



A Community Approach for Healthier Kids



Childhood Obesity  
PREVENTION COALITION

# STORIES FROM THE FIELD

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







We believe that through engagement, leadership and a strong commitment to change, we will foster a community where families are empowered to lead healthier lifestyles.

## DEAR FRIENDS,

In 2003, the real work began when parents, health professionals and community leaders came together to address the growing epidemic of childhood obesity in our community. Understanding that obesity is a complex health issue with multiple root causes, The Healthy Jacksonville Childhood Obesity Prevention Coalition (HJCOPC) set out to engage a variety of community stakeholders to develop a holistic approach to reduce the prevalence of childhood obesity in Duval County.

During 2005, the HJCOPC's Policy Development Workgroup reviewed policies and evidence-based practices that address childhood obesity prevention and intervention that led to the 2006 *Duval County Evidence-Based Policy Development for the Prevention of Childhood Obesity Report*. The recommendations of the report provided guidance for local community and professional organizations to solicit community response.

The response came in 2009 with the *Healthy Kids, Healthy Jacksonville: A Community Call to Action To Reduce Childhood Obesity*, which represented the collective efforts of more than 100 HJCOPC partners. The Call to Action provided an in-depth look at the issues and consequences of childhood obesity, and defined priority actions and steps that can be taken to reduce—and ultimately reverse—the trend of childhood obesity here in Duval County. The initiatives set forth in the Call to Action, along with sustained actions for each affected sector, continue to serve as the framework for improving the health of our community and our children.

Our *Stories from the Field* reports the progress of the 2009 Call to Action and illustrates the synergy fostered among community partners in our efforts to address and combat childhood obesity. Most importantly, this document provides concrete examples of how we're engaging families, educators, health professionals, community groups, policymakers and business leaders to make Duval County a healthy place for our children.

In addition to the dedication of HJCOPC members, our progress has been enabled through the partnership of critical funders such as the Blue Cross and Blue Shield of Florida Foundation whose long-term financial commitment through their Embrace a Healthy Florida grants will help advance our efforts through 2015. (See p. 5)

It is clear that healthy people require 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. Yet, there is still significant work to be done. We believe that through engagement, leadership and a strong commitment to change, we will foster a community where families are empowered to lead healthier lifestyles.

Sincerely,

Laureen Husband, EdD, CMHP  
Director, Healthy Jacksonville

Jonathan Evans, MD  
Co-Chair, HJCOPC

Donald George, MD  
Co-Chair, HJCOPC



## [INTRODUCTION]

Healthy Jacksonville, an initiative of the Duval County Health Department, 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 ]

In 2006, the Jacksonville Childhood Obesity Prevention Policy Development Workgroup, which included members of the HJCOPC and other community stakeholders authored the *Duval County Evidence-Based Policy Development for the Prevention of Childhood Obesity* Report, one of our first major milestones. The workgroup conducted an extensive literature review of best practices related to reducing childhood obesity and then developed a prioritized list of policy recommendations based on sound scientific research and evidence-based interventions proven to prevent childhood obesity. The Report sought to provide guidance for local community and professional organizations, schools and government entities.

Jacksonville was one of six communities in the state of Florida chosen by the BCBSF Foundation to develop a community action plan and assist in efforts to reverse childhood obesity throughout the state.

Since 2006, the HJCOPC has made great strides in implementing these recommendations. In 2008, The Blue Foundation for a Healthy Florida, now the Blue Cross and Blue Shield of Florida Foundation, recognized the HJCOPC's efforts to reduce and prevent childhood obesity and provided funding to expand these efforts including the development of a community action plan.

The plan came to fruition via funding from the Blue Cross and Blue Shield of Florida Foundation's childhood obesity initiative, Embrace a Healthy Florida. Jacksonville was one of six communities in the state of Florida chosen by the Foundation to undertake a planning process that would result in a community action plan to assist in efforts to reverse childhood obesity throughout the state. The Coalition's community action plan had two main goals:

- 1) 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, AND
- 2) 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 Community Call to Action plan represented the collective efforts of more than 100 HJCOPC partners, and provided an in-depth look at the negative effects of childhood obesity on the community as a whole. It also identified challenges and prioritized actions to be taken to reduce and ultimately reverse the rising trend of childhood obesity in Jacksonville, Florida.

The plan called upon every person in Duval County to be part of the fight against childhood obesity with a focus on the following domains:

- THE CITY OF JACKSONVILLE
- HEALTH CARE SYSTEMS & PROVIDERS
- SCHOOLS
- EARLY CHILDHOOD ADVOCATES & PROVIDERS
- COMMUNITY, FAITH & YOUTH ORGANIZATIONS
- MEDIA & MARKETING COMMUNITY
- JACKSONVILLE EMPLOYERS

The Community Call to Action plan was presented in 2009. Our *Stories From the Field* report offers an update on our progress related to the strategies set forth in the Community Call to Action. The stories highlight the HJCOPC's work over the last two years and provide concrete examples of efforts by member agencies associated with the HJCOPC, and outline specific community initiatives that were implemented as a result of the Community Call to Action, and describe the positive impact these programs have had on children and families throughout Duval County.

## CRITICAL 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.

A variety of 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 Blue Cross and Blue Shield of Florida Foundation and The Robert Wood Johnson Foundation have been instrumental in funding a variety of efforts that support the prevention and intervention of childhood obesity.



### BLUE CROSS AND BLUE SHIELD OF FLORIDA FOUNDATION

The Blue Cross and Blue Shield of Florida Foundation (BCBSF 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 BCBSF 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:

In Duval County, the BCBSF Foundation awarded \$160,430 in 2010 and \$199,650 in 2011.

- 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.

The BCBSF 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. In Duval County, the BCBSF Foundation awarded \$160,430 in 2010 and \$199,650 in 2011.

## 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, provide 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, is intent on improving the health of residents living in Health Zone 1, the urban core of Jacksonville. Led by the Duval County Health Department, HKHJ focuses on policy and environmental changes that will build a sustainable infrastructure to permanently remove the barriers to healthy eating and physical activity in the primarily African-American community.

The lessons learned through this initiative will be used to power the same effort in five other Duval County health zones, with a goal of dramatically 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.





