

HEALTHY JACKSONVILLE



Childhood Obesity  
PREVENTION COALITION

[www.hjcopc.org](http://www.hjcopc.org)

2013 STORIES  
FROM  
THE FIELD

A COMMUNITY RESPONSE TO THE 2009 HEALTHY KIDS,  
HEALTHY JACKSONVILLE CALL TO ACTION TO REDUCE CHILDHOOD OBESITY









## DEAR FRIENDS,

We are pleased to present the second edition of *Stories From the Field*, a bi-annual report that illustrates the synergy fostered among community partners in efforts to combat childhood obesity in Duval County.

According to the 2012 Duval County Youth Risk Behavior Survey, nearly one-in-four youth ages 10-17 are overweight or obese. The Florida Department of Health has identified weight as the #1 public health threat to Florida. The Department of Health reports that currently only 35 percent of all Floridians are at healthy weight, 25 percent are obese, and the rest are overweight. At the current rate, the Department estimates that by 2030 nearly 60 percent of Floridians will be obese.

Childhood obesity is a complex issue with multiple root causes. No two children experience a similar journey to becoming overweight or obese. Therefore, it is important to take a variety of approaches to combat the issue. The initiatives set forth in the 2009 *Healthy Kids, Healthy Jacksonville: A Community Call to Action to Reduce Childhood Obesity* provide that variety and continue to serve as the framework for improving the health of children and our community.

In these pages, you'll find the bright spots in the battle against childhood obesity; specific examples illustrate how we are positively engaging families, educators, health professionals, community groups, policymakers and business leaders to make Duval County a healthy place for our children. We hope you will celebrate with us our stories of success, such as young women serving as peer educators for the cause of healthy behaviors, a student competition that resulted in the completion of 1.8 million steps through nature trails, and a group of special education children who vow to stay together during the toughest parts of the Gate River Run.

It is clear that a healthy community requires healthy places. The growing movement for improving the health of our community has driven an array of changes in the physical, economic, social and service environments here in Northeast Florida, but we cannot do it alone. Through engagement, leadership and a strong commitment to change, we will foster a community where families are empowered to lead healthier lifestyles. On behalf of the Healthy Jacksonville Childhood Obesity Prevention Coalition members and major funders, such as Florida Blue Foundation and the Robert Wood Johnson Foundation, thank you for your commitment to make Jacksonville a healthy community.

Sincerely,

Laureen Husband, EdD  
Director, Healthy Jacksonville

Jonathan Evans, MD  
Co-Chair, HJCOPC

Donald George, MD  
Co-Chair, HJCOPC



# INTRODUCTION

Healthy Jacksonville, an initiative of the Florida Department of Health in Duval County, is the parent organization of Healthy Jacksonville Community Coalitions. The purpose of Healthy Jacksonville is to engage citizens and health professionals to improve the health of Duval County residents. Using the framework of Healthy People 2010, and now Healthy People 2020, Healthy Jacksonville's Community Coalitions utilize the tools of advocacy, expert knowledge, community outreach, policy development and environmental change to make a lasting, positive impact upon the health of our citizens.

# MISSION

The mission of the Healthy Jacksonville Childhood Obesity Prevention Coalition (HJCOPC) is to prevent and reduce childhood obesity in children and adolescents by promoting healthy and active lifestyles for children in Duval County.

# VALUES

The following are the values that provide a framework for the Coalition as it pursues its mission:

- COMMUNITY INVOLVEMENT & EMPOWERMENT
- PARTNERSHIP & COLLABORATION
- INCLUSION & EQUITY
- RESPECT FOR DIVERSITY
- SHARED DECISION-MAKING
- INFORMATION SHARING & COMMUNICATION





# A BRIEF HISTORY OF A COMMUNITY CALL TO ACTION

## 2003

Concerned parents, health professionals and community leaders come together to address the growing epidemic of childhood obesity in the community. Understanding that obesity is a complex health issue with multiple root causes, the Healthy Jacksonville Childhood Obesity Prevention Coalition (HJCOPC) sets out to engage a variety of community stakeholders to develop a holistic approach to reduce the prevalence of childhood obesity.

## 2005

The HJCOPC's Policy Development Workgroup conducts an extensive literature review of best practices related to reducing childhood obesity, and develops a prioritized list of policy recommendations based upon sound scientific research and evidence-based interventions proven to prevent childhood obesity.

## 2006

HJCOPC Workgroup issues its recommendations in a report entitled *Duval County Evidence-Based Policy Development for the Prevention of Childhood Obesity*. The report offers guidance and looks to engage responses from local community and professional organizations, schools and government entities.

## 2008

Florida Blue Foundation (formerly Blue Cross and Blue Shield of Florida Foundation) recognizes the HJCOPC's efforts and provides funding to develop a community action plan to battle childhood obesity. HJCOPC/Jacksonville is one of just six Florida communities chosen by the Florida Blue Foundation for funding, provided through its childhood obesity initiative named Embrace a Healthy Florida.

## 2009

The Robert Wood Johnson Foundation awards the coalition \$360,000 to implement Healthy Kids, Healthy Jacksonville initiatives. With its 2006 report and funding in place, the HJCOPC engages the collective efforts of more than 150 partners, taking an in-depth look at the issues and consequences of childhood obesity, and defining priority actions and steps to reduce and ultimately reverse the trend of childhood obesity. The result is *Healthy Kids, Healthy Jacksonville: A Community Call to Action To Reduce Childhood Obesity*. Known simply as the Call to Action, the plan's stated goals are to:

- Educate and increase awareness among Duval County citizens, community groups, organizations, parents, educators and businesses about the issue of childhood obesity and its negative impacts in our city
- Recommend specific actions, strategies and policies to be implemented by citizens, organizations and local governments to reduce and prevent childhood obesity in Duval County

The 2009 report calls upon every person in Duval County to be part of the fight against childhood obesity with a focus on the following "Call to Action" areas of engagement:

1. THE CITY OF JACKSONVILLE
2. HEALTH CARE SYSTEMS & PROVIDERS
3. SCHOOLS
4. EARLY CHILDHOOD ADVOCATES & PROVIDERS
5. COMMUNITY, FAITH & YOUTH ORGANIZATIONS
6. MEDIA & MARKETING COMMUNITY
7. JACKSONVILLE EMPLOYERS

## 2011

The first *Stories From the Field* report offers an update on the progress related to the strategies set forth in the 2009 Call to Action.

## 2013

This second edition of *Stories From the Field* highlights HJCOPC's work over the last two years and provides concrete examples of efforts by member agencies associated with the HJCOPC, and outlines further progress made toward the 2009 Call to Action.

