

FLORIDA DEPARTMENT OF HEALTH YEAR IN REVIEW 2013–2014



Florida—where the healthy choice is becoming the easiest choice.



Rick Scott, Governor



John H. Armstrong, MD, FACS

A Message from State Surgeon General & Secretary of Health for Florida, Dr. John Armstrong

This year, we are celebrating 125 years of public health in Florida. By preventing infectious diseases and supporting livable environments, public health has opened all of Florida to opportunity and a great quality of life. Your Department of Health continues this legacy by advancing initiatives to protect, promote and improve the health of all people in Florida.

Recognizing that weight challenge is the top public health threat to our future, the Department developed Healthiest Weight Florida. We are making great progress through this initiative. Within 18 months of launch, Florida moved from one of the top 20 healthiest weight states in the nation to the top 15! We encourage all children, adults and families to make healthy choices about food and active living every day. After all, our health reflects the sum of seemingly small choices that we make over time.

This past year has seen remarkable successes for health in Florida. I invite you to read about the inspiring achievements contained in this *Year in Review*. These results are due to the extraordinary collaboration of our dedicated employees and partners statewide. It is by working together within our communities that Florida will become the healthiest state in the nation!

“...health reflects the sum of seemingly small choices that we make over time.”



DEPARTMENT LEADERSHIP TEAM Left to right: Jennifer Tschetter, General Counsel; Meade Grigg, Deputy Secretary for Statewide Services; Dr. Celeste Phillip, Deputy Secretary for Health/Deputy State Health Officer for Children’s Medical Services; Dr. John Armstrong, State Surgeon General and Secretary of Health; Kim Barnhill, Chief of Staff; Mary Beth Vickers, Deputy Chief of Staff; and Marty Stubblefield, Deputy Secretary for Administration.



Dr. Armstrong, his executive staff, and the directors and administrators representing Florida’s 67 counties, met in Tampa for the Department’s Annual Statewide Leadership Meeting.

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HEALTHY WEIGHT IS A Florida Lifestyle

Healthiest Weight Florida continues to improve the quality of life through physical activity and proper nutrition. Weight is the #1 public health threat in Florida.

Currently, only 35 percent of adult Floridians are at a healthy weight. By 2030, 60 percent of Floridians could be obese. This increase will lead to lives cut short by preventable chronic disease and result in nearly \$34 billion in related health care costs. More concerning is that if we continue on this current trend, six out of ten children born today could be overweight or obese by the time they graduate high school. For this reason, the Healthiest Weight Florida initiative was launched in 2013.

Healthiest Weight Florida partners with businesses, schools, non-governmental organizations, non-profit agencies, volunteer coalitions, hospitals, other state agencies and local government. Together with these partner organizations, Healthiest Weight Florida seeks to bend the weight curve by 5 percent by 2017. This effort is reshaping communities around the state through five priority strategies.

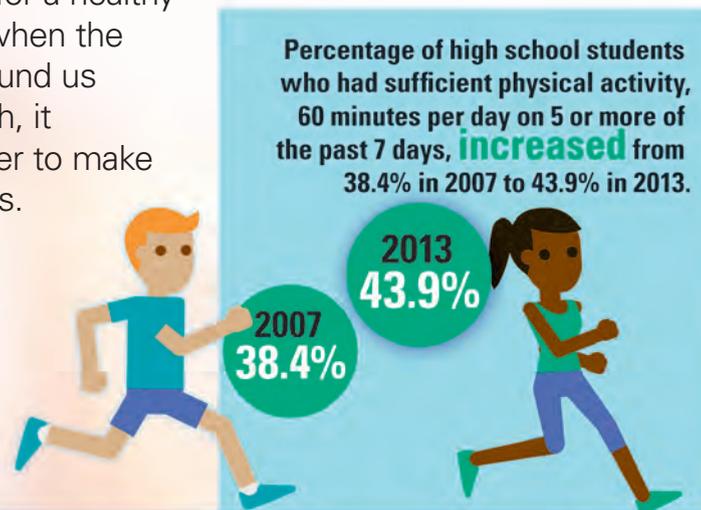
Activity: Increase opportunities for physical activity. Benefits include weight control, reduced chronic diseases, and improved bone and muscle strength.

Nutrition: Make healthy food available everywhere, giving all communities the chance to make a healthier choice.