# SAFE ROUTES TO SCHOOL

## Kids Increase Physical Activity by Planning Safer Routes to School



Walking and biking to their neighborhood schools is a wonderful part of childhood that they should get to experience in a safe and positive way.

— Laura Skiles,  
Parent of 7th grader

730 students will learn the importance of active living and creating healthy environments through responsible urban design practices.

Children tend to be more physically active when they live in neighborhoods that are walkable as well as safe; involving children in planning makes them even more likely to pursue active endeavors such as walking and biking to school.

In 2010, middle-school students at Julia Landon College Preparatory Academy (JLCPA), located in San Marco, worked with representatives from the City of Jacksonville Planning & Public Works Departments and the Florida Department of Transportation (DOT) to conduct an environmental survey of the area within a one-mile radius of the school.

The survey revealed missing sidewalks, deficient signage at intersections, a lack of designated cross walks and bike lanes, and unmarked school zones—all characteristics that make walking and biking to school unsafe. Parents, community leaders and school staff also participated. “Parents are very concerned with the safety of our children,” said Laura Skiles, parent of a 7th grader, “I have witnessed some vehicle and bicycle conflicts that go unreported. It’s good that no serious injuries have occurred to date, but it’s disturbing to hear some of these young students’ experiences.”

The Health Planning Council of Northeast Florida assisted the Parent, Teacher and Student Association (PTA) in its successful quest for a Safe Routes to School (SRTS) Infrastructure Application Grant, a Federal Highway Program that is administered through the DOT. The program’s purpose is to make biking or walking to school easier, safer and more fun for children in grades K-8.

The JLCPA community will begin its work by improving pedestrian and bicycle routes within a one- to two-mile radius of the school. The program will include connected sidewalks, safe crosswalks, reduced vehicle speed and proper traffic signalization. In addition, 730 students will receive health and safety curriculum that reinforces the importance of healthy and active living through responsible urban design practices throughout our communities.

### CALL TO ACTION

# 1 City of Jacksonville

# 3 Schools

# 5 Community, Faith & Youth Organizations



# FIRST COAST WORKSITE WELLNESS COUNCIL

## Making the Workplace Healthier



I have attended conferences of this type across the country and have never seen so many CEOs in attendance. Not to mention receiving awards – even your Mayor.

– Dee W. Edington, PhD  
2010 First Coast Worksite  
Wellness Conference  
Keynote Speaker

The 2011 Healthiest Companies Award recipients consisted of 14 new companies that are vital to expanding the reach of the First Coast Worksite Wellness Council.

Due to shifts in the labor force, the work place is the newest factor in the obesity epidemic. A review of shifts in the labor force since 1960 suggests that a sizable portion of the national weight gain can be explained by declining physical activity throughout the workday. Today, 80 percent of jobs are sedentary or require only light activity.

The decline in physical activity negatively impacts the bottom line at businesses throughout our community. The rise in obesity has forced businesses to pay higher health care premiums. Obese employees face greater health risks often missing more work due to health issues than healthier employees. The First Coast Worksite Wellness Council, an initiative of Healthy Jacksonville 2020, strives to improve the health of the business community by bringing together resources and members to focus on employee health.

Since 2009, the Council has held its annual Worksite Wellness Conference designed 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. Employees who are exposed to wellness programs at work often implement wellness activities at home.

The Annual Conference also recognizes the “First Coast Healthiest Companies,” (formally known as Jacksonville’s Healthiest 100) with successful worksite wellness programs. Companies must present comprehensive wellness programming and conduct data analysis in several key areas throughout the year. In 2010, 24 CEOs and their management teams have implemented strategies aligning with the First Coast Healthiest Company Awards. And in 2011, the eligibility area was expanded to include surrounding counties with 38 companies named among the “First Coast Healthiest Companies.”

## CALL TO ACTION

#7 Jacksonville  
Employers

# THE BRIDGE OF NORTHEAST FLORIDA

## Connecting Through Community Gardens



The Bridge Community Garden is a lot of fun. I really didn't like fruits and vegetables, but now that I have the Bridge garden, I enjoy eating vegetables and planting them too!

— Rodnecia Smith,  
8th grade student,  
Bridge Community  
Garden Participant

More than 60 students have benefitted from The Bridge's community garden since 2009.

In Jacksonville, the Springfield community is considered a food desert; an environment unsupportive of health with barriers restricting access to healthy foods. In 2009, a collaborative effort between local businessman Dan Bradford and The Bridge of Northeast Florida sought to address this issue. Together, they brought an oasis of fruits and vegetables into a neighborhood otherwise barren of healthy food choices. The Bridge suddenly became a resource for healthy foods for its disadvantaged students and its neighbors.

The Bridge of Northeast Florida provides an environment where at-risk youth gain self-confidence and receive academic remediation and job skills training. The community garden added a new dimension to The Bridge's existing curriculum by providing a hands-on environment where students have the opportunity to actually grow their own food. Studies have shown that when children invest in growing their own food, they tend to eat healthier and even pass this knowledge along to parents and other members of the community.

Partnerships are key to supporting this initiative. The community garden is a highly valued community asset and in 2010 The Bridge was awarded a grant by the Blue Cross and Blue Shield of Florida Foundation allowing it to double the size of the garden and round out the program through a physical activity component. Local businesses have also lent their support. Neighborhood restaurants such as Uptown Market and Sweet Pete's welcome students teaching them how fresh produce is used in recipes. The garden clearly serves as a conduit connecting members of the Springfield community. Its reach extends beyond Springfield and has inspired many other area neighborhoods to establish community gardens.

### CALL TO ACTION

- # 1 City of Jacksonville
- # 3 Schools
- # 4 Early Childhood
- # 5 Community, Faith & Youth Organizations
- # 7 Jacksonville Employers



# MASTER JUNIOR GARDENER PROGRAM

## Growing Healthy Habits

I love Thursdays.

– Quote from student at San Jose Elementary School after seeing the Master Gardener enter the classroom for garden class.



Studies show that just 16 percent of children ages six to 11 meet the federal guidelines for vegetable consumption. In a study conducted by The Ohio State University of more than 6,000 kids, about one-third of vegetable consumption was fried potatoes, and a little more than one-third of fruit consumption was juice, lowering the actual amount of vegetables consumed. The Junior Master Gardener program is seeking to change this statistic for Duval County children by introducing them to fresh vegetables grown by them.

