings Resources: 0.5 FTE Coordinator and 0.25 clerical, Evaluation staff 0.1 FTE, printing,
2.	Train staff (BMI wheel)- Partner with state nutrition program	Center for Human Nutrition Holly Dingman Physician group of AOK	April – October 2008	<ul style="list-style-type: none"> • Determine training curriculum • Schedule meeting • Conduct training • Conduct physician/ staff satisfaction • Report findings Resources: staff time see above, printing, room, and refreshments. Printing for materials for physicians offices
3.	Evaluate impact	Center for Human Nutrition	Jan 2009	<ul style="list-style-type: none"> • Resurvey physicians • Analyze results • Report Findings Resources: Printing and see above evaluation staff time

6. (C) Measures of Success

	What? (What are the measures of success?)	Who? (Who will measure?)	When? (When will the measurements occur?)	How? (How will this be accomplished? Method? Resource Needs?)
1.	Increase the # of physicians conduct BMI screening	Center for Human Nutrition	Jan 2009	See evaluation from above

Objective 4B: Increase the support for new mothers for the initiation and duration of breastfeeding.

Action Steps: Expand “baby friendly” requirements to all area hospitals

	What? (What steps are necessary?)	Who? (Who will perform the action steps? Partners?)	When? (When will the step be accomplished? Timeline?)	How? (How will the step be accomplished? Method? Resources? Needs?)
1.	Research baby friendly criteria	Committee/ AOK staff	February 2008	Review criteria Resources: 0.25 FTE coordinator
2.	Survey local hospitals and OB healthcare providers to evaluate current breastfeeding support	Committee / AOK staff	March 2008	<ul style="list-style-type: none"> • Identify key partners at local hospitals • Develop survey • Conduct survey • Analyze results • Report Results Resources: see above coordinator, evaluation time 0.1 FTE, printing, computer, clerical support 0.1 FTE
3.	Identify most likely criteria for possible implementation	Nutrition plank and key hospital personnel	August 2008	Discussion
4.	Partner with local hospitals to implement possible criteria	Nutrition plank and key hospital personnel	September – Dec 2008	Identify mechanisms to implement Resources: see above, printing materials to support hospitals
5.	Resurvey Hospital and healthcare providers	Nutrition Plank / AOK staff	March 2009	<ul style="list-style-type: none"> • Conduct Survey • Analyze results • Report Results Resources: see above

7. (C) Measures of Success

	What? (What are the measures of success?)	Who? (Who will measure?)	When? (When will the measurements occur?)	How? (How will this be accomplished? Method? Resource Needs?)
1.	Greater % criteria met by hospital	Nutrition Plank and AOK staff	March 2009	See above
2.	Increase # babies breastfeeding on discharge	Hospital staff	May 2009	Collect data re: breast feeding baby Resources: Evaluation staff above, printing and computer program?