# MAJOR FUNDERS



The alarming growth of childhood obesity is receiving increasing recognition and attention. Obesity is a complex issue with significant health, social and fiscal implications. As such, addressing the obesity epidemic requires a strong and comprehensive approach involving a variety of supporters.

Initiatives, aimed at preventing childhood obesity, are being implemented at the national, state and community levels. Yet, finding the resources to develop, operate and sustain these initiatives is a challenge, especially in the current fiscal environment. State and local leaders are faced with increased pressures in their efforts to finance support and services for children and families.

In today's tight fiscal environment, it is critical that business leaders, foundations and other grantors come together to provide the funding necessary to support crucial issues such as obesity prevention. This includes helping communities gain access to resources and helping them determine how those resources can be used to support effective and sustainable efforts. In our community, the Florida Blue Foundation and the Robert Wood Johnson Foundation have been instrumental in funding efforts that support the prevention and reduction of childhood obesity.

## FLORIDA BLUE FOUNDATION

The Florida Blue Foundation takes a comprehensive view of how best to impact the health of Floridians, and our communities. To achieve lasting change, Embrace a Healthy Florida, an initiative of the Florida Blue Foundation, focuses on building a constituency and improving policies and institutional practices to prevent and reduce childhood obesity in Florida. Drawing on evidence-based research, the initiative is working to promote positive change within children's environments in order to encourage healthy choices. Emphasis on the environment comes from an understanding that individual choices and optimal child development happen in a supportive context. Fostering partnerships with local communities and linking local work to statewide and national efforts are central to:

- IMPROVING ACCESS TO HEALTHY FOODS;
- IMPROVING OPPORTUNITIES FOR PHYSICAL ACTIVITY;
- ENGAGING YOUTH, PARENTS, RESIDENTS, HEALTH PROFESSIONALS, ADMINISTRATORS, PUBLIC OFFICIALS, COMMUNITY LEADERS AND ADVOCATES FOR ONGOING CHANGES; AND
- BUILDING COMMUNITY CAPACITY TO CREATE A CONTINUUM THAT WILL SUSTAIN ONGOING WORK AND IMPROVE THE HEALTH OF OUR COMMUNITIES.

Since 2009, the Florida Blue Foundation has awarded more than \$1,000,000 in Duval County to combat childhood obesity.

The Florida Blue Foundation is committed to reducing and preventing childhood obesity, an epidemic that is threatening the health of children today and in the future in alarming and catastrophic ways. Since 2009, the Florida Blue Foundation has awarded more than \$1,000,000 in Duval County toward these efforts.



## THE ROBERT WOOD JOHNSON FOUNDATION

The Robert Wood Johnson Foundation Center to Prevent Childhood Obesity is the nation's leading resource for best practices and policies to reverse the epidemic of childhood obesity. It seeks to synthesize the evidence, provides expertise and resources to organizations, policymakers and communities working to prevent childhood obesity, and provides leadership and coordination to fuel a national movement to reverse the epidemic by 2015.

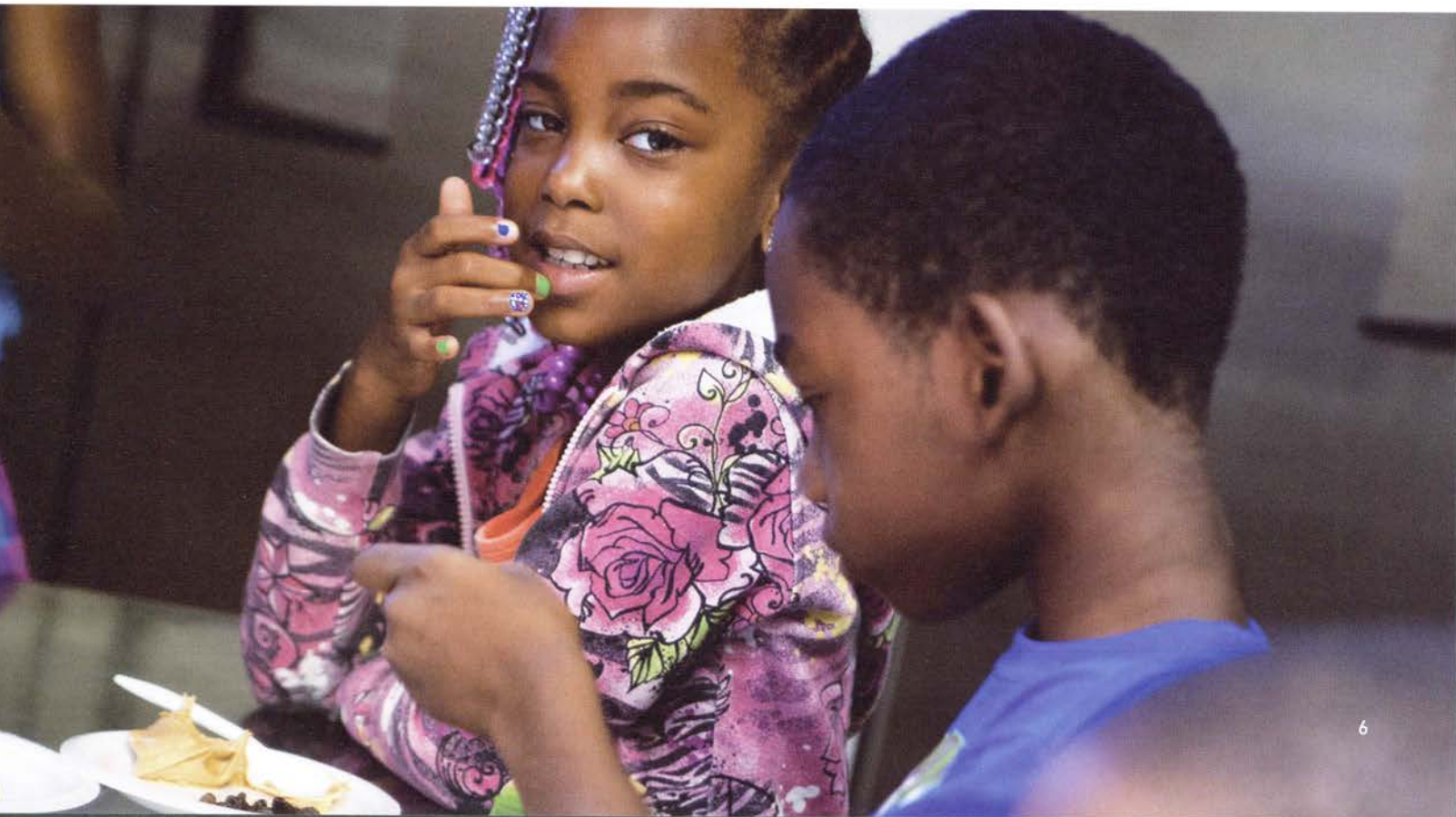
Healthy Kids, Healthy Communities is a national program of the Robert Wood Johnson Foundation (RWJF) whose primary goal is to implement healthy eating and active living initiatives that can support healthier communities for children and families across the United States and here in Duval County. The program places special emphasis on reaching children who are at highest risk for obesity on the basis of race/ethnicity, income and/or geographic location.

