

Engage the **CITY OF JACKSONVILLE** to advance the following strategies to reduce and prevent childhood obesity in Duval County:

A LOCAL SUCCESS...

RAILS-TO-TRAILS

The Blue Foundation for a Healthy Florida has provided funding to the Rails-to-Trails Conservancy (RTC) to encourage physical activity in the downtown Jacksonville community. Funding was awarded to the organization to increase accessibility of Jacksonville's S-Line Trail, located in Durkeeville and Springfield, to nearby schools, parks and neighborhoods. The mission of RTC is to create a nationwide network of trails from former rail lines to build healthier places for healthier people. Through research and community outreach, RTC will create a prioritized action plan on how to better develop the trail. By integrating the S-Line Trail with local schools, hospitals and workplaces, Jacksonville can provide safe pathways for children to and from schools, and create easy incentives for active, healthy lifestyles.

▼ S-Line Urban Greenway



Planning and Zoning

- A. Incorporate public health priorities in land use/zoning plans and decisions.
- B. Amend the city comprehensive plan and future land use plans to require a "complete streets" approach to enable safe and convenient access for pedestrians, bicyclists, motorists and transportation users.
- C. Ensure comprehensive plans support connectivity to schools, parks, store and other facilities via walking and/or biking routes.

Built Environment

- D. Increase investment in neighborhood infrastructure—with emphasis on divested neighborhoods—(sidewalks, bike lanes, crosswalks, paths and green spaces) that support active living and increase/improve access to healthy food.
- E. Increase development of mixed-use land areas that provide affordable housing and commercial space options.
- F. Incorporate "smart growth" strategies into revitalization efforts.
 - Smart growth America is a nation-wide coalition that seeks to incorporate protection of open space, revitalization of neighborhoods, affordability of housing and increased transportation choices into city planning and design.
- G. Increase quality, safety and accessibility of parks to encourage use by youth and families.

Incentives

- H. Research, recommend and implement incentives for landowners to use properties for healthy living uses (food retail, neighborhood cooperatives, pockets parks).
- I. Establish incentives (attractive financing options, location and development assistance) for grocery store development in divested neighborhoods.
- J. Develop a local tax structure that provides incentives (reduced taxes) for local companies that produce healthy eating and/or active living products/services.

Policies and Collaboration

- K. Provide funding and/or other incentives to expand the number of community gardens and farmer's markets.
- L. Appoint a liaison from the Mayor's Council on Fitness and Well-Being to the Healthy Jacksonville Childhood Obesity Prevention Coalition to coordinate and represent complementary efforts.

Sustained actions by the Coalition

1. Identify and link with local and state official child health champions to promote obesity prevention strategies, educational messages and special events.
2. Develop policy briefs and legislative packets that ensure standard, consistent messaging to inform policymakers and decision-makers on the policy and environmental opportunities to reduce childhood obesity.
3. Provide advocacy training for parents, residents and interested community groups.
4. Develop a speakers' bureau of issue experts and committed community residents.
5. Communicate on a regular basis with stakeholders on federal, state and local government efforts related to childhood obesity.
6. Commission and support a comprehensive food environment study to inform policy makers and the community about the state of food environments across the city and by health zones.

Engage **HEALTH CARE SYSTEMS AND PROVIDERS** to advance the following strategies to reduce and prevent childhood obesity in Duval County:

Systems

- Encourage the Duval County Health Department to improve the quality of foods in divested neighborhoods through public health standards and surveillance.
- Encourage the Duval County Health Department's Women, Infant and Children's (WIC) Program to assure that food assistance programs are expanded to provide the ability for users to purchase fresh fruits and vegetables from all farmers' market locations.
- Establish a committee to regularly review insurance covered referral services for pediatric overweight/obese clients and share coverage information with providers on a regular basis.