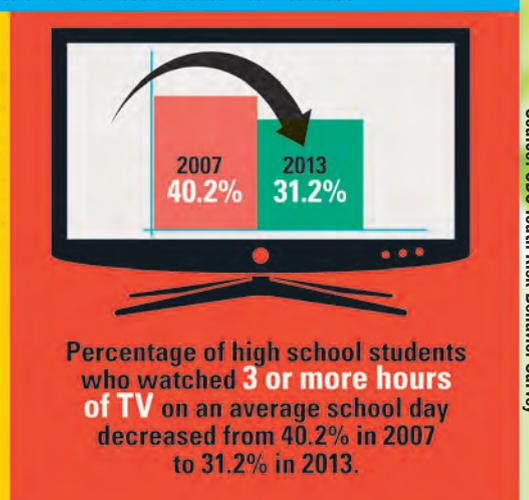
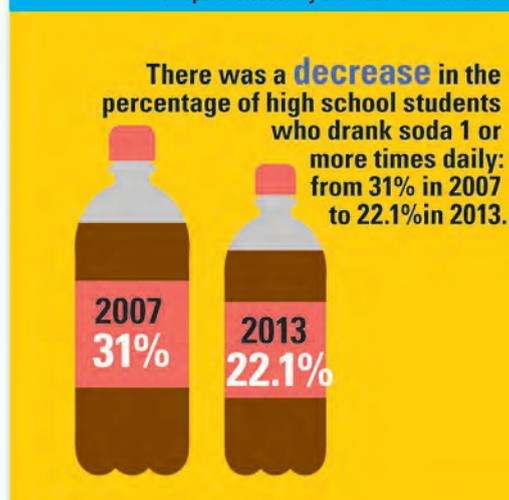
Worksite Wellness: Promote worksite health by adding effective workplace programs, policies and environments that are health-focused. Adults spend over one-third of their waking hours at work.

Schools: Strengthen schools as the heart of health for healthy weight promotion. Children spend half of their waking hours in school, where they consume one-third to one-half of their daily calories.

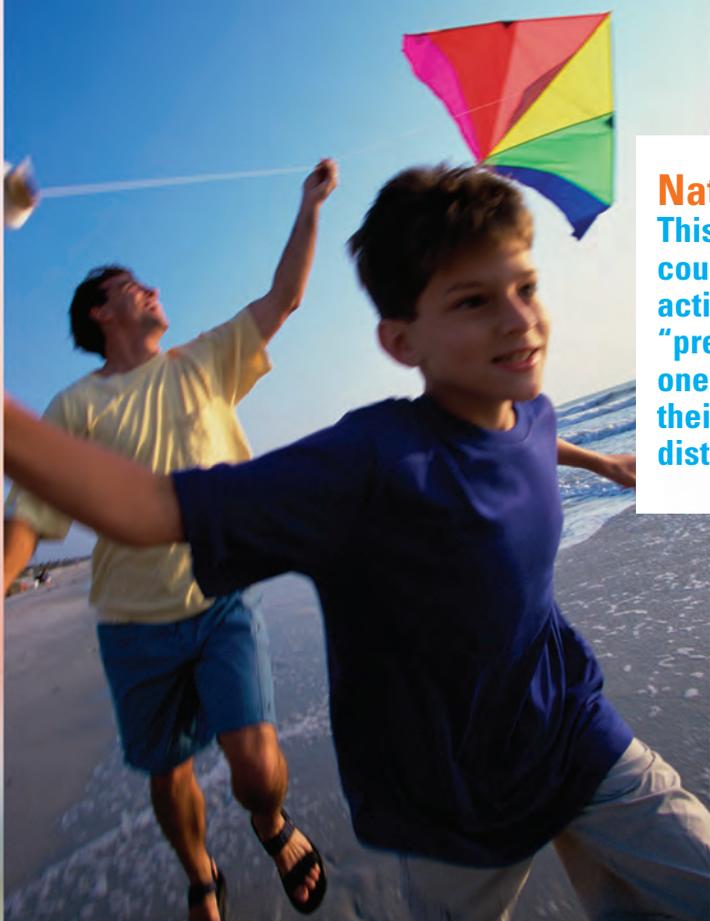
Messaging: Market what matters for a healthy life, because when the messages around us focus on health, it becomes easier to make healthy choices.



