Embrace a Healthy Florida Timeline

Addressing the causes of childhood obesity

- TBF Board voted to begin the initiative in fall 2007
- TBF Board committed $8 million across a multi-year effort
- Planning began late 2007 – early 2008
- Embrace a Healthy Florida launched publicly May 2008
- First grants awarded fall 2008
- Ongoing activities and grants continue
- Timeframe extended through 2015
Obesity: Areas of Potential Intervention

- Getting people to eat right and exercise more
- Educating the medical community on interventions
- Addressing poverty and other disparities
- Addressing environmental factors
- Increasing access to healthy foods
- Increasing access to safe and regular exercise facilities
- Addressing depression and other mental health factors
- Advocating policy level interventions to create healthier environments
Obesity: Who Needs to Be Involved

- Funders and both public and private sector support
- Parents, children and families
- Schools, Pre-school programs and After-school programs
- Sports, parks and recreation, and physical activity groups
- Educators, administrators and policy makers
- Faith-based and other community groups
- Medical, oral health and mental health professionals
- The whole community
Overview of Embrace Initiative

Three areas of intervention:
• Promising practices
• Applied research and evidence-based research
• Fostering community engagement and collaboration

Community engagement in:
• Jacksonville
• Miami-Dade
  • Hialeah
  • Opa-Locka
• Orlando
• Tallahassee
• Tampa
  • Sulphur Springs
Strategic Framework

**RESEARCH**
Grants to universities and colleges for evidence-based research

**PRACTICE**
Promising practices

**POLICY**
Community engagement

Measurement and evaluation

The Blue Foundation for a Healthy Florida
Embrace A Healthy Florida: the Childhood Obesity Initiative, is positioned to develop into a leading community partnership that effectively addresses obesity prevention and reduction goals through the development and implementation of policies, coalitions, programs and environmental strategies that engage and involve a wide range of partners with a shared vision for a healthier Florida.

**Assumptions**
- Transparency
- Accountability
- Cooperation
- Shared Learning
- Streamlined and Coordinated Resources
- Reduction in Duplicative Programming
- Shared Vision
- Genuine partnership among all

**Inputs**
- State and local governments
- Foundations
- Non-profit organizations
- Schools
- Businesses
- Health care
- Community-based
- Faith-based
- Academia
- Public sector
- Health departments
- Parks and recreation
- Public safety
- City planning
- Urban planning
- Economic development
- Schools
- Early care and education

**Outputs/Participation**
- Number of children reached
- Number of partners
- Number of funders
- Number of consolidated and coordinated investments

**Functions/Activities**
- Partnership development and sustainability
- Resource development
- Media and communications
- Community grants
- Policy development and education
- Research development and innovation
- Data and evaluation

**Short-term Outcomes**
- Increased knowledge and awareness
- Increased delivery of widespread interventions
- Increased establishment of state and community policy and environmental support systems
- Increased evidence of effective interventions
- Increased sustainable resources
- Increased multi-sector policy, environmental, and behavior changes

**Intermediate Outcomes**
- Increased physical activity levels
- Increased fruit and vegetable consumption
- Increased organizational practice changes
- Increased policy implementation (e.g., nutrition labeling, schools, worksite, active community environments, and health care settings)

**Long-term Outcomes**
- Decreased overweight prevalence
- Decreased obesity prevalence
- Reduced prevalence of chronic diseases
- Increased prevalence of healthy Body Mass Index (BMI)
- Reduced disparities among special populations
- Changed social norms

**Logic Model**
7 Strategies for Success
Modeled on Institute of Medicine Strategies (2005)

- Strategy I - Targeting interventions with at-risk communities and low-income children
  - Impact underserved youth and families through a variety of programs
  - Supporting community engagement in low-income and minority areas

- Strategy II - Increasing access to healthy foods
  - Increasing electronic benefit transfer access in farmers markets
  - Increasing the number of farmers markets and community gardens