Providers

- Educate and train health care providers, medical profession students and medical education faculty in effective childhood obesity prevention and treatment methods.
- Provide motivational interviewing communication model and its applicability to childhood obesity.
- Educate provider community about resources and data available from the Florida Improvement Network for Kids (FINK) and its link to childhood obesity reduction/prevention.
- Train, educate and share with providers evidence-based interventions to be used during well-child visits during the first five years of life.
 - Nemours Children's Clinic in Delaware and The Ounce of Prevention Organization have appropriate examples.
- Development and implement a provider referral system that encourages reciprocal communication between health care and referral service providers.
 - Delaware's 5-2-1-Almost None Model is an example.
 - Utilize a prescription pad journal system to increase provider communication and patient understanding and adherence.
- Adopt a core message for use by providers in prevention and treatment of childhood obesity.
 - Delaware's 5-2-1-Almost None Model is an example.
- Implement adopted core message when communicating with overweight and/or obese children and their families.

Sustained actions by the Coalition

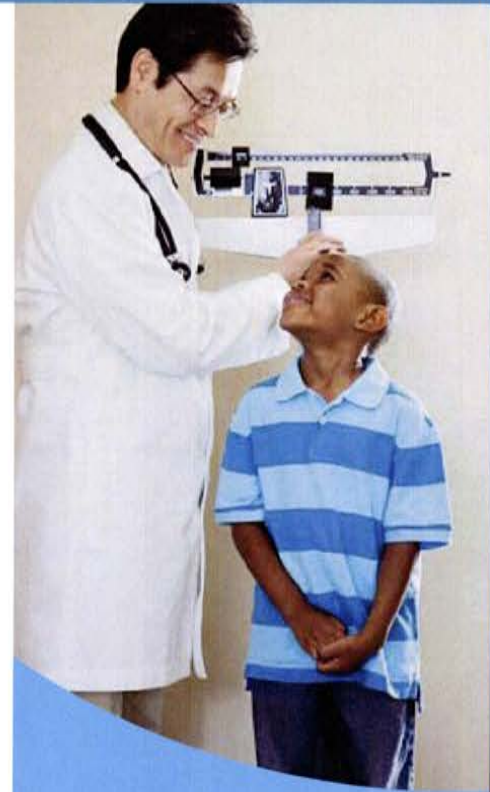
- Disseminate and train providers, medical profession students and medical education faculty on the use of the Healthy Jacksonville Childhood Obesity Prevention Resource Guide.
- Encourage communication between physicians and referral service providers.
- Link Primary Care Physicians with community resources that address childhood obesity.
- Promote community awareness of best practices and changes in recommendations for physical activity and nutrition in children.
- Provide a platform for healthcare professionals to advocate for policy change.

A LOCAL SUCCESS...

The Florida Academy of Family Physicians (FAFP) is Florida's medical specialty association composed of more than 4,000 family medicine physicians, resident physicians and medical students from across the state. The FAFP works to advance the specialty of family medicine by promoting excellence and improvement in the health care of all Floridians. They strive to assist members to become the best family physicians they can be through effective communication, legislation/regulation, education, advocacy, research and motivation.

The FAFP continually works to communicate, recognize and celebrate the issues of family medicine, while helping all Floridians to understand that having a family physician is vital to their health. The FAFP understands the need for families to have medical homes and sees the family physician office as a key player in the childhood obesity epidemic.

This year, the FAFP is working to develop an obesity tool kit for all of its members to help physicians adequately understand and address childhood obesity in both the prevention and intervention arenas. This tool kit will allow family physicians to not only assist patients dealing with obesity, but also to refer them effectively to successful programs and organizations.



Local Health Care Professional Societies to Engage in This Effort:

- Duval County Medical Society
- Northeast Florida Pediatric Society
- Jacksonville Pediatrics Association
- Duval County Dental Society
- Duval County Nurses Association
- First Coast Nurse Leaders
- Society(ies) of Physician's or Medical Assistants
- Local Clinic Staff
- Jacksonville Dietetic Association
- Associations for Physical Fitness Professionals
- Hospital Resident Groups
- Northeast Florida Mental Health Association
- Florida Association of Family Physicians
- Medical Student groups

Engage **SCHOOLS** to advance the following strategies to reduce and prevent childhood obesity in Duval County:

A LOCAL SUCCESS... MUNCHY MONDAYS at J. Allen Axson Elementary

Dr. Leslie Kaplan and Stephanie Perry, R.D., worked together to create a successful program to bring new fruits and vegetables to students at J. Allen Axson Elementary School. These faculty members began the program by soliciting donations from local grocery stores to purchase fresh fruits and vegetables. As the program grew, the PTA worked the cost of food into their budget. Parents involved use the school's lunch hour to assemble healthy snacks and share them with students. While eating, parents talk with students on the importance of healthy eating and provide take-home tips to share with their family. After three successful years, the program collected data and the results were published in the Northeast Florida Medical Society's journal. It turns out that when the students were trying fruits and vegetables, between 25 and 58% of them had never tried them before. Additionally, when fruits were sampled, at least 75% of children indicated liking the taste, and at least 74% indicated they would eat it again. With vegetables, more than 40% of the children indicated they enjoyed the taste and would eat them again.²⁷



- A. Commit and support to full implementation of the District Wellness Policy by:
 - Ensuring healthy food options are available throughout the school day and environment
 - Incorporating staff and student wellness initiatives
 - Providing regular structured and unstructured times for physical activity
- B. Restrict a la carte item content and availability.
- C. Restrict soda and candy sales in schools and at school sponsored events and activities.
- D. Support the district's efforts to meet state mandates (e.g. 150-minutes of physical education per week in the elementary schools) and enhance the quality of K-12 physical education programs.
- E. Encourage and provide opportunities for safe unstructured physical activity during and after the school day.
- F. Link and partner with efforts to ensure safe-routes-to-school methods that support increased walking and biking.
- G. Develop, implement, support and sustain student-led health councils for secondary schools.
- H. Provide decision making opportunities for students in regards to healthy eating and active living opportunities during and after the school day (review school menus, propose health initiatives designed and implemented by students, increase hours for track and fields).
- I. Partner with the Duval County Parent Teacher Association (PTA) to make childhood obesity a state-wide platform issue.
- J. Research and pursue partnerships with business, local government and faith communities to provide support for school activities related to healthy eating and active living.
- K. Encourage a strong defined partnership/reliance between school wellness committees and the PTA.
- L. Increase the implementation of comprehensive health education in grades PreK-12 to increase health literacy.

Sustained actions by the Coalition

1. Ensure consistent coalition representation on the District School Wellness Committee, Duval County School Board and Parent Teacher Association meetings.
2. Communicate with school board members and staff on a proactive and regular basis on issues as they relate to childhood obesity.
3. Provide access to childhood obesity content experts for school needs.
4. Increase awareness of and provide monitoring of the implementation of the district wellness policy.

WHY FOCUS ON SCHOOLS?

Schools remain "an obvious and important channel for providing obesity prevention programs, as the vast majority of youth spend a great deal of time each week throughout their development from childhood to adulthood in schools" writes Leslie A. Lytle, Ph.D., of the University of Minnesota. Because children spend so much of their daylight hours during the formative years in the classroom environment, which by intent is designed to educate and facilitate positive growth, schools are a critical component of effective obesity prevention initiatives.

According to the National Association of State Boards of Education, schools can and should not be expected to conquer this crisis on their own. Instead, schools have a responsibility to work with parents, government and community groups to take the necessary steps to address the epidemic. Children's behavior and habits are acquired during each waking moment. This is not only at school, but also at home, on the playground, at meals, and with friends, family and mentors. This broad exposure constitutes the learning experience of life. This way, community, in the broadest terms, becomes the teacher. An effective obesity prevention program should provide the tools and opportunities for this to result in long-lasting and deeply ingrained healthy habits.

Engage **EARLY CHILDHOOD** advocates and providers to advance the following strategies to reduce and prevent childhood obesity in Duval County:

