

Executive Committee Meeting  
Minutes  
July 19, 2007  
7-8:30 AM  
Collaboration Center  
Rev./Dr. Larry Brown, Facilitator

Members Present: Jennifer White, Anne Camp, Nancy Nielsen, David Finken, Adi Pour, Mary Balluff, Cristina Fernandez, Magda Peck and Larry Brown

Members not present: Tom Tonniges, Lori Swirzinski (for David Filipi), Jeffrey Strohmeyer, Marty Shukert and Kerri Peterson

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

1. The minutes of the June 21<sup>st</sup> meeting were approved.
2. Organizational structure of Activate Omaha Kids
  - a. Our Healthy Community Partnership – Mikki Frost reported that she had attended the executive council meeting of OHCP and that OHCP has expressed interest in Activate Omaha Kids being associated with OHCP. The group discussed the steps needed to formalize the partnership between OHCP and AOK. OHCP will be participating in its strategic planning on August 23 from which further definition of OHCP's mission and capacity will be discussed.
  - b. Mikki Frost updated the committee on the North Omaha Development movement, of which Marty Shukert is a leader. Kerri Peterson, Mikki Frost and Molly O'Dell met with Mayor Fahey to inform him about AOK and to discuss how we might collaborate with others at the City. Mikki also met with Willie Barney of the African-American Empowerment Network.
3. Executive Committee Strategic Planning – The group decided to delay this item until after the Plank Committee reports; however, due to time restrictions, this item was tabled until the August meeting. This will be the first item on the August agenda and members should come prepared to plan the strategic planning session.
4. Briefing of Plank Committees –
  - a. Physical Activity – Jennifer White reported that this group has acted upon their three goals.
    - i. Increasing physically activity in established programming – A subcommittee has been formed to meet with the 3 large schools districts in Omaha about their after school programming and their interest and resources needed to increase physical activity in their programming. OPS is anxious to work with this committee. A committee member will do an inservice for the OPS “Kids Club” directors on August 14. The subcommittee will meet with Millard on July 27.
    - ii. Increasing awareness of the need and value of physical activity – In coordination with the Social Marketing Committee, the

committee is exploring sponsoring an art contest (art, photography and poetry) about the value of physical activity. Other programs (Building Bright Futures and the Neighborhood Center) may also be sponsoring art contests and it was suggested that this committee coordinate with those efforts.

- iii. Increasing the number of children who participate in one hour of physical activity daily – To get a baseline measurement, it was suggested that the entry form for the art contest contain some questions as to amount of time spent in physical activity.
  - b. Nutrition – Mikki Frost reported for Mary Balluff and Lori Swirzinski that the committee's focus, based on the member's personal interest, the expertise of the member and the group and the needs of the community, is leaning towards:
    - i. Education for parents and teachers
    - ii. Social marketing for the community at large
    - iii. Targeting populations with limited resources
    - iv. Promoting breastfeedingThe group also devoted some time on reviewing potential credible website links for the AOK website.
  - c. Physical Environment – Marty Shukert was not present and the group did meet in July. Their next scheduled meeting will be August 3.
  - d. Social Marketing – Mikki Frost reported that the template for the internal communication piece is being updated and will be on the website. The website will be reviewed at their July 23 meeting. The website url was emailed to the Executive Committee for their input.
  - e. Evaluation – Magda Peck reported that Jen Skala has agreed to co-chair this plank committee. The committee has met twice since the last Executive Committee meeting to refine the inventory.
    - i. The inventory will be designed to find out who is doing what here and for whom.
    - ii. It was requested that the other committees send liaison members to sit on this committee as well in order to evaluate the “what” and the “so what” that is specific to their plank.
    - iii. The white paper will be reviewed by the committee and it was suggested that the paper needs to be an external marketing piece which provides science based information to make a compelling case for funders and other interested parties.
  - f. Resources – Ann Camp reported that the group had not met since June and that their work is dependent upon the needs of the other planks.
5. Strategic planning session is scheduled for September 10 from 7 – 12 noon with Tyler Norris.
  6. Medical (clinical) subcommittee – Molly O'Dell discussed the upcoming July 31 meeting with the Executive Committee physicians to plan the implementation and recommendations for local physicians when addressing overweight and obese issues with families based on the work by the Expert Committee.
  7. Prescription pad – This was deferred to the next meeting due to lack of time.

8. The CARE conference is scheduled for September 28 with Bill Dietz from the CDC.
9. The next meeting of the AOK Executive Committee will be **Thursday, August 16** from 7 – 8:30 am at the Collaborating Center.