

Activate Omaha Kids-Initiative Tracking Report-April, 2009

Yellow-completed

Red-new updates

Blue-Deferred to year 2

Date	Initiative	Funding Source, Amt.	Spent	AOK Contact Person/ Contractor	Scope of Work	Contract Status	Progress toward scope of work	Metrics	Progress of Metrics	Barriers Problems	Focus, Next 30 days	Potential Spin-offs
4-29-2009	1. Balanced Transportation Coordinator	Alegent-\$55,000; MAPA to fund remainder	\$55,000 committed from Alegent to partially fund position; MAPA committed to fund balance	Mikki Frost/Tammie Dodge-Mayor's Pedestrian Bicycle Advisory Council	Replacing this strategy with Balanced Transportation Coordinator city position	Awaiting contract from City Legal	Meeting with Mayor and a Planning Director; Position approved Awaiting contract from City Legal; Looking at 7/1/09 hire date			Contract required by City Legal	Sign contract and transfer to LWO (OHCP); Participate in hiring process	Collaboration and funding with MAPA
4-29-2009	2. BMI Surveillance System	NeHHS/Alegent-\$20,000	Will not be spent as State is doing work under grant	Dr. Molly O'Dell/NeHHS	Statewide tracking of BMI as part of school health screening	No contract needed. Services will be provided by NeHHS pursuant to grant	Regulations in public hearings with legislation slated to be approved in January; BMI assessment planned as part of school health screening for 2009-2010 school year	Kathy Carstens recommendations: draft awaiting commissioner sign off to implement during 2010 school year	N/A	Proposed school-based Child Health Minimum Data Set will be taken to new DoE commissioner by Dr. Schaefer for adoption (hopefully) over 2010 school year. Goal is county data!!!	N/A	
4-29-2009	3. Evaluation	Alegent-\$150,000	\$150,000 committed in contract with COPH	Dr. Molly O'Dell, College of Public Health (Hongmei Wong)	Evaluation for initiatives and coalition	Contracts with OHCP and COPH executed and work in progress	Awaiting report for baseline telephone survey; Metrics in place for Year 2 initiatives.	Coalition effectiveness metric to be assessed by comparing baseline survey to 2011 follow up survey. Other measures as described in each initiative.	Phone survey report to be available at May Executive Comm. meeting. Eval of SRTS/WSB will occur at Westbrook and Boyd. Final data collection for Club Possible and Ready for Recess in May. A control group has been identified for Peer Breastfeeding and this data will not start being collated until Dec. and will not be completed until March. Technical assistance given to DCHD for interview questions and workplan with program goals and time table established for hospital assessment for	Year 3 focus: Breastfeeding peer support cost effectiveness and Ready for Recess cost effectiveness (use 2010 school year sites instead of pilot sites). Fostering Healthy Weights will ooze into year 3 as will peer support of breastfeeding.	Abstract submitted to CDC's Weight of the Nation in collaboration with NeHHS;	