The Robert Wood Johnson Foundation committed \$360,000 over a four-year period to support the efforts of Healthy Kids, Healthy Jacksonville.

Healthy Kids, Healthy Jacksonville (HKHJ), funded by the national program, Healthy Kids, Healthy Communities, with support from the City of Jacksonville and other local partners, is intent on improving the health of residents living in Health Zone 1, the urban core of Jacksonville. Led by the Florida Department of Health in Duval County, HKHJ focuses on policy and environmental changes that will build a sustainable infrastructure to permanently remove the barriers to healthy eating and physical activity with a goal of helping children citywide.

In December 2009, the Robert Wood Johnson Foundation committed \$360,000 over a four-year period to support the efforts of Healthy Kids, Healthy Jacksonville.

Efforts from this initiative have led to the formation of the Duval County Food Policy Council, the review of joint-use agreements, and recommendations advanced forward by the Special Committee on Context Sensitive Streets within the City of Jacksonville.







## EMPOWERMENT RESOURCES

Young women promoting healthy behaviors to their peers

For the past three years, the ladies of Journey into Womanhood (JIW), an initiative of Empowerment Resources, have adopted a childhood obesity awareness promotion as one of their core programs.

In a society where bad behavior is often celebrated in popular culture, JIW provides programs for girls ages 9 to 17 that stress the importance of academics, healthy behaviors, career skills and advocacy.

The social media campaign exceeded the winning teams' goals with nearly 1,000 interactions and multi-media posts.

Entitled "Each One, Teach One." The JIW childhood obesity awareness program begins in the fall with a mother-daughter nutrition session conducted by the University of Florida Cooperative Extension Service. The participants prepare healthy meals and receive lessons on the MyPlate nutritional guidelines. With completion of this session, the JIW members are eligible to become Peer Nutrition Educators (PNEs).

As PNEs, the girls use their knowledge and training to conduct youth-led outreach events throughout Jacksonville. More than 100 community participants met with the PNEs, where they spun the youth-created Obesity Awareness Prize Wheel to receive a short, interactive obesity awareness lesson and a chance to win a healthy prize. After completing the lesson, 78 percent of participants reported learning something new.

In 2013, JIW introduced the Healthy E-Apprentice, a three-month marketing campaign that captured the spirit, creativity and influence the girls possess to advocate for healthy eating, exercise and lifestyle choices among their peers. The girls formed teams to create videos to be promoted via social media. To help them with their efforts, the teams met with female marketing and communication professionals who helped them to refine their messages. The teams also formed a media partnership with local health guru Dr. Fitness (Max Sturdivant, founder of Fitness Pursuits Personal Training Firm) and popular radio station 93.3 The Beat to reach a larger audience. The social media campaign far exceeded the teams' original goals, with the winning team logging nearly 1,000 interactions and multi-media posts.

### CALL TO ACTION

#6 Media & Marketing





## NORTH FLORIDA SCHOOL OF SPECIAL EDUCATION

Exercise programs create camaraderie and confidence

The North Florida School for Special Education (NFSSE) provides the opportunity for more than 100 students with mild-to-moderate intellectual disabilities to participate in fun, safe exercise programs.

"Fit For Fun" at NFSSE offers a variety of after-school programs, such as walking, swimming and yoga, to keep students in shape and focused on maintaining healthy habits. Its signature program, the Never Say Never Running Club, begins in the fall with a twice-a-week training program for Jacksonville's Gate River Run, the largest 15K race in the nation.

The students on the Never Say Never Running Team set a goal to complete the Gate River Run 5K or the full 15K. Though not always an easy process, the students learn how to achieve fitness and weight loss goals with strength, perseverance and positive energy.

On race day, the Never Say Never runners gain a sense of camaraderie and confidence as they cheer each other on. Prior to the most difficult portion of the race, the approximate one-mile crossing of the Hart Bridge over the St. Johns River, the team huddles to recommit to each other. All of the runners agree not to stop until everyone makes it over the bridge and over the finish line – if one person needs to slow down, they all slow down and finish together.

The students learn how to achieve fitness and weight loss goals with strength, perseverance and positive energy.

Fit For Fun has improved the students' behavior, self-esteem and general sense of happiness, which has translated to building healthy habits at home.

### CALL TO ACTION

#3 Schools





## EPISCOPAL CHILDREN'S SERVICES

Growing healthy habits early

In 2012, the Episcopal Children's Services (ECS) Early Head Start Center set a goal to make health, nutrition and gardening a daily part of the educational experience for children and families on the Westside of Jacksonville.

The Westside area is considered a food desert, defined as "an environment unsupportive of health with barriers restricting access to healthy foods."

*In one year, the center's garden produced nearly 50 pounds of food for at-risk families.*

Through a partnership with the Duval County Extension Office, volunteers, staff and family members worked to plant and harvest a garden, with assistance from 60 children ages 1 to 3 years old. The children's interest in gardening grew as they helped care for the garden and sampled the various fruits, vegetables and herbs that they may not have been exposed to otherwise. In one year, the center's garden produced nearly 50 pounds of food for at-risk families.

Developing an appreciation for what it takes to put fresh food on the table, the volunteers, staff and family members were taught how to create their own gardens at home and how to prepare inexpensive, practical and nutritious meals from the bounty of their gardens.

A partnership with the University of North Florida Nutrition and Dietetics Department and Wolfson Children's Hospital helped augment what was learned in the garden.

Giving children a good beginning will dramatically increase their odds of having a good life. For more than 45 years, Episcopal Children's Services has helped 25,000 children each day develop the skills necessary to live a better life.

### CALL TO ACTION

#4 Early Childhood  
Advocates &  
Providers

#5 Community, Faith &  
Youth Organizations





## SORBA JAX

Blazing trails for the good of Jacksonville

The Southern Off-Road Bicycle Association (SORBA JAX) is dedicated to promoting safe cycling and easy-to-access bike trails, working tirelessly with local authorities to increase activity within the largest urban park system in the United States.

In 2010, SORBA JAX began working with the City of Jacksonville to improve the trails at Hanna Park. The volunteer-run organization dedicated hundreds of hours over the past two years to repair eroding hills and trails and construct a new, safe bridge across a creek. The group also developed and implemented alternating days' riding directions, which offer variety to riders and helps stabilize the trails.

