

Minutes of the First Meeting of the Executive Committee

March 15, 2007

5:00-6:30pm

**Collaborative Center
115 S. 49th Ave**

Members Present: Anne Camp, Dr. Larry Brown, Dr. Adi Pour, Mary Balluff, Dr. Jennifer White, Kerri Peterson, Dr. Tom Tonniges, Nancy Nielsen, Lori Swirzinski (for Dr. David Filipi)

Staff Present: Dr. Molly O'Dell, Mikki Frost

Members Absent: Dr. Cristina Fernandez, Dr. David Finken, Dr. Jeffry Strohmeyer, Marty Shukert, Dr. Magda Peck

1. **Welcome/introduction of support staff and Executive Committee.** The members of the Executive Committee introduced themselves and shared with the group what they hoped to accomplish by forming the coalition. Dr. O'Dell, Mikki Frost and Kerri Peterson stated that they would be happy to serve as a resource and support staff to the coalition. Contact information was updated.
2. **Review proposed agenda.** The agenda was approved as presented.
3. **Background.** Mikki Frost gave an overview of the Vision, Decision Accelerator, the Horizon Map and the proposed leadership structure. These documents are located on www.alegent.com/childhoodfitnessandnutrition. The proposed Steering Committee has not been formed. It will be the role of the Executive Committee to determine the future leadership of the coalition and advise if and when the Steering Committee should be formed.
4. **Discussion of the role/membership of the Executive Committee; Discussion of how meetings are to be conducted.** Kerri Peterson led this discussion. It was agreed that:
 - Staff would prepare proposed agendas based upon input from members and will provide administrative support to the coalition
 - Officers, including a chair, are not necessary at this time. Leadership of the committee should be shared. It was agreed that the meetings should be facilitated by the members on a rotating basis.
 - If a member is unable to attend, a substitute can attend the meeting. The Committee was asked to designate their substitute.
 - The meetings would be operated on a "consensus" basis. Mary Balluff explained the concept of consensus which includes input from all members, listening, asking questions to clarify, sharing adverse viewpoints, and ultimately coming to a shared understanding and consensus as to the appropriate course of action. This style does not require formal rules of procedure or voting.

5. **Meeting of the Executive Committee.** It was agreed that meetings will be held monthly, the 3rd Thursday of each month at 7:00 a.m. at the Collaborating Center. The next meeting is **April 19 at 7:00 a.m.**
6. **Discussion of role of Plank Committees.** Dr. O'Dell led a discussion about the role of the Plank Committees. It was agreed that the Executive Committee will be a forum to report on the work of these committees, to foster collaboration, to discuss focus and priorities of the coalition and to disseminate information between and among the planks.
7. **Name of the Coalition.** Kerri Peterson shared that Activate Omaha has agreed to the coalition's use of a name such as "Activate Omaha Kids" or "Activate Our Kids". Taglines to emphasize healthy eating, in addition to physical activity such as "Healthy Community. Healthy Kids" were suggested. It was agreed that the word "obesity" should not be used. Options for names and logos will be presented at the next meeting.
8. **Resources needed by Executive Committee.** Dr. O'Dell shared that based upon her meetings with committee members, the following resources will be needed by the coalition:

- Website- (5 identified)
- Inventory of existing activities in our community- (5)
- A means to communicate minutes, efforts, activities among planks and to the community-(3)
- Evaluation expertise and data- (3)
- Funding for sustainability-(2)
- Training (social marketing, evaluation-(2)
- Summit or community forum on topic from leaders in the field- (2)
- Grant writer-(1)
- Advocacy-(1)

Other resources discussed include evidence based recommendations, research, best practices and prevention models.

Dr. O'Dell reported that Alegent is working on the website, a shell of which will be available for review by the next meeting.

9. **Survey of Existing Activities/Programs.** Dr. O'Dell shared a draft survey (attached) of existing existing childhood obesity related activities and explained that the intent of this instrument is to inventory existing programs/activities to be used as a resource and to identify gaps. It was suggested that the following revisions be made:
 - Add the name of the organization, in addition to the program name
 - Provide for multiple programs or locations
 - Inquire about who performs the program evaluation
 - Inquire about the cost of the program and whether scholarships are available
 - Distribute the survey using multiple venues including email, newspaper, mailings, neighborhood associations, and churches

- Programs or activities focusing on prevention, such as breastfeeding, should be included in the survey.

It was agreed that the information compiled should be shared with the community at large and presented in a number of ways depending upon the audience.

10. **Reports from Plank Committees.**

- Physical Activity-Dr. Jennifer White reported that the first meeting of her committee will be April 5.
- Nutrition-Mary Balluff reported that the first meeting of her committee will be March 27.
- Physical Environment-Kerri Peterson reported for Marty Shukert. Ken Holm has agreed to co-chair the committee and the first meeting will be scheduled in April.
- Social Marketing-Kerri Peterson reported that the first meeting of her committee will be March 26.
- Evaluation-Dr. O'Dell reported for Dr. Magda Peck who has been on leave. The first meeting of her committee will be April 20.
- Funding/Resources-Ann Camp reported that her first meeting will be March 26.

11. **Action items/follow-up.** Members requested information about the San Mateo, California and Chicago CLOCC programs. They also requested the draft matrix for presentation of the survey results.

12. **Next meeting.** The next meeting was set for April 19 at 7:00 a.m. at the Collaborating Center. Suggested agenda items include:
- reports from the Plank Committee chairs as to their first meetings
 - status of survey
 - status of website
 - name and logo options

Other suggested agenda items should be sent to Mikki Frost at mfrost@alegent.com.

Childhood Fitness and Nutrition Survey

1. Name of program/activity:

2. Description of the program/activity:

3. Where does this program/activity take place:

Street Address: _____

City: _____ State: _____ Zip: _____

4. Does the program/activity have partners or sponsors?

(Please Circle): Yes or No

If yes, please identify the partners/sponsors.

5. What population is served by the program/activity? (check all that apply)

boys

girls

kids ages 0-5

kids ages 6-12

kids ages 13-18

families

special needs

low income

non-English speaking

minorities

other _____

6. The program/activity is directly related to: (check all that apply)

Physical Activity

Nutrition

Physical Environment

Social Marketing

Evaluation

Funding and Resources

Leadership

7. The program/activity can be described as: (check all that apply)

- Program
- Policy
- Promotion
- P.....

8. What are the particular needs of the program/activity? (check all that apply)

- program design/implementation
- curriculum
- volunteers
- staff
- fundraising
- partners
- facilities
- marketing
- grant writing
- evaluation
- interpretation
- policies/procedures
- technical expertise/training
- specify _____
- other
- specify _____

9. What resources/expertise might you be able to share:

- program design/implementation
- curriculum
- volunteers
- staff
- funding
- partners
- facilities
- marketing
- policies/procedures
- technical expertise/training
- specify _____
- other
- specify _____

10. Does the program/activity receive financial support from outside sources (Please Circle): Yes or No

If yes, please indicate all sources (Check all that apply):

- Federal State Local Private In-kind
- Other – Please specify: _____

11. Is there any evaluation associated with the program/activity (Please Circle):

Yes or No

If yes, what do you measure?

participation

outcomes

other

specify _____

{is this list complete?}

12. Program/activity contact person:

Street Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____ **Email:** _____

13. Is there a website for this activity (Please Circle): Yes or No

If yes, what is the website address: _____

14. Would you like to be contacted about the Metro Omaha community collaborative/coalition to impact childhood fitness and nutrition?

(Please Circle): Yes or No

If yes, please identify what information you need and how best to contact you?

Thank you for your time in completing this survey!!!!