

Executive Committee Meeting
Live Well Omaha Kids
July 2, 2009
12 – 1:15
Collaborating Center
Minutes

Members Present: Ronald Abdouch, David Filipi, Keith Mueller, Mary Balluff, Cynthia Tiedeman and Magda Peck

Members Not Present: Tom Tonniges, Adi Pour, Kerri Peterson, Jen Huberty, Marty Shukert, Nancy Nielsen and Cristina Fernandez

Staff Present: Mikki Frost, Molly O'Dell and Diane Roberts

Guest: John Fife

1. Welcome, Review of the Agenda and Approval of the Minutes – Mary Balluff served as facilitator and welcomed the group. The May minutes were approved. The agenda was altered to address FY10 planning and discussion, beginning with social marketing, since updates from the planks could be viewed on the Tracking Report and it was important to complete the discussion on the FY10 issues.
2. FY2010 Planning and Discussion
 - a. Social Marketing Decisions – Molly O'Dell presented an overview of FY2010 social marketing that would include: 1) Expanding Social Networking; 2) Expand venues for messages to places where target audiences go (i.e. Laundromats, buses, etc.); 3) Traditional media; 4) Stuff, like water bottles, magnet boards, etc; and, 5) Bracelets.
 - i. 54321Go Bracelets – Molly shared a possible “point of decision prompt” strategy to help remind children of the messages of the 54321 campaign, i.e. the child wears 15 differently colored bracelets, 5 to signify the fruits and vegetable consumption, 4 for water consumption, 3 for servings of low-fat dairy, 2 for hours of screen time and 1 for an hour of physical activity. For example, when a vegetable or fruit is consumed, the child will transfer a blue bracelet from left to right. [note: fruit and vegetable consumption will change from blue to green in logo and bracelets pursuant to pilot feedback] When all five bracelets are moved, the requirement for fruits and vegetables has been met. Some of the GAs will be running a camp called Trailblazers and these children will be the bracelet strategy focus group. Several issues surrounding the bracelets were discussed: Where to pilot? Elementary schools or middle schools? Possibly physician offices? Afterschool programs? Age appropriate?? The integrity of evaluation of RWJ study(ies) and social marketing interventions in these schools was discussed. There are issues with rolling out additional campaigns within schools where programming is already in place and honoring the RWJF criteria for research.
 - ii. Suggestions - It was suggested that the group could prioritize what media is working best after the post survey is done. Farrah Fazal of

KETV has requested information to report on the evaluation of the media campaign and other initiatives. There was also a segment done for KETV with the Evaluation Council of Live Well Omaha. The actual spot was only 30 seconds, but the interview is available on their website in its entirety. Another suggestion was to create a blog on the 54321GO website, with different Executive Committee members taking turns at “blog duty”. It was recommended that perhaps the Social Marketing plank should reconvene to support the work of SKAR and make additional recommendations. Another plank chair for this committee was recommended, possibly Lea Pounds.

- b. Neighborhood strategy – Mikki Frost reported that Molly, Suzanne and Mikki are looking at available data and possible neighborhood partners to identify neighborhoods that have the capacity and willingness to change. Ron Abdouch has provided possible leads for partners. It was pointed out that there are many neighborhoods currently being used as “laboratories.” It is important to identify a neighborhood that already has something going on, demonstrating commitment. Pat O’Campo from Toronto has done considerable research and offers suggestions on choosing neighborhoods that can learn from others.
 - c. Comprehensive Breastfeeding strategy; CHI grant – Molly O’Dell announced that Alegent was awarded a \$124,000 grant for physician education, peer mentoring in WIC clinics, hospital policy assessment and worksite support of breastfeeding through LWOK. Molly and Mary Balluff will be working together to develop the scope of work.
 - d. Fund Development; – Mikki Frost pointed out that \$25,000 of the business plan has been allocated for consulting to develop a fund development strategy for LWOK that is integrated with LWO. The Live Well Omaha Program Committee (the result of the convergence) will meet next week to strategic plan and discuss fundraising integration.
3. Updates – FY09 year end recaps – see the June Tracking Report
- a. Physical Activity Plank – READY FOR RECESS and CLUB POSSIBLE have experienced very successful years. The evaluative data will not be available until September.
 - b. Nutrition Plank – Mary Balluff reported that the NEMS data from 487 stores should be received back from Lincoln next week. The mapping process will then begin leading to strategies learned from the Philadelphia model. The SCHOOL WELLNESS networking group met in April. A Coordinated School Health training was held last week with approximately 30 attendees. There is growing support from schools. The front line staff training about physical activity opportunities in the classroom with Aaron Beighle is scheduled for Wednesday, August 12. Since this is also the first day of school for OPS and Millard, attendance may be adversely affected. The CHILD CARE CURRICULUM subgroup is hoping to make training available for day care providers. PEER MENTORING BREASTFEEDING now has 100 women in the program. HOSPITAL POLICY assessments are completed and

those involved will be invited back for discussion. Two more sessions on worksite breastfeeding support are being planned.

- c. Social Marketing – This was discussed thoroughly in our FY10 planning and reported above.
 - d. Physical Environment – Mikki Frost reported for Marty Shukert that the BALANCED TRANSPORTATION COORDINATOR position has been approved by the City Council and recruitment for the position has begun. Marty is also involved with the Transportation and Urban Design Section of the Omaha by Design Master Plan.
 - e. Evaluation – A copy of the telephone baseline survey findings was provided to the members. Strategies for publicizing the report will be discussed at the UNO Communication Committee meeting of which Mary Balluff is a member.
 - f. Annual Report distribution – Diane Roberts reported that the Annual Report has been distributed to the entire LWOK mailing list, the school and community gardens mailing lists, city and state officials, and several internal Alegent departments. The link was sent to Adi Pour and Kerri Peterson to add to their websites. Each Executive Committee member present was provided with five hard copies. Additional distribution is planned to coalition partners. Other recommendations were received.
 - g. Update on Live Well Omaha and Activate Omaha – Kerri Peterson is connecting with the Center for Health Transformation through contingents from Wisconsin and Georgia to facilitate learning.
 - h. Update on Top 10 in 10 – Keith Mueller reported that the group visited Boulder, Colorado and there will be some strategic planning within Top 10 in 10 to formalize their plans and create a reporting strategy.
 - i. CDC's Weight of the Nation – The physician training on BMI was accepted as a poster session for this conference. Caryn Kusleika from Live Well Omaha Kids and Holly Dingman from the Nebraska Department of Health & Human Services will be presenting.
4. The next meeting will be on Thursday, September 3 at noon at the Collaborating Center.