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									breastfeeding support. Of 19 practices called (several times) only 4 have provided a live response for 6 month post BMI training. Good information obtained from those 4. Social marketing campaign underway. Web survey to be added and phone survey will begin in the fall for evaluation.			
4-29-2009	4. Inventory of existing PA and Nutrition Programs	Alegent-\$5,000	\$5,000 paid to DCHD.	Mikki Frost/Sarah Schram	Inventory of existing PA and Nutrition programs to be used for analysis and as a resource	Contract with DCHD signed	Data collected and being formatted			Working to format data to be used to show gaps in services and for use in grants	Grad student will continue to work with inventory to determine uses	Connection with state inventory
4-29-2009	5. Convergence communication strategy	\$70,000	\$40,000 committed to OHCP for AOK's share of convergence communications, \$20,000 for Summit and \$5,000 for Tyler Norris - paid	Mikki Frost/Kerri Peterson/Top 10 in 10	Integrate communication and fundraising strategies with related organizations through OHCP	OHCP signed contract with SKAR; OHCP has executed Amendment to Affiliation Agreement to cover communications.	New name "Living Well Omaha" approved by OHCP Board; Top 10 in 10 to fund Jay Greer to develop communications plan (speakers bureau) around 5 indicators	TBD by SKAR and College of Public Health	N/A	Funding		Dr. Huberty's abstract presented at AL Research Conference; OHCP Summit planning for October, 2009 ongoing
4-29-2009	6. AOK communication strategy	Alegent-\$14,800		Mikki Frost/Dina Maas/TBD	Enhance communication with stakeholders and intended audience-children; Partner with state to use Whatcha Doin' campaign in 4 Omaha high schools	Ongoing relationship with Dina	Whatcha Doin' campaigns in progress at Omaha South and Brownell-Talbot; Annual report prepared	N/A	N/A	Coordination of AOK communications with convergence communication through SKAR contract;	Distribute annual report	Kids documentary "on hold" for current time because of contract issues
4-29-2009	7. Interactive website	Alegent - \$75,000	\$75,000 paid to OHCP for SKAR	Mikki Frost/SKAR	Develop a website that is child-friendly and interactive for kids to access information about physical activity and healthy eating	SKAR-OHCP contract signed	Website up and live; activity being monitored; Facebook and Twitter ongoing	Analytics available weekly with web survey developed by COPH		Tweens and teens are directed to Twitter and Facebook which is being maintained to the 54321 messages. Enhance website to keep fresh. People are asking for "stuff" to go with campaign	Website will be changed continually	Links to Activate Omaha for calendar of events and community activities
4-29-2009	8. Social Marketing	Alegent - \$165,000	\$165,000 paid to OHCP for SKAR	Mikki Frost-Alegent; Kerri Peterson-	Conduct a childhood obesity prevention social marketing	OHCP-SKAR contract signed	Awareness with radio, TV and billboards ongoing with positive	COPH working on phone survey of kids and parents.	N/A	Trademark issues with CLOCC; OHCP name; funding for	Input from Ex. Comm. for Phase II; Fliers and magnets	Lincoln is getting ready to do a targeted 54321 campaign in 1

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				OHCP; Heidi Petersen-SKAR; Dr. Franklin-UNO	campaign		response Phase II proposal from SKAR to be reviewed by Executive Committee			Phase II	ordered; 54321 training to be conducted for GAs; Explore budget for "stuff" to support campaign	neighborhood. Will use our logo and share results, etc. Whatcha Doin' has been a hit at South and Brownell-Talbot according to DHHS; strategy for appearances at events to distribute 54321 materials; curriculum to integrate 54321 in after school programming to be developed
4-29-2009	9. Club Possible	Alegent - \$109,332 Oriental Trading-\$2,000 for incentives; In-kind from program providers	Awaiting invoice for July and October payment (\$89,303.00 owed)	Mikki Frost/Dr. Jen Huberty	Enhanced evaluation and training for Club Possible program	Contracts executed between Alegent and UNO for 5 GAs	Submitted manuscript with baseline data for all kids from beginning of CP-20 sites and 800 kids; Continued booster sessions at all OPS sites; Direct observation at sites; IRB approved for OPS in 2009/2010	1-Active Winner Survey-measures self efficacy, social support and attitude towards physical activity; 2-NAHFE survey-measures self efficacy in food choices 3-Fruit and vegetable survey-measures consumption of fruits and vegetables as reported by parent 4-Direct observation-measures intensity and level of physical activity 5-Accelerometer-measures level and intensity of physical activity 6-Fitness Gram-measures health related fitness	Midway through post data collection; Data entry and analysis to begin this summer; 2 Millard schools to be controls and 10 new OPS sites in 2010	Informed consents were late and has inhibited number of children being evaluated	Finish evaluation; begin meeting for next year; decisions on strategies with only one GA	\$300,000 grant applied for from the OPS Foundation for CP continuing implementation; Pacific Life for nutrition and GA and UNO Media
4-29-2009	10. Ready for Recess	Alegent - \$90,000; RWJ Grant - \$360,000	\$97,054 committed through contract with UNO	Mikki Frost/Erin Fuhrmeister/Dr. Huberty	Implement structured recess in 2 schools; Expand to 12 new schools under RWJ grant;	Contracts executed between Alegent and UNO	Millard schools, 4 committed to copy RWJ first year (one site for each intervention arm); under review for approval with Millard's research board; IRB approval under review for 2 nd year; collecting post data for pilot; preparing for Beighle training in July and Welk training in July; interviewed for	1-Direct observation-measures the amount and intensity of physical activity 2-Accelerometer-measures the amount and intensity of physical activity 3-Community readiness?	Continued journal entries for process evaluation; IRB written submission in April; Organized post data collection for recess with schools-dates and times approved by schools; Developed data structure w/ UNMC	Group training in August; Training new GA, Alison Jergenson, for next year; Ralston and Millard schools to add programming; no money for equipment in Millard	Planning training for Dr. Beighle and new schools; Seeking and interviewing new GAs for next year; Finishing IRB for next year approval with new districts and schools	Rural grant? Add cost effectiveness approach of OPS and submit to RWJF with rural component-from good ideas to action; a model driven community collaborative to prevent childhood obesity; Grant submitted to RWJF for after school activities-\$400,000 for purposeful play; Omaha recognized at ALR conference; Abstract submitted to CDC's

