

Executive Committee Meeting
Minutes
ActivateOmahaKids
June 21, 2007
7 – 8:30 AM
Collaboration Center
Mary Balluff, Facilitator

Members Present: Mary Balluff, Larry Brown, Anne Camp, Cristina Fernandez, Nancy Nielsen, Magda Peck, Kerri Peterson, Adi Pour, Lori Swirzinski, Tom Tonniges and Jennifer White

Guest: Monica Wonnacott

Staff Present: Mikki Frost, Molly O'Dell and Diane Roberts

Members not present: David Filipi, David Finken, Marty Shukert and Jeffrey Strohmeyer

1. The minutes of the May 17, 2007 meeting were approved.
2. Several committee members of the ActivateOmahaKids coalition have recently received awards:
 - a. Adi Pour – Public Administrator of the Year (from Nebraska Chapter of the American Society for Public Administration; UNMC Community Service Award
 - b. Jennifer White – Varner Professorship
 - c. Tom Tonniges – Vice Chair, Early Childhood, Building Bright Futures
 - d. Magda Peck – Roberts Sparks Award in Public Health
 - e. David Filipi – Metropolitan Omaha Medical Society – recognition for work with the Department of Health
 - f. Shawn Reynolds – Juvenile Diabetes Research Foundation award to Omaha-Council Bluffs Chapter
3. The drafts of the White Paper and Executive Summary were reviewed and several suggestions were made.
 - a. Dr. Pour recommended that there be more updated Douglas County data added. She also would like to see more economic statistics to illustrate economic impact. She suggested that Activate Omaha's activities be highlighted in the report.
 - b. Dr. Peck thought that the overview should provide an educational primer on what is overweight vs. obese, including a glossary of terms.
 - c. Anne Camp added that the emphasis should be removed from childhood obesity and placed on the epidemic of decreased physical activity and poor nutrition in children.
 - d. Dr. Brown suggested that the target audience be considered in revising the white paper. He suggested that we reference Healthy People 2010 goals.

- e. Each member of the Executive Committee review the papers, making additions, corrections and suggestions and send them to Mikki Frost electronically. The Evaluation Committee will assist in preparing a revised draft.
4. Committee reports
- a. Physical Activity – Jennifer White stated that her committee has come up with three community goals, to:
 - i. Increase physical activity
 - ii. Increase awareness of the need for physical activity
 - iii. Increase the number of children engaging in daily physical activity
- She reported that the focus of the Physical Activity plank will be on after school programs. She also shared that Club Possible groups are now available at 13 sites with a total of about 900 kids who have shown increased enjoyment in physical activity as well as a lowered BMI.
- b. Nutrition – Mary Balluff reported that her committee is questioning what education is needed in the community, what is the accessibility to healthy foods and determining long term goals and objectives.
 - c. Physical Environment – Kerri Peterson reported for Marty Shukert. She reported that the committee is looking at its mission and areas of focus as well as identifying who else should be at the table.
 - d. Social Marketing – Kerri Peterson reported that Social Marketing will focus on the website content. She is asking for recommended links from other committee members to populate the website with credible information.
 - e. Evaluation – Magda Peck’s group is meeting tomorrow, Friday, June 22. She anticipates the plank will provide guidance to the inventories and assessments as well as drive the evaluation process.
 - f. Resources – Anne Camp reported about potential funding sources and reported that her committee thought that the applicant for potential RWJ funding should be OHCP (Our Healthy Community Partnership). She added that her committee will work on criteria for funding and perform an environmental scan of funding opportunities. Anne’s last day with Alegent Health will be June 30, and she will be starting a new job as a SRI consultant on July 9.
5. Discussion on contacts made with other Omaha collaboration opportunities
- a. Building Bright Futures – Tom Tonniges reported that he is the co-chair of the early childhood committee and recommends that others who wish to join one of the task forces to phone or email the group. The other task forces of Building Bright Futures are: Academic Success, After-school Mentoring, Reducing Truancy and Adolescent Behavioral Health. Molly reported that she has connected with John Cavanaugh.
 - b. African-American Empowerment Network – Molly O’Dell reported she and Mikki Frost met with Freddie Gray and will connect with Willie Barney, who heads up this group.