Source: CDC Youth Risk Behavior Survey



Source: CDC Youth Risk Behavior Survey



Nature Play “Prescription” Pilot Program

This pilot program increased health professionals’ counseling of patients on the benefits of physical activity. Clinicians throughout the state were given “prescription” pads. Each “prescription” granted a free, one-time entry into a Florida state park for a child with their family members or friends—10,000 passes were distributed across 40 counties.

Iron Man and the Habit Heroes Literacy Week 2014

Iron Man and the Habit Heroes, a comic book super hero adventure from Marvel Comics and Florida Blue, was read to 94,000 elementary school children throughout the state during Literacy Week 2014. This book shared a positive message about healthy lifestyles in a fun and empowering way.

State Surgeon General’s Healthy Weight Community Champion Recognition Program

This program recognized municipalities and counties that have implemented “best practices” to create healthier communities. For 2014, 38 Community Champions were recognized. The policies implemented under this program impact almost 9.4 million Floridians.

Florida Walks Florida Walks was an interactive challenge, in collaboration with the Florida Association of Counties, designed for county leaders and staff to model physical activity in their communities. More than 600 participants competed to finish a virtual 2,000 mile trek throughout Florida—from Pensacola to Key West, walking a combined 803,185,974 steps during the challenge. The top three finishers were Highlands, Marion and Nassau counties.

State Surgeon General Worksite Wellness Recognition Program

This program recognized employers for steps taken to make Florida a healthier place to work. Almost 400 organizations were congratulated for their employee wellness programs during the 2013 calendar year, and received a letter and certificate from Dr. Armstrong acknowledging their efforts.

www.HealthiestWeightFL.com



2014 Marks 125 Years of Florida Public Health



The Florida Department of Health, together with leaders from the Florida Legislature, recognized 125 years of Florida Public Health with a ceremony on February 20, 2014. This was exactly 125 years after the state legislature created the State Board of Health on February 20, 1889, in response to yellow fever epidemics in Jacksonville and other port cities. Concurrently, Dr. Joseph Yates Porter from Key West became Florida's first State Health Officer.

Public health epidemics ravaged ports during much of Florida's early history. Much of Florida's growth resulted from public health efforts that controlled disease and improved environmental health. Public health pioneers include Florida's first licensed midwives Joyce Ely and Julie Graves, who traveled on unpaved and impassable roads to rural towns through violent storms, flooded rivers, and swamps to provide basic health care and health education.

The Department's efforts to reduce the threat of illness and disease led to the creation of many public health programs such as Tobacco Free Florida and Healthiest Weight Florida, influencing Florida's social and economic infrastructure by improving quality of life.



< Listen to the podcast series.

www.flhealth125.gov

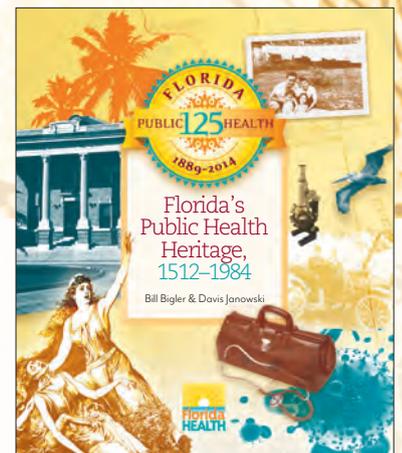
The Department invites Florida's residents and visitors to join in recognizing 125 years of protecting, promoting and improving the health of all people in Florida through integrated state, county and community efforts.

In collaboration with the Florida Historic Capitol Museum in Tallahassee, the Department opened a preview of historic items and images from the 125 Years of Florida Public Health exhibit during National Public Health Week (April 7–13, 2014). The full exhibit runs from September 30, 2014 through May 10, 2015, and is free and open to the public. Visit FLHealth125.gov for information. To learn more about Florida's rich public health heritage, listen to the historical podcasts available on the site.

