

Minutes of Meeting of the Executive Committee
of ActivateOmahaKids

May 17, 2007

Collaborative Center

115 S. 49th Ave

Dr. Tom Tonniges – Facilitator

Members Present: Tom Tonniges, David Finken, Adi Pour, Larry Brown, Jeffrey Strohmeyer, Jennifer White, Lori Swirzinski, , Kerri Peterson, Mary Balluff, Ann Camp, Marty Shukert

Staff Present: Molly O’Dell, Mikki Frost, Diane Roberts

Members Absent: Christina Fernandez, David Filipi, Magda Peck, Nancy Nielsen

1. Introductions
2. Approval of April 19, 2007 minutes – Ann Camp recommended approval and the minutes were approved by consensus.
3. Other Omaha collaborative efforts – Information was shared as to other organizations that we should connect with to explore opportunities for collaboration and to avoid duplication in ActivateOmahaKids. Those organizations mentioned were:
 - a. Omaha by Design – Contact – Director: Connie Spellman; website: www.omahabydesign.org
 - b. Omaha Healthy Kids Alliance – Contact – Kara Eastman (their mission is to eliminate childhood lead poisoning)
 - c. Healthy Omaha – Barb Schaefer, UP – newly formed initiative to promote Omaha as one of the healthiest cities
 - d. Mayor’s After School Alliance – This group has focused on academics. Contact – Nicole Schaefer – 444-7918
 - e. Omaha Chamber of Commerce – economic development in North Omaha - Health and Wellness contact – Laurie Piper – 978-7955
 - f. Building Bright Futures – Ann Camp was able to elaborate on this group who at one time focused primarily on assuring that every child in Douglas and Sarpy counties has access to a higher education. They found that other components leading to higher education needed to be addressed, which led to the formation of 5 other task forces (early childhood, academic support, after-school mentoring and tutoring, reduction of truancy, behavioral health issues). Contact – John Cavanaugh – 301-9674
 - g. Empower Omaha – 400 members of the African-American community came together to create this network to develop solutions that will impact the lives of African-Americans. Contact – Willie Barney
 - h. Other possible groups to explore

Dr. Pour suggested that someone from this group meet with those organizations. Mary Balluff concurred that groups need to be aware of the others. Dr. Molly O’Dell and Mikki Frost agreed to do this. Dr. Tonniges recommended that a one page summary of ActivateOmahaKids be created, and Mikki Frost agreed to write such a summary.

4. Reports of Plank Committees

- a. Physical Activity – Dr. Jennifer White stated that this committee met on May 3rd and will meet again on June 7th at 7:30 am. This is a large group and they plan to begin work on setting goals at their next meeting. She also shared the results of an informal survey of physical activity in schools. Dr. White and her group have created a Yahoo “chat room” where issues can be discussed prior to their formal meeting. This has been successful for their group and others expressed interest in setting up similar connections.
- b. Nutrition – Mary Balluff and this committee will meet again next week, May 23rd at 3 pm. She reported that their first priority was a list of nutrition indicators and their second priority was goal setting/focus.
- c. Physical Environment – Marty Shukert and this committee will be addressing 4 questions: 1) how do we get children to become more physically active? 2) how do we restore the activity level families used to enjoy?, 3) how do we create environments that encourage *families* to become active? and 4) how do we remove barriers to being physically active?. Marty’s first draft of the bicycle routes through Omaha is available on the Activate Omaha website.
- d. Evaluation – Dr. Magda Peck was not present. Dr. Molly O’Dell reported on the focus of the first evaluation plank meeting. They discussed the possible foci of evaluation and who else should be present at the table. The group reviewed the proposed inventory tool. It was decided it would take at least 3 meetings to discuss evaluation assumptions and explore questions in order to develop a structure for the evaluations. Members will come to the next meeting prepared to make substantive suggestions for the inventory tool.
- e. Resources – Ann Camp reported that the resources committee will have a hard time providing funding/resources until each of the planks’ needs are better defined. The committee wants “resources” to include human resources for projects and hopes to meet again to develop criteria for funding and sources. Ann expects to schedule the next meeting in mid June.
- f. Social Marketing – The logo, tagline and website design were approved. Copies are attached. Kerri Peterson shared that RWJ training she and Mary Balluff attended on social marketing stressed the need for a consistent message. The Social Marketing meets the 4th Monday of each month at 3 pm.

5. Discussion of common issues from plank committees –

- a. The planks report they are productively struggling to settle on priorities or focus. The idea of providing a facilitator was discussed, but each plank believes that work needs to continue for a couple of meetings in order to develop prioritized work plan.

6. Discussion of strategic planning for the executive committee

- a. It was suggested that perhaps in August, a mini-DA could be used to facilitate the direction of the Executive Committee to incorporate the work of the planks to develop a strategic plan. A date of August 16th (a regularly scheduled meeting time) from 7 am – 11 am was agreed upon for this strategic planning session.

7. Information/Other suggestions

- a. Dr. Tonniges elaborated on the CARE program to be presented on September 26/27 sponsored by Boys Town. The primary speaker will be Bill Dietz, head of the DNPA (Division of Nutrition and Physical Activity) at the CDC (Centers for Disease

Control). Mary Balluff suggested that we ask Dr. Dietz to critique our plan. Perhaps we could send our plan to him for comments prior to his program in September.

- b. Diane Roberts was introduced as a project analyst for the group. Contact her with your plank meeting times, etc. She can be available to take minutes and other tasks.
- c. Dr. Tonniges suggested that the physicians on the committee have a conversation about how to promote the medical home site as a place for obesity prevention and intervention beyond the use of the customary Growth Chart. Dr. Brown had hoped for the creation of a toolkit for use in doctors' offices, as well as churches, which would provide parents with prevention information. Molly and Diane will schedule a physicians' meeting or conference call to work on this idea.
- d. Ann Camp mentioned that the Child Savings Institute's daycare had created an "oasis" play area for their children that is well worth viewing and implementing in other settings.
- e. Mary Balluff mentioned her involvement with a Healthy Weight in Women, a group that stresses the importance of weight in reproductive plans.

8. The next meeting of the Executive Committee will be June 21 at 7 am at the Collaborating Center.