



Report of Meeting

ActionNow! 4 Kids **October 22, 2007**

Present: Jessie Coffey (chair), Gina Egenburger, Lesa Hoppe, Kathy Karsting (reporting), Corrine Roach

We reviewed the report of the Sept. 17, 2007 meeting.

Sept. 24 Nourishing Our Children Conference

- Evaluations were positive and the group agrees the conference was an overall success.
- Andrea M. has approved working with tele-health resources to repeat the conference for a statewide audience.
- Workgroup members recommended doing this in March or April of 2008.
- We'll keep schedule and objectives as they are; discussed alternative approaches to speakers in the event we find any of the original speakers unavailable. (Alice Henneman could do the section provided by Michelle Welch; Bev Benes could do the entire school wellness policy section by herself; Pam Wollenburg's session and Kathryn Leeper's session could easily go longer if time is available.)
- Kathy will contact Trudy at LLCHD to select possible dates for the tele-health broadcast.

Resource Book and Website

- Discussion on "next step."
- For both the resource book content on kids and youth and the ActionNow! Kids and youth web page, we agreed an important next step is to sort out, evaluate, and prioritize the collection of web sites we have built as a group.
- Plan: we will create a table for evaluation of the multiple web site addresses we have collected, and Corrine will request time of a pre-professional intern at the health department. We agreed this round of evaluation does not need to be "qualitative" so much as we are interested in whether: the web site is currently active, if some web sites are actually located as links on "main" sites, how the sites relate to our three key messages (eat healthy, move more, know your numbers), are they Nebraska-specific or national sites, are the sites "kid-friendly" (designed for a kid or an adult audience), are they free of commercial message, does the site offer learning games?
- Plan for the website is to make a few revisions in our key content, add the websites that we want after the evaluation described above, and recommend to Andrea M. for posting.

- The primary audience of the kids and youth website should be Kids and Youth, with a sub-link on the page for "adults who care about kids".
- On the website, we want to display our Mr. CanDolt kid images,

Media Campaign

- We envision the kid images will be used on billboards with the captions we chose at our last meeting.
- However, more than bill boards, we think that using the images as screen savers on school and public library workstations, with key messages and bullet points, will be effective in reaching our target audience.
- The use of screen savers should be accompanied by large posters with the Mr-Can-Do-It kid images in the cafeteria of schools.
- The workgroup recommended that we pursue the development of electronic images suitable for screen savers and posters. Each image should carry the Key Message and Bullet Points as follows:
 - *Eat Healthy!*
 - Choose Healthy Snacks.
 - Decrease Sugary Drinks.
 - Increase Fruit and Vegetable Servings.
 - *Move More!*
 - All kinds of activities "count." You don't have to be a sports star to get adequate activity.
 - All kids need at least 60 minutes of activity each day.
 - Activity in periods of 10 minutes or more "counts."
 - Decrease "screen time" to 2 hours or less per day.
 - *Know Your Numbers!*
 - Learn to read food labels.
 - Understand and limit portion or serving sizes.
 - Know recommended daily amounts of each food group.
- The workgroup recommend pilot-testing of these messages, the screen saver, and the posters at four schools in Lincoln: Fred Strom elementary, Lefler middle school, Mickle middle school, and North Star High School.

Next year's goals

The group discussed the report we want to make at the annual steering committee on Thursday. We agreed our goals for the coming year are:

1. Pursue the use of the kid images for a media campaign focusing on pilot testing screen savers with messages and posters in four schools, with evaluation by kid and adult audiences in the pilot schools.
2. Carry out the repeat of the Nourishing Our Children conference for a statewide audience using the tele-health system in Spring, 2008.
3. Complete the Resource Book material and web page launching focusing on kids and youth.
4. Plan an ActionNow!4Kids presentation for the local school board by workgroup members in 2008:
 - a. Request placement on the agenda

- b. Present evidence that actions schools take relate to the development of childhood obesity and diabetes risk and are pertinent to mandated school wellness policies.
- c. Propose that schools pursue policy development and practices in two key, cost-neutral practices:
 - i. Develop policy that teachers not be permitted to use candy as reward or incentive for classroom performance, and present alternative ideas.
 - ii. Develop policy that schools not be permitted to use candy or other foods without nutritional value for fundraisers and present alternative ideas.