

ActivateOmahaKids Nutrition Plank Meeting

July 11, 2007

3 – 4:15 pm Collaborating Center

Minutes

Members Present: Betsy Brownrigg, Deb Wille, Carrie Miller, Caryn Kusleika, Martha Nepper, Lori Swirzinski, Kara Meisinger, Diane Zipay, Norena Caniglia, Lori Bonner, Jewel Knapp and Jan McKenzie

Staff Present: Mikki Frost and Diane Roberts

1. Introductions were made.
2. Review of Agenda – Lori Swirzinski facilitated the meeting and reviewed the agenda in Mary Balluff's absence.
3. The group had agreed at the last meeting to provide recommendations as to the focus of the Nutrition plank based on these criteria:
 - a. Their personal interest
 - b. Their personal expertise and the expertise of the group
 - c. The needs of the community

The group presented diverse areas of interest and expertise, including:

Community:

- social marketing about nutritious foods
- social marketing about the value of breastfeeding
- social marketing within grocery stores
- food preparation education for low income families
- access to affordable fruits and vegetables
- summer free lunch programs

After/Before School:

- Club Possible expansion

Schools:

- Using the cafeteria as a learning lab
- Integrating nutrition education into the classroom
- Staff education
- Getting into OPS

Healthcare:

- address mental health component of childhood obesity
- BMI in doctors' offices
- Breastfeeding promotion

Government: will be addressed at a later time

The common themes that emerged were:

- a. Education for parents, teachers
 - b. Social Marketing for the community at large
 - c. Focus on populations with limited resources
 - d. Breastfeeding
4. The review of the survey was tabled until next month. The draft survey will be emailed to the group for input.

5. The review of survey recipients was tabled until next month.
6. Nutrition links for the website – Some members brought credible websites to the meeting. Diane Roberts will compile a list and email those urls to the plank membership for review. Websites can be forwarded to Diane at droberts@alegent.org for inclusion on the list. A final group of recommended sites will be linked through our Activate Omaha Kids site.
7. Review of membership – The group discussed inviting some other individuals to participate in the Nutrition plank. At this time, the current members agreed that the focus needs to be refined before new members are recruited.
8. The homework for the group is to:
 - a. Look further into the 5 areas of potential focus – (community, schools, after school/childcare, healthcare or government) and identify priorities and further distill what is obtainable and sustainable.
 - b. The survey will be emailed to the group for critiquing. Any suggestions or comments may be brought to the next meeting.
 - c. Potential and credible websites can be emailed to Diane Roberts who will compile a list that will be sent to plank members.
9. The next meeting will be held Wednesday, August 8th at 3:00 p.m.