By pairing Master Gardeners with middle-school students from Duval County Public Schools, the University of Florida Institute of Food and Agricultural Sciences Extension Program and the City of Jacksonville reach 582 students with 68 percent of students qualifying for reduced or free lunch due to economic status. Without this program, many students may never taste a freshly grown vegetable, missing the opportunity to develop a lifetime preference for healthy food.

Master Gardeners meet with students throughout the school year teaching them the importance of careful planting and timely watering. Knowledge gained through the students' hands-on experience is better retained by them versus traditional paper-based lessons. Working in classroom gardens, children have the chance to grow a variety of vegetables from brussel sprouts to broccoli.

One established school garden yielded 15 pounds of potatoes in one harvest. A portion was donated to Thanksgiving food boxes for

The Master Gardener Program serves more than 528 students in Duval County Public Schools.

disadvantaged families. Many of the children participating in the program are facing economic hardships themselves and the program helps students realize that they can – and should be – contributing to their community.

Students look forward to “garden day.” The program has successfully worked with nine public schools across Duval County to build confidence among students and establish social responsibility while helping them develop healthy habits for life.

### CALL TO ACTION

# 1 City of Jacksonville

# 3 Schools

# FIRST COAST YMCA YOUTH FIT FOR LIFE

## Creating Healthy Behaviors and Changing Attitudes



I had a second-grade student who used to sit out during physical activities such as running or ball games. After two sessions of Youth Fit For Life she actually looks forward to physical activity.

– Teacher at Ketterlinus Elementary School, St. Augustine, Florida

Teaching healthy behaviors at a young age is important. Behaviors involving physical activity and nutrition are the cornerstones to preventing obesity in children and adolescents. The YMCA incorporates Youth Fit For Life (YFFL) into its curriculum – a physical activity and healthy behavior change program specifically

Hundreds of Duval County children are served through the First Coast YMCA Youth Fit For Life program.

designed for elementary-age students. The program consists of cardiovascular exercise three times per week in the form of non-competitive activities and cooperative games, and resistance training using bands two times per week, as well as interactive, age-appropriate behavioral skills training, such as goal setting, progress feedback and facilitative self-talk.

The program is offered as part of the YMCA's PrYme Time curriculum, which was established to meet the needs of working parents in our community while providing children with a fun, safe and enriching environment. The program is administered by specially trained after school counselors. Due to budget cuts in our school system, children are spending less time engaged in physical activity and often are not receiving adequate information associated with sound nutritional practices—which is why programs such as YFFL are so vital. Currently, there are hundreds of children

participating in this program throughout Northeast Florida. YFFL program instructors report that children who are participating are physically stronger, more confident and more apt to make healthy choices.

Instructors track students' progress by collecting data at the beginning and at the close of the program, measuring the physical prowess and nutritional awareness of students. This information is then shared with parents to help them work with their children to encourage and reward healthy behaviors.

### CALL TO ACTION

#5 Community, Faith & Youth Organizations



# SHANNON MILLER RUNNING CLUB

## Getting Children Into Motion



The Running Club is perfect for Matthew. He lost 12 pounds and gained self-confidence in his ability to set his own pace at Running Club and in life.

— Patty Johnson,  
Parent

More than 3,000 students have participated in the Shannon Miller Running Club since 2009.

Physical activity is a crucial component in the battle against childhood obesity. It not only helps children develop healthy, strong bodies, it also assists in the development of self-confidence and leadership skills. No one understands this better than Shannon Miller, the most decorated gymnast in the United States. As an Olympic athlete, Shannon began her training at the age of four and quickly developed a love of physical activity.

This passion for physical activity along with the rising epidemic of childhood obesity inspired Shannon to begin the Shannon Miller Running Club. Founded in 2007, the Club was piloted at John Stockton Elementary School. Designed to increase physical activity among middle school students, the Running Club encourages children to engage in physical activity for 30 minutes a day over a period of 12 weeks. In recognition of their commitment to fitness, the children are rewarded with colorful tokens at varying milestones. Many children proudly display these on their backpacks. The initial pilot program engaged 500 children who ran more than 10,000 miles in 12 weeks.

In addition to fitness, the Running Club fosters a positive environment where children receive praise and encouragement for their athleticism, as well as for developing leadership skills. Teachers often remark that students participating in Running Club

demonstrate improved classroom behavior. Since parents and faculty staff the Running Clubs, there are numerous opportunities for parents and educators to successfully collaborate in order to provide students with the necessary tools to develop sound habits and support a healthy and active lifestyle well into adulthood.

With more than 3,000 students participating in the Shannon Miller Running Club, the program is clearly successful. Research demonstrates that the earlier children engage in regular physical activity the more likely they are to continue healthy behaviors for the duration of their lives. The Shannon Miller Running Club effectively brings together community and educational resources as well as parental support to improve the health of children in our community.

### CALL TO ACTION

# 1 City of Jacksonville

# 3 Schools

# 5 Community, Faith & Youth Organizations

## HEALTH EDUCATION TO REDUCE OBESITY (HERO) Mobile Education Makes Better Health Accessible



The children had a great time and we followed up on completing the food pyramid. We also took a close look at the food that was being served at lunch and tried to think about the healthy choices.

– D. Sackett, Kindergarten  
Teacher, Mayport Elementary

HERO has impacted 80 children and  
40 others via community health fairs.

Without early education and intervention offered through an accessible and hands-on manner, childhood obesity will continue to rise. Recognizing these specific factors the Health Education to Reduce Obesity (HERO) program is the first in our community to offer a free mobile health education program designed to teach children about the healthy food choices and physical activity necessary to maintain good health and prevent obesity.

Founded in 2010, the HERO program empowers children by teaching them how the human body works, and helping them understand how proper fitness and nutrition can positively impact their overall health. Realizing that underprivileged children may often have little guidance in making healthy choices, HERO features interactive food demonstrations, fresh food tastings, USDA educational programs along with team games and simple cardiovascular activities to help engage children and inspire them to make healthy choices.

Currently, HERO is working with children at Mayport Elementary and Ocean Palms Elementary providing one-hour sessions every other week during two classes at each school. So far, 80 children have learned valuable lessons regarding the benefits of proper

nutrition and regular cardiovascular activity in the fight against childhood obesity. In addition, teachers report their students have expressed a greater interest in making healthy choices both at school and at home.