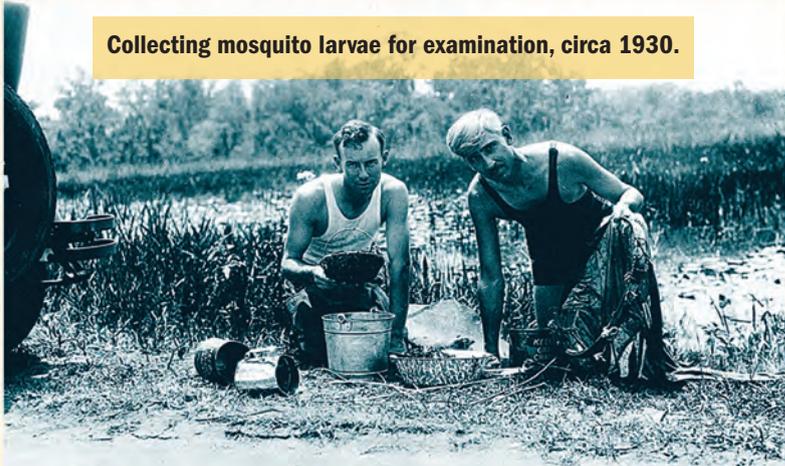
"The history of organized community effort in Florida for protection against epidemic disease, freedom from contagion and promotion of wellness and healthy ways of living is the story of a peoples' progress."

—E. Charlton Prather, M.D., M.P.H.

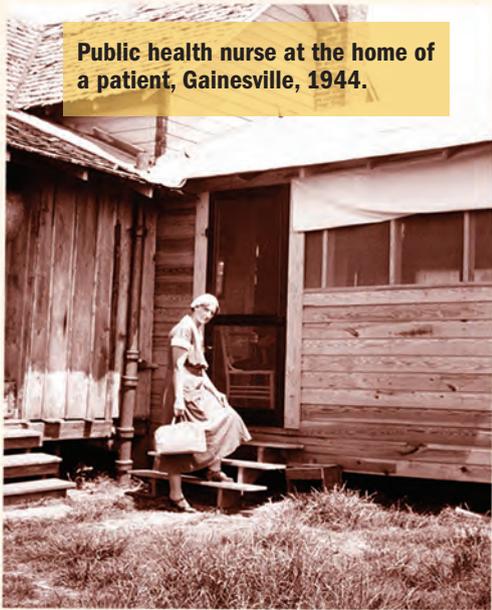
COMING SOON Learn more about the history of public health in Florida by reading *Florida's Public Health Heritage*, an online publication by Bill Bigler, former state epidemiologist, and former Department writer, Davis Janowski.



Collecting mosquito larvae for examination, circa 1930.



Public health nurse at the home of a patient, Gainesville, 1944.



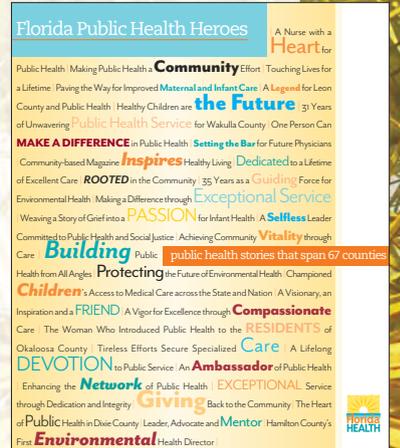
Public Health Heroes

The Department released the online publication *Florida Public Health Heroes* to recognize the hard work and progress of public health in communities across Florida's 67 counties.

Over the past century, life expectancy has increased by almost 30 years and Florida has become a healthier place for families and visitors alike. Throughout this time, public health has worked to control and prevent disease, improve sanitation, provide immunization and promote maternal and child health. *Florida Public Health Heroes* is a celebration of progress and a recognition of individuals who dedicated their careers to promoting and improving the lives of all Floridians.

Each story of the 68 Public Health Heroes puts a face on the progress that has occurred in public health statewide. Together, these individuals represent the broad scope of the public health profession. They remind us of how we got here, how far we have come and what public health offers to our communities.

These stories recognize those who have made an impact on public health in Florida, and inspire those who will follow in their footsteps.



Public health nurse with aid for victims of Hurricane Andrew, Miami-Dade County, 1992.



Nurse providing flu vaccine at an H1N1 vaccine clinic, 2009.



< See *Public Health Heroes* on ISSUU.

The Tobacco Free Florida campaign is a statewide cessation and prevention campaign funded by Florida's tobacco settlement fund. To learn about Tobacco Free Florida and the state's free quit resources, visit www.tobaccofreeflorida.com, see the campaign on Facebook at www.facebook.com/TobaccoFreeFlorida or follow us on Twitter at www.twitter.com/tobaccofreefla. Learn more about SWAT at www.swatflorida.com.