- A. Expand breast-feeding education in clinics and at obstetrician offices serving pregnant women and women of childbearing age.
- B. Expand breast-feeding education and support provided to pregnant and parenting families through Healthy Start, Healthy Families and WIC.
- C. Expand content of mandatory state 40-hour training for child care provide to include training modules that emphasize the importance of healthy eating and active living for children ages 0-4.
- D. Select/create and distribute sample menus, curricula and other instructional material that emphasize the value of healthy eating and active living to childcare providers of children ages 0-4.
- E. Disseminate healthy eating and active living education and information through child care provider training and licensure programs.
- F. Support efforts by the Florida Breast-feeding Coalition to secure State legislation supporting breast-feeding mothers at the worksite.
- G. Disseminate the U.S. Department of Health & Human Services "Business Case for Breast-feeding" support guide to employers.
- H. Engage the Jacksonville Chamber of Commerce and business networks to promote worksite breast-feeding support.
- I. Work with the Early Learning Coalition, Duval County Health Department and the local Department of Children and Families to ensure child care centers who serve infants under the age of one are informed regarding the safe handling and storage of breast milk.
- J. Work with the Northeast Florida Breast-feeding Collaborative in its efforts to assist hospitals in achieving successful implementation of the World Health Organization's Baby-Friendly 10-step Hospital Initiative (BFHI).

Sustained actions by the coalition

- 1. Support the ICARE promotion of the Baby Friendly Hospital initiative as a key strategy for reducing infant mortality in the Jacksonville area; JCCI Infant Mortality study recommends implementation of BFHI as one of 15 recommendations to improve infant health.
- 2. Work with the Northeast Florida Breastfeeding Collaborative in its efforts to assist hospitals in achieving successful implementation of the World Health Organization's Baby Friendly 10 step hospital program.

A LOCAL SUCCESS...

ICARE, a local coalition of religious congregations concerned with social justice, has taken on the charge of making our hospitals baby-friendly. The World Health Organization (WHO) /UNICEF "Baby-Friendly" hospital designation ensures that hospitals maintain a breast-feeding policy that educates all providers to encourage lactation, in lieu of formula, and educated parents on the benefits of long term breast-feeding. Jacksonville's hospitals, while being some of the best in the nation with respect to technology of specialty care, have not uniformly achieved the 10 steps to become Baby-Friendly. ICARE, through its networks of influence in Jacksonville, has recently received commitments from every hospital in Jacksonville to begin the process of improving Jacksonville's health through this initiative. A work group consisting of representatives from every hospital in Jacksonville began meeting in May 2009 to coordinate this initiative at a city-wide level.



CALL TO ACTION #5

Engage **COMMUNITY, FAITH AND YOUTH ORGANIZATIONS** to advance the following strategies to reduce and prevent childhood obesity in Duval County:

A LOCAL SUCCESS... CROSSROAD CHURCH: A SUCCESSFUL CHURCH-SCHOOL PARTNERSHIP

CrossRoad Church began its relationship with Windy Hill Elementary more than six years ago when Sandy Sprague, the wife of their lead pastor, noticed the needs of the school and the community around it. Windy Hill was chosen because of its proximity to CrossRoad (Jacksonville's Southside), and also because many of the school's students (over 70%) qualify for free or reduced lunch. Mrs. Sprague saw this as even more reason to work with the community and the school to improve the lives of its students.

The church approached the school's principal, and decided to do the best they could as a congregation to support and foster the school. They provide eyesight and hearing tests on school property and conduct regular school supply drives. The church also supports decorations for school activities, structures for science projects and a food pantry in partnership with their local Publix with both monetary donations and volunteer efforts. This year the church was able to install an entire computer lab to help support the students and the community. The church plans to expand its relationship with the school by hosting neighborhood events for the community on the school's campus. The relationship between CrossRoad Church and Windy Hill Elementary is a great example of how a church can support a school in need and help raise awareness of certain issues and increase community involvement. This model can be used as a guide for churches wishing to provide support and mentorship for schools facing problems with childhood obesity.



- A. Utilize community and faith-based outlets as an implementation source for breast-feeding awareness, education and promotion.
- B. Design and/or select a peer educator or train-the-trainer program that reinforces the adopted local core prevention message using community, faith and youth organization contacts
- C. Implement an "adopt a school" partnership where community and faith-based organizations adopt a school to support healthy living and parental support efforts.
- D. Create and implement youth-led peer involvement campaigns that address healthy eating and active living.
- E. Encourage pastoral alliances to recognize and address childhood obesity as an issue in their unique faith settings.

Sustained actions by the Coalition

1. Ensure community, faith and youth organization representation in coalition membership.
2. Share local best-practice models with community, faith and youth organizations.
3. Encourage community, faith and youth organizations to adopt struggling schools.
4. Ensure collaboration and partnership between existing initiatives with similar goals and foci.

