



**Work Plan for 2008
ActionNow!4Kids Committee**

Goal: Prevent/delay diabetes and its complications in children/youth populations

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Objectives	Action Steps	Outcomes
1. Promote the use of child based images for a community wide media campaign	1a. Develop posters, screen savers and other print materials to promote ActionNow!4 Kids 1b. Each image will include identified key prevention messages regarding Eat Healthy, Move More and Know Your Numbers 1c. Child/youth posters/screen savers will be pilot tested at 4 LPS sites	1a. Posters, screen savers and materials developed 1b. Materials will include identified key prevention messages 1c. Posters/screen savers will be evaluated for effectiveness of messages by child/youth and adult audiences

<p>2. Conduct a 2nd Annual Nourishing Our Children Conference</p>	<p>1d. Develop a media splash to promote awareness/educational information</p> <p>1e. Work on developing a tool kit to be used for community wide distribution.</p> <p>2a. Schedule conference for March or April of 2008 and secure site.</p> <p>2b. Assure telehealth resources for statewide audience</p> <p>2c. Plan content, speaker, material and facility arrangements. (Content to be based on recommendations of participants of 1st Annual Conference)</p> <p>2d. Apply for CEU for dietitians and nurses</p> <p>2e. Evaluate conference effectiveness based on participant response and indications of how they will use knowledge gained</p>	<p>1d. Information provided to Lincoln Journal Star, Neighborhood Extra, Star City Health, Star City Sports, and other sites documented.</p> <p>1e. Initial draft developed</p> <p>2a. Conference scheduled and site secured</p> <p>2b. Confirm broadcast availability</p> <p>2c. Content, speaker, material and facility arrangements completed</p> <p>2d. CEU's approved</p> <p>2e. Evaluation completed</p>
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<p>3. Promote Resource Manual material for children/youth</p>	<p>3a. Complete section on children/youth</p> <p>3b. Develop a plan and distribute new content to public/parochial schools and physician offices.</p> <p>3c. Post child/youth content of Resource Manual on <i>ActionNow!</i> website.</p>	<p>3a. Section completed</p> <p>3b. Plan developed and child/youth Resource Book content distributed to school nurses, physician offices</p> <p>3c. Content posted</p>
<p>4. Develop ActionNow!4Kids web content for www.123ActionNow.org site</p>	<p>4a. Identify and post hot links on the <i>ActionNow!</i> home page, including appropriate local resources</p> <p>4b. Identify, organize and post appropriate web links for children/youth, parents and educators on the <i>ActionNow!</i> website</p> <p>4c. Plan and implement a systematic review of websites/links to assure accuracy and currency</p> <p>4d. Develop a plan to promote website use</p>	<p>4a. Hot links identified and posted</p> <p>4b. Web links identified, organized and posted</p> <p>4c. Review process identified and implemented</p> <p>4d. Plan developed and implemented</p>
<p>5. Plan an ActionNow!4Kids presentation for the local school board by workgroup members in 2008</p>	<p>5a. Request placement on the agenda</p> <p>5b. Present evidence that actions schools take relate to the development of childhood obesity/diabetes risk and are pertinent to</p>	<p>5a. Placement requested</p> <p>5b. Evidence presented</p>

<p>6. Seek additional funding options to promote ActionNow!4Kids objectives</p>	<p>mandated school wellness policies</p> <p>5c. Propose that schools pursue policy development and practices in 2 key, cost-neutral practices:</p> <ul style="list-style-type: none"> 1) Support development of a policy that teachers not be permitted to use candy as reward or incentive for classroom performance and present alternative ideas 2) Support development of a policy that schools not be permitted to use candy/other foods without nutritional value for fundraisers and present alternative ideas <p>6a. Develop a proposal for Community Health Endowment funding focused on the “We Can! In Lincoln” (Ways to Enhance Children’s Activity and Nutrition) Initiative</p>	<p>5c. Proposals presented</p> <p>6a. Proposal developed by LPS with partner collaboration.</p>
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