SWAT Wants Big Tobacco to Know: "We Are Not Replacements"



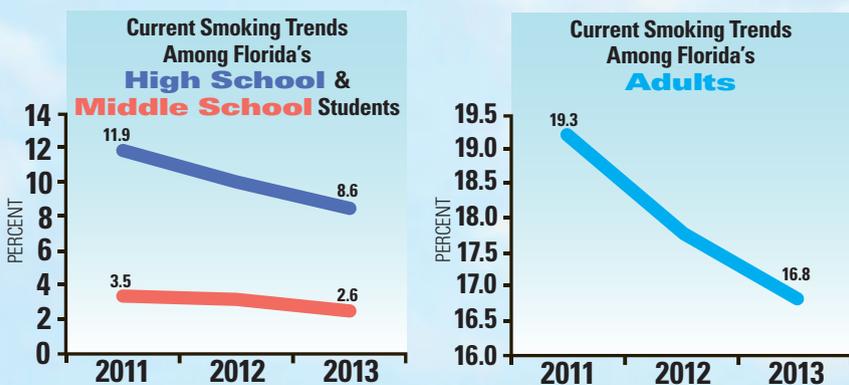
This spring, Students Working Against Tobacco (SWAT) spoke up and took action to let Big Tobacco know that they will not be replacements. The Not a Replacement movement launched on January 3, 2014 and ran through April.

The campaign was developed to empower youth to speak out against tobacco industry marketing practices and declare that they are Not A Replacement for the 1,200 Americans who die each day from tobacco. SWAT members across Florida educated their peers in key tobacco issues and urged them to take pictures with Selfie Statement place cards to complete the sentence, "I Am Not A Replacement, I AM. . ." The pictures were then shared using social media with the hashtag #notareplacement. At the conclusion of the campaign, over 5,000 Selfie Statements were mailed to R.J. Reynolds, the original author of a once-secret memo that described youth as replacement smokers.

SWAT, Florida's statewide youth organization, mobilizes, educates and equips Florida youth to de-glamorize Big Tobacco. "Florida youth seized the opportunity to tell Big Tobacco that we are not their next generation of smokers," said Magi Linscott, statewide vice chair of Students Working Against Tobacco.

For each smoking-related death, at least two youth or young adults become regular smokers each day. Because of nicotine, a highly addictive drug, three out of four youth continue smoking well into adulthood, often with serious and even deadly consequences. Nearly half of long-term smokers will die prematurely from smoking-related causes.

The number of Florida students who smoke cigarettes continues to trend downward: for high school students, from 11.9% in 2011 to **8.6% in 2013**; and for middle school students, 3.5% in 2011 to **2.6% in 2013**.*



Florida's percentage of adults who were cigarette smokers, **16.8**, is well below the national average.**

*FLORIDA YOUTH TOBACCO SURVEY
**CENTERS FOR DISEASE CONTROL AND PREVENTION



Florida Health's Efforts Across the State Prevent Disease & Injury

Florida's System of Cancer Research and Collaboration Florida is becoming the premier destination for cancer care, research and prevention through Florida's System of Cancer Research and Collaboration. This public-private partnership is working to create a system of cancer care, thanks to the leadership of Governor Scott and the Florida Legislature, with an initial investment of \$60 million in the Collaboration of National Cancer Institute Cancer Centers and an additional \$20 million investment in a statewide research network.