WAR ON POVERTY FLORIDA: BUILDING COMMUNITY CAPACITY

War on Poverty, Florida (WPF) is a nonprofit organization that serves as a crucial community-based partner to the Healthy Jacksonville Childhood Obesity Prevention Coalition. WPF has received funding from The Blue Foundation for a Healthy Florida to conduct its Build a Healthy Community Initiative. With this funding, WPF is able to assess local resources and support increased physical activity, infrastructure enhancements, environment change and social policy. WPF specializes in engaging community residents, faith-based and community-based organizations, the educational community and community stakeholders to help utilize existing resources and leverage partnerships.

WPF has performed a targeted community asset analysis, facilitated economic and real estate development improvements for community redevelopment and has developed a comprehensive approach to community revitalization. WPF has also demonstrated ability to engage community stakeholders and implement a sustainable work plan.

WPF helps local organizations to establish community gardens, youth councils and other valuable projects to encourage healthy living in the most vulnerable areas of our city.

Engage **MEDIA and MARKETING** community to advance the following strategies to reduce and prevent childhood obesity in Duval County:

- A. Design and/or select a local "core" childhood obesity prevention message and media campaign. The selected campaign will address the following requirements to ensure depth and spread of message to all Duval County citizens:
- Balance
 - Gender
 - Age
 - Comprehensive
 - Realistic
 - Easily Disseminated
 - Youth "Approval"
 - Cost
 - Accessibility
- B. Implement core message in areas of greatest need first, with the plan to implement city-wide.
- Recommend/develop web-based social interaction resource for children to support newly adopted healthy behaviors.
 - Partner with a variety of media and marketing partners to promote core message.
 - Partner with a variety of media and marketing partners to support common campaigns.

Sustained actions by the Coalition

1. Produce press releases and human interest stories to engage media interest.
2. Secure funding for media and marketing initiatives through a variety of funding sources.
3. Create an annual timeline/calendar of events related to healthy eating and active living for children and their families.

"FIGHT THE COUCH" CHILDHOOD OBESITY PREVENTION CAMPAIGN
BY CHANNEL 12 NEWS.



A LOCAL SUCCESS...

During the spring of 2009, WTLV Channel 12 News, a local news outlet approached the coalition for ideas to launch a childhood obesity prevention campaign. Under the leadership of anchor Jeannie Blaylock a motivational campaign called, Fight the Couch, was launched to encourage students to become more active during the school day. The coalition thanks the efforts of Channel 12 and hopes to partner with all local media outlets to spread the message of prevention and collaboration to all citizens.

CALL TO ACTION #7

Engage **Jacksonville EMPLOYERS** to advance the following strategies to reduce and prevent childhood obesity in Duval County:

JACKSONVILLE'S HEALTHIEST 100®
WORKSITE WELLNESS AWARDS BY
THE MAYOR'S COUNCIL ON
FITNESS AND WELL-BEING



- A. Implement and/or strengthen policies in worksites that encourage breast-feeding.
- B. Encourage family-friendly health activities.
- C. Encourage and support employees in their efforts to be health role models for their children.
- D. Encourage employers to adopt schools to support school wide wellness efforts and activities.
- E. Support and recognize worksite wellness programs.

▼ International Walk to School Day, October 8th, 2008, Hendricks Avenue Elementary School



A LOCAL SUCCESS...

The Mayor's Council on Fitness and Well-Being (MCFW), formed by Mayor John Peyton and re-energized in 2008 by Chair Tim Lawther, took on the charge of expanding and recognizing worksite wellness efforts in Jacksonville.

The MCFW recognizes the important link between the health of the community and the health of its work force. Children's health practices are modeled after their parents' and the habits of adults are often dependent upon their peer group. Therefore, because Jacksonville has such a large workforce and diverse representation of businesses, the worksite is a prime venue for health improvement initiatives.

The MCFW hosted and planned the Inaugural First Coast Worksite Wellness Conference in 2009 and brought together local and national speakers, including former Health and Human Services Secretary Tommy Thompson, to educate and inform local businesses about how they can start or improve wellness initiatives at their place of work.