Recently, in partnership with outdoor recreation supply company REI, SORBA JAX completed additional miles of trail at Hanna Park. All of this work together has resulted in three loops throughout the park that offer safe areas for people to ride, exercise and be outdoors.

Three new loops offer safe areas for people to ride, exercise and be outdoors.

Today, SORBA JAX continues to promote land access, trail preservation and new trail development at Hanna Park and Tillie K. Fowler Park. The group plans to expand awareness of their sport, including programs to introduce children to the safety needs and environmental sensitivity associated with this active outdoor lifestyle.

### CALL TO ACTION

#1 City of Jacksonville

#5 Community, Faith & Youth Organizations





## COMMUNITY CONNECTIONS

Connecting families to healthy living

Community Connections provides simple, consistent anti-obesity and healthy living programs for residents of the Florence N. Davis Center, a transitional housing facility.

For example, by utilizing the Nemours Health & Prevention Services “5-2-1- Almost None” messaging and the U.S. Department of Health’s “Dozen Ways to be Healthy” guides, Community Connections engaged more than 600 Davis Center adults and youth in activities such as food preparation classes, herb gardening, and a grocery store field trip on shopping for healthy food.

Community Connections engaged more than 600 Davis Center adults and youth in activities.

Likewise, after Community Connections offered initial training on the safe handling of breast milk, the Davis Center staff was inspired to become a Breastfeeding Friendly Center, a designation that would ensure the center’s youngest residents receive proper nutrition at the earliest stages of their lives. After receiving

additional training and creating a conducive breastfeeding environment, the Davis Center’s Child Development Center earned the designation from the Florida Department of Health.

Children and families without permanent homes possess a unique set of barriers to a healthy lifestyle. Through its anti-obesity and healthy living programs, Community Connections helps adults and youth establish new habits that become everyday successes. Proudly, program participants have begun to self-manage their health through such things as a resident-created walking club and healthy supper clubs.

### CALL TO ACTION

- #2 Health Care Systems & Providers
- #4 Early Childhood Advocates & Providers
- #5 Community, Faith & Youth Organizations





# WAY TO GO FAMILIES

Healthy role models for life

Way to Go Families, a component of St. Vincent's Mobile Health Ministry, introduces caregivers and youth to nutrition, physical activity and the emotional aspects experienced with food.

Building on the success of St. Vincent's Way to Go Kids, an exercise and nutrition program for children, the 10-week Way to Go Families program is taught by a registered dietician and positively impacts families by instilling behaviors that promote good health for a lifetime.

Children model their health practices after their parents and caregivers. Overweight children are much more likely to become overweight adults unless families adopt and maintain healthy patterns of eating and exercise. Thus, the success that Way to Go Families is based upon, includes both children and adults. The children learn healthy behaviors with their caregivers and the adults are able to implement what they learn at home and in their communities.

One participant reduced cholesterol levels by more than 200 points as a result of the program.

To date, 668 children have participated in the program. One program participant shared that she reduced her cholesterol by more than 200 points as a result of the program and making the necessary lifestyle changes with her family.

## CALL TO ACTION

#2 Health Care Systems & Providers

#5 Community, Faith & Youth Organizations





# FIRST COAST WORKSITE WELLNESS

Workplace wellness goes home

The First Coast Worksite Wellness Council (FCWWC) partners with employers to implement worksite wellness initiatives and helps wellness practitioners take their existing programs to the next level.

Many working adults spend more than 50 percent of their time per week at their jobs. Research has shown that the workplace is one of the most effective settings to implement healthy change. Employees who are exposed to wellness programs at work often implement wellness activities at home, making the secondary benefits of the program a critical component to reversing the rate of obesity in the community.

Employees who are exposed to wellness programs at work often implement wellness activities at home.

The FCWWC assists employers in delivering programming that employees will ultimately share with their families. Its signature event, the annual First Coast Worksite Wellness Conference, has served to foster an understanding of the importance of developing

and enhancing worksite wellness programs to increase opportunities for physical activity, thus reducing obesity rates and promoting healthy habits, not only at work, but at homes throughout Jacksonville.

At the most recent conference, 40 companies in Northeast Florida were recognized among the "First Coast Healthiest Companies" for their comprehensive wellness programming and data analysis to accurately measure change in the workplace.

## CALL TO ACTION

#7 Jacksonville Employers





## JACKSONVILLE ARBORETUM & GARDENS

Strong steps to good health

The Jacksonville Arboretum and Gardens challenges Arlington-area students to discover the health benefits of walking and the joys of nature.

To do its part to address childhood obesity and related chronic health problems, The Jacksonville Arboretum and Gardens created the “Step Out in Nature” program, a friendly competition among public elementary schools in Arlington to see who could document and record the most steps in the Arboretum.

In its first year, 400 students registered in the competition directly through school field trips led by Step Out in Nature guides, health and nature walks led by Arboretum volunteers, or through hikes completed with their own families and friends. Thus, the total number of people who actually walked because of the program was much larger than the registered number of students.

Competition among the schools led to increased participation in the program, as students, principals, teachers and parent-teacher organizations at the competing schools helped drive enthusiasm. Visiting students were observed planning trail routes for maximum steps (and thus maximum health benefits).

1.8 million steps were logged in the Arboretum & Gardens during the program.

By the end of the competition, the online tally revealed an amazing 1.8 million steps logged in the Arboretum, bringing together a community and instilling the concept of walking for both good health and exposure to nature.

### CALL TO ACTION

#3 Schools

#5 Community, Faith & Youth Organizations



# A COMMUNITY APPROACH FOR HEALTHIER KIDS

The Shannon Miller Foundation Running Club has seen continued growth and success in its objective to provide children with a lifelong love of physical activity. It now boasts more than 6,700 youth participants who have added an additional hour of physical activity per week, and has seen an increase in the number of children qualifying for both the Presidential and National Physical Fitness Test levels. The Club's community approach for healthier kids includes partnerships with Duval County Public Schools, Police Athletic League, Girls Inc., Florida Striders and Whole Foods Market which has extended its reach and made it an anchor program in communities throughout Jacksonville.



**Kidz Bite Back** is a national obesity prevention campaign for 4<sup>th</sup> and 5<sup>th</sup> graders based upon best practices from earlier teen anti-tobacco efforts. Billed as "kid-created, kid-led, kid-spread," the group ensures that concepts are presented in age-appropriate and engaging ways. For example, "Kidz" learn that burning the calories from a fast food chocolate shake requires pushing a lawnmower back and forth on a football field almost 125 times. Hosted in Jacksonville by THE PLAYERS Center for Child Health at Wolfson Children's Hospital and funded by the Florida Blue Foundation, 600 local children learned about the health risks of fast food, junk food, soda, video games and TV.



