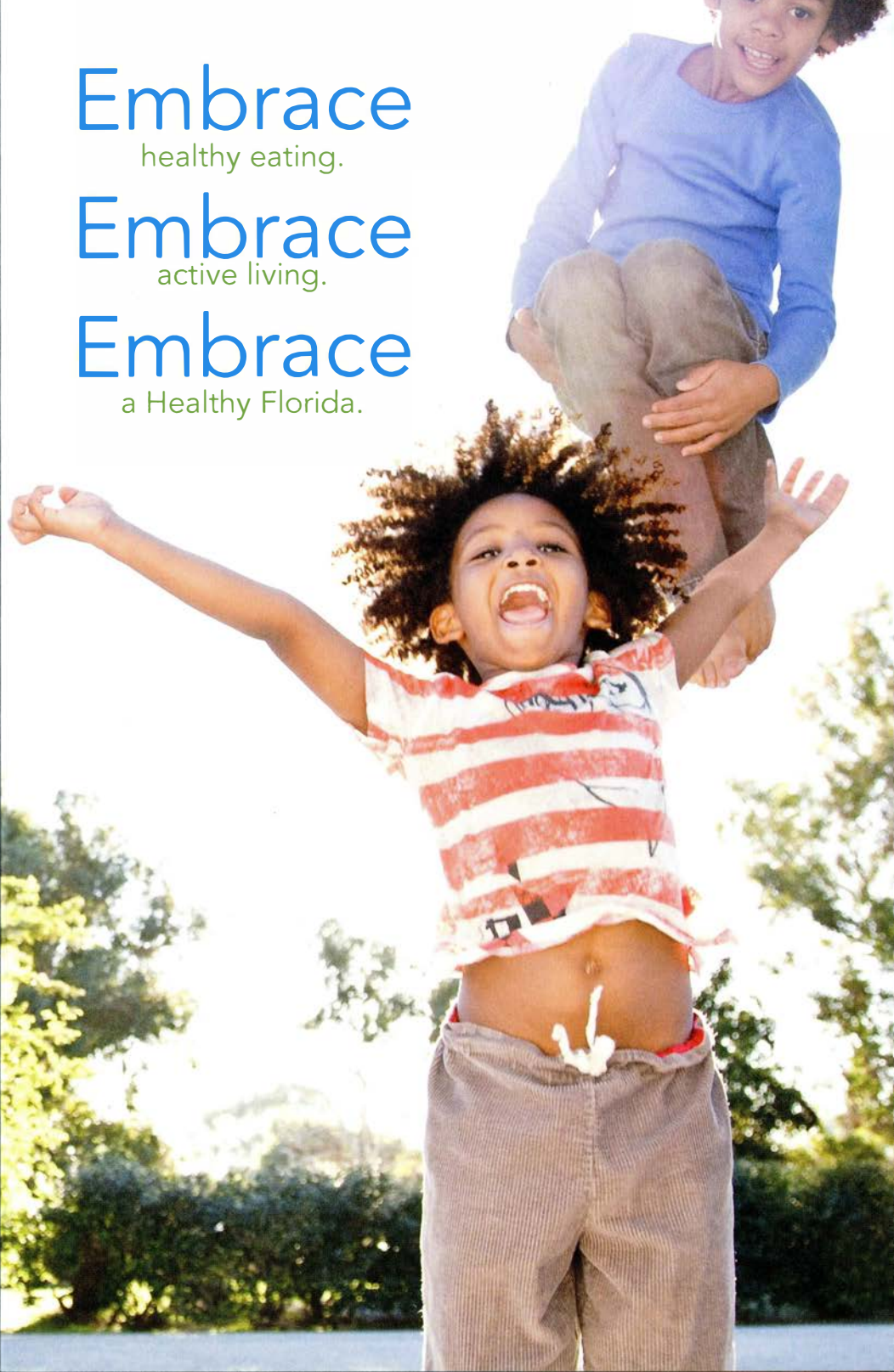


Embrace
healthy eating.

Embrace
active living.

Embrace
a Healthy Florida.



Embrace a Healthy Florida addresses and seeks to prevent Florida's childhood obesity epidemic.

The issue of childhood obesity is one that goes beyond individual children. It affects families, communities, and the current and future health of our entire state.

According to the National Survey of Children's Health (NSCH), nearly 32 percent of Florida children and youth ages 10 – 17 years are overweight or obese.

To address the causes and prevention of childhood obesity in the state, the Blue Cross and Blue Shield of Florida Foundation created an evidence-based initiative called Embrace a Healthy Florida in 2008. It is a Florida-based, multi-sector, community initiative that uses community engagement to make long-term, positive changes in childhood and family health.

Making changes that make a difference.

Just as there's no single cause of childhood obesity, there is also no single solution. That's why Embrace a Healthy Florida works to address a variety of factors – across the state's different communities – that impact children's health.

The Blue Cross and Blue Shield of Florida Foundation provided grants to six nonprofits that work in these communities to prevent and decrease rates of childhood obesity.

The seven success strategies below are designed to evaluate the success of the Embrace a Healthy Florida initiative in each community.

- Targeting interventions with at-risk communities and low-income children
- Increasing access to healthy foods
- Promoting changes in parenting and families
- Promoting changes in child care or school settings
- Promoting changes in the environment
- Addressing marketing and advertising practices
- Addressing health care providers and systems



Embrace a Healthy Florida seeks to remove the very real barriers that stand between children's health, healthy food choices and physical activity.

Addressing childhood obesity across the state.

Embrace a Healthy Florida's six target communities include Hialeah, Jacksonville, Opa-locka, Orlando/Parramore, Tallahassee and Tampa/Sulphur Springs.

Lead organizations for each community are as follows:

- Hialeah/Miami-Dade County: Hialeah Healthy Families, operated by the City of Hialeah, Education & Community Services Department
- Jacksonville: Healthy Jacksonville Childhood Obesity Prevention Coalition, operated by the Duval County Health Department
- Opa-locka/Miami-Dade County: Building a Healthy Community Opa-locka Childhood Obesity Prevention Project, operated by War on Poverty-Florida
- Orlando/Parramore/Central Florida: Building a Healthy Parramore and ROCK (Reduce Obesity in Central Florida Kids), operated by The Health Council of East Central Florida
- Tallahassee: Tallahassee Childhood Obesity Prevention Education (COPE) Coalition, operated by representatives from Florida A&M University, Florida State University, Florida Family Network and Greater Frenchtown Revitalization Council
- Tampa/Sulphur Springs/Hillsborough County: Creating a Healthier Sulphur Springs for Kids, operated by the Tampa YMCA

As a part of the Embrace a Healthy Florida initiative, 12 promising practices and applied research grants were funded across Florida to address evidence-based models in policy, nutrition, education and awareness as they relate to childhood wellness.

EMBRACE A HEALTHY FLORIDA STRATEGIC FRAMEWORK

Research

Grants to universities and colleges
for evidence-based research



Practice

Grants to community
programs

Policy

Community
engagement



FLORIDA

Foundation

Blue Cross and Blue Shield of Florida Foundation is an Independent Licensee of the Blue Cross and Blue Shield Association.

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