

Live Well Omaha Kids-Initiative Tracking Report

FY2009 Final Report

Yellow-completed

Red-new updates

Blue-Deferred to year 2

Date	Initiative	Funding Source, Amt.	Spent	LWOK 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
8-12-2009	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	Contract approved by Omaha City Council	Position will be posted another week on the City website; There are 12 applications to date. Interviews are tentatively scheduled for Sept. 23/24			City Council approval required; Regional search in professional publications		Collaboration and funding with MAPA
8-12-2009	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 Karsting 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	
8-12-2009	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. Data trickling in; 54321GO campaign to begin evaluation in October	Coalition effectiveness metric to be assessed by comparing baseline survey to 2011 follow up survey. Other measures as described in each initiative.	Baseline survey report reviewed by Molly, Adi, Keith, Magda and Brandon Grimm with final report. Molly met with HongMei Wong; Follow-up telephone survey to be conducted in September	LWO to develop press release to inform public of data; Exploring option of doing a pilot evaluation of SM strategy in the fall with 2 schools	Poster presentation given at CDC's Weight of the Nation in collaboration with NeHHS on PAN form and Fostering Healthy Weight in Youth training for physician offices	
8-12-2009	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	2 drafts of inventory have been received w/ no significant findings			No information has been received from the grad student; Any information will now be obsolete given financial cutbacks, etc.	Grad student will continue to work with inventory to determine uses; No further work will be invested in the inventory	Connection with state inventory
8-12-2009	5. Convergence communication strategy	\$70,000	\$40,000 committed to OHCP for LWOK's share of convergence communications,	Mikki Frost/Kerri Peterson/Top 10 in 10	Integrate communication and fundraising strategies with related organizations	OHCP signed contract with SKAR; OHCP has executed Amendment to	New name "Living Well Omaha" approved by OHCP Board; OHCP has contracted with Jay	TBD by SKAR and College of Public Health	N/A	Funding	Summit scheduled for October 28, 2009	Dr. Huberty's abstract presented at AL Research Conference; OHCP Summit planning for October, 2009 ongoing

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			\$20,000 for Summit and \$5,000 for Tyler Norris - paid		through OHCP	Affiliation Agreement to cover communications; Affiliation agreement to be revisited	Greer for news bureau to highlight health topics; Possible creation of logo featuring 3 initiatives; Possible consistent communication piece, i.e. newsletter featuring all initiatives discussed					
8-12-2009	6. LWOK communication strategy	Alegent-\$14,800		Mikki Frost/Dina Maas/Mark DeSauer	Enhance communication with stakeholders and intended audience-children; Communication to morph into LWO newsletter	Ongoing relationship with Dina	LWOK annual report distributed	N/A	N/A	Coordination of LWOK communications with convergence communication through SKAR contract;	Distribution of LWOK's annual report to stakeholders	Kids documentary "on hold" for current time because of contract issues
8-12-2009	7. Interactive website	Alegent - \$75,000	\$75,000	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; Pursue grants through Center for Human Diversity since they are now 501(c)3	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	Center for Human Diversity has not heard of the 54321Go campaign	Website will be changed continually; Diane trained by SKAR to maintain website content and add coalition material; Website to be available in Spanish	Links to Activate Omaha for calendar of events and community activities; LWO to pursue grant from Mutual of Omaha for translation
8-12-2009	8. Social Marketing	Alegent – \$165,000	\$165,000 paid to OHCP for SKAR	Mikki Frost-Alegent; Kerri Peterson-OHCP; Heidi Petersen-SKAR; Dr. Franklin-UNO	Conduct a childhood obesity prevention social marketing campaign; Phase II of strategy will continue media ads and will focus on tweens	OHCP-SKAR contract signed	Awareness with radio, TV and billboards ongoing with positive response; Phase II proposal from SKAR reviewed by Executive Com Finalized FY2010 scope of work w/ SKAR; Bracelet pilot this summer; Pilot group suggested color change in bracelets to align with their perception of vegetables (green) and water (blue); Need to increase bracelet size;mittee;	COPH working on phone survey of kids and parents as to awareness of 54321 message.	Social marketing campaign underway; Bracelet evaluation is primarily anecdotal at this time.	Trademark issues with CLOCC; OHCP name; funding for Phase II; Conflict with rolling out campaign in schools in schools and honoring Ready for Recess RWJF criteria	Continue to pursue 54321 message distribution avenues & venues (i.e. Children's Museum, Boy Scouts, All Our Kids race, etc.); 3 pilots with bracelets to begin in September	Lincoln is getting ready to do a targeted 54321 campaign in 1 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; NeHHS will be rolling out a social marketing campaign statewide on the following messages: Breastfeeding is the healthy choice, Limit screen time, Eat more fruits & veggies, Limit sugar-sweetened