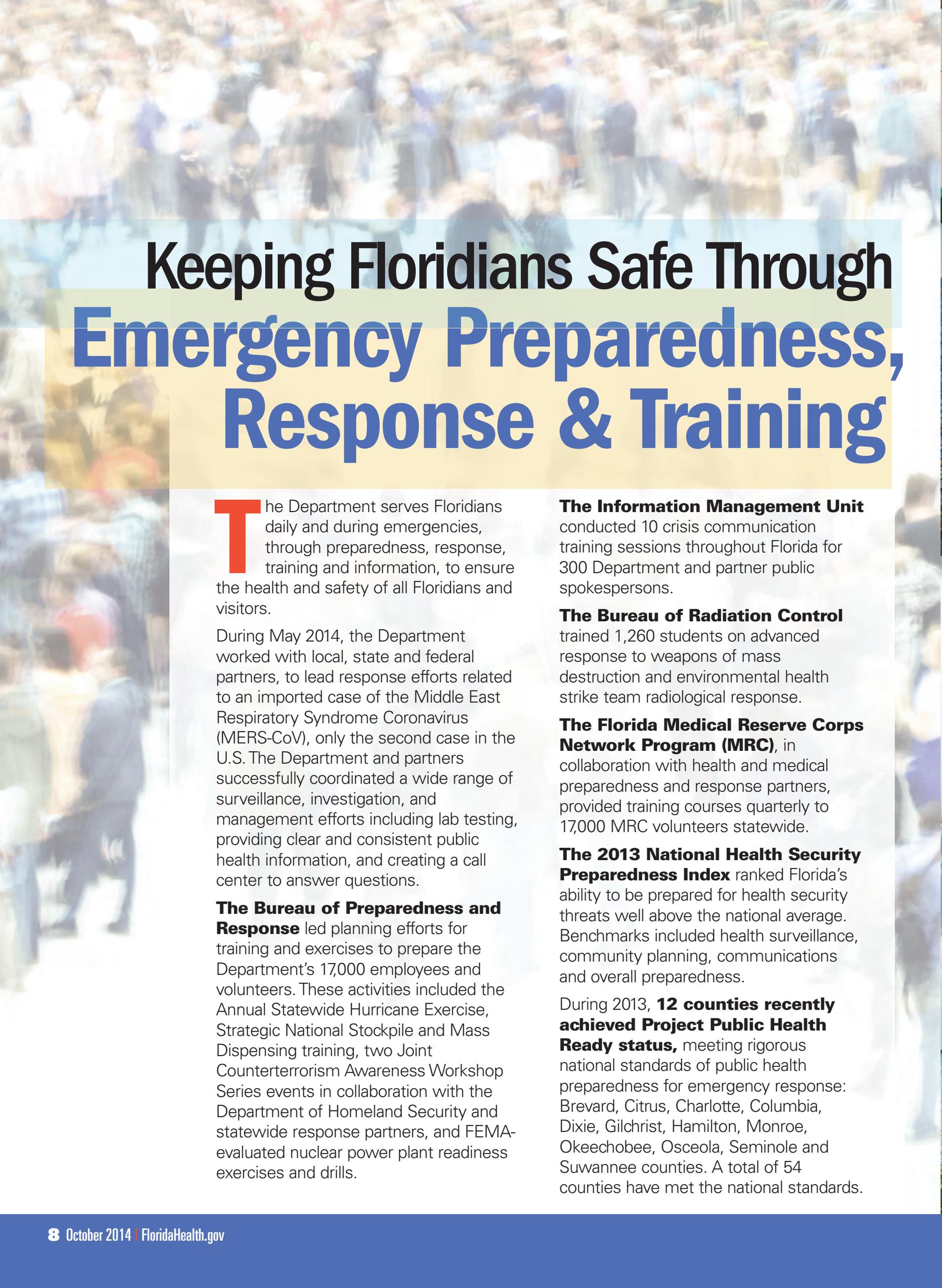
Children's Medical Services (CMS) Becomes a Specialty Plan for Medicaid Managed Medical Assistance (MMA) The CMS Network laid the groundwork to become a statewide specialty plan for children with special health care needs under the MMA, a new Medicaid program. The CMS Network will partner with Ped-I-Care for Central and North Florida and the South Florida Community Care Network for South Florida, to provide quality health care services to CMS Network members and their families.

The Department's Women, Infants, and Children (WIC) Nutrition Program Launches Statewide EBT A new online data system supports the use of electronic cards rather than the paper checks used previously. Florida is the first state to simultaneously implement a new WIC participant data system and bring Electronic Benefits Transfer (EBT) services online. WIC EBT provides participants with greater flexibility in redeeming benefits and increase benefit security. Implementation of WIC EBT helps 450,000 WIC participants and 2,000 WIC grocers. WIC aims to improve the health of pregnant women, new mothers and their children from birth to five years of age by providing the best nutrition possible.

Prescription Drug Overdose Death Rate Decreases The Centers for Disease Control and Prevention highlighted Florida's success in reversing prescription drug overdose trends in the July 2013 edition of *Vital Signs*. In response to the prescription drug epidemic, Florida officials took statewide legislative and enforcement actions. Results showed that the death rate from prescription drug overdose decreased 23 percent between 2010–2012, and included a greater than 50 percent decrease in overdose deaths from oxycodone.

