

Executive Committee Meeting
Minutes
August 16, 2007
7 – 8:30 AM
Collaboration Center
Kerri Peterson, Facilitator

Members Present: Lori Swirzinski for David Filipi, Tom Tonniges, Mary Balluff, Jennifer White, Cristina Fernandez, Adi Pour, Jeff Strohmyer and Kerri Peterson
Members not Present: David Finken, Nancy Nielsen, Magda Peck, Larry Brown and Marty Shukert

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

1. Welcome
2. The minutes of July 19th were approved.
3. Briefing of Plank Committees
 - a. Physical Activity – Jennifer White reported that her committee has 3 goals:
 - i. The goal of increasing awareness of the need for physical activity is being addressed through a photography contest. The social marketing committee was contacted and will be helping with this effort. A timeline has been set and resources and partners are being identified.
 - ii. The goal of increasing the amount of physical activity in existing programs is being addressed through after school programming in Omaha Public Schools and Millard Public Schools. The number of children affected is over 5000. Exploratory interviews were conducted with directors of these after schools programs. The needs for both programs were identified as education, including in-services, curriculum and volunteers.
 - iii. The third goal is to increase the number of children who participate in one hour of physical activity daily. Goals one and two will help achieve this goal.
 - b. Nutrition – Mary Balluff stated that their group did not meet in August. She added that the goals of her group are aligned with the state objectives. One of the objectives is to increase nutrition education for families, particularly underserved populations and educators. This committee is working on methods to increase educational opportunities within the schools and increase knowledge of the benefits of breastfeeding.
 - c. Physical Environment – Kerri Peterson reported that this committee had brainstormed in their last meeting about their first objective – to create environments that encourage children and families to participate in physical activity on a regular basis. The committee will concentrate on their second objective – removing barriers to physical activity – at their September meeting.
 - d. Social Marketing – Kerri Peterson stated that two of this committees

objectives have been realized in Year One, the Activate Omaha Kids website and the newsletter. For Years Two and Three their concentration will be assisting the other planks with their social marketing messages and the branding campaign.

- e. Evaluation – Mikki Frost updated the group on the status of the inventory which will soon be sent out to Omaha groups who provide physical activity or nutrition services to children. The group will review the “white paper” at their next meeting. This committee is asking for liaisons from the other committees to facilitate communication between the groups as to evaluation needs specific to each plank.
 - f. Resources – Anne Camp has resigned as the chair of this committee. A replacement is being recruited from within the membership of the committee.
 - g. Medical subcommittee – This group met on July 31st to discuss strategies that would impact the medical home and provide physicians with recommendations to prevent and treat childhood obesity.
 - i. Molly O’Dell reported that an informal survey will be conducted to find what emphasis is placed on breastfeeding within OB/Gyn and FP offices in Omaha.
 - ii. Cristina Fernandez presented the physical activity prescription pad that is being tested in their offices to gain information on a child’s daily physical activity and health eating practices. It is a pilot program from the Nebraska Department of Health & Human Services. She also presented and recommended the use of an algorithm as an aid in intervention and prevention of childhood obesity.
4. Executive Committee strategic planning
- a. Reserve the date – Monday, September 10 from 7 a.m. to 12 noon. Tyler Norris has not been locked in on this date. The group agreed that if he is not available, the session would be postponed until he is available. Kerri Peterson offered to send Tyler’s bio to committee members.
 - b. Planning session for strategic planning
 - i. Goals, objectives and end product – The committee identified the following objectives for the strategic planning session:
 1. Connect the work of the planks
 2. Determine how evaluation can be integrated into the work of the planks
 3. Discuss the promotion of policy changes
 4. Explore the sustainability of AOK and their partnership with OHCP
 5. Discuss how to implement the strategic plan with volunteers
 6. Build on best practices
 - ii. Pre-work needed from planks – The planks are encouraged to bring to the session their goals and objectives along with their plans for moving forward.

- iii. Location, logistics – Finalized plans for the session have not been made. The greatest unknown in proceeding with arrangements is the availability of Tyler Norris.
- 5. CARE Series – Tom Tonniges discussed the conference with Bill Dietz in September at Boys Town. Bill Dietz will be participating in a closed session with doctors and nurses on the evening of September 28. He is willing to present at a community forum on the evening of September 27. The morning of September 28, he will be able to meet with our group and it is thought our group could present him with our history and our organizational strengths. He could offer suggestions for us on how to create policy change from a public health perspective. The end product of our strategic planning efforts can also be presented to him for this input.
- 6. The next meeting will be the Strategic Planning session on Monday, September 10 at a site to be determined from 7 a.m. to 12 p.m. The Executive Committee will meet at their regularly scheduled date and time of Thursday, September 20 at 7 a.m. at the Collaborating Center.