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												beverages, Cut down on your portion size, and Prevention works best
8-12-2009		Alegent - \$109,332 Oriental Trading-\$2,000 for incentives; In-kind from program providers	UNO paid in full	Mikki Frost/Dr. Jen Huberty	Enhanced evaluation and training for Club Possible program	Contracts executed between Alegent and UNO for 5 GAs	Meetings w/ Omaha School Foundation for 2009/10 sites; Met with data analyst; Create partnership letter for Omaha School Foundation; Meetings w/ DCHD for 09/10 changes to tool-kit, keeping track of trainings, etc; Rewrote IRB for new school year; Revise and resubmit CP paper;	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	Post data evaluation completed; Data entry completed; Data sent to partners for analysis of PA; Report anticipated in 09/09; Held Club Possible training 8-3-09;	Awaiting data analysis from others; Finding professional journal for Dr. Huberty manuscript; Club Possible curriculum is driven by staff and grants; GAs need to monitor sites o/w impact of program decreases	Data analysis by Robin High by the end of the month; Begin organizing data for dissemination and reports; Club Possible OPS schools for school year 09/10 are: Springville, Spring Lake, Oak Valley, Dundee, Joslyn, Washington and Fullerton	\$300,000 grant applied for from the OPS Foundation for CP continuing implementation; Pacific Life for nutrition and GA and UNO Media; VNA is working with ConAgra on nutrition component; Toolkit will need to be redesigned for continued use and for use in Mayor's Afterschool program and middle school children vs upper elementary.
8-12-2009	10. Ready for Recess	Alegent - \$90,000; RWJ Grant - \$360,000	UNO paid in full	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	Awaiting response from IRB office; Collected post data for the schools; Began draft of first paper for publication; Wrote and distributed thank you letters to feasibility study participants; Working with Gopher Sports on equipment quotes/price increases	1-Direct observation-measures the amount and intensity of physical activity 2-Accelerometer-measures the amount and intensity of physical activity 3-Community readiness?	Finished collecting post data; Data entry and analysis begun; Preliminary data shows increased efficacy and physical activity; Data analysis meeting w/ Welk and on community readiness w/ Dr. Besseler	Awaiting data analysis from others; Equipment prices went up-budgeted for previous prices; IRB approval from Millard was slow; Use of school(s) for other strategies may contaminate research grant	Trainings w/ Dr. Beighle: MPS on 8-10/11 and community on 8/11. Rural schools training; Hired and trained new PhD student; Baseline data for month of September/October. The OPS schools scheduled to begin Ready for Recess are: Conestoga, Jackson, Rose Hill and Adams;	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;
8-12-2009	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 and increase duration of breastfeeding at WIC sites	Contract signed and term extended to 11-09	5 counselors hired; (4 now working) and recruiting for 3-4 more; 112 women completed interviews; face-to-face meeting and phone follow up	1-Initiation of breastfeeding 2-Duration of breastfeeding; (1 and 2 compared to state and 2010 objectives) 3- Mother satisfaction	Data is being collected by the counselors at WIC; satisfaction being evaluated on staff, women who joined and women who did not join	Counselors now number 4 as one not working now	Continue program	CHI application for comprehensive breastfeeding strategies awarded for Year 1. Counselors will be panelists at a break out session at the August

