



Meeting Time: 8:30-10:30 AM
Meeting Location: Children's Board, Tampa
Date: Wednesday, January 22, 2014,

Agenda Items	Discussion
Welcome and Introductions	Mandie Brokaw, facilitator
Action Plans Review	<p>*Note: Action plans are available on the website and are updated as provided by the workgroup leads.</p> <p>1. Workplace/Healthcare – Barbara Roberts Work plan remains essentially the same, with clarifications as noted below:</p> <ul style="list-style-type: none"> ♦ Action 1a – increase awareness of BMI by providing referral and information packets to Hillsborough County health care providers – Feedback provided on sample duplexed card or trifold that would be given to providers to share with patients whose BMI is in Overweight/Obese range, information to include BMI number, a place for a 10% goal weight loss, nutrition and physical activity information. Consensus was a “yes” for material. Other information could be included in the provider package, such as resources. Comment that AMA has now recognized obesity as a disease. ♦ Action 3a – Wellness policy tool-kit for businesses can be added to POP website for easy access by business, to include Breastfeeding, Tobacco Cessation, Healthy Vending, Healthy Meeting, and others. <p>2. Schools – Jennifer Waskovich Work plan remains the same. The work group could use some additional active members. The actions for the work plan all revolve around developing resource lists in various areas of focus to share with school staff and parents. One of the most pressing needs is for information already available needs to be compiled into a useable format. The FDOH – Hillsborough agreed to provide that work. A target date for completion should be early May so that parents can begin to look for programs for summer activities. Side note – Spring break for students is week of March 10th.</p> <p>3. Physical Activity – Jason Jackman Work plan remains the same and several dates for completion are now set. Walkability Day in Tampa Bay is set for Saturday, May 3, 2014 – 9:30 – 10:30 am. This event will allow any Hillsborough County neighborhood to participate in completing a visual survey of an area of their neighborhood, or other location if requested. Survey is short, understandable, and requires basic information. Registration to participate will be online, along with forms, ability to submit the survey results on line and safety information for participants and information to share about alternative ways to get physical activity if there are deficiencies in some areas. A face-to-face training also planned for those who want to volunteer individually or as neighborhood captains to receive hard copies and a live safety presentation. Outcome of having people be more aware of the need for physical activity and how to do that in their neighborhoods ties this to our coalition goals of obesity reduction and prevention. USF students will volunteer to assist in areas where needed. USF IT and Engineering students will also participate – helping with the evaluation and with more sophisticated surveys in some specific areas. City/County Neighborhood Associations will receive the information as well and there will be some advertising and media. Members are asked to SAVE THE DATE, and encourage coworkers, clients, neighbors to register to participate. This information will be presented to local policy makers and planners. More to come with specific event information flyers to share. A FaceBook</p>

page has been created. ***Please “like” it and link to this and POP site on your websites.*** Attached is a draft sample of the marketing graphic. As soon as a final draft is approved, it will be placed on the POP website and provided to POP membership, along with the registration information.

4. Food & Beverage – Cindy Hardy updated for Team Leads

Work plan is focused on marketing and increasing the number of local restaurants in Hillsborough County who participate in Healthy Dining Finder (HDF), which promotes restaurants that meet certain criteria. HDF has health care professionals, including Registered Dietitians that set standards and evaluate dining establishments. There is an annual fee to participate. There is discussion with local chain that is involved with HDF that funding for some restaurants might be possible. Access points – websites, resource guides) would link residents to restaurants.

5. Marketing – M J Harrington

a. Initial objective was to launch a marketing and media campaign for the overall POP message of awareness of weight/BMI and reducing obesity through physical exercise and good nutrition. The “Find the Fun” website, initially developed in Pinellas County was the model they reviewed. Some elements of that site have been dropped in favor of physical activity opportunities only. There is a cost to establish and maintain. Tampa General Hospital has been contacting other area hospitals as potential partners to cost-share. If your business or organization would like to partner in the endeavor, please contact her: MJHarrington@tgh.org

b. Second action was added in support of the Walkability Day in Tampa Bay, which would not only increase awareness but also provide and end product of data for use by local policymakers. The FDOH-Hillsborough is willing to fund marketing for the effort, with a focus on healthiest weight and how individuals can achieve that. This would be a consistent message they were planning to market, with the same goal – increase physical activity and obesity prevention. Efforts are underway to involved mayors from all county municipalities and our County commissioners. Sample of some supporting marketing that was used recently was shared – provides a sample of messaging and graphics that might be used.

Roundtable

- ◆ Nailah Ramsingh - Diabetes Prevention Program and Glenda Williams – Diabetes Self-Management Program - FDOH – Hillsborough: shared information about their classes. These classes are free and provided at numerous locations in the county. Contact for more information Nailah.Ramsingh@flhealth.gov and Glenda.Williams@flhealth.gov - (813) 307-8015, ext 7114 and 7111, respectively.
 - ◆ Brandi Heath, dietetic intern, James A. Haley VA hospital. VA is using MOVE 16 week program to improve A1C. Participants keep food and activity logs. Brandi.heath@va.gov
 - ◆ Patti Calderoni – Academic Adventures in Yoga – working in schools as a resource to help teachers to meet 150 minutes of physical activity. They also have a Progress Promise in 3 locations. academicyoga@gmail.com
 - ◆ Nan Klater – Fitness Fun by Nan – a personal trainer providing open-group affordable classes with a focus on keeping fitness fun. Good supportive environment in the group. FitnessfunbyNan@aol.com
- Barbara Roberts Barbara.Roberts@flhealth.gov and Amanda Brokaw (Mandie) Amanda.Brokaw@flhealth.gov, FDOH-Hillsborough - GIFT (Get Into Fitness Today) program is available free of charge in community groups around the county or online at <http://www.Getintofitnesstoday.net>
- ◆ Rev. Pauline Cole, NAACP Hillsborough County, wozint@netzero.com, is part of the

organization's Health Community. Currently, they are working with children to reduce and prevent obesity. They have an event planned for **2/28/14 at Mt. Zion MB Church to provide a historical documentary of Black Nurses** and are raising funds for black students who will train in nursing. Contact for more information.

