

# OVERVIEW

The mission of the Center for the Child & Community is to empower communities to value and support the health, safety and well-being of every child, so that all children have the opportunity to reach their full potential.

## STRATEGIC GOALS

### EARLY CHILDHOOD

Implement and sustain early childhood health initiatives statewide, with a focus on piloting Help Me Grow in Lincoln-Lancaster County. Improve early childhood education settings with Go NAP SACC trainings and technical assistance for child care homes and centers across Nebraska.

### CLINIC-TO-COMMUNITY

Expand clinic-to-community initiatives with a focus on asthma prevention, pediatric vision health and communication efforts via Children's Connect portal. Foster bi-directional learning with Project ECHO.

### OBESITY PREVENTION

Continue to elevate partnerships critical to obesity prevention strategies, and use data to describe the impact of these cross-sector/cross-strategy initiatives, including the Preventing Childhood Obesity Community Grant Program and the Double Up Food Bucks program.

### SCHOOL HEALTH

Increase training and education provided to schools across the state with an emphasis on chronic condition management and school-to-community linkages. Connect to school nurses through the Nebraska School Nurse Mentor Program.

### COMMUNITY BENEFIT

Convene internal leaders around the 2019-2021 Implementation Strategy Plan to address the four identified priority health needs: Access to Care; Mental/Behavioral Health; Nutrition, Physical Activity & Obesity; and Sexual Health.

### GROW THE CENTER

Strengthen the operational infrastructure of the Center by engaging hospital leadership and community partners in the Center strategic priorities.

*SEE REVERSE FOR CURRENT INITIATIVES*



# CURRENT INITIATIVES



## PREVENTING CHILDHOOD OBESITY

Community Grant Program  
Learning Collaborative

Childhood obesity is a national health crisis and the main chronic disease children in our community face. We use a community approach to help prevent and treat obesity in children. The Center manages the grants with community organizations that support nutrition and physical activity.



To address healthy food access issues Nebraska communities are facing, we partner with UNL Extension to support the Nebraska Double Up Food Bucks Program. SNAP recipients can earn Double Up Food Bucks, in the form of \$2 coupons, when they purchase fresh produce at participating grocery stores and farmers markets.



We help coordinate the Go NAP SACC initiative, a trusted process that helps childcare centers and homes go the extra mile to support children's healthy eating and physical activity.



A better future for all children begins with Help Me Grow by advancing developmental promotion, early detection and linkage to services. The Center serves as the backbone organization

for Help Me Grow Nebraska and collaborates with many statewide partners. Help Me Grow builds on existing community resources and works to ensure communities identify vulnerable children and link families to community-based programs and services through the implementation of four core components: child health care provider outreach, family and community outreach, ongoing data collection and analysis and a centralized access point.



In partnership with the American Academy of Pediatrics-Nebraska Chapter (AAP-NE), the Center was designated a Project ECHO replication site in 2017. Project ECHO is a tele-mentoring model that improves capacity and access to specialty care by linking expert specialist teams with primary care providers through teleECHO™ clinics.



We support the Nebraska Department of Education Healthy Schools program, which works collaboratively with Nebraska schools to support the Whole School, Whole Community, Whole Child (WSCC) model. WSCC includes resources and support for the individual, family, school and community. Currently, the Healthy Schools program focuses on the following key areas: chronic disease management, nutrition education, out-of-school time and physical education and activity.

Learn more about the Center's advocacy efforts and find a full list of ongoing initiatives at [www.ChildrensOmaha.org/advocacy](http://www.ChildrensOmaha.org/advocacy).

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