Working closely with the Department of Education and Department of Health, HERO brings health education to our schools, as well as to our communities. The mobile unit has participated in community health fairs to reach parents and children in underserved communities.

### CALL TO ACTION

# 1 City of Jacksonville

# 3 Schools

# 5 Community, Faith &  
Youth Organizations



## WAY TO GO KIDS

### Developing Healthy Habits For Life



Good nutrition helps us live longer.

– Student participants,  
Way to Go Kids

80 percent of students participating in Way to Go Kids show improved behaviors associated with healthy nutrition and physical activity.

Obesity is among the easiest medical conditions to recognize but is often one of the most difficult to treat. Overweight children are much more likely to become overweight adults unless they adopt and maintain healthy patterns of eating and exercise. Way to Go Kids, a component of St. Vincent's Mobile Health Ministry, brings much needed health information regarding exercise and proper nutrition to children in the lower socioeconomic areas of Jacksonville. The eight-week program is taught by a registered dietician and serves children where they learn and play – in schools, apartment complexes and community centers. The Way to Go Kids initiative positively impacts the children of our community by instilling behaviors that promote good health for a lifetime.

To date, 354 students have participated in the program. At the inception of each Way to Go Kids program, facilitators measure children's knowledge regarding healthy nutrition and physical activity. After completing the program, 80 percent of kids show improved behaviors associated with healthy nutrition and physical activity.

In addition to nutrition lesson plans outlining the importance of eating three meals a day along with hands-on experience in preparing healthy snacks, the Way to Go Kids program features a high-energy, hip-hop dance component. By introducing the children to an activity they enjoy, there is a higher probability that they will remain active well into adulthood and avoid many chronic diseases plaguing overweight adults.







The Way to Go Kids program is also an excellent example of how schools, faith and community organizations can form successful partnerships to raise awareness and foster community involvement.









## CALL TO ACTION

# 3 Schools








# 5 Community, Faith &  
Youth Organizations







## 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
# 1 ENGAGE THE CITY OF JACKSONVILLE	<b>PLANNING AND ZONING INITIATIVES</b>  Significant progress has been made regarding the City of Jacksonville's 2030 Comprehensive Mobility Plan. The Plan seeks to reduce vehicular activity and open the door to alternative modes of transportation such as bicycle, pedestrian and transit. It now includes language and guidelines specific to walkability and health planning. The Coalition has formed a sub-committee to follow implementation of the plan and ensure consistent messaging.		
	<b>BUSINESS INCENTIVES PROMOTING HEALTHY LIVING</b>  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.		
	<b>POLICIES &amp; COLLABORATION</b>  Understanding that access to fresh produce is key to healthy eating and sound nutrition, the City of Jacksonville has allocated several vacant lots for the sole purpose of developing and sustaining community gardens.		







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
# 2 ENGAGE HEALTH CARE SYSTEMS & PROVIDERS	<b>HEALTH SYSTEMS</b>  Duval County's Women, Infant and Children (WIC) program has successfully implemented federal updates for WIC allowing participants to purchase fresh fruits and vegetables. SNAP benefits, commonly known as Food Stamps, are now accepted at one of our area farmers markets. The impact of this is two-fold: it increases access to fresh produce for the underserved and enhances our local economy through local growers.		
	<b>HEALTH SYSTEMS</b>  The Naval Hospital Jacksonville is the only hospital in Duval County to receive a baby-friendly designation. This policy change means the organization promotes and embraces a series of steps to encourage breast-feeding at the facility. Because of this policy change, other hospitals are looking to become baby-friendly as well.		
	<b>HEALTH SYSTEMS</b>  Additional work is needed to form a platform for health care professionals enabling them to advocate for policy change.		
	<b>PROVIDERS</b>  With funding from the Blue Cross and Blue Shield of Florida Foundation, the University of North Florida's Department of Nutrition and Dietetics implemented health professional training sessions to increase awareness and utilization of best practices in the prevention and treatment of childhood obesity. As a result, health professionals received continuing education credits.		
	<b>PROVIDERS</b>  The HJCOPC received co-branding approval to use Nemours Health & Prevention Services' 5-2-1-Almost None childhood obesity toolkit. Once the process is finalized, the Coalition will begin to train health care professionals.		



