



Overview	Live Well Omaha is the long-term collaborative effort to improve the overall health of area residents and position Omaha as a thriving community now and well into the future. Members are individuals, organizations, and institutions—including schools, health care professionals, faith-based and community-based organizations, private-sector companies, and officials from all levels of government—who are committed to cultivating a physical and cultural environment that encourages everyone in Omaha and Douglas County to make the healthy choice, at any time, in any place, every time.
Primary Goal / Mission	Improve the overall health of area residents
Coalition Members	
<p>Alegent Health, American Red Cross, AON, Baird Holm Law, LLP, Bland and Associates, Blue Cross and Blue Shield of Nebraska, Boys Town National Research Hospital, Catholic Charities, Carol Russell, Center for Human Diversity, Inc., Charles Drew Health Center, Children’s Hospital & Medical Center, ConAgra, Coventry Health Care, Creighton University, Douglas County Health Department, Dr. Laura Jana, PPC/Primrose School of Legacy, Gallup, Greater Omaha Chamber of Commerce, Healthways, Methodist Health System, Metro Omaha Medical Society, Mutual of Omaha, National Safety Council, Greater Omaha Chapter, Nebraska Center for Healthy Families, Nebraska Orthopedic Hospital, Nonprofit Association of the Midlands, Omaha Public Schools, Omaha Community Foundation, One World Community Health Center, Inc., PRIDE- Omaha, Inc., Primrose School of Legacy, RDG Planning and Design, Sarpy/Cass Department of Health and Wellness, SM Stevens and Associates, LLC, The Nebraska Medical Center, The Trek Store of Omaha, Union Pacific Railroad, UnitedHealthcare of the Midlands Inc., University of Nebraska at Omaha, University of Nebraska Medical Center, United Way of the Midlands, Urban League of Nebraska, Valmont Industries, Inc., Visiting Nurse Association, Wellness Council of the Midlands, Women’s Center for Advancement, YMCA of Greater Omaha</p>	
Programs/Campaigns	
<ul style="list-style-type: none"> • Putting Prevention to Work is an effort to reduce the incidence obesity and chronic disease and make our community the healthiest in the nation. Activities include: <ul style="list-style-type: none"> -Smoke-free options for apartment complexes -Healthy Neighborhood Stores -Farm to Institution -Partners for a Healthy City -Partners for a Healthy City – Schools -Pharmacists and Physicians • Live Well Omaha Kids is a community coalition of over 40 community organizations working to achieve measurable improvements in nutrition and physical activity. Activities include: <ul style="list-style-type: none"> - Healthy Families -Child Care Center Learning Collaborative -School Wellness Network -Youth Advisory Council -Breastfeeding -Family Dining Pledge -Active Communities • Activate Omaha_ establishes innovative approaches to increase physical activity through community design and community strategies. It supports active living by promoting changes in urban design, land use, and transportation planning. Activities include: <ul style="list-style-type: none"> -Safe Routes to School -Boltage program (a bike/walk to school incentive) -Summer bike ride program -Summer camp healthy eating/physical activity module for low-income children -Assists mayor’s office in Active Transportation Summit 	

-Community Gardens

Impact

- Online health indicator site www.douglascohealth.org

Putting Prevention to Work:

- Initiating Farm-to-School programs in three schools and online Farm-to-School tool kit
- Seven new school gardens in Omaha Public Schools
- Facilitating policy that allows for healthy food options in nearly 350 businesses, faith-based organizations, schools, physicians offices, and community organizations
- Partnering with eight neighborhood store owners to enhance their business models by carrying healthy options for area residents
- Developing Omaha’s first-ever Farm-to-Institution programs
- Supporting area community gardens and farmers’ markets
- Working with pharmacists and physicians to help more than 7,000 individuals control their high blood pressure and/or high cholesterol
- Increasing the number of smoke-free homes, apartments, and environments
- Creating Safe Routes to School to over 30 area schools for more than 3,000 children
- Bringing Movin’ After School programs to 2,000 children in 40 area after-school program locations
- Facilitating policy changes that allows for increased daily physical activity in more than 350 businesses, schools, and faith-based organizations throughout Douglas County
- Collaborating on and supporting a pedestrian and bicycle-friendly community through infrastructure, safety, and sharing programs

Activate Omaha:

- Bicycle transportation map
- Bicycle pedestrian advisory committee to the mayor
- 20 miles of bike lanes, trail expansion

Reports/Case Studies	Activate Omaha is featured in Partnership for Prevention: “Creating Healthy Communities through Corporate Engagement.” http://www.prevent.org/initiatives/leading-by-example.aspx http://livewellomaha.org/resources/
Social Media Sites	http://livewellomaha.org/blog/ https://www.facebook.com/LiveWellOmaha https://www.facebook.com/LiveWellOmahaKids https://www.facebook.com/ActivateOmaha
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