

Activate Omaha Kids-Initiative Tracking Report-March, 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
3-25-2009	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	OHCP to invoice Alegent for \$55,000 and then contract with MAPA and City	Meeting with Mayor and a Planning Director; Position approved; Now goes to City HR for filing of position; Looking at 7/1/09 hire date			Full funding of position; Coordination w/ Marty Shukert and Omaha by Design master plan environmental group; Consider deferring audits to Year 2	Begin City HR process to fill position; Participate in interviews	Collaboration and funding with MAPA
10-30-202008	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	N/A	N/A	This strategy will be referred to NeHHS for implementation in 2009/2010 school year	N/A	Coordination of NeHHS projects under grant w/ AOK initiatives; Dr. Cristina Fernandez speaking in Barcelona, Spain
2-25-2009	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.	Collecting post data in April; consider evaluation options for Year 3	Alegent/OHCP amendment to Affiliation agreement executed;	Identify evaluation plan for Year 3	
2-25-2009	4. Inventory of existing PA and Nutrition Programs	Alegent-\$5,000	\$5,000 committed in contract with DCHD	Mikki Frost/Mary Balluff	Inventory of existing PA and Nutrition programs to be used for analysis and as a resource	Contract with DCHD signed				Inventory data deemed too large to make project of online searchable tool workable	Grad student will continue to work with inventory to determine users	Connection with state inventory
3-25-2009	5. Convergence communication strategy	\$70,000	\$40,000 committed to OHCP for AOK share of convergence communications, \$20,000 for Summit	Mikki Frost/Kerri Peterson/Top 10 in 10	Integrate communication and fundraising strategies with related organizations through OHCP	OHCP finalizing contract with SKAR; OHCP has executed Amendment to Affiliation	New name "Living Well Omaha" approved by OHCP Board	TBD by SKAR and College of Public Health	N/A	Trademark issues with Healthy Omaha; licensees around name		Dr. Huberty's abstract presented at AL Research Conference; OHCP Summit planning for October, 2009 ongoing

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			and \$5,000 for Tyler Norris			Agreement to cover communications.						
3-25-2009	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	Fall newsletter circulated; Whatcha Doin' campaigns in progress at Omaha South and Brownell-Talbot	N/A	N/A	Coordination of AOK communications with convergence communication through SKAR contract; Legal issues associated with film production	Annual report being polished before distribution	Kids documentary "on hold" for current time because of contract issues
3-25-2009	7. Interactive website	Alegent - \$75,000	\$75,000 committed to 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 proposal received and accepted	SKAR presented website proposal.	To be determined by SKAR and College of Public Health	To be determined by SKAR and College of Public Health	Re-evaluate website and social network options for teen target audience	Identify web strategy for teens; website planned to go live 4-6	
3-25-2009	8. Social Marketing	Alegent – \$165,000 UNO PR-in kind	\$165,000 committed to OHCP to pay SKAR	Mikki Frost-Alegent; Kerri Peterson-OHCP; Heidi Petersen-SKAR; Dr. Franklin-UNO	Conduct a childhood obesity prevention social marketing campaign	3 phase proposal approved; presentation to AOK Executive Committee on 3-5-09	Phase 1 to begin in April, 2009	TBA by SKAR and College of Public Health	N/A	Trademark issues with CLOCC; OHCP name	Rollout plan for Phase 1 awareness campaign to begin on April 6, 2009. Volunteers are being recruited for TV and radio spots.	Use of CLOCC's 5-4-3-2-1 materials; Collaboration with UNO's Dr. Franklin, his media contacts and use of the UNO production studio to produce PSAs; Nebraska Beef Council campaign around family dining as potential year 2 social marketing; Valerie Russell to research funding for family dining social marketing campaign; CDC online social marketing training
3-25-2009	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; Director Observation at sites;	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	Continued Direct Observation (physical activity evaluation at all sites) Post data evaluation begins in April	Programming w/o Sherwood funding; Getting data back from sites; Missing Accelerometers; Sustainability remains an issue	Evaluation in April, 2009 (Year 1) for post data-schedule of days, times, persons; Training on April 2 to remind staff of protocol for evaluation	Working w/ Jen on potential fit for CP grant; Millard schools and CP