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
# 3 ENGAGE SCHOOLS	<p>SCHOOLS  The Coalition has successfully worked with Duval County Public Schools (DCPS) to change policies limiting soda and candy sales in schools. In addition, DCPS, with the guidance of Coalition leadership, selected Chartwells School Dining Services as its food service provider. In the fall of 2009, Duval County students were introduced to Balanced Choices,<sup>®</sup> Chartwells-Thompson's comprehensive approach to wellness, and Environments,<sup>™</sup> an age-specific, customized dining program that transforms the typical cafeteria into a unique social learning experience. Menus are regularly reviewed by independent pediatricians affiliated with the HJCOPC.</p>
	<p>SCHOOLS  YMCA Tiger Academy, a HJCOPC member organization, has implemented the evidence-based Youth Fit For Life program and has established its first Student Wellness Council responsible for testing school menu items and planning school wellness activities.</p>
	<p>SCHOOLS/COMMUNITY ORGANIZATIONS  The Shannon Miller Foundation (SMF), with the support of the HJCOPC, is seeking to assist elementary school teachers in meeting the 150 minutes of physical activity mandated by the state. Currently, the Coalition is working with the Shannon Miller Foundation on a proposal that would bring the SMF curriculum to Duval County Public Schools. The federally mandated school wellness policy has also been accepted and distributed throughout DCPS. The Coalition has a plan in place to increase implementation and use of this policy.</p>
	<p>SCHOOLS/COMMUNITY ORGANIZATIONS  Establishing a partnership with the Duval County Parent Teacher Association (PTA) should be a priority moving forward. With our schools facing budget cuts, particularly around extra-curricular activities, including sports and physical education, it is time for community partners to come together 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
# 4 ENGAGE EARLY CHILDHOOD ADVOCATES & PROVIDERS	<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 have gradually increased, resulting in 74.5 percent of women who have ever breast-fed, which is up from 69.3 percent in the previous year. Further work is needed in this area to increase the duration of breast-feeding among women to the recommended Healthy People 2020 goals, which include that at least 75 percent of mothers will start breast-feeding, 50 percent will still be breast-feeding when their baby is six months old, and 25 percent will still be breast-feeding at 12 months.</p>
	<p>PROVIDERS  Currently the Duval County Health Department and the Coalition are collaborating to develop educational materials that emphasize the benefits of healthy nutrition and active living to child care providers of children ages 0 - 4. The group is reviewing materials created by a number of similar organizations as well as contemplating how to best use the <i>Let's Move!</i> Child Care Tools, a collaborative effort between the national organizations <i>Let's Move!</i> and Nemours.</p>
	<p>PROVIDERS  HJCOPC will work closely with the Department of Children and Families (DCF) to ensure that child care centers that serve infants under the age of one are informed regarding the safe handling and storage of breast milk. The Coalition will also work with DCF to expand the content of the mandatory state child care training and continuing education programs to include modules that emphasize the importance of healthy eating and active living for children ages 0-4.</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
# 5 ENGAGE COMMUNITY, FAITH & YOUTH ORGANIZATIONS	<p>COMMUNITY  With funding from the Blue Cross and Blue Shield of Florida Foundation, APEL Health Services implemented a peer-led youth health education program aimed at increasing the awareness of childhood obesity. Teenagers trained in nutrition and physical fitness educated underserved youth regarding healthy lifestyle and nutrition via online messaging.</p>
	<p>COMMUNITY/HJCOPC  The Coalition is in the process of establishing its own Youth Leadership Council to further promote youth-led peer involvement campaigns that address healthy eating and active living. In 2011, focus groups will be held to engage youth early on in the process, and to best understand how to structure the Council to meet the youth's needs.</p>
	<p>COMMUNITY/FAITH ORGANIZATIONS  Efforts to increase adopt-a-school partnerships among community and faith-based organizations have lost momentum. In order to facilitate active participation between schools and community organizations, the Coalition will work to engage Parent Teacher Associations in both private and public schools to actively assist in the facilitation of the adopt-a-school program.</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
# 6 ENGAGE MEDIA & MARKETING	<p>MEDIA  Through engagement of social marketing partner ruckus. advertising + public relations, HJCOPC launched a brand identity to position the Coalition as the premiere organization for information related to childhood obesity. Members of the HJCOPC were also encouraged to include the new logo on collateral materials to assist with brand awareness and educate the community regarding the breadth and depth of organizations belonging to the Coalition. Additional deliverables, including a strategic communications plan to foster internal synergy and external awareness, have also been developed and are in various stages of implementation.</p>
	<p>MEDIA/COALITION  The Coalition has successfully implemented an internal communications tool, <i>Bite-Size News</i>, a bi-monthly newsletter with information on Coalition activities, HJCOPC member activities and relevant local, state and national information associated with prevention, treatment and advocacy of childhood obesity.</p>
	<p>MEDIA/COALITION  To date, due to funding constraints, the Coalition has not implemented a web-based social interaction resource to support children with newly adopted healthy behaviors.</p>



CALL TO ACTION	<div> <div>● Little or no movement, in need of partner engagement; always more work to be done</div> <div>● Some progress, some transition, some barriers to success</div> <div>● Going and ongoing</div> </div>
# 7 ENGAGE JACKSONVILLE EMPLOYERS	<p>EMPLOYERS ● The First Coast Worksite Wellness Council (FCWWC) understands the link between a healthy community and a healthy workforce. Over the last three 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 to recognize the importance of a healthy workforce and honor local companies for their outstanding wellness efforts.</p>
	<p>EMPLOYERS ● The Communities Putting Prevention to Work (CPPW) Regional Coordinator has been hard at work, along with 13 coordinators across the state, helping schools and school districts comply with the recent amendments to the Fair Labor Standards Act (FLSA) as it pertains to nursing mothers. Although Duval has not passed legislation yet, several large counties, similar to Duval, have passed legislation that affords all lactating district employees a place and time to pump after returning to work, other than a bathroom. Lactation support policies help both employees and employers alike know what to expect and make sure that all are treated equally. More work is needed to encourage employers throughout Jacksonville to comply with this federal policy.</p>
	<p>EMPLOYERS/COMMUNITY ● Opportunities exist to encourage and increase partnerships among business, schools and the community to leverage funding and resources to initiate 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 (HJCOPC) has provided funding for more than 2,525 children to receive direct services related to healthy eating and active living from its member organizations.

**35** [THIRTY-FIVE COMMUNITY ORGANIZATIONS] HAVE RECEIVED GRANTS THROUGH BLUE CROSS AND BLUE SHIELD OF FLORIDA FOUNDATION'S "EMBRACE A HEALTHY FLORIDA" INITIATIVE, AND PARTNERED WITH THE HJCOPC TO WORK TOWARD REDUCING AND PREVENTING CHILDHOOD OBESITY IN DUVAL COUNTY.

**96** INCREASING LOCAL CAPACITY TO ADDRESS CHILDHOOD OBESITY IS A CONTINUED FOCUS OF THE COALITION. TO DATE, [96 COLLABORATIONS HAVE BEEN FORMED] BY GRANTEEES WITH OTHER GROUPS OR COMMUNITY MEMBERS TO PROVIDE SERVICES TARGETING THIS HEALTH ISSUE.

**413** SINCE SEPTEMBER 2009, [413 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.

**40** [MORE THAN 40 WORKSHOPS,] CLASSES AND EVENTS HAVE BEEN HELD THROUGHOUT THE COMMUNITY SINCE 2009.





While the Coalition has made great strides in educating the private and public sectors regarding the prevention and treatment of childhood obesity, there is still much work to be done. The work of the HJCOPC can only be successful with the support of volunteers, funders and resource partners. Reducing and preventing childhood obesity in our community is a complex issue, and a multi-pronged approach across a wide variety of sectors in the community is key to success. Responsibility for creating and sustaining change must be shared among the City of Jacksonville officials and policymakers; health care professionals and systems; schools and school officials; early childhood care providers and advocates; community-, youth- and faith-based organizations; along with corporations, business partners, parents and families.

