

June 2026



POLICYTALK

The Latest in Public Policy
Center News and Events

Featured News

Meet Land Phil: Lincoln's New Face of Recycling Aims to Change Habits, Reducing Waste



At a **press conference** on June 25, the City of Lincoln unveiled a new public education campaign called "**Love Your Land Phil**" with a friendly character. "Land Phil" brings a playful approach to encourage residents to make informed decisions about recycling, food waste, and landfill use. The initiative is backed by research, educational outreach, and community engagement efforts led in part by the University of Nebraska Public Policy Center (NUPPC). NUPPC worked alongside city partners to develop strategies that encourage residents to make informed decisions in order to extend the life of Lincoln's landfill.

Together, NUPPC researchers and UNL and community partners demonstrated the importance of using behavioral science and public engagement to address community challenges.

For Lincoln residents, the message is clear: small actions taken at home can make a significant difference. Through "Land Phil," the City of Lincoln hopes to turn that message into a community-wide movement that helps shape a more sustainable future.

[Take the City's feedback survey on "Land Phil."](#)

[View full "Land Phil" Campaign article](#)

City of Lincoln Launches New Age-Friendly Community Action Plan

During a press conference (covered by **[10/11 Now](#)**, **[KLKN](#)** and more), Lincoln Mayor Leirion Gaylor Baird highlighted the City of Lincoln's new Age-Friendly Community Action Plan, a roadmap designed to support older adults and enhance quality of life for Lincoln residents of all ages. The plan is informed by the University of Nebraska Public Policy Center (NUPPC) led community listening sessions and facilitated working groups in partnership with Aging Partners, AARP Nebraska, local organizations, and residents.



As a result of these efforts, AARP renewed Lincoln's designation as an Age-Friendly Community in 2024, recognizing the city's continued commitment to creating an inclusive and supportive environment for residents as they age.

[View full Age-Friendly Community article](#)

Partner Highlights

Nebraska Leader Selected to Guide States Nationally on HIV Planning

Andy Dillehay, Nebraska HIV & Viral Hepatitis Program Manager, has been invited by the National Alliance of State and Territorial AIDS Directors (NASTAD) to provide technical assistance to other states via a three-part workshop on HIV Planning Groups (HPGs). HPGs are a vital part of developing the 5-year Integrated HIV Prevention and Care Plan that all states are required to have, as well as coordinating across organizations to carry out this plan.

NUPPC has supported Nebraska's HPG since 2022, helping to re-form the statewide advisory group after it had stopped meeting for two years due to a public health shift in focus to the COVID-19 pandemic. Since this time, Nebraska's HPG has grown to 198 members, about 60 of whom regularly attending the quarterly one-day, in-person meetings.

Events

Nebraska Disaster Behavioral Health Exercise

Virtually Via Zoom

Time: 9:30 a.m.–12:00 p.m. (Central) / 8:30–11:00 a.m. (Mountain)

Date: Wednesday, July 22, 2026

This exercise is designed to support collaboration across state and local agencies. Part of the exercise will include orientation to the newly updated Nebraska plan for emergency health and medical volunteers. [View flyer.](#)



[Register for NE DBH Exercise](#)

Center News

NUPPC Experts Take the Stage at Recent Key Events

NUPPC experts addressed school mental health, threat assessment and emergency response at key events in Nebraska and the East

Coast:

- **May 27 (Omaha, NE):** Researchers Dr. Janell Walther, Dr. Jennifer Meek, Grant Van Robays, and Postdoctoral Research Scientist, Jay Jeffries, presented on "Outcomes to Impact: Using Student Outcomes to Demonstrate Success of School Mental Health Programs" covering tools to measure student mental health at the Middle America School Mental Health Conference (pictured).
- **May 28 (La Vista, NE) and June 3 (Kearney, NE):** Dr. Denise Bulling, Senior Research Director, presented on "Public Health Applications of Disaster Psychological First Aid" at this year's annual Nebraska Preparedness Symposia.
- **June 16 (Philadelphia, PA):** Drs. Mario Scalora and Denise Bulling addressed East Coast law enforcement, corporate security, and behavioral health professionals interested in preventing targeted violence at the Joint Threat Assessment Training (JTAT) discussing "Navigating the Intersection of Grievance and Mental Illness."



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