- Strategy III - Promoting changes in parenting and families
  - Enabling youth to take cooking and nutrition classes
  - Educating parents and families on healthy behaviors
  - Increasing parents’ interest in preparing and eating healthy foods and exercising

- Strategy IV - Promoting changes in child care or school settings
  - Funding prevention-oriented nutrition and healthy lifestyle education
  - Promoting nutritious cafeteria offerings
  - Identifying improvements in procedures and changes to curriculum
7 Strategies for Success

continued

- Strategy V - Promoting changes in the environment
  - Increase physical activity through community design, public policies programs and community strategies
  - Providing community education and development for implementation of physical activity in community settings

- Strategy VI - Addressing marketing and advertising practices
  - Informing students, educators and parents of marketing strategies for unhealthy foods and inactivity

- Strategy VII - Addressing health care providers and systems
  - Training health care providers to address childhood obesity
  - Convening and participating in coalitions across the state
  - Working with local and state policymakers
Strategy I - Targeting interventions with at-risk communities and low-income children

Survey and grant results based on 22 grantees

- 60% reached 500 or more persons in their respective communities

Community-based
- 36% had up to 500 families participating
- 45% had up to 500 youth participating
- More than 9,000 youth participating

School-based
- Reached more than 10,000 students
- 70% reached 500 or more parents, adults, or families over the past year
 Strategy I - Targeting interventions with at-risk communities and low-income children

continued

• On average, programs collaborate with 15 other agencies, organizations, partners or stakeholders

• 85% worked with schools in some capacity

• 64% worked with the following:
  • Early care and education
  • Community centers
  • After-school programs
  • Faith-based organizations
  • City government
  • Parks and recreation organizations

• 30% worked directly with colleges or community colleges
Strategy I - Targeting interventions with at-risk communities and low-income children

Spotlight: War on Poverty, Jacksonville

- More than 3,840 youth and 500 adults attended educational workshops on healthy eating and active living
- Two community gardens planted and thriving
- School-based component
  - 80% of first graders reported participating in at least an hour of physical activity, up from 62% at program start
  - 80% show increased knowledge about healthy lifestyles
- Community partners included
  - Boys and Girls Club
  - Brentwood Elementary School
  - Department of Children and Families
Strategy II - Increasing access to healthy foods

- 12 offered more than 100 sessions on healthy food shopping habits/food preparation
- 7 offered 35 activities that promoted healthier food choices in vending machines in schools
- 7 offered 25 programs that promoted healthier food choices for fundraising events or promoted change in school menus to include healthier food choices
- 4 educated up to 100 grocery store managers about healthier food options for their community over the past year
- 4 large scale community assets maps completed (Tallahassee, Duval County, Opa-Locka, Orlando)
Strategy II - Increasing access to healthy foods

Spotlight: Hebni Nutrition Consultants

- Worked with 35 local groceries and restaurants to advocate change in access to healthy, affordable foods
  - The popular Johnson’s Diner is revising its menu to include healthier items and half-portion sizes

- More than 120 youth participated in the “Keeping Your Diet Straight” education program
  - 82% increased their overall nutritional education
  - 22% increased positive behaviors (increased consumption of healthy foods)
  - 19% now grocery shop with their parents
  - 22% report helping to cook at home
Strategy III - Promoting changes in parenting and families

- 46% provided between 5 and 25 initiatives or activities that promoted physical activity
- 41% provided between 5 and 25 nutrition education initiatives or activities
- 27% provided more than 100 initiatives or activities that provided nutrition education initiatives
- 18% provided between 5 and 25 initiatives or activities that provided food preparation classes/workshops
- 90% provided education on food shopping habits and budgeting
  - 18% provided between 5 and 25 initiatives or activities
  - 14% provided more than 100 initiatives or activities
Strategy III - Promoting changes in parenting and families