## HOW YOU CAN HELP:

**[ VOLUNTEER ]** There are a number of ways community members can get involved in supporting the Coalition and its member organizations:

- PARTICIPATE IN MONTHLY COALITION MEETINGS, OPEN TO THE PUBLIC
- LEAD/MENTOR THE COALITION'S YOUTH LEADERSHIP COUNCIL
- BECOME AN ADVOCATE TO CHAMPION RELEVANT POLICY CHANGE AMONG POLICYMAKERS AND CITY OFFICIALS
- SUPPORT COALITION MEMBERS' PROGRAMS, ACTIVITIES AND EDUCATION EFFORTS

**[ FUND ]** While The Robert Wood Johnson Foundation and the Blue Cross and Blue Shield of Florida Foundation provide significant funding for the HJCOPC, it is not enough.

Local business, vendor and individual donations can provide much needed support to key initiatives in Health Zone 1 along with other community-wide programmatic interventions to support healthy eating and active living. Funds are also necessary to further efforts to expand local infrastructure that supports policy change and built environments that will improve the overall health and quality of life for all members of our community.

**[ BE A RESOURCE PARTNER ]** Across the City of Jacksonville, there are many partners who are key to unlocking valuable resources, and there are numerous ways to assist:

- ENSURE ACCESS TO FRESH FOODS AND VEGETABLES
- ORGANIZE MEANS FOR MASS FOOD DISTRIBUTION
- INITIATE AND IMPLEMENT HEALTH EDUCATION PROGRAMS DESIGNED TO REACH LARGE SEGMENTS OF THE COMMUNITY
- BUILD AND GROW RELATIONSHIPS IN THE PUBLIC AND PRIVATE SECTORS TO SANCTION THE SUPPORT OF VENDORS, SUPPLIERS AND ORGANIZATIONS THAT CAN COMPLEMENT THE WORK OF THE HJCOPC
- FACILITATE ACTIVE PARTICIPATION BETWEEN SCHOOLS AND COMMUNITY ORGANIZATIONS

## [ CONTACT US ]

To learn more about how you can assist the Healthy Jacksonville Childhood Obesity Prevention Coalition in its efforts to combat and prevent childhood obesity, attend a HJCOPC meeting (held the second Friday of each month). You can also receive more information about HJCOPC and its activities by subscribing to our bi-monthly newsletter, *Bite-Size News*.

**CALL (904) 253-2520 FOR MORE INFORMATION.**

# RECOMMENDATIONS FOR A HEALTHY LIFESTYLE

## FOR THE FAMILY

It can be a big challenge to find the time to plan, prepare and share family meals, then be relaxed enough to enjoy them.

TRY THESE TIPS TO SCHEDULE FAMILY MEALS AND MAKE THEM ENJOYABLE FOR EVERYONE WHO PULLS UP A CHAIR.



1. **PLAN** To plan more family meals, look over the calendar to choose a time when everyone can be there.

Figure out which obstacles are getting in the way of more family meals — busy schedules, no supplies in the house, no time to cook, etc. Ask for the family's help and ideas on how these roadblocks can be removed. For instance, figure out a way to get groceries purchased for a family meal. Or, if time to cook is the problem, try doing some prep work on weekends or even completely preparing a dish ahead of time and putting it in the freezer.

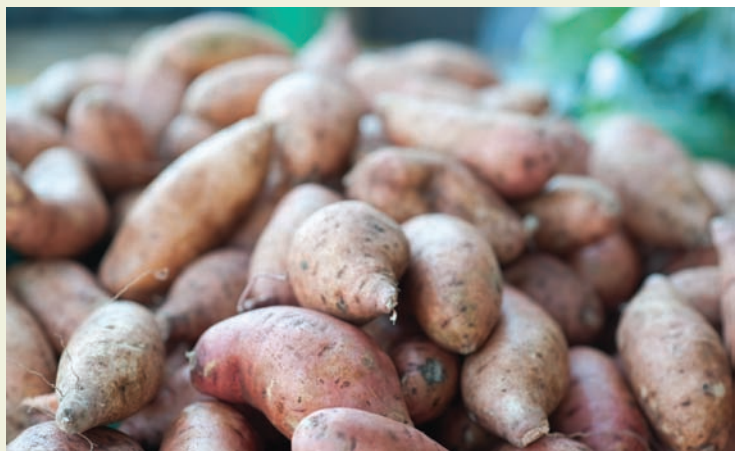
2. **PREPARE** Once you have all of your supplies on hand, involve the kids in preparations. Recruiting younger kids can mean a little extra work, but it's often worth it. Simple tasks such as putting plates on the table, tossing the salad, pouring a beverage, folding the napkins or being a "taster" are appropriate jobs for preschoolers and grade school-age kids.

Older kids may be able to pitch in even more, including tasks such as getting ingredients, washing produce, mixing and stirring, and serving. If you have teens around, consider assigning them a night to cook, with you as the helper.

3. **BE BETTER CONSUMERS** Reading food labels is key to preparing healthy meals. Look for products with less than 30 percent of calories coming from fats, and seek out foods with high percentages of vitamins and minerals. Reading a nutrition label helps to identify empty calories that do not provide proper fuel for our bodies.

Processed foods tend to be less nutritious, and can be identified by having ingredients that are hard to pronounce and are unfamiliar to you. When grocery shopping, try to remain around the outside edges of the store where you will find fruits, vegetables, meat and dairy rather than shopping in the inside aisles that contain more processed foods.

4. **STAY AWAY FROM FAST FOOD** Eat fast food only on rare occasions, if at all. Be careful about the food you choose. Look at the nutritional information (available at the counter) to understand how many calories are in your menu choice. Take care not to super-size portions as that may double or triple calories. Instead, opt for a junior-size portion. In addition, choose fruits or vegetables (baked potatoes vs. French fries) and avoid sodas.



5. **ELIMINATE SWEETENED BEVERAGES** Substitute water for fruit juices or sodas, and choose skim or 1% (low-fat) milk over whole milk.



## FOR SCHOOLS

**1. CONDUCT BODY MASS INDEX (BMI) SCREENINGS** Schools can intervene in the battle against childhood obesity by coordinating BMI screenings in all school-age children with medical care providers to form a seamless system of early identification and intervention.

