

Executive Committee Meeting  
Live Well Omaha Kids  
May 7, 2009  
12 – 1:15 p.m.  
Collaborating Center  
Minutes

Members Present: Tom Tonniges, Ronald Abdouch, David Filipi, Keith Mueller, Adi Pour, Kerri Peterson, Mary Balluff and Jen Huberty  
Members Not Present: Marty Shukert, Nancy Oberst/Cynthia Tiedeman, Nancy Nielsen, Cristina Fernandez and Magda Peck  
Staff Present: Mikki Frost, Molly O'Dell and Diane Roberts

1. Welcome, Review of the Agenda and Approval of Minutes – Keith Mueller served as facilitator and welcomed the group. The March minutes were approved.
2. Updates – from the April Tracking Report
  - a. Physical Activity Plank – Jen Huberty reported on **CLUB POSSIBLE, READY FOR RECESS** and **SAFE ROUTES TO SCHOOL**. Club Possible will be added into 10 new OPS sites in the fall and in the Millard Schools. Evaluation data analysis will begin in the summer. There is baseline data on Club Possible from 800 kids and 20 sites. Ready for Recess will be in four Millard schools in the fall, each with a different intervention (1 with trained staff only and 1 with new equipment only; 1 with both trained staff and new equipment and 1 with traditional recess, without enhancements) for evaluation purposes. All will eventually get the training and equipment. Dr. Beighle will be in Omaha August 8 – 10 which coincidentally is the same dates that schools will be meeting for curriculum updates. April 22 was Walk to School Day in Omaha with 14 schools participating. Westbrook Elementary School has received a \$159,000 grant from the Nebraska Department of Roads for infrastructure and non-infrastructure changes.
  - b. Nutrition Plank - Mary Balluff reported that 487 **NEMS** surveys have been completed. The Office of Sociological Research at UNL is compiling the data which will illustrate gaps and food deserts. There are 5 **BREASTFEEDING PEER COUNSELORS** at 2 WIC clinics. The breastfeeding coordinator has gathered information on at least 3 **HOSPITAL/HEALTH SYSTEM POLICIES ON BREASTFEEDING**. The goal is to find out what is happening and to seize on opportunities for improvement in breastfeeding support. Dr. Tonniges pointed out that at least 3 national organizations have breastfeeding policies or recommendations that should align with each hospital's policy. One of the objectives of the breastfeeding coordinator is to build rapport and provide resources to hospitals. The **SCHOOL WELLNESS NETWORKING** group met again on April 24th and shared success stories and received information about the resources from the Extension Office and Ready for

Recess. The large group of community gardens will meet again on June 2. The food recovery sub group will meet at the end of the month. They hope to submit a grant to the Nebraska Department of Health to create a toolkit for community gardens. They anticipate holding a training during the winter.

- c. Physical Environment – Mikki reported for Marty Shukert. Marty is the chair of the Transportation arm of Environment Omaha group of Omaha by Design. A light rail system was discussed. Mark Fuhrmann, deputy general manager of Metro Transit in Minneapolis/St. Paul spoke at this kick-off meeting.
- d. Evaluation – Molly brought the group up-to-date on the **EVALUATION** component. Data is now being collected for Safe Routes to School, Club Possible and Ready for Recess. The baseline data for the phone survey is compiled and the final report is in draft form. Molly asked if Keith, Adi and Magda would be willing to review the baseline survey report.
- e. Medical Subgroup – Molly reported that the physician training has encountered some internal barriers, particularly with follow-up. Alegent Health Clinics have adopted **BMI SCREENING** and documentation as a core quality metric. While this is a huge success for this strategy, it will affect evaluation data. The BMI training, HHS and PAN form has been accepted as a poster presentation at the CDC's inaugural conference, Weight of the Nation.
- f. Annual Report/White Paper – A draft of the annual report was presented to the group. It was well received. The group discussed potential recipients of the report and the methods of distribution. Mikki reported that the white paper will be updated.
- g. RWJ and other grant applications – Kerri Peterson reported that the RWJ grant, Healthy Kids/Healthy Opportunities, has made the first cut, down to 90 applications. The next cut will reduce the number of applications to 60. The focus of the grant is on physical activity and highlighting Safe Routes to School east of 42<sup>nd</sup>. There are now specific design standards recommended for the building of new schools. The IMBA (International Mountain Biking Association) has agreed to assess the area east of 42<sup>nd</sup> St. for trail connectivity. Mary Balluff reported there are two state grants applications: one is for a community garden development toolkit which would contain information on the process: recruiting volunteers, resources, land use policy, etc. Another grant is being developed around the distribution of produce, from a first tier of consumers to the emergency centers.
- h. Update on Live Well Omaha (OHCP) – Kerri reported that the name change will probably become publicly effective in June.
- i. Update on Top 10 in 10 – Keith reported that this initiative is now seeking media exposure within a social marketing campaign to create visibility. A similar initiative exists in Oklahoma City.

- j. Frequency of Tracking Report – An inquiry as to whether or not the Tracking Report could be updated every other month was made. The group agreed the report could be updated every other month.
3. Planning and Discussion-LWOK Year 3 Business Plan
  - a. Business Plan update; Catalyst Fund update – Mikki and Molly presented the business plan to the Catalyst Fund where it was accepted. The next step will be to actually receive allocation of funds from Alegent.
  - b. Year 3 Social Marketing Proposal – Mikki reviewed for the group the 3 components proposed by SKAR for the next fiscal year. The first involves putting on assemblies at the 19 academy schools in OPS and providing incentives for the speakers. The second component includes the development of programming around the 54321Go messaging and the use of focus groups. The third component is the continuation of the mass media marketing campaign. SKAR sent letters to the academy principals, receiving positive response. The group discussed the marketing proposals and felt that the money paid to SKAR should focus on creativity, not process. SKAR would focus on the media campaign and other partners might be recruited for the other elements.
  - c. Evaluation – Molly proposed that the focus of Year 3 evaluation be ROI (return on investment) and the cost effectiveness of the programs for the peer support of breastfeeding initiative, Ready for Recess, in addition to the unfinished projects of Year 1. (Safe Routes to School, Club Possible, Peer Support, Physicians’ BMI Training and Social Marketing).
  - d. Next steps for neighborhood strategy – Keith suggested using data from COPH to drill down to the neighborhood level. Two neighborhoods could be selected by using the criteria of: selection of one difficult neighborhood with low social capital and an easier neighborhood with a higher sense of social capital. The selection of neighborhoods could be made by looking at a constellation of groups at the grass-roots level, possibly through the ministry at the neighborhood churches. The group discussed the zip code – 68111 – as being overwhelmed by efforts of many groups, and many of those efforts as being fragmented and fractured. A coordinated effort, bringing all interested groups to the table, would produce better results.
  - e. LWOK fund development – Strategy was discussed. The Executive Committee discussed the need for long term funding strategies developed and coordinated through Live Well Omaha, in collaboration with the other initiatives.
4. Planning – PHAN presentation – Molly led a discussion of what to present at the PHAN meeting in October in Kearney. Molly agreed to create drafts and recruit members to present 3 different presentations.
5. Date of next meeting – The regularly scheduled date of the next meeting, July 2, falls on the Thursday of the Fourth of July weekend. The group agreed to change the date to July 9 at noon.