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							ongoing	4-WIC staff support of breastfeeding mothers				Breastfeeding conference
8-12-2009	12. Safe Routes to School; Walking School Bus	Alegent-\$79,000; Omaha Community Foundation-\$9,000	\$53,740 committed in contract with OHCP – paid in full	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;	Several new schools have shown interest in SRTS; 7 school maps are being developed; Several schools have developed plans for WSBs and/or SRTS; Presence at back to school nights; Most routes established for 9-10 weeks	Pre and post classroom tallies; direct observation; pre and post community perception	Working on data analysis-outcomes, report for school year	Coordination; Communication; Lack of identification of parent champions at each school to spearhead walking school bus; Winter weather; Infrastructure grants can be stuck in bureaucracy	Finalize data collection; analyze and process data; Toolkits are at printer's.	OCF grant submitted to print toolkit, maps; Swanson Elementary promising for WSB; National SRTS conference in Portland; International Walk to School Day is October 7.
8-12-2009	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	Plank subgroup researching best practices and compiling curricula			Capacity of Nutrition Plank; may defer this initiative	Recruit Nutrition plank leadership for this strategy next year	Consider transferring initiative to Building Bright Futures, Early Childhood group
8-12-2009	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	As of 6-09, Of 327 physicians in 111 FP & Peds clinics 40% of practices have adopted documentation of BMI as quality metric (and are outside context of evaluation); In remaining 60% of practices (67 w/ 217 docs): 63% of docs from 54 of practices are trained; 36% of those trained have been evaluated at 6 months post training with high rates of documentation and positive movement in discussing BMI, physical activity and nutrition with child and family	Getting clinic managers to respond to email/phone calls for 6 month post training follow-up is HARD!! NeHHS and Creighton webinar not up and running.	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 quality measures and doctors' compensation to BMI assessment; Holly Dingman and Caryn Kusleika to attend Weight of the Nation in Wash., D.C. w/poster presentation
8-12-2009	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 and support	TBD after partners identified	2 nd meeting held April 24 with 30 attendees; Next networking session scheduled for	TBD with Mary Balluff	Second sharing session well attended. Networking and program information	Identification of and contact with school wellness coordinators;	Postcards to be sent out prior to next sharing session on Sept. 18, asking for wellness	Action for Healthy Kids Summit; Farm to School program spearheaded by Omaha

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					those best practices among schools		September 18		presented on Ready for Recess and Extension nutrition education for schools; lots of questions asked of presenters.	Capacity of Nutrition Plank	priorities; Preparation for Sept. 18 sharing session; Develop promotional materials for SRTS and school wellness network	Green Coalition; Julie/SRTS connect with wellness group; Coordinated School Health Informational meeting to be 6/26;
8-12-2009	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; Mary and Chris Rodgers met w/ NaCO and agreed to use PA project as model for policy development	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 compiled by UNL, Bureau of Sociological Research (BOSR); Preliminary mapping to be completed by August	Analytic process has been determined; Additional data: WIC vendors and zip codes shared w/ BOSR; Map to show full access to healthy foods within one mile radius of home	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 were pared down to 385 and sent to Lincoln; Preliminary map had some formatting issues	Project submitted w/ NeHHS for the fall PHAN conference; Community garden projects include a draft gleaning process for garden produce; Working w/ NE Extension on produce use cards; Shared booth for community garden produce secured at Farmer's Market, as well as info booth. Awaiting word on RWJF and state grants
8-12-2009	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 completed ; Mikki working on topics for Community Health committee which will begin in April, 2010; Molly on Advisory Committee; Transportation committee chaired by Marty began 4/30;	TBD		Broad scope of Omaha By Design project; Narrowing scope to active living topics; Identifying committee members/ Stakeholders who will be able to participate;	Get input from community health committee on natural environment draft	Mayor's Pedestrian and Bicycle Task Force headed by Marty Shukert;
7-6-2008	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
8-12-2009	19. Breastfeeding support in hospitals	Alegent-\$30,000	\$30,00 paid to DCHD	Dr. Molly O'Dell/Sarah Schram	Partner with local hospitals to facilitate a self assessment of current policies and practices that support	Contract for breastfeeding coordinator executed	Sarah has collected policies and has interviewed 6 out of 8 hospitals.	TBD with Mary Balluff	Mary had initial meeting with Hongmei		Evaluate policies against 10 criteria; Begin planning meeting w/ stakeholders to define those issues deemed most	CHI grant for comprehensive breastfeeding strategies awarded; Sarah introduced breastfeeding support to

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					breastfeeding and promote implementation of best practices to enhance breastfeeding in hospitals						important to breastfeeding success	small/medium sized businesses at Welcom meeting;
8-12-2009	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 received grant 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			Rumsey Station and Carriage Hill previously awarded grants, but due to bureaucracy w/ Dept. of Roads, no construction has begun. AO to organize meeting w/ Parks & Recreation among others about issues w/ Dept. of Roads	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.
8-12-2009	21. Neighborhood projects-year 2	TBD		Mikki Frost/Ron Abdouch, Neighborhood Center; Center for Health Disparities	Relying on best practice design standards for the built environment, improve neighborhoods to enhance opportunities for children's physical activity and healthy eating		Researching best practices; Identifying potential partners (i.e. Center for Health Disparities, OBD) and working w/ Top 10 in 10; Identify potential neighborhoods who can present ability to have capacity to change;			Clarify Top 10 in 10 role; Finding champions;	Pursue next step planning w/ Center for Health Disparities and others; Interview successful models in other states and cities	Pursue Year 3 strategy for community planning in 2 neighborhoods

August, 2009