**I.M. Sulzbacher Center for the Homeless** has instituted a fitness and nutritional program that has reached more than 200 adults and children. Zumba classes, a dance-fitness workout set to high-energy Latin and international rhythms, has been a hit with both adults and children alike. The Center also educated children on healthy eating and snacking, and in addition partnered with the Police Athletic League to send children to day camp for healthy recreational activities.









**The Community Garden Initiative**, through Second Harvest North Florida, is working to increase the access and availability of fresh fruits and vegetables to families in need. A new 40-plot community garden in the New Town Success Zone saw more than 80 volunteers lay the foundation, dig rows, connect irrigation and plant the first round of seeds. A year-long commitment to the community provided garden planning and management education to enable the neighborhood to take control of the site. The initiative was able to harvest and donate the produce to low-income families as well as ensuring excess produce was sold through Beaver Street Farmers' Market.
















# UPDATE ON PROGRESS TOWARD 2009 CALL TO ACTION GOALS

CALL TO ACTION	 Little or no movement, in need of partner engagement; always more work to be done  Some progress, some transition, some barriers to success  Going and ongoing
<p># 1</p> <p>ENGAGE THE CITY OF JACKSONVILLE</p>	<p>PLANNING AND ZONING INITIATIVES  Working with Councilwoman Lori Boyer and the Context Sensitive Streets Committee, the Coalition saw the passing of legislation appointing and appropriating money for a full-time bike pedestrian coordinator for the City of Jacksonville.</p>
	<p>BUILT ENVIRONMENT  Legislation passed by the Jacksonville City Council approved an oversight committee representing diverse transportation users to ensure comprehensive plans supporting connectivity to schools, parks, stores and other facilities via multi-modal transportation modes including walking and bicycling.</p>
	<p>BUSINESS INCENTIVES PROMOTING HEALTHY LIVING  To date, this initiative is still in the development stage and additional work is needed to attract grocery store development in divested neighborhoods to ultimately increase access to healthy food and proper nutrition.</p>
	<p>POLICIES &amp; COLLABORATION  The City of Jacksonville has applied to become a <i>Let's Move!</i> City to create complementary efforts for individuals and organizations to adopt MyPlate as a nutritional guide.</p>
	<p>POLICIES &amp; COLLABORATION  The City of Jacksonville is working on a framework for community organizations to create community gardens on city-owned vacant land.</p>






CALL TO ACTION	 Little or no movement, in need of partner engagement; always more work to be done  Some progress, some transition, some barriers to success  Going and ongoing
<p># 2</p> <p>ENGAGE HEALTH CARE SYSTEMS &amp; PROVIDERS</p>	<p>HEALTH SYSTEMS  Additional work is needed to improve the quality of foods in divested neighborhoods and to ensure food assistance program recipients have the ability to purchase fresh foods and vegetables from all farmers' market locations.</p>
	<p>HEALTH SYSTEMS  The Naval Hospital Jacksonville continues to be the only hospital in Duval County to receive a baby-friendly designation. Additional work is needed by health system partners to meet the requirements for a baby-friendly designation, which means the organization promotes and embraces a series of steps to encourage breast-feeding at the facility.</p>
	<p>PROVIDERS  The Coalition engaged 12 healthcare providers from Baptist Pediatrics and Baptist Community Health to provide evidence-based resources to use during well-child visits. Additional work is needed to train, educate and share with additional providers.</p>



CALL TO ACTION	 Little or no movement, in need of partner engagement; always more work to be done  Some progress, some transition, some barriers to success  Going and ongoing
<p># 3</p> <p>ENGAGE SCHOOLS</p>	<p>SCHOOLS  Since 2011, Chartwells-Thompson and DCPS Food Services have partnered with Nemours Children's Clinic, Jacksonville, to review the monthly school lunch menu. At these meetings, Nemours dieticians and physicians analyze the nutritional value and content of the school menus. Critiques, comments and suggestions are taken back to make changes or create new meals for upcoming months. Additional efforts are needed to provide decision-making opportunities for students in regards to healthy eating.</p>
	<p>SCHOOLS  The School Health Advisory Council developed a recognition/award application to assess the understanding and implementation of the school wellness policy for Duval County Public Schools. The council is reviewing how it can help increase awareness and provide monitoring for the implementation of the district wellness policy for all schools.</p>
	<p>SCHOOLS/COMMUNITY ORGANIZATIONS  The superintendent of Duval County Public Schools has made a commitment to increase physical activity from the recommended 150-minutes per week requirement to 200-minutes per week for all students in the district.</p>
	<p>SCHOOLS/COMMUNITY ORGANIZATIONS  Additional concerted efforts must be a priority to establish a partnership with Duval County Parent-Teacher Association to make childhood obesity a statewide platform and ensure that health and physical activity remain part of a balanced education for our children.</p>

CALL TO ACTION	 Little or no movement, in need of partner engagement; always more work to be done  Some progress, some transition, some barriers to success  Going and ongoing
<p># 4</p> <p>ENGAGE EARLY CHILDHOOD ADVOCATES &amp; PROVIDERS</p>	<p>PROVIDERS  The Duval County Health Department's Women, infant and Children (WiC) Program has implemented a breastfeeding peer counselor program for women enrolled in the Duval County WiC Program. As a result of this implementation, our community's WiC breast-feeding rates continue to increase, resulting in 77.8 percent of women who have ever breast-fed, which is up from 74.5 percent. This meets the recommended Healthy People 2020 goals.</p>
	<p>PROVIDERS  Currently the Coalition is working in partnership with Nemours' Early Care and Education (ECE) learning collaborative initiative to recruit 60 early child care providers of children ages 0 – 4 who are interested in incorporating strategies related to health nutrition and active living as part of their everyday practice. The ECE materials are evidence-based tools recommended by <i>Let's Move!</i> Childcare.</p>
	<p>PROVIDERS  Through the Coalition's mini-grant program, the Community Connections Davis Child Development Center received training on the safe handling of breast milk. Due to the training and support provided by the Florida Blue Foundation, the Davis Center now meets the Florida Department of Health's qualifications for a breastfeeding-friendly center. Additional work is underway with the Jacksonville Community Council Inc. (JCCI) Children 1-2-3 Task Force on complementary efforts to help Jacksonville become a child-friendly city as defined by the World Health Organization.</p>