WaterproofFL WaterproofFL is a statewide initiative that promotes the layers of protection—supervision, barriers and emergency preparedness—to keep children safe near swimming pools. This past year, resources were provided to conduct state- and community-level activities related to child drowning prevention. The Department provided 408 door alarms and 308 swim lessons for children, and provided water safety education to 42,280 children and 54 adults. There were also public service announcements (PSAs) produced and distributed, reaching audiences of 1,440,000 for radio, 1,078,590 for television and 5,545,710 for billboards.





Keeping Floridians Safe Through Emergency Preparedness, Response & Training

The Department serves Floridians daily and during emergencies, through preparedness, response, training and information, to ensure the health and safety of all Floridians and visitors.

During May 2014, the Department worked with local, state and federal partners, to lead response efforts related to an imported case of the Middle East Respiratory Syndrome Coronavirus (MERS-CoV), only the second case in the U.S. The Department and partners successfully coordinated a wide range of surveillance, investigation, and management efforts including lab testing, providing clear and consistent public health information, and creating a call center to answer questions.

The Bureau of Preparedness and Response led planning efforts for training and exercises to prepare the Department's 17,000 employees and volunteers. These activities included the Annual Statewide Hurricane Exercise, Strategic National Stockpile and Mass Dispensing training, two Joint Counterterrorism Awareness Workshop Series events in collaboration with the Department of Homeland Security and statewide response partners, and FEMA-evaluated nuclear power plant readiness exercises and drills.

The Information Management Unit conducted 10 crisis communication training sessions throughout Florida for 300 Department and partner public spokespersons.

The Bureau of Radiation Control trained 1,260 students on advanced response to weapons of mass destruction and environmental health strike team radiological response.

The Florida Medical Reserve Corps Network Program (MRC), in collaboration with health and medical preparedness and response partners, provided training courses quarterly to 17,000 MRC volunteers statewide.

The 2013 National Health Security Preparedness Index ranked Florida's ability to be prepared for health security threats well above the national average. Benchmarks included health surveillance, community planning, communications and overall preparedness.

During 2013, **12 counties recently achieved Project Public Health Ready status**, meeting rigorous national standards of public health preparedness for emergency response: Brevard, Citrus, Charlotte, Columbia, Dixie, Gilchrist, Hamilton, Monroe, Okeechobee, Osceola, Seminole and Suwannee counties. A total of 54 counties have met the national standards.



Public Health Safety from All Hazards The Bureau of Preparedness and Response practices an “all-hazards” emergency response approach, continuously monitors the state, and remains ready to support the Department in response to potential public health threats.

Natural hazard- and weather-related emergencies: winter storms; flash and severe flooding; tropical storm, cyclone and tornado threats; wildfires; and naturally occurring viruses and bacteria in coastal waters.

Man-made hazard events: chemical spills; waterway contamination; radiation accidents; and bioterrorism agents.

Imported and domestic infectious diseases: dengue fever, chikungunya virus, West Nile virus and influenza.



Family, Friends & Neighbors are Public Health Responders The Department oversees a network of highly trained and dedicated public health responders, as well as response organizations, who are vigilant to protect the health and safety of Florida’s 19.5 million residents and nearly 94 million annual visitors:

Staff and leadership in the 67 designated counties.

Volunteer medical professionals of the Florida Medical Reserve Corps.

Epidemiologists and environmental health officers.

Responders from the Department’s Emergency Support Function 8, a critical part of the State Emergency Response Team.

Sources: quickfacts.census.gov/qfd/states/12000.html—US Census 2013; and *VisitFlorida* 2013 annual report, www.floridajobs.org/about%20awi/open_government/2013_VISITFloridaAnnualReport.pdf.



The Department’s YouTube channel hosts many public service announcements (PSAs) on emergency preparedness topics. These help Floridians stay safe year round by showing:

- The importance of staying away from any type of floodwater.
- How to stay safe from wildfire smoke, extreme heat and waterborne illnesses.
- The process of helping children and families with special needs.
- Tips for pet care during emergencies.
- How to prepare and stay informed for all kinds of hazards.



< Watch the flooding safety PSA.