Spotlight: Church-Partnered Family Health Self-Empowerment Program

- A family health self-empowerment program with 10 local churches and 360 women
- Worked in the black community in Gainesville
  - Physical and psychological health promotion workshops
  - 3-month stipends to purchase vegetables and healthy cooking ingredients
- 80% of women exercising more, lowered weight, BMI and blood cholesterol
- 70% changed shopping, cooking and eating practices for their families
- Program tools adopted by the Center for Disease Control’s National Office of Minority Health
- Florida’s Secretary of Health is promoting as a model at Historically Black Colleges and Universities
Strategy IV - Promoting changes in child care or school settings

- Curriculum for healthy eating and physical activity for children distributed to 100 childcare centers (impacting 4,000 children)

- Of the programs providing physical activity outside the classroom
  - 5% provided between 5 and 25 activities or initiatives
  - 10% provided between 50 and 100
  - 50% provided activities that lasted more than 30 minutes

- 8 provided over 400 separate programs in schools around nutrition, physical activity and other healthy behaviors (est. 10,000 students)

- 7 provided over 25 educational sessions for school wellness committees addressing obesity prevention
Strategy IV - Promoting changes in child care or school settings

Spotlight: Nemours Child Care Obesity Prevention Project

- Healthy Habits for Life Tool Kit introduced in more than 100 child care centers
- Evidence-based curriculum developed by Nemours for use in Delaware
- 4,000 children impacted
- 400 teachers trained to use curriculum
- Teachers integral part of program
- 5-2-1-Almost None message integrated into child care center daily activities and curriculum
Strategy V - Promoting changes in the environment

- Bike lanes, bike racks, trees for shade, community gardens installed in Orlando’s Parramore neighborhood
- 30 programs introduced 500 north Jacksonville residents to their new S line trail
- 4 community gardens and 18 school gardens installed and maintained
- Community meetings held to address policies around complete streets, Safe Routes to School, bike lanes and changing public transportation patterns
- Increased access to farmers markets and fresh produce in 3 communities
- Asset mapping completed in 4 communities to understand factors impacting food and recreation access
Strategy V - Promoting changes in the environment

Spotlight: Leon County Health Department

Conducted the Nutrition Environmental Measures Survey

- Resulted in complete assessment of the county’s food environment
- Results indicated low-income areas had fewer supermarkets and more convenience stores than higher-income areas
- Results presented to local officials and administrators
- Workshops to increase awareness of food access and nutritional education among community leaders and families
- Advocacy efforts are ongoing
- Community engagement continues to build support for policy and environmental changes

Map II-2b. Availability of all food stores by neighborhood wealth in Leon County, FL
Strategy VI - Addressing marketing and advertising practices

- 10 programs distributed 10 press releases on average about childhood obesity impacts
- 20 schools introduced 1,500 students to education about the marketing practices of fast food, junk food and couch potato advertising
- 7 programs used newspapers or social marketing regularly to increase the visibility and awareness of the program or childhood obesity issues
- 5 programs used radio public service announcements regularly to increase visibility
- 4 programs used counter marketing campaign strategies to address fast food, junk food and couch potato advertising
Strategy VI - Addressing marketing and advertising practices

Spotlight: Kidz Bite Back

- School-based, peer-to-peer program
- 1,500 students in 20 schools
- Facilitated, coordinated and conducted school-wide campaigns
- Initial surveys showed 50% of parents noticed their children choosing healthier foods
- 100% of students can identify marketing practices of fast food, junk food and couch potato advertising
Strategy VII - Addressing health care providers and systems

- 16 conducted childhood obesity programs educating health departments
- 10 conducted educational programs for dietitians and community clinics
- 12 conducted educational activities for physicians in the community
- 10 conducted educational activities in local hospitals
- TBF distributed 80 Pediatric Diabetes Prevention Toolkits to grantees and community providers
Strategy VII - Addressing health care providers and systems

Spotlight: Florida Child Health and Healthcare Quality Chartbook: Focus on Childhood Obesity

- Developed by the University of South Florida
- Provides data on childhood obesity and its impact
- Focus on impact on disadvantaged and minority communities
- Will be distributed to policymakers and decision-makers across the state
- Available online
Community Engagement: Jacksonville