CALL TO ACTION	 Little or no movement, in need of partner engagement; always more work to be done  Some progress, some transition, some barriers to success  Going and ongoing
<p># 5</p> <p>ENGAGE COMMUNITY, FAITH &amp; YOUTH ORGANIZATIONS</p>	<p>COMMUNITY  The I'm a Star Foundation implemented a peer-led social media campaign to promote their healthy corner store initiative with their <i>So Fresh, So Clean</i> campaign that reached more than 475 youth and adults in Jacksonville educating consumers on healthy eating and providing awareness of two area corner stores in Health Zone 1 who have increased their supply of fresh fruits and vegetables.</p>
	<p>COMMUNITY/HJCOPC  The Coalition established a Youth Advisory Council (YAC) to further promote youth-led peer involvement campaigns that address healthy eating and active living. In the organization's first year, the YAC created a nutrition survey that was administered to more than 600 students attending Duval County Public Schools. The survey provides an avenue to capture the voices of the youth and their perceptions on school nutrition. The results will be used to advocate for improvements to the school nutrition contract and the food offered to our children at school. The YAC also implemented a <i>Map of Play</i> initiative that provided ratings of play spaces in Jacksonville for safety, cleanliness, amenities and hours of operation. Recommendations for improvements will be provided to community leaders. Additional work is needed to increase youth's involvement in advocacy efforts related to healthy eating and active living.</p>

CALL TO ACTION	 Little or no movement, in need of partner engagement; always more work to be done  Some progress, some transition, some barriers to success  Going and ongoing
<p># 6</p> <p>ENGAGE MEDIA &amp; MARKETING</p>	<p>MEDIA  Through engagement of social marketing partner ruckus, advertising + public relations, HJCOPC launched its online and social media presence. The online presence supports newly adopted healthy behaviors through live community events calendar and bi-weekly newsletter, <i>Bite-Sized News</i>. Learn more at <a href="http://hjcopc.org">hjcopc.org</a> or <a href="http://www.facebook.com/hjcopc">www.facebook.com/hjcopc</a>.</p>
	<p>MEDIA/COALITION  The Coalition grew its bi-weekly communications newsletter, <i>Bite-Sized News</i> to include nearly 530 community partners. During that time, new partners have participated in monthly Coalition meetings, thus expanding the Coalition's support services in the community.</p>
	<p>MEDIA/COALITION  Empowerment Resources' <i>Journey Into Womanhood (JIW)</i> program created a youth-led peer involvement campaign addressing healthy eating and active living. The social media campaign exceeded the winning teams' goals with nearly 1,000 interactions and multi-media posts. The campaign featured on Clear Channel Radio's 93.3 The Beat, which reaches more than 82,000 listeners.</p>





CALL TO ACTION	 Little or no movement, in need of partner engagement; always more work to be done	 Some progress, some transition, some barriers to success	 Going and ongoing
<p># 7</p> <p>ENGAGE JACKSONVILLE EMPLOYERS</p>	<p>EMPLOYERS  The First Coast Worksite Wellness Council (FCWWC) continues to provide a link between a healthy community and a healthy workforce. Over the last four years, the FCWWC in partnership with Healthy Jacksonville and the Mayor's Council on Fitness and Well-Being, has hosted the Annual First Coast Worksite Wellness Conference designed to unite business leaders in recognizing the importance of a healthy workforce and to honor local companies for their outstanding wellness efforts. Nearly 40 employers were honored as First Coast's Healthiest Companies at the organization's most recent conference in May 2013, which hosted more than 450 attendees.</p>		
	<p>EMPLOYERS  The Mayor's Council on Fitness and Well-Being is working to increase opportunities through its <i>Let's Move!</i> Jacksonville application to encourage and increase partnerships among businesses, schools and the community that will leverage funding and resources to encourage wellness efforts.</p>		



# HJCOPC COMMUNITY CALL TO ACTION

## A RESPONSE BY THE NUMBERS

Since the release of the 2009 Community Call to Action, the Healthy Jacksonville Childhood Obesity Prevention Coalition, with funding from the Florida Blue Foundation, has provided services related to healthy eating and active living activities, which has directly impacted 51,197 children and 8,764 adults.

**73**

SEVENTY-THREE COMMUNITY PROGRAMS HAVE RECEIVED GRANTS THROUGH FLORIDA BLUE FOUNDATION'S EMBRACE A HEALTHY FLORIDA INITIATIVE, AND PARTNERED WITH THE HJCOPC TO WORK TOWARD REDUCING AND PREVENTING CHILDHOOD OBESITY IN DUVAL COUNTY

**176**

INCREASING LOCAL CAPACITY TO ADDRESS CHILDHOOD OBESITY IS A CONTINUED FOCUS OF THE COALITION. TO DATE, 176 COLLABORATIONS HAVE BEEN FORMED BY GRANTEEES WITH OTHER GROUPS OR COMMUNITY MEMBERS TO PROVIDE SERVICES TARGETING THIS HEALTH ISSUE

**600**

SINCE SEPTEMBER 2009, 600 HEALTH CARE PROFESSIONALS HAVE RECEIVED TRAINING TO INCREASE AWARENESS OF LOCAL PROGRAMS AND SERVICES THAT ARE AVAILABLE FOR THE PREVENTION AND TREATMENT OF CHILDHOOD OBESITY

**399**

MORE THAN 399 WORKSHOPS, CLASSES AND EVENTS HAVE BEEN HELD THROUGHOUT THE COMMUNITY SINCE 2009







## FLORIDA WEIGHS IN

Healthiest Weight Florida, launched January 2013 at the Florida State Surgeon General's Symposium on Healthiest Weight, is a public-private collaboration bringing together state agencies, non-profit organizations, businesses and entire communities to help Florida's children and adults make choices about healthy eating and active living. Through the Healthiest Weight Florida initiative, programs will focus on:

- INCREASING THE INITIATION, DURATION AND EXCLUSIVITY OF BREASTFEEDING
- PROMOTING IMPROVED NUTRITION AND PHYSICAL ACTIVITY IN EARLY CARE AND EDUCATION
- ENSURING THAT ALL FOODS AND BEVERAGES SERVED AND SOLD IN SCHOOLS MEET OR EXCEED THE MOST RECENT DIETARY GUIDELINES FOR AMERICANS
- INCREASING THE PHYSICAL ACTIVITY FOR STUDENTS DURING THE SCHOOL DAY AND AFTER-SCHOOL PROGRAMS
- INCREASING ACCESS TO HIGH-QUALITY, AFFORDABLE FOODS IN COMMUNITIES
- INCREASING PHYSICAL ACTIVITY BY IMPROVING THE BUILT ENVIRONMENT IN COMMUNITIES
- PROMOTING HEALTH PROFESSIONAL AWARENESS AND COUNSELING OF BODY MASS INDEX (BMI)

The Healthiest Weight Florida initiative is an important priority for the Florida Department of Health in Duval County and assists in providing goals and guidelines for the partners of the Healthy Jacksonville Childhood Obesity Prevention Coalition.



