

**ActivateOmahaKids** Nutrition Plank meeting  
June 20, 2007  
3-4:30 pm Collaborating Center

**Minutes**

**Members Present:** Lori Swirzinski, Joan Sather, Deb Wille, Caryn Kusleika, Norena Caniglia, Kareen Hickman, Kathleen Upton, Sarah Schram, Mary Balluff

**Staff Present:** Mikki Frost, Diane Roberts

1. Introductions were made.
2. Review of agenda. As an addition to the agenda, Mary Balluff presented a list of seven successful programs within the U.S. which concentrated on five areas of focus: community, schools, after school and childcare programs, healthcare and government. She further scanned these programs for three common themes from each as follows:
  - a. Community
    - i. Access to healthy eating establishments, including restaurants, Farmer's Markets and community gardens
    - ii. Community education regarding healthy eating
    - iii. A social marketing campaign
  - b. Schools
    - i. Wellness policy standards
    - ii. Restrict marketing/sale of sweetened beverages and candy
    - iii. Training/education for students and staff
  - c. After School, Childcare
    - i. Healthy eating curriculum
    - ii. Nutrition standards
    - iii. Restrict on-site marketing/sales of sweetened beverages and candy
  - d. Health Care
    - i. Support breastfeeding
    - ii. Screening standards, practice and training
    - iii. Provider messages
  - e. Government
    - i. Food purchasing/vending
    - ii. Public food policy/junk food tax
    - iii. Training and awareness

The group agreed to study this information and to come to the next meeting with recommendations as to the focus for the Nutrition Committee considering:

- i. Their interest
  - ii. The expertise of the group
  - iii. The needs of the community.
3. The mission statement for the Nutrition plank committee was reviewed and approved as written:

**The goal of the nutrition plank is to improve and sustain access to healthy food, nutrition information and healthy eating opportunities for children.**

The group also revisited the goals from the Decision Accelerator and the levels of prevention from the Prevention Institute.

4. Discussion of survey to inventory existing programs. Carrie Miller and Joan Sather have agreed to create a survey tool to help identify strengths, weaknesses and gaps in nutrition programming. A prototype was presented and the group made some additions and suggestions to the survey. Joan will make these additions and bring the survey back to the next meeting. It was decided that *who* we present the survey to is almost as important as the instrument itself. A listing of potential recipients of the survey was reviewed. The group was asked to bring contact information of recommended recipients of the inventory. Opportunities for merging the nutrition survey with a larger community survey should be explored.
5. Review of Tier 1 Nutrition Indicators
  - a. Discussion – The group selected the following 3 indicators as the best measurements of change within the community.
    - i. Children
      1. Number or % of children with a BMI at or above the 90%
      2. Stratify the number of % of children above 90% by age/race
      3. Stratify the number of children by geographic area
    - ii. Nutrition Behaviors
      1. Percentage of children who eat the recommended number of fruits and vegetables
      2. Percentage of children who drink only 1 serving or less of a sweetened beverage per day
      3. Number of meals eaten outside the home
    - iii. Parental Knowledge Attitudes and Practice
      1. Parental knowledge of children’s energy needs and serving size
      2. Parental attitudes regarding childhood obesity
      3. Inventory curriculum or social marketing available to parents
    - iv. Environment
      1. Schools
        - a. How many schools have a wellness policy
        - b. Inventory vending machine policies
        - c. Inventory healthy food offerings
      2. Neighborhoods
        - a. Grocery store location and quality
        - b. Fast food restaurants/mobile food vendors location, quality and licensure
        - c. Locations of farmers’ markets and/or community gardens
      3. Childcare/After school
        - a. Meals/snacks available
        - b. Nutrition education – curriculum and frequency
        - c. Staff training

4. Health Care
  - a. Breastfeeding programs
  - b. Physicians' screening and counseling
  - c. Intervention practices
- v. Policy
  1. Legislative change – Junk food tax
  2. Food distributors or buying practices
  - b. Recommendation – These indicators can be presented to the Evaluation plank as possible community baseline measurements.
6. Nutrition links for the AOK website – The Nutrition plank was asked to send credible internet sites to Diane Roberts for inclusion on the AOK website. The content material can be judged on the basis of audience and the promotion of food (vs. promotion of a product). The group discussed the criteria for inclusion on the website as follows:
  - a. Science-based
  - b. Tailored to target audience
  - c. Limited on advertising
  - d. Promotes food as opposed to food supplements
7. Review of membership – This item was tabled to the next meeting when the focused priorities are decided.

The next meeting will be Wednesday, July 11 at 3 p.m. at the Collaborating Center.  
**Please note that this date is a departure from the third Wednesday schedule.**