Additionally, the MCFW sponsored the first ever Jacksonville's Healthiest 100 competition which recognized 22 local companies for their outstanding wellness efforts.

It is the hope of the Mayor's Council on Fitness and Well-Being that employers will see the link between healthy employees and healthy children, and continue to encourage and support wellness efforts during the work day.

City of Jacksonville

1. Increase investment in neighborhood infrastructure—with emphasis on divested neighborhoods—that support active living and increase/improve access to healthy food (sidewalks, bike lanes, crosswalks, paths, and green spaces).
2. Establish incentives (attractive financing options, location and development assistance for grocery store development in divested neighborhoods).

Health care Systems and Providers

1. Encourage the Duval County Health Department to improve the quality of foods in divested neighborhoods through public health standards and surveillance.
2. Educate and train health care providers in effective childhood obesity prevention and treatment methods.

Schools

1. Commit and support the full implementation of the District Wellness Policy by:
 - Ensuring healthy food options are available throughout the school day and environment.
 - Implement staff and student wellness initiatives.
 - Provide regular structured and unstructured times for physical activity.
2. Enforce state law mandate requiring 150 minutes of instructional physical activity per week for elementary school students and 225 minutes per week for middle school students.
3. Provide decision-making opportunities for students in regards to healthy eating and active living opportunities during and after the school day (review school menus, propose health initiatives designed and implemented by students, increase hours for track and field activities).

Early Childhood

1. Work with the Northeast Florida Breast-feeding Collaborative in its efforts to assist hospitals in achieving successful implementation of the World Health Organization's Baby-Friendly 10-step Hospital Initiative.
2. Expand content of mandatory state 40-hour training for child care providers to include training modules that emphasize the importance of healthy eating and active living for children ages 0-4.
3. Select/create and distribute sample menus, curricula and other instructional material that emphasize the value of healthy eating and active living to child care providers of children ages 0-4.

Community, Faith and Youth Organizations

1. Encourage community, faith and youth organizations to adopt local schools to promote healthy eating and active living initiatives.
2. Create and implement youth-led peer involvement campaigns that address healthy eating and active living.

Media and Marketing

1. Design a local core childhood obesity prevention message and media campaign with these requirements:
 - Balance
 - Gender
 - Age
 - Comprehensive
 - Realistic
 - Easily Disseminated
 - Youth "Approval"/Design
 - Cost
 - Accessibility

Employers

1. Implement and/or strengthen policies in worksites that encourage breast-feeding.
2. Partner and Provide support to school and community efforts to address obesity.

CALL TO ACTION HIGHLIGHTS

Much effort and synergy will be required to move towards successful implementation of the strategies included. Sustainability, ongoing promotion of this Call to Action, and a focus on implementation of priority strategies will be the focus of the Coalition as it moves into an implementation phase. The Coalition will look to build and formalize partnerships, identify community advocates and champions, and secure specific commitments from individuals, corporate and organizational partners.

Sustaining local childhood obesity prevention efforts will require significant local investments in reversing childhood obesity. It will require support and funding for programmatic interventions that promote healthy eating and active living, as well as interventions that assure policy and built environment supports for a healthy community. The Healthy Jacksonville Childhood Obesity Prevention Coalition, led by its Executive Steering Committee, will continue to work to expand local infrastructure to address childhood obesity and will give priority to working with corporate partners, foundations and funders to give priority to addressing obesity. The Coalition challenges the business community to give particular importance to working with the Coalition and within the community to address obesity.

NEXT STEPS | Where Do We Go From Here?

Reducing and preventing childhood obesity in Jacksonville is a multi-faceted, complex issue. This Community Call to Action provides an exhaustive overview of action needed across sectors of our community to reduce childhood obesity and improve child health in Jacksonville. Responsibility for creating and sustaining change must be shared and owned by City of Jacksonville officials and policymakers, healthcare providers and systems, schools and school officials, early childhood providers and advocates, community, youth and faith-based organizations, corporate and business partners, and parents and families.

There is tremendous opportunity for Jacksonville moving forward to continue to forge effective partnerships and alliances across sectors that bring together varied, but connected interests. This is our imperative as a community if we are to reverse childhood obesity and ultimately achieve a larger vision for community health.