## HJCOPC.ORG: YOUR ONLINE SOURCE FOR HEALTHY EATING AND ACTIVE LIVING.

HJCOPC.org serves as a resource for information related to helping children grow up healthy in Duval County. The site shares the work of the Healthy Jacksonville Childhood Obesity Prevention Coalition and its 100+ member organizations, working together to create an active and healthy community for children and families throughout Northeast Florida.

HJCOPC SUPPORTS PROGRAMS THAT:

- PROMOTE HEALTHY EATING AND ACCESS TO FRESH FOODS
- ENCOURAGE CHILDREN AND FAMILIES TO EXERCISE TOGETHER
- ADVOCATE FOR HEALTHY POLICIES

VISIT HJCOPC.ORG TO LEARN MORE ABOUT OUR WORK:

- DOWNLOAD RESOURCES THAT HELP TEACH ABOUT HEALTHY CHOICES
- VIEW A CALENDAR OF FREE COMMUNITY EVENTS
- JOIN THE GROWING MOVEMENT TO BUILD A HEALTHIER JACKSONVILLE FOR OUR CITY'S YOUTH

WANT MORE INFORMATION?

Sign up for "Bite-Sized News" and receive meeting notifications, healthy tips and activities.

Like us on Facebook at [www.facebook.com/HJCOPC](http://www.facebook.com/HJCOPC).





## OTHER HELPFUL WEBSITES

Developing Healthy People Initiative  
[healthypeople.gov](http://healthypeople.gov)

The Institute of Medicine  
[iom.edu/activities/children/childobesprevention](http://iom.edu/activities/children/childobesprevention)

Healthiest Weight Florida  
[healthiestweightflorida.com](http://healthiestweightflorida.com)

*Let's Move!*  
[letsmove.com](http://letsmove.com)

Nemours Children's Clinic  
[nemours.org/growuphealthy](http://nemours.org/growuphealthy)

Nemours Kids Health  
[kidshealth.org](http://kidshealth.org)





## OUR THANKS TO THE DEDICATED HJCOPC MEMBER ORGANIZATIONS

100 Black Men Of Jacksonville  
Achieve Instill Inspire Foundation  
All N One Medical  
ALS Architects  
American Association of Clinical Endocrinologists  
American Heart Association  
American Stroke Association  
AmeriCorps  
Aramark  
Argyle Community Garden  
Baptist Health  
Biltmore Elementary School  
Boys and Girls Club of Northeast Florida  
Boys Scouts of America  
Broach School of Jacksonville  
Brooks Rehabilitation  
Breaking Ground Contracting  
Carter G. Woodson Elementary School  
Catholic Charities of Jacksonville  
Chamberlain College of Nursing  
Character Counts in Jacksonville  
Chartwells  
City Kidz Ice Cream  
Clara White Mission  
Communities In Schools Jacksonville  
Community Connections of Jacksonville  
Creative Political Foundations Inc.  
Daniel Memorial  
dGroup Consulting Services  
Drug Free Duval  
Duval County Health Department  
Duval County Medical Society  
Duval County Council of PTAs  
Duval County Public Schools  
Early Learning Coalition of Duval  
Empowerment Resources, Inc.  
Episcopal Children's Services  
Family Care Partners  
First Care Family Practice  
First Coast Chapter American Culinary Federation  
First Coast News  
First Coast YMCA  
Florida Academy of Family Physicians  
Florida Association for the Education of Young Children  
Florida Blue Foundation  
Florida Department of Children and Families  
Florida Department of Health – Communities Putting Prevention to Work  
Florida Department of Transportation  
Foods2Chews  
Friends of Northeast Florida Community Gardens  
Girls Inc. of Jacksonville  
Girls On The Run Of Northeast Florida  
Greaterworx  
Guardian Catholic Schools  
HandsOn Jacksonville  
Health Designs  
Health Planning Council of Northeast Florida  
Healthy Jacksonville 2020  
Healthy Mothers, Healthy Babies Coalition, Inc.  
Hens in Jax  
Heritage Family Farms  
HERO Inc.  
Hope Haven  
ICARE  
Jacksonville Arboretum & Gardens  
Jacksonville Children's Commission  
Jacksonville City Council  
Jacksonville Community Council Inc.  
Jacksonville Dietetic Association  
Jacksonville Kids Coalition  
Jacksonville University  
Jacksonville Urban League  
Jacksonville Weight Loss Clinic  
James Weldon Johnson Middle School  
JaxParks  
Juice Plus and Tower Garden  
Lutheran Social Services of Northeast Florida  
Malivai Washington Kids Foundation  
Medical Nutrition Therapy of Florida Memorial Hospital  
National Association of Health Service Executives-North Florida Chapter  
Native Sun Jacksonville  
Naval Hospital Jacksonville  
Nemours  
Nestle Infant  
New Motivation Coaching  
North Florida Association For Early Child Care  
North Florida OB/GYN  
Northeast Florida AHEC  
Northeast Florida Breastfeeding Collaborative  
Northeast Florida Healthy Start Coalition  
Northeast Florida Medical Society  
Northeast Florida School for Special Education  
Obesity Prevention of Jacksonville  
Orange Park Medical Center  
Progressive Pediatrics  
Rails-to-Trails  
ruckus. advertising + public relations  
R.V. Daniels Elementary School  
Safe Kids Northeast Florida  
Second Harvest North Florida  
Shands Jacksonville  
Shannon Miller Foundation  
Shepherd Agency  
Slow Food First Coast  
Society of St. Andrews  
Sodexo  
Southern Food Policy Advocates  
St. Vincent's HealthCare  
Stillwaters Consulting  
Stretch-N-Grow  
Sulzbacher Center  
Sustainable Springfield  
Suwanee River Area Health Education Center  
Sweet Pete's  
Team Gaia  
Temple Builders Fitness Center  
That-a-Weigh Kids  
The Bridge of Northeast Florida  
The Chartrand Foundation  
The City of Jacksonville Planning & Development Department  
Timberlin Creek Elementary School  
Trad's Garden Center of Jacksonville  
U-Turn Health & Wellness  
UF/IFAS-Duval County Extension Service  
Urban Dynamics Corporation  
United Way of Northeast Florida  
University of Florida  
University of Florida – Clinical Translation  
University of Florida Cooperative Extension Service  
University of Florida Shands Pediatric Residency Program  
University of North Florida Department Of Nutrition  
Urban Organics  
U.S. Senator Bill Nelson  
Virtuous Excellence Personal Development  
War on Poverty, Inc.  
Wayman Community Development  
We Care Jacksonville  
Wolfson Children's Hospital  
Women of Color Cultural Foundation  
WRH Realty Management  
Youth Sports Aerobics



## HJCOPC EXECUTIVE STEERING COMMITTEE

Betty Burney I'm a Star Foundation

Cecil Williams Southern Food Policy Advocates

Doug Skiles EnVision Design + Engineering

Earl Jones Office of Florida State Representative  
Reggie Fullwood

Elexia Coleman-Moss Empowerment Resources Inc.