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							television on program					Weight of the Nation in collaboration with NeHHS;
4-29-2009	11. Breastfeeding peer support	Alegent - \$50,000	\$50,000 committed in contract with DCHD	Mikki Frost/Mary Balluff/Sarah Schram	Implement program for peer counselors to support minority moms in breastfeeding at WIC sites	Contract signed and term extended to 11-09	5 counselors hired and began work in January; of 214 women surveyed, 128 signed up in January to participate; face-to-face meeting and phone follow up ongoing	1-Initiation of breastfeeding 2-Duration of breastfeeding; (1 and 2 compared to state and 2010 objectives) 3- Mother satisfaction 4-WIC staff support of breastfeeding mothers		Counselors now number 4 as one not working now	Continue program	CHI application for comprehensive breastfeeding strategies submitted March 1, 2009. Business case for breastfeeding –HRSA publication pending; Building Bright Futures support of breastfeeding
4-29-2009	12. Safe Routes to School; Walking School Bus	Alegent-\$79,000; College of Public Health-\$1,500	\$53,740 committed in contract with OHCP	Mikki Frost/Julie Harris /Tammie Dodge/Midge Chandler	Initiate programs for safe, supervised walking to school	Contract executed between Alegent and UNO for GA services; Contract with OHCP for coordination of program executed;	Walk to School Day- April 22 had 14 Omaha schools; 2 CB schools; 2 ongoing WSB programs, which rec'd good media coverage	Pre and post classroom tallies; direct observation; pre and post community perception	Met with UNMC and have final data plan; currently evaluating Spring SRTS and Walk to school day at Westbrook and Boyd Elementary Schools	Coordination; Communication; Lack of identification of parent champions at each school to spearhead walking school bus; Winter weather	Finalize data collection; analyze and process data	OCF grant submitted to print toolkit; Swanson Elementary promising for WSB
2-25-2009	13. Healthy eating curriculums for childcare settings-year 2	Alegent-\$15,000	\$0	Mikki Frost/Mary Balluff	Research best practices and recommend standardized healthy eating curriculums appropriate for childcare settings	Defer to year 2				Capacity of Nutrition Plank; may defer this initiative	Recruit Nutrition plank leadership for this strategy next year	Connection with Building Bright Futures
4-29-2009	14. BMI at physician visits	Alegent – \$11,000	\$0	Dr. Molly O'Dell-Alegent	Train MDs in BMI screening	No contract needed; Services performed by Dr. O'Dell	Training ongoing; 3 rd draft of logic model; Developing a comprehensive list of primary care physicians	Increase the number of primary care physicians in Douglas Co. that routinely measure, document and discuss BMI at well child visits. Increase the number of primary care practices in Douglas Co that adopt a policy, procedure or practice for the physicians to document and discuss BMI, healthy eating and physical activity	Evaluation plan developed, Medical home subcommittee members collate training data; As of 12-2008, 73% of pediatricians trained and 28% of FPs	Getting clinic managers to respond to email/phone calls for 6 month post training follow-up is HARD!! Webinar not up and running. Identified issues and on track, but definitely delayed.	Follow-up calls to offices to see if practices have changed	Webinar of training by Creighton for CME; Dr. Filipi's work with insurers for reimbursement; Alegent Health adopted BMI documentation at Well Child visits tying performance measures and doctors' compensation to BMI assessment
4-29-2009	15. School wellness policies	Alegent-\$15,000	\$0 committed	Mikki Frost/Mary Balluff/Caryn Kusleika	Assess current school wellness policies for best practices and share	TBD after partners identified	2 nd meeting held April 24 with 30 attendees	TBD with Mary Balluff	Second sharing session well attended. Networking and program information presented on Ready for	Identification of and contact with school wellness coordinators;	Postcards to be sent out prior to next sharing session on Sept. 18, asking for	Action for Healthy Kids Summit; Farm to School program spearheaded by Omaha

