



ActionNow!4Kids Workgroup
February 28, 2008
Report of Meeting

Present: Melissa Burman, Jessie Coffey, Gina Egenbergen, Nikki Ford, Mike Heyl, Lesa Hoppe, Jill Jank, Kathy Karsting (reporting), Carol Mitchell, Corrine Roach, Judy Zabel

Introductions

Katie Willett, dietetic intern, joins us today. Katie relayed the work on the web site review and sorting project.

Discussion on web site resources

Jessie has the final version of the document.

The document itself will be included in the resource manual with the material dated 12/17/07. The document should be posted on the *ActionNow!* web site as a pdf file, as well as providing the live links to populate the ActionNow!4Kids web site.

Educational Event for Nurses Sponsored by LPS June 3 (evening) and 4 (morning) and June 4 (afternoon).

Themes are Obesity Prevention, and Asthma.

Jessie proposes ActionNow!4Kids resources should be available at this conference. Jessie would like to have as many resources copied onto CDs as possible, and distribute these to nurses attending the conference. Jessie will be a speaker, on behalf of LPS and Action For Healthy Kids, and plans to select resources she thinks are most helpful.

ActionNow!4Kids images and screen savers can also be included on the disk. Jessie invites others to suggest resources.

Jessie will also take the *ActionNow!* Blue hard copy resource list, as well as samples of other materials e.g. prescription pads for a healthier lifestyle.

School Health Screening Rules and Regulations

Kathy shared information on BMI surveillance and screening.

Jill noted that registered dietitians would be an interested stakeholder group, and recommended that kids be assessed for growth with some regular periodicity during school years. Recommended that referral criteria still be developed and shared with schools.

Alliance for a Healthier Generation

Jessie shared info on the emergence of this national group in NE, with a project targeting selected schools with current staff and resources to change environment and school policy. Alliance for a Healthier Generation is a joint project of the William J. Clinton Foundation, the American Heart Association, and many large national corporate partners.

School Media Messages Project

Jessie reported that she has been informed that the screen saver project may proceed as a building level decision. Jessie has contact info for Fredstrom, Lefler, Mickle, Lincoln High pilot projects.

Corrine reports posters are printed and ready for lamination. She has two disks with the images, one for Nikki Ford, who and one for Corrine, to pursue making sure the images are compatible with Macintosh, automatically change, have banner messages.

Posters to be displayed in gym or cafeteria. Suggestions on other locations in schools: health offices, counselor offices, FCS classrooms. Can be determined by principal but should be reported for purposes of evaluation.

Corrine has worked with Anne Fetrick on evaluation plan. Evaluation tools shared and are age-appropriate. Corrine suggests she could go to elementary classroom to facilitate evaluation feedback from that age group. Display until mid-May, follow with evaluation and report back to school before school is out. Discussion on how the eval will benefit our understanding of how kids respond to our visual messages. In each elementary school, select grade (4th or 5th) to participate in evaluation. Need to include screen saver exposure to evaluation.

Need a contact person for each school (Lincoln High - School Nurse, Mickle - student health advisory committee). Need a contact person from our group for each school: Corrine-Fredstrom, Mike-Mickle, Corrine-Lincoln

High, Jessie - Lefler). Jessie will compose letter to principals, with info on project plan and evaluation plan.

Discussion on including a parochial school in the school media messages project: Lincoln Lutheran on 56th street suggested. Outcome - defer involvement of parochial schools until after initial eval.

Discussion on incentive objects for evaluation participation. Fruits or veggies? Could we find a local grocer to help us out with some incentives? For the school with the highest level of participation in the evaluation?

Resource Book and Web Page

Spell check web page resource document. Suggest category headings or numbering to stand out better.

Carol Mitchell to receive final version of resource book document and web page directory. Katie will send to Carol.

Web site directory will be posted on *ActionNow!* website as a pdf document.

Carol reported that *ActionNow!* website needs to be reviewed and refreshed. Site lacks creative display and the capacity to do this is lacking at present. (Example: Live Well Colorado.)

Further development of kids webpage will await further development of the web site overall.

Nourishing Our Children conference: no report.

Policy development in schools

Offer templates for use at the building level: educational messages. Target policy development at the building level.

Make report to school board when media pilot project evaluation is complete.

Discussion on LMEP developing a project to target obesity in childhood populations, possible collaborations with local public health and local schools.

Discussion: members of the workgroup please bring forward sample policies and templates for family friendly educational messages: healthy lunches, healthy snacks, ways to increase physical activity?

Volunteers needed for May 17, 2008 LifeLong Living Festival. Contact Carol Mitchell if you are available.

Next Meeting:

Wednesday, April 2, 1008 at LLCHD. 9:00 - 10:30 am.