**2. INCREASE OPPORTUNITIES FOR PHYSICAL ACTIVITY** In keeping with national recommendations, children should participate in 30 minutes of physical activity during the school day. Programs such as the Shannon Miller Running Club as well as the NFL's Play 60 are examples of programs that teachers can implement to ensure children meet the physical activity requirements.

**3. ENSURE FOOD AND DRINK CHOICES ARE HEALTHY** Duval County Public Schools, in partnership with Chartwells-Thompson, the official food vendor for the school system, offers Balanced Choices.® This program provides healthy meal options, nutrition education and a meal guidance system for students to assist them in making the most nutritious options when selecting meals, snacks and beverages at school. Each selection meets precise nutrition criteria and incorporates more whole grains, low-fat dairy, fruits, vegetables and low-fat options into the menu.



## FOR OTHER ORGANIZATIONS

**1. FAITH-BASED AND COMMUNITY ORGANIZATIONS CAN PROVIDE A FOUNDATION FOR FAMILIES** Faith-based and community organizations are a trusted source of support for families and offer a valuable resource for screenings, educational and health intervention programs.

**2. HEALTH CARE PROVIDERS INTERVENTION** Health care providers are at the forefront of the prevention and intervention of childhood obesity. Along with providing BMI screenings, health care providers have the opportunity to counsel families providing them with information on nutrition and active lifestyles.

## FOR COMMUNITIES

**1. ENGAGE NEIGHBORHOOD GROUPS** Neighborhoods are the foundation of our community and can be engaged in working toward safe sidewalks, parks and physical activity programs. In addition, these groups can form strategic partnerships with community gardens, local farmers and grocery stores to promote health in the community.

**2. FOOD INDUSTRY ENGAGEMENT** Local vendors and restaurants should be engaged to offer healthy options along with providing information on nutrients and calorie content.

**3. EMPLOYER PARTICIPATION** Healthy workers are key to a healthier business community as well as the community at-large. Businesses have the opportunity to support employee activity and health through corporate-based health initiatives as well as provide employees and their families with prevention, assessment and educational programs to promote healthy eating and active living.

## FOR GOVERNMENT, MEDIA AND THE CITY OF JACKSONVILLE

### 1. SUPPORT THE RECOMMENDATIONS OF THE HEALTHY JACKSONVILLE CHILDHOOD OBESITY PREVENTION COALITION (HJCOPC)

The HJCOPC has created a detailed Call To Action outlining interventions, such as Joint Use and Built Environment designed to entice citizens to utilize parks, school facilities and bike paths, and provide safe venues to promote active living.

### 2. ENGAGE THE MEDIA TO INCREASE AWARENESS OF THE ISSUE

The media is a community-wide tool that can be used to promote the mission of the HJCOPC and educate the community regarding the prevention and intervention activities associated with the fight against childhood obesity.

- Write a letter to the editor of your local paper expressing your desire to enable a healthy community for our children.
- Promote your organization's activities through media advisories, calendar of events listings, etc., to get the word out about your efforts to prevent and reduce childhood obesity.

### 3. ADVOCATE FOR LOCAL, STATE AND FEDERAL GOVERNMENT ENTITIES

Enact and support policies to create, improve and sustain resources for schools, business and communities focused on healthy eating and active living.

- Write letters and call your local, state and federal representatives.
- Get to know your local city officials and council members; attend public meetings, speak out on behalf of the prevention of childhood obesity.
- Get involved in your school's local Parent Teacher Association (PTA) and School Wellness Council, and encourage Duval County School Board members to implement and enforce policies that encourage the development of healthy lifestyles for our children.

## FOR EARLY CHILD CARE PROVIDERS

Child care providers are often the first line of defense in the fight against childhood obesity. Compiled with the help of *Let's Move!*, the national organization dedicated to preventing obesity that is led by First Lady Michelle Obama.

THE FOLLOWING RECOMMENDATIONS ARE DESIGNED FOR CHILDREN FROM INFANCY TO PRESCHOOL:

### 1. PHYSICAL ACTIVITY:

Provide 1-2 hours of physical activity throughout the day, including outside play when possible.

### 2. SCREEN TIME:

No screen time for children under 2 years. For children ages 2 and older, strive to limit screen time to no more than 30 minutes per week during child care, and work with parents and caregivers to ensure children have no more than 1-2 hours of quality screen time per day (as recommended by the American Academy of Pediatrics).

### 3. FOOD:

Serve fruits or vegetables at every meal, eat meals family-style whenever possible, and don't serve fried foods.

### 4. BEVERAGES:

Provide access to water during meals and throughout the day, and don't serve sugar-sweetened drinks. For children ages 2 and older, serve low-fat (1%) or non-fat milk, and no more than one 4- to 6-ounce serving of 100% juice per day.

### 5. INFANT FEEDING:

For mothers that want to continue breast-feeding, provide their milk to their infants and welcome them to breast-feed during the childcare day. Support all new parents in their decisions about infant feeding.

## HELPFUL WEBSITES

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

The Institute of Medicine  
[iom.edu/Activities/Children/ObesPrevention](http://iom.edu/Activities/Children/ObesPrevention)

[KidsHealth.org](http://KidsHealth.org)

*Let's Move!*: Childhood Obesity Initiative of First Lady Michelle Obama  
[letsmove.gov](http://letsmove.gov)

National Standards on Culturally and Linguistically Appropriate Services (CLAS)  
[minorityhealth.hhs.gov/assets/pdf/checked/finalreport.pdf](http://minorityhealth.hhs.gov/assets/pdf/checked/finalreport.pdf)

[Nemours.org/GrowUpHealthy](http://Nemours.org/GrowUpHealthy)