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					and support those best practices among schools				Recess and Extension nutrition education for schools; lots of questions asked of presenters.	Capacity of Nutrition Plank	wellness priorities	Green Coalition; Julie/SRTS connect with wellness group
4-29-2009	16. Policy supporting access to fruits and vegetables	\$6,500 / DCHD and state funding; NACO technical grant		Mikki Frost/Mary Balluff/Holly Dingman	Using community assessment tool and GIS mapping, identify and map food deserts and identify food policies to improve access to fruits and vegetables in those areas; Identify policy	Through DCHD, use WIC funds to train assessors in September to conduct audits: mapping in Year 1 and policy in Year 2	All data collected and being complied by UNL, Dept. of Sociological Research	TBD with Mary Balluff and COPH	Mary had initial meeting with Hongmei, 4 sites have been identified for assessment, training scheduled	Capacity of Nutrition Plank; Complexity of GIS mapping process	437 surveys completed and sent to Lincoln	Third meeting to be scheduled for May with Community gardens, Farmer's Markets, Food Bank and co-ops, and micro businesses; Partnerships with state through Holly Dingman; phase 2 could be audit of restaurants; Farm to School group to develop resources for school food service providers to facilitate buying locally and consider organizing meeting of food service directors to maximize local buying; RWJ Healthy Kids grant request by OHCP moved to 2nd phase
4-29-2009	17. Master Plan and park design standards-year 2	TBD-city, state, federal		Mikki Frost/ Connie Spellman	Partner with Omaha by Design to advocate for amendments to the Omaha Master Plan that incorporates best practice design standards for parks and for enhancing opportunities for children's physical activity and healthy eating in their neighborhoods.	Discussions with OBD ongoing	Environmental element of master plan natural environment section underway; Mikki working on topics for Community Health committee which will begin in 2010; Molly on Advisory Committee; Transportation committee chaired by Marty to kick off 4/30	TBD		Coordination with Omaha By Design group; Broad scope of Omaha By Design project; Narrowing scope to active living; Identifying committee members/ stakeholders;	Identify list of community health topics and prioritize; get input from committee on natural environment proposal	Mayor's Pedestrian and Bicycle Task Force headed by Marty Shukert;
4-29-2009	18. Neighborhood sidewalk rehabilitation program-year 2	TBD-city, state, federal		Mikki Frost/TBD	Partner with the City of Omaha to expand the street rehabilitation of sidewalks to enhance opportunities for children's physical activity in their neighborhoods.	Deferred, to be part of Master Plan work	TBD	TDB		Need city contact to move this	Explore option of funding city employee as pedestrian and bike coordinator to project manage	New funding partner; Mayor's Pedestrian and Bicycle Task Force headed by Marty Shukert
4-29-2009	19. Breastfeeding	Alegent-\$30,000	\$30,00 committed in contract with	Dr. Molly O'Dell/Sarah	Partner with local hospitals to facilitate	Contract for breastfeeding	Sarah has collected policies and will	TBD with Mary Balluff	Mary had initial meeting with Hongmei		Evaluate policies against 10 criteria;	CHI pre application for comprehensive

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	support in hospitals		DCHD	Schram	a self assessment of current policies and practices that support breastfeeding and promote implementation of best practices to enhance breastfeeding in hospitals	coordinator executed	interview hospital administrators and front line employees on breastfeeding practice				plan May meeting with hospital staff to talk about barriers	breastfeeding strategies submitted by March 1;
4-29-2009	20. Safe Routes to School infrastructure-year 2	TBD		Mikki Frost/Julie Harris and Tammie Dodge	Identify and make changes to schools and the walk ability of school routes to enhance opportunities for children to walk to school safely		Westbrook School grant request funded for \$159,000 for infrastructure and non-infrastructure projects; Tammie and Julie working with state partners to address issues with money distribution and construction start up				Develop strategy to approach NE Dept. of Roads	Julie to pursue meeting with state department of transportation to advocate for change in funding formula so that smaller projects can be funded.
9-24-2008	21. Neighborhood projects-year 2	TBD		Mikki Frost/	Relying on best practice design standards for the built environment, improve neighborhoods to enhance opportunities for children's physical activity and healthy eating					Dependent upon #1; City personnel required to project manage	Work with Kerri, Teresa Gleason, Marty Shukert and Ron Abdouch to discuss strategy for implementation; Initial contacts w/ Lillian Shirley and COPH scheduled.	Pursue Year 3 strategy for community planning in 2 neighborhoods

April, 2009