- Held meetings with funders, public sector and community early 2008
- Supported development of consortium
- Monthly meetings being held to strengthen and expand coalition
- Reports released on June 19, 2009: *Call to Action*; and *Parents’ Resource Guide*
- Community Grants announced October 2009; second round in fall 2010
- Coalition received RWJF Healthy Kids, Healthy Communities grant
- Health Department created a website focused on childhood obesity prevention
- 100 organizations involved
Community Engagement: Jacksonville
School policy interventions

- Addressing school policies on cafeteria selections in partnership with school system’s dining service vendor
- Adding state-mandated 150/225 minutes of physical education for each child in every school in Duval County
- Activating partnerships with Jacksonville Jaguars Foundation to bring physical fitness programs to schools and social service programs
- Creating Safe Routes to Schools Programs across Duval County
- Creating school gardens in Brentwood and Durkeeville communities with ties to school curriculum and Sunshine State Standards
Community Engagement: Orlando area

- Established partnership with Winter Park Health Foundation and other interested funders
- Awarded grant to the Health Council of East Central Florida to support the development of a consortium to address childhood obesity, healthy eating and active lifestyles using a best practice model from Chicago
- Follow-up meetings with consortium resulted in new Coalition: ROCK – Reducing Obesity in Central Florida’s Kids
- Central Florida Childhood Obesity Conference held on October 30, 2009
- Focus on communities in Orange County – Parramore and Apopka; site visits at the annual GIH Summit March 2010
- ROCK continues to work across 4 counties: Brevard, Osceola, Seminole and Orange
- Grassroots coalitions are forming in Brevard and Orange counties
Community Engagement: Miami-Dade County

- Held meetings with funders, public sector and community between November 2008 and May 2009
- Developed partnership with Health Foundation of South Florida and other interested funders
- Held two community meetings focusing on Opa-Locka and Hialeah
- Supporting consortium in two areas
- Opa-Locka – War on Poverty-Florida, Build a Healthy Community
  - Partnered with Florida Memorial University
  - Conducted extensive focus groups, community surveys
  - Developed working groups and advisory structure
  - Formal launch on October 15 with call to action released
  - Distribution of RFP on October 18
- Hialeah – Contract complete; work to begin with City of Hialeah

-more-
Community Engagement: Miami-Dade County
continued

- Partnering with Wholesome Wave Foundation for farmers markets to implement EBT machines for Food Stamps
- Miami-Dade County received $14.7 million Stimulus Package funding for healthy eating and active living component (The Blue Foundation provided a letter of support)
Community Engagement: Tampa Bay

- Funders meeting March 2009
- Partnership with the Conn Memorial Foundation
- Embrace grants awarded to St. Joseph’s Children’s Hospital and USF
- IMPACT Health Care Grant to Florida Improvement Network for Kids (FINK Program), a network of 44 pediatricians and other providers focusing on childhood obesity
- Supporting the development of consortium
  - Sulphur Springs - Hillsborough
  - Another community – Pinellas County – to be determined
- Sulphur Springs
  - Tampa YMCA leading community engagement
  - Working closely with elementary school
  - Engaged more than 20 organizations
  - Conducting community asset inventory
Community Engagement: Tallahassee

- Partnership with Capital Health Plan
- Embrace grant awarded to Leon County Health Department for community asset mapping
- Leon County Health Department awarded an ACHIEVE Community grant
- Support the development of a consortium
- Florida A&M University Public Health Institute as lead agency
- Official launch September 2010
Next Steps

- Continue community engagement process
- Community mini-grants in all communities in 2011
- Find lead agency for Pinellas County community
- Continue monthly lead agency conference calls
- Facilitate in-person meetings as needed
- Increasing implementation of evidence-based best practices
- Continue development of Florida Convergence
- Develop online application process for all communities 2011
- Continue evaluation of impact
- Meeting of grantees in February 2011