

## **Minutes of Meeting of the Executive Committee**

**April 19, 2007**

**7:00-8:00 am**

**Collaborative Center**

**115 S. 49th Ave**

**Dr..Adi Pour- Facilitator**

**Members Present:** Amy Gibson (for Dr. Tom Tonniges), Dr. David Finken, Mary Balluff, Dr. Jennifer White, Kerri Peterson, Dr. Magda Peck, Nancy Nielsen, Dr. Audi Pour, Dr. Christina Fernandez, Ann Camp, Marty Shukert, Dr. Jeffry Strohmeyer

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

**Members Absent:** Rev/Dr. Larry Brown, Dr. David Filipi

### **1. Introduction of members not present at last meeting-What do I hope to accomplish?**

Drs. Strohmeyer, Finken Fernandez and Peck and Marty Skukert introduced themselves and shared with the group their interest in the coalition and hopes in terms of accomplishments for the coalition.

### **2. Approval of Minutes of March 15 meeting**

The Minutes of the March 15 meeting were approved by consensus.

### **3. Reports of Plank Committees-a) summary of meeting, b)identification of issues to discuss by Executive Committee**

#### **• Physical Activity-Jennifer White**

Dr. White reported that Physical Environment will meet on April 5 at 4:30 at the Collaborating Center and will meet subsequently the 1st Thursday of each month at 7:30am at the Collaborating Center. The committee will be conducting a needs assessment to identify strengths and gaps by inventorying the physical activity in existing programs for kids. Questions were raised by committee members as to the geographic boundaries of the coalition and the use of the name Active Omaha Kids if areas outside of Omaha are targeted.

#### **• Nutrition-Mary Balluff**

Mary Balluff reported that Nutrition met on March 27 at 3:00 at the Collaborating Center. The focus of the committee will be on "energy balance". The group discussed who else should be at the table and concluded that members representing schools and the food industry should be recruited. The committee discussed the vision, mission and scope of the committee as there are multiple potential areas of focus that need to be narrowed and prioritized.

#### **• Physical Environment-Marty Shukert**

Marty Shukert reported that the first meeting of the Physical Environment Committee will be May 2 at 4:00 at the Collaborating Center. The challenge of this committee will be to identify areas of focus with minimal barriers.

Marty shared the work of Mary Gallagher and the correlation between the availability of fast food outlets or grocery stores to the nutritional status of the community. The group discussed research related to school lunch choices and expressed concerns about over policing food in schools. Kerri Peterson shared the work of Activate Omaha (bikeable communities, safe routes to school, social marketing). The work and leadership of Activate Omaha can merge with this committee to avoid duplication and to build upon existing programs. The group discussed Dr. Jackson's presentation and the link between public health and the physical environment.

- **Social Marketing-Kerri Peterson**

Kerri Peterson shared that Social Marketing met on March 26 at 3:00 at the Collaborating Center. The committee discussed that phase 1 of their work would consist of establishing the brand and initiating the website, while phase 2 would focus on implementation. Kerri asked that each committee identify 2/3 message points that Social Marketing can use in its messaging. The point was made that in recruiting members to committees, personal contact will be necessary and emphasis should be placed on recruiting needed skill, as well as diverse representation. Possible media committee members and social marketing avenues were discussed (i.e. NPR Monday 10:30 program, Omaha Star, Nuestro Mundo etc)

- **Evaluation-Magda Peck**

Dr. Peck reported that the first meeting of Evaluation will be held April 20 at 10:30 at the Collaborating Center. The focus of that meeting will be to define evaluation, discuss evaluation needs of the planks and the coalition and to identify the role of the Evaluation Committee. Dr. Peck asked that the plank committees start identifying what are the questions that they want answered, as these questions will drive evaluation resources and methodology. The structure of evaluation in the coalition will need to be discussed and whether evaluation expertise should be on each plank committee or centralized.

- **Funding/Resources-Ann Camp**

Ann Camp reported that the Funding/Resources, now to be called the Resources Committee, met on March 26 at 3:30 at Trovatos. The Resources Committee will be looking to the other planks and the Executive Committee for identification of resource needs and Ann invited the Executive Committee to her next meeting to continue this discussion. The committee discussed identifying criteria by which funders could assess the merits of a physical activity or nutrition programs. The Resources Committee can offer training on topics of which they have expertise, such as grant writing. To keep the momentum going, the committee talked about strategies for funding early, visible successes.

#### **4. Discussion of common issues from Plank Committees**

One common issue from the plank committees is the geography and demographics of the coalition. Since representation and expertise at the

Executive Committee level is primarily Douglas County, it was agreed to by consensus that the initial focus of the coalition for data collection and evaluation would be limited to Douglas County. As other localities join the coalition and resources are added, this scope may be broadened.

**5. Name of coalition-Dr. O'Dell a)options-Activate Omaha Kids, Activate Our Kids b) next steps**

The group discussed possible name options for the coalition and agreed to the name "Activate Omaha Kids (AOK)". This name lends itself to customization of the name, such as Activate Omaha Kids-Dundee, or Activate Omaha Kids-teens.

**6. Inventory of activities/programs related to childhood obesity-Mikki Frost a) status, b) resources, c) procedure/scope**

The group agreed to refer this item to the Evaluation Committee for recommendation.

**7. Revisit vision/purpose of Executive Committee**

Due to time restraints, this item was deferred to a subsequent meeting.

**8. Identification of action steps to reach vision**

Due to time restraints, this item was deferred to a subsequent meeting.

**9. Discussion of Executive Committee meetings-a) what would make meetings valuable? b) time and place for meetings**

The group agreed that the 3<sup>rd</sup> Thursday of the month at 7:00 am at the Collaborating Center was the best time and place for Executive Committee meetings. If a member is not able to attend a meeting, a substitute should be sent.

**The next meeting of the Executive Committee will be May 17 at 7:00-8:30 am at the Collaborating Center.**