- c. Omaha After School Alliance – Mikki Frost stated that she connected with the Mayor’s staff. A needs assessment has been completed and funding will follow based on that assessment.
 - d. Healthy Omaha – Kerri Peterson reported that this group is in the corporate arena and they should be included in efforts that are already represented by CEOs. Their avowed focus is to increase the health of Omahans over the next 5 years. The group discussed potential overlap and collaboration.
 - e. Chamber of Commerce – Mikki Frost stated that the Chamber is primarily involved in the economic development of North Omaha. Marty Shukert is also actively involved with this development and plans so he will stress walkability issues.
 - f. Activate Omaha – Activate Omaha has already received grants from the RWJF to improve the “built environment.” Increased physical activity and improved nutrition funding for RWJ childhood obesity initiatives was discussed. It was stressed that the Omaha community needs local convergence of efforts to be successful.
6. Discussion of common issues from Plank committees:
- a. Future leadership of AOK – The Executive Committee collectively agreed to commit to another six months to provide the necessary leadership structure to move forward with the strategic plans and implementation. It was agreed that the staff should approach OHCP to explore how AOK might be connected.
 - b. Preparation for funding opportunities – In order to be successfully funded, the group believes that it needs to create connectivity within the community, creating infrastructure and capitalizing on opportunities to speak with one voice. Dr. Peck added that the promise of money can help to bring divergent groups together.
 - c. The group discussed that to avoid “silos” being created, leaders in the collaborative effort to reduce childhood obesity need to share common language and seek opportunities to connect. The group discussed that they need to encourage integration of efforts around the health of children so as to create efficiencies toward achieving measurable results.
7. Report on the work of the medical subcommittee – A conference call was held on June 5, between several of the physicians on the Executive Committee to discuss the creation of a “toolkit” to help physicians with intervention and prevention techniques in the medical home. The new AMA recommendations were issued on June 13, 2007 and there were suggestions made to assist physicians in addressing childhood (over)weight and activity levels with children and parents. Other recommendations from the medical community are expected to be issued. Another meeting among the clinical members of the Executive Committee will be arranged.
8. The Executive Committee’s strategic planning session is scheduled for Monday, September 10 with Tyler Norris serving as the facilitator. Tyler Norris has served as the President and CEO of Community Initiatives Inc., founding co-Chair of the W.K. Kellogg Foundation’s National Leadership Alliance, NAC Chair of the

Robert Wood Johnson Foundation's Active Living by Design initiative, "head coach" for the YMCA of the USA's Activate America initiative, a strategic advisor to Kaiser Permanente's Community Benefit team, the founding director of the of the "Convergence Project" (a consortium of philanthropies focused on healthy eating, active living and sustainable agriculture), and as a consultant to scores of community health partnerships across the nation.

9. Report on Active Living by Design conference – Kerri Peterson and Molly O'Dell reported on their attendance at the Active Living by Design conference.
10. There are several upcoming dates and events to note in your calendars:
 - a. Tyler Norris will be facilitating the Executive Committee's strategic planning session on September 10. Plan on at least a full morning session.
 - b. The CARE program to be presented on September 26/27 - The primary speaker will be Bill Dietz, head of the DNPA (Division of Nutrition and Physical Activity) at the CDC (Centers for Disease Control).
 - c. Dr. Cristina Fernandez announced that there will be Continuing Medical Education available in October on an Rx form for nutrition and activity for kids.
 - d. The group agreed to develop a strategy for sharing resources to attract national speakers.
11. The next meeting of the Executive Committee will be Thursday, July 19 at 7 am at the Collaborating Center.