

Community Advisory Group (CAG)

for the

Omaha Lead Site

Education Subcommittee
Summary Notes from October 11, 2004 Meeting
Douglas/Sarpy County Extension Office

The following people were in attendance at the Education Subcommittee meeting:

Name	Affiliation
Sue Casteel (by telephone)	ATSDR
Kathy Leinenkugel	DCHD
Stacy Meacham	MFG, Inc.
Katy Spellerberg	MFG, Inc.
Vernon Waldren	Douglas/Sarpy County Extension

The meeting began with a discussion on how to incorporate the Education Plan into the Comprehensive Plan. Mr. Waldron stated that the committee had three options for the Education Plan: 1) it could be incorporated in full in the Comprehensive Plan, 2) it could be incorporated as an attachment or appendix to the Comprehensive Plan, and 3) it could be kept a separate document and a summary of the document contents could be included in the Comprehensive Plan.

Discussion was held regarding the pros and cons of each option and then the group decided that the Comprehensive Plan should make reference to the Education Plan and include a summary of the major elements of the plan, but that the Education Plan should remain a separate document from the Comprehensive Plan. It was agreed that by keeping the documents separate, the Education Plan could remain a living document and changes and updates could then be made as needed without requiring updates to the Comprehensive Plan.

It was agreed that once the Comprehensive Plan is further developed, the Education Plan can be used as a Work Plan for implementation of the education & awareness components of the Comprehensive Plan.

Mr. Waldren discussed comments that the Comprehensive Subcommittee had on the summary of the Education Plan included in the Comprehensive Plan. The following changes were made to the Education Plan:

- III. Public Outreach and Community Awareness, last sentence of last paragraph of section.
“The Douglas County Health Department presently provides public awareness and

community outreach activities related to childhood lead poisoning prevention and should be **responsible for the coordination of all** public awareness and community outreach activities so a single appropriate message is provided in the OLS site area.”

Text revised to read, “...should be **consulted regarding** public awareness and community outreach activities...”

- IV. Education and Training, first sentence of third paragraph.
“Public education materials and methods should be **tested** with focus groups representing the diversity of residents in the OLS site area.”
Text revised to read, “...methods should be **reviewed** with focus groups...”
- IV. Education and Training, last paragraph of section. A reference should be made to an office and not just a hotline. In addition, reference should also be made to a website.

A matrix prepared by MFG summarizing the strategies, objectives, and implementation steps outlined in the Education Plan was discussed. It was agreed that the matrix should be included as an attachment to the Education Plan and should be labeled Working Copy or Working Draft so that it can be continually updated.

The group agreed that more work needed to be done to the matrix but that the subcommittee should move into the next phase of planning and implementation. It was agreed that the Education Subcommittee members would provide final comments on the Education Plan and summary matrix by November 2nd. The Education Subcommittee will open up the next meeting for anyone on the CAG who wanted to be on the Education Subcommittee work groups. The work groups would be developed and, for the time being, report to the Education Subcommittee. Once an Alliance is formed the work groups would report to the Alliance. It was agreed that MFG, Inc. would contact Dr. Polk-Primm and ask her to brief the CAG at the meeting on Wednesday, October 13 about the Education Subcommittee’s progress, which would include announcing the Education Subcommittee’s desire to move forward with the formation of work groups, requesting people to sign-up to join the work groups, and distributing the current version of the summary matrix.

Mr. Waldren gave examples of work groups that could be developed, such as community/church groups, Homeowners, Health Officials, City Officials, Agency Officials, etc. Ms. Leinenkugel noted that some work groups may be permanent while others may be event and time frame oriented. In addition, she advised that specific work group assignments not be given until general objectives are defined and questions answered for all of the work groups. The group concurred.

A discussion began regarding education and outreach in general, as well as during National Lead Poisoning Prevention Week (NLPP week) (October 24-30, 2004). The following were discussed:

- Ms. Leinenkugel stressed the importance of working with Omaha area health care networks to distribute the message that children need to have their blood lead levels tested at ages 1, 2, and 3, and then children at high risk for lead poisoning need to continue to be tested at ages 4, 5, and 6. This message is particularly important because children may have completed their immunizations by 18 months of age, and may not access well-child medical care at ages 2 and 3. Parents/guardians need to make a well-child appointment at those ages to have a blood lead level test conducted, and then follow-up with tests at later ages as needed.
- Ms. Leinenkugel indicated DCHD is trying to schedule a press conference with Mayor Fahey during NLPP week that will discuss how lead continues to be a problem in Omaha and will potentially include interviews of families, contractors, and medical providers dealing with lead poisoning prevention.

- Mr. Waldren said the lead-free diet demonstration is in the process of being scheduled with one of the local television channels.
- Ms. Leinenkugel said the EPA lead education display will be located on the Harney Street level of the Douglas County building during the last two weeks of October. She will also contact Ms. Valdez to see if the display could be set-up at the Chicano Awareness Center for a health fair to be held there on October 15th and 16th.
- MFG agreed to contact Dr. Polk-Primm to see if she was able to schedule a program during NLPP week on the Spanish radio station.
- Ms. Spellerberg will develop a press release that Leslie Associates will distribute to the local media for announcement during NLPP week. The press release will be reviewed by the CAG prior to submittal to Leslie Associates.

The following list of Action Items resulted from the meeting:

- MFG will provide the changes made to the Education Plan to Ms. Deppe of the Comprehensive Plan Subcommittee.
- MFG will contact Dr. Polk-Primm to request that she update the CAG of the Education Subcommittee's progress at the October 13th CAG meeting and to see if she has scheduled a program on the Spanish radio station.
- Education Subcommittee members are to provide final comments on the Education Plan and summary matrix to Ms. Spellerberg by close of business on November 2, 2004.
- Ms. Spellerberg will develop a press release for NLPP week, have it reviewed by Education Subcommittee members and the CAG, and then give it to Leslie Associates to distribute to the press.
- Mr. Waldren will update the Education Subcommittee on when the lead-free diet demonstration will occur when the information becomes available.
- Ms. Leinenkugel will update the Education Subcommittee on the press conference with Mayor Fahey when the information becomes available.

The next education subcommittee meeting will be held on November 9, 2004, at 1:00 p.m. at Mr. Waldren's office located at 8015 W. Center Road.