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								observation-measures intensity and level of physical activity 5-Accelerometer-measures level and intensity of physical activity 6-Fitness Gram-measures health related fitness				
3-25-2009	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	Met with Ralston and Millard Schools and the Millard superintendant	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 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; Omaha recognized at ALR conference.
2-25-2009	11. Breastfeeding peer support	Alegent - \$50,000	\$50,000 committed in contract with DCHD	Mikki Frost/Mary Balluff/Kathy Blankey (DCHD)	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	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			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
3-25-2009	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	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;	Emailed Mark Fenton for RWJ grant proposal; Writing OCF grant for printing costs; Met w/ schools to plan spring walk; created flyers for Walking Wednesdays	Pre and post classroom tallies; direct observation; pre and post community perception	Preparing for Spring 2009 evaluation based on schools involved; Met w/ Dr. Bessler for community readiness- adding component to parent surveys	Coordination; Communication; Lack of identification of parent champions at each school to spearhead walking school bus; Winter weather	Finalize toolkit and school contacts; Meeting with schools finalizing Nebraska Walk to School events on April 22; Met with and Omaha Pedalers Bicycle Club to promote Bike to School Day in May; Volunteers are being sought to help	RWJ grant for small changes that are affordable and effectiveness of each; waiting to hear from Mark Fenton

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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
2-25-2009	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		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;
3-25-2009	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 those best practices among schools	TBD after partners identified	Meeting with school wellness people held January 30; 14 Omaha area schools participated to share wellness success stories	TBD with Mary Balluff	Mary had initial meeting with Hongmei	Identification of and contact with school wellness coordinators; Capacity of Nutrition Plank	2nd sharing session scheduled for April 24	Action for Healthy Kids Summit; Farm to School program spearheaded by Omaha Green Coalition; Julie/SRTS connect with wellness group
3-25-2009	16. Policy supporting access to fruits and vegetables	\$6,500 / DCHD and state funding		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	Mary met with Grocers’ Ass’n on Feb. 12. NEMS training of assessors took place on March 12-13; 2 nd meeting of community garden on February 23; Survey to be completed by end of April; Over 40 volunteers are gathering information at over 400 sites	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	Gathering NEMS data	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

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												Healthy Kids grant request by OHCP moved to 2 nd phase
2-25-2009	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	TBD		Coordination with Omaha By Design group; Broad scope of Omaha By Design project; Narrowing scope to active living; Identifying committee members/ stakeholders; Branding confusion with OHCP	Identify list of community health topics and prioritize	Mayor's Pedestrian and Bicycle Task Force headed by Marty Shukert; Omaha By Design Environmental Element group; Branding and association opportunities with OHCP
7-06-2008	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.	Exploring options with OBD and Marty Shukert	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
2-25-2009	19. Breastfeeding support in hospitals	Alegent-\$30,000	\$30,00 committed in contract with DCHD	Dr. Molly O'Dell/Mary Balluff	Partner with local hospitals to facilitate a self assessment of current policies and practices that support breastfeeding and promote implementation of best practices to enhance breastfeeding in hospitals	Contract for breastfeeding coordinator being reviewed by DCHD	Sarah Schram is id'ing hospital reps to find their breastfeeding policy; Sarah attended Welcom meeting to discuss small business support for breastfeeding	TBD with Mary Balluff	Mary had initial meeting with Hongmei	Coordination between Nutrition Plank and medical subgroup	Finalize contract with DCHD; Coordinator recruited who will initiate hospital self evaluation and be a point person for breastfeeding strategies	CHI pre application for comprehensive breastfeeding strategies submitted by March 1;
3-25-2009	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				Meeting w/ students at McMillan to assist w/ walkability audits and engineering competition	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					Dependent upon #1; City personnel required to project manage	Work with Kerri, Teresa Gleason, Marty Shukert and Ron Abdouch to discuss	Pursue Year 3 strategy for community planning in 2 neighborhoods

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					neighborhoods to enhance opportunities for children's physical activity and healthy eating						strategy for implementation	

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