- ♦ Cherrise Wilks, City of Tampa Grants Specialist, Cherrise.Wilks@tampagov.net **February 15, 2013 City of Tampa Police Department is planning a Black History celebration** at Lowry Park Zoo from 10 am – 2 pm. Free tables are available for exhibitors to participate. Please register at: http://www.tampagov.net/dept_TPD_Black_History_Committee/index.asp
- ♦ Jason Jackman, CUTR (Center for Urban Transportation Research) at USF, <mailto:jackman@cutr.usf.edu>, provides Walk-Wise Tampa Bay, an educational and interactive program (15-20 minutes) to adult groups in Hillsborough, Pasco, and Pinellas counties at no charge. They research fatalities and injuries with an eye to prevention. Contact by email to schedule.
- ♦ Cienna Wesley, Intern with Hillsborough County Head Start, and Cristin Anagnostis anagnostisc@hillsboroughcounty.org with Head Start. They provide yoga at all County Head Start centers. They also provide Rainbow Kids program. They also have a grant to provide grocery store tours to Head Start families that focus on nutrition labeling, healthy shopping.
- ♦ Phyllis Page, School Health Services – School nurses currently conduct BMI screenings on all children in Kindergarten, 1st, 3rd, and 6th grades. All parents receive a letter with healthy values listed and their child's BMI along with information. School health office: **Phone: (813) 273-7020**
School nutrition and food service has been implementing some creative ways to help children try fruit and vegetables and offer healthy options. Parents can get additional resources for information through the school nurses. Math learning is being incorporated into physical activity. BMI is used as a measure of growth and development by the state school health office.
- ♦ Zhilma Rodriguez, Rodriguezz@hillsboroughcounty.org, Hillsborough Parks and Recreation. Fitness program is provided in after-school programs at recreation sites, including games and exercises. Every child participates and the activities change every 2 weeks. The child collects points. Seniors activities include weights, dancing – a 94 year old from the area just won a national championship in weight lifting! TOPS is available on Mondays for adults (Taking Off Pounds Sensibly). Yoga is also provided at no charge.
- ♦ MJ Harrington, Community Relations and Health Education Manager for Tampa General Hospital MJharrington@tgh.org, TGH provides Diabetes Prevention Classes and follow up with free diet reviews at the hospital and their doctor's offices located in the community. TGH is moving toward being an Acceptable Care organization where there is case management for each patient and referrals can be made within the same office to other specialists with the advantage of have good cross-communication between disciplines. There are only about 32 of these in the US now. They provide Healthy and Fit for Life at University Area Community Development Center for parents and children – weekly for 4 weeks. (working with More Health – Karen Pesce Kpesce@Morehealthinc.org)

Starting in July 2014, they will provide regularly scheduled asthma workshops for families. Ybor City area has the highest incidence of asthma. Expect to

	<p>provide the workshops 4 times per year and have a follow-up support groups. A Pharmacist and Respiratory Therapist will be facilitating the workshops. In English only, for now. It is funded by a grant.</p> <ul style="list-style-type: none"> ♦ Sylvia Valentin and Jennifer Waskovich, Nutrition WIC department FDOH-Hillsborough. Sylvia.Valentin@flhealth.gov , Jennifer.Waskovich@flhealth.gov Working to ensure women are nutritionally well and ready for a health delivery and baby. They offer breastfeeding/lactation support pre-deliver, during and after pregnancy. Jennifer also works closely with the Health Department Employee Wellness program currently in a distance challenge for walking. She is also part of advisory board for local school and they are working to establish and encourage walking groups in elementary in Riverview and South County area. ♦ Gabrielle Gray, USF College of Public Health student, visiting today. ♦ John Livingstone, Nutrition WIC department Manager, John.Livingstone@flhealth.gov very interested in being actively in the group and is a big personal advocate for physical activity. ♦ Cindy Hardy, Health Education manager for FDOH-Hillsborough, Cindy.Hardy@flhealth.gov shared that February 20, 2014 is the Florida Department of Health's 125th anniversary with some brief historical information.
<p>Contact information:</p>	<p>Work plans will be uploaded to POP website. As updates occur, please forward to Cindy Hardy Cindy.Hardy@flhealth.gov for replacement:</p> <p>Coalition website is www.partnersinobesityprevention.com</p> <p>For those who want to join work groups, which meet separately from quarterly POP meetings often by conference call, please contact the leads below:</p> <p>Schools: Crystal Russell, crystal.russell@sdhc.K12.fl.us or Jennifer Waskovich, jennifer.waskovich@flhealth.gov</p> <p>Workplace/Healthcare: Rathanak Perrine, perriner@hillsboroughcounty.org</p> <p>Food and Beverage: Dan Caccamo, dcaccamo@focalpointcoaching.com</p> <p>Marketing: Mary Jane Harrington, mjharrington@tgh.org</p> <p>Physical Activity: Jason Jackman, Jackman@cutr.usf.edu</p>
<p>Important Dates:</p>	<p>April 3, 2014, 6 pm – 7 pm – Training for Walkability Day Tampa Bay for those wanting face-to-face interaction. The Children's Board, 1002 E. Palm Avenue, Tampa, Florida 33605</p> <p>Next POP meeting: April, date and location TBD.</p>