Elizabeth DeJesus North Florida Transportation  
Planning Organization

Greg Tison Beaver Street Fisheries

Jackie Culver Shannon Miller Foundation

Jim Sylvester Nemours

Jocelyn Turner Florida Department of Health in Duval County

Jonathan Bishop Duval County Public Schools

Karen Rieley Second Harvest North Florida

Katie Ross Office of Senator Bill Nelson

Kelley Boree City of Jacksonville Department of  
Parks and Recreation

Kelly Senteno ruckus. advertising + public relations

Laura Lane Jacksonville Community Council Inc.

Laura Skiles EnVision Design + Engineering

Laureen Husband Healthy Jacksonville

Melody Bishop Akel Logan and Shafer Architects

Natasha Parks City of Jacksonville

Richard White Mayo Clinic

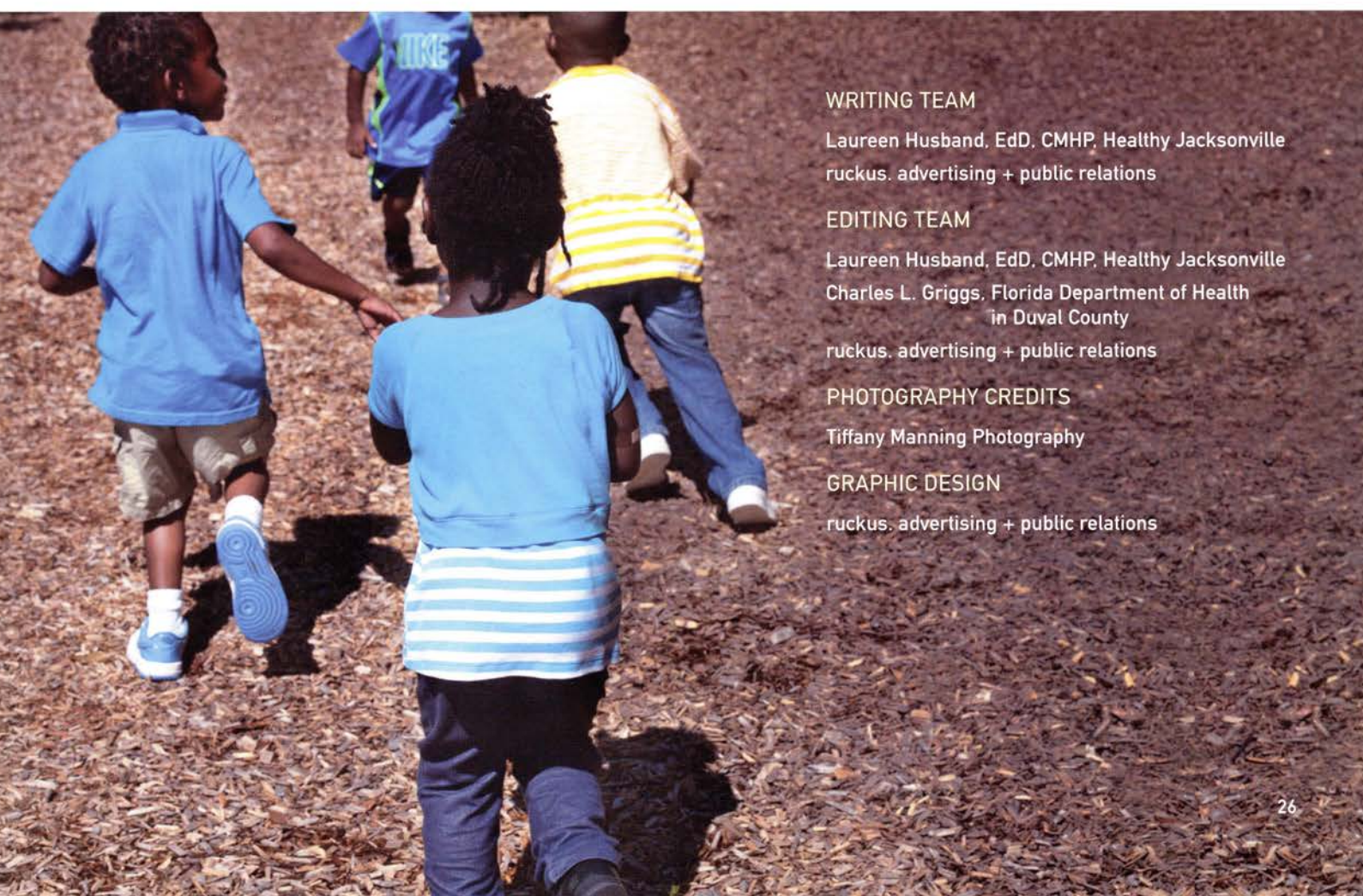
Steve Wells Northwest Jacksonville CDC

Susan Cohn Jacksonville Community Council Inc.

Susan Masucci ruckus. advertising + public relations

Sylvester Pinckney Jacksonville Children's Commission

Valerie Feinberg Downtown Vision, Inc.



### WRITING TEAM

Laureen Husband, EdD, CMHP, Healthy Jacksonville  
ruckus. advertising + public relations

### EDITING TEAM

Laureen Husband, EdD, CMHP, Healthy Jacksonville  
Charles L. Griggs, Florida Department of Health  
in Duval County  
ruckus. advertising + public relations

### PHOTOGRAPHY CREDITS

Tiffany Manning Photography

### GRAPHIC DESIGN

ruckus. advertising + public relations



Healthy Jacksonville  
Office of Public Health  
Communications and Community Engagement  
Florida Department of Health in Duval County

900 University Boulevard North  
Suite 205  
Jacksonville, Florida 32211

Phone: 904.253.2520

Fax: 904.253.2428

Website: [hjcopc.org](http://hjcopc.org)



Funded by a grant from

**Florida Blue**   
Foundation

Florida Blue Foundation is a trade name of the  
Blue Cross and Blue Shield of Florida Foundation,  
an Independent Licensee of the Blue Cross and  
Blue Shield Association

©2013. Florida Department of Health in Duval County