

Executive Committee Meeting
Activate Omaha Kids
March 5, 2009
12 – 1:15 pm
Collaborating Center
Minutes

Members Present: Mary Balluff, Kerri Peterson, David Filipi, Cynthia Tiedeman, Adi Pour and Keith Mueller

Member Present by phone: Jennifer Huberty

Staff Present: Mikki Frost and Diane Roberts

Guests: Heidi Petersen, Mark Carpenter and Josh DiLorenzo

1. Welcome, Review of the Agenda and Approval of Minutes –Adi Pour welcomed the group, introductions were shared and the minutes of the meeting on January 15 and the minutes of the Strategic Planning session on February 5 were approved.
2. Presentation by SKAR – Heidi Petersen and Mark Carpenter of the SKAR Advertising Agency presented their plans for the social marketing campaign. The campaign will focus on the 5-4-3-2-1 messaging. They originally had hoped to start the campaign at the 19 OPS Academy schools, but the curriculum for the school year is already in place, so the behavior change curriculum will be postponed until fall. The mass media campaign will be launched in April. There will be billboards and radio and television spots through August. SKAR has received excellent responses from the media sector in Omaha. COPH is working on evaluation for the social marketing campaign. The group suggested a pre and post campaign survey using Club Possible kids. The interactive website will be up and running soon, as well, with two microsites: one for children under 12 and one for children over 12. The concept for changing OHCP's name to LiveWellOmaha was also presented.
3. Updates –
 - a. Balanced Transportation Coordinator – Kerri Peterson reported that this position has been approved by the City. Kerri stressed the influence the Bicycle/Pedestrian Advisory Group has already had on projects within the City of Omaha. Several new projects are adding the 10 feet needed for bike lanes. Street projects will be looked at through a multi-modal lens.
 - b. Ready for Recess – Jennifer Huberty reported by phone that post data will be collected next month at the two pilot schools. Ralston and Millard Public Schools are on board to add programs in the fall. Jennifer attended the Active Living Research conference in San Diego. The recess program was well received, as was the presentation on the collaborative and research in schools.
 - c. Breastfeeding initiatives – Mary Balluff reported that the 5 peer counselors have enrolled 120 women. The first data collection will be in April or May. Sarah Schram has contacted all the local hospitals regarding their policies on breastfeeding and has planned to have a focus

group with representatives from all hospitals meet in May. Welcom will be hosting a round table in June and Sarah will be speaking with small businesses owners to assist in setting up breastfeeding support programs.

- d. Safe Routes to School – Kerri Peterson reported that grants have been received by McMillan and Westbrook Schools through the Nebraska Department of Roads. The McMillan Magnet School received a \$15,000 grant which will allow their engineering students to partner with UNL students for non-infrastructure changes. Westbrook Elementary in the Westside School District received a grant for over \$150,000 for both infrastructure and non-infrastructure changes.
 - e. School Wellness Policy – A sharing session was held on Friday, January 30 where several schools met and shared information on wellness related programs and events going on in their schools. Mary Balluff stated that a small survey will be going out to the schools to measure interest and find another date, possibly in April, to have another session.
 - f. Fruit and Vegetable Policy – Mary Balluff reported that the NEMS training will be held next week. She would like more volunteers. After meeting with the Grocers’ Association, a nice letter was sent out to the grocers supporting the NEMS project and advising that the NEMS surveyors would be “observing” and “verifying” information. The Community Gardens/Farmers Market group has met two times with over 25 people at each meeting. The group divided into four distinct small groups: Big Community Gardens, the Food Bank, the Farmers Markets and the micro-business group who meet separately and also come together as one large group to increase access to healthy foods. The Big Garden group is putting together a toolkit to assist other groups in starting a community garden. The Food Bank group will glean produce from the community gardens to distribute in their truck. A community conference is planned in October by the Farmers Markets group and fee space at the Farmers Market will be given to community gardens. The micro-businesses group is looking into renting space to use as a co-op for distribution of produce. They are also becoming seed brokers. Funds are being sought through a grant from RWJF to provide vouchers for fresh fruit and vegetables and other policies to support consumption of fruit and vegetables.
4. Next steps from strategic planning session
- a. Catalyst fund budget – The proposed Alegent Health Catalyst Fund FY10 budget was presented, generating discussion since the program, Club Possible, had received weak support at the strategic planning session, the funding was dropped. The discussion by the group concluded that inroads into OPS schools had been made, and that set-backs would be suffered if financial support for Club Possible were to be dropped entirely. The group recommended funding 1 GA for Club Possible for FY10. There was also discussion surrounding funding for Safe Routes to School. The group talked about best practices and funding those programs that have shown results and have potential for sustainability.

- b. Evaluation options for Year 3 – A document outlining the evaluation options for Year 3 is attached. Area 1 addressed the programs that have evaluative components in place and it was agreed that the evaluation should continue. Area 2 looked at adding a cost-effectiveness component to the evaluation plans for peer counselor support of breastfeeding and the Ready for Recess program. The third area of focus is measurement of the coalition effectiveness. The group felt that this evaluation could be postponed or done through OHCP. The fourth area of concentration was surrounding the coalition’s focus on neighborhood development in Year 3. The group felt that this evaluation would be important in gathering baseline information for this new strategy.
 - c. Neighborhood Development focus, next steps – The group discussed the importance of concentrating on two neighborhoods, and finding the neighborhood champions with a centrally located committed school that could serve as a focal point of activity. There are some neighborhoods that have already begun improvements. It was mentioned that the Omaha by Design’s Place Game would be another good starting point for neighborhood audits. To learn more about the Place Game, go to <http://www.omahabydesign.org/placegame.htm>. The organization, INBA, will map trails showing neighborhood connectivity. It was suggested that Ron Abdouch, Director of the Neighborhood Center, be asked to join the Executive Committee, as an important link to the neighborhoods.
5. The next meeting will be Thursday, May 7th at noon at the Collaborating Center.