## OUR THANKS TO THE DEDICATED HJCOPC MEMBER ORGANIZATIONS

100 Black Men of Jacksonville	Florida Department of Transportation	Obesity Prevention of Jacksonville
All N One Medical	Foods2chews	Orange Park Medical Center
ALS Architects	Friends of Northeast Florida Community Gardens	Progressive Pediatrics
American Association of Clinical Endocrinologists	Girls Inc. of Jacksonville	Rails to Trails
American Heart Association	Girls on the Run of Northeast Florida	ruckus. advertising + public relations
American Stroke Association	GreaterWorx	RV Daniels Elementary
Americorps	Guardian Catholic Schools	Safe and Healthy Duval
AraMark	Hands On Jacksonville	Safe Kids Northeast Florida
Argyle Community Garden	Health Designs	Second Harvest North Florida
Baptist Health	Health Planning Council of Northeast Florida	Shands Jacksonville
Blue Cross and Blue Shield of Florida	Healthy Jacksonville 2020	Shannon Miller Foundation
Blue Cross and Blue Shield of Florida Foundation	Healthy Mothers, Healthy Babies Coalition, Inc.	Shepherd Agency
Boys and Girls Club of Northeast Florida	Hens in Jax	Society of St. Andrews
Boys Scouts of America	HERO, Inc.	Sodexo
Brooks Rehabilitation	Hope Haven	St. Vincent's Healthcare
Carter G. Woodson Elementary School	ICARE	Stillwaters Consulting
Catholic Charities	Jacksonville Arboretum & Gardens	Stretch-N-Grow
Chamberlain College of Nursing	Jacksonville Children's Commission	Sulzbacher Center
Character Counts	Jacksonville City Council	Sustainable Springfield
Chartwells	Jacksonville Dietetic Association	Team Gaia
City Kidz Ice Cream	Jacksonville Kids Coalition	Temple Builders Fitness Center
Clara White Mission	Jacksonville University	Thataweigh Kids
Communities in Schools	Jacksonville Urban League	The Bridge of Northeast Florida
Community Connections of Jacksonville, Inc.	Jacksonville Weight Loss Clinic	The Chartrand Foundation
Creative Political Foundations Inc.	James Weldon Johnson Middle School	The City of Jacksonville Planning & Development Department
Daniel Memorial	Jax Parks	UF/IFAS-Duval County Extension Service
Department of Children and Families	JCCI	U turn Health & Wellness
dGroup consulting services	Lutheran Social Services	United Way of Northeast Florida
Duval County Health Department	MaliVai Washington Kids Foundation	University of Florida
Duval County Medical Society	Memorial Hospital	University of Florida Cooperative Extension Service
Duval County Parent Teacher Association	National Association of Health Service Executives-North Florida Chapter	University of Florida Shands Pediatric Residency Program
Duval County Public Schools (DCPS)	Naval Hospital Jacksonville	University of Florida - Clinical Translation
Early Learning Coalition of Duval	Nemours	University of North Florida Department of Nutrition
Empowerment Resources Inc.	Nestle Infant	Virtuous Excellence Personal Development
Episcopal Children's Services	North Florida Association for Early Child Care	War on Poverty, Inc.
Family Care Partners	North Florida OB/GYN	Wayman Community Development
First Care Family Practice	Northeast Florida AHEC	We Care
First Coast News	Northeast Florida Breastfeeding Collaborative	Wolfson Children's Hospital
First Coast YMCA	Northeast Florida Healthy Start Coalition	Women of Color Cultural Foundation
Florida Academy of Family Physicians	Northeast Florida Medical Society	WRH Realty Management
Florida Association for the Education of Youth Children		Youth Sports Aerobics
Florida Department of Health - Communities Putting Prevention to Work		

## HJCOPC EXECUTIVE STEERING COMMITTEE

Amanda Searle Sustainable Springfield  
Carol Kartsonis Friends of Northeast Florida Community Gardens  
Catherine Christie, PhD University of North Florida  
Cathy Webb Stretch-N-Grow  
Cecil Williams Garden at Jackson Square  
Cheryl Quarles-Gaston Carter G. Woodson Elementary School-DCPS  
Dorette Nysewander, EdD dGroup Consulting  
Elexia Coleman-Moss Jacksonville Kids Coalition  
Heather Hughes Blue Cross and Blue Shield of Florida  
Helen Parola City of Jacksonville Planning Department  
Jared Skok Blue Cross and Blue Shield of Florida Foundation  
Jennifer Graham Florida Department of Transportation  
Jessica Bright Cooking Bright  
Jim Chenworth Second Harvest North Florida  
Jocelyn Turner Duval County Health Department  
Jose Rivera Duval County Public Schools  
Ju'Coby Pittman Clara White Mission  
Karen Landry War on Poverty Florida  
Karen Rieley Second Harvest North Florida  
Katie Salz War on Poverty Florida

Laura Cagle Baptist Health  
Laureen Husband Healthy Jacksonville  
Lavetta McCoy Jacksonville Children's Commission  
Lisa Wright Plant Works  
Mary Puckett UF/IFAS-Duval County Extension Service  
Melody Bishop ALS Architects  
Ngozi Chuku Blue Cross and Blue Shield of Florida Foundation  
Natasha Parks UF/IFAS-Duval County Extension Service  
ReShawndia Mitchell Healthy Jacksonville  
Scott Lent Florida Department of Transportation  
Sherri Cheshire Northeast Florida Area Health Education Center  
Stephen Sepe University of North Florida  
Susan Cohn City of Jacksonville Planning Department  
Susan Masucci ruckus. advertising + public relations  
Terry Delvalle UF/IFAS-Duval County Extension Service  
Tim DeViese First Coast YMCA  
Tim Lawther Duval County Health Department  
Tom Dumas Argyle Community Garden  
Truitt Moreland Carter G. Woodson Elementary School-DCPS  
Valerie Feinberg Health Planning Council of Northeast Florida

### WRITING TEAM

Laureen Husband, EdD, CMHP, Healthy Jacksonville  
ReShawndia Mitchell, MPH, CHES, Healthy Jacksonville  
ruckus. advertising + public relations

### EDITING TEAM

Susan Wildes, Blue Cross and Blue Shield of Florida Foundation  
Christine Robinson, Stillwaters Consulting  
Laureen Husband, EdD, CMHP, Healthy Jacksonville  
ReShawndia Mitchell, MPH, CHES, Healthy Jacksonville  
Charles L. Griggs, Duval County Health Department  
ruckus. advertising + public relations

### PHOTOGRAPHY CREDITS

Tiffany Manning Photography

### GRAPHIC DESIGN

ruckus. advertising + public relations





Healthy Jacksonville  
Office of Public Health  
Communications and Planning  
Duval County Health Department

900 University Boulevard North  
Suite 205  
Jacksonville, Florida 32211

Phone: 904.253.2520

Fax: 904.745.3015

Website: [dchd.net](http://dchd.net)



Funding provided  
in part by grants from



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

©2011. Duval County Health Department