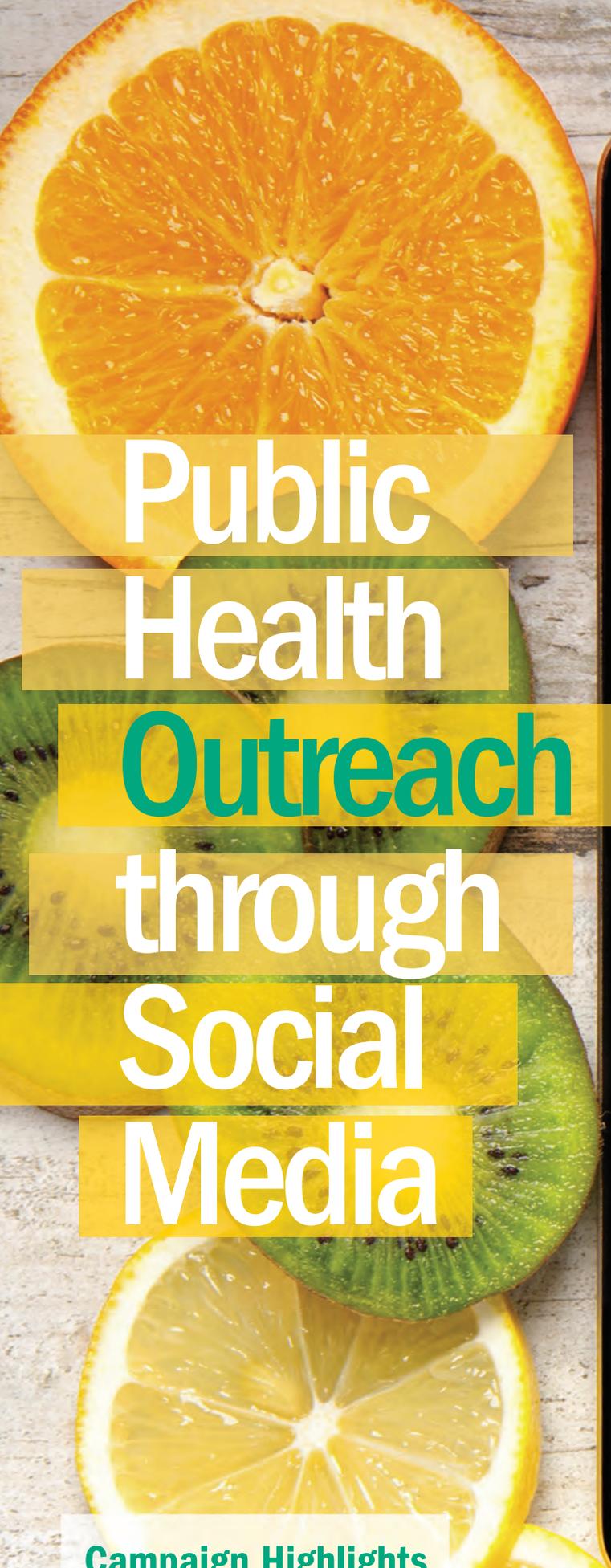


< Watch the wildfire safety PSA.

The *Florida Emergency Preparedness Guide* was updated and distributed to encourage Floridians to prepare, plan and stay informed for all types of hazards. Nearly 69,000 guides in English, Spanish, Creole and large print were distributed.



< See the guides on ISSUU.com.



Public Health Outreach through Social Media

Facebook, June 2014: 4,703 Likes.
An increase of 2,026 Likes in 2013-14.

Twitter, June 2014: 3,743 followers.
An increase of 1,570 followers in 2013-14.

ISSUU, *Year In Review 2012-13*,
June 2014: 666,723 impressions.
Published September 2013.

Healthy U

The Department engaged Florida's residents and visitors in exciting and innovative ways through social media during 2013-2014. The social media channels of Facebook, Twitter and YouTube are used to interact with a global public. This year new channels were launched, including Pinterest, Flickr, ISSUU, SoundCloud, and Florida Health 125 and Florida Health Counties Facebook Tabs, to further disseminate important health messages and county events. Through its multiple social media platforms, the Department interacts daily with a world-wide audience in a real-time digital environment.

In 2013-2014, each of the Department's social media platforms experienced significant increases in interaction, with a 76 percent increase on Facebook and a 72 percent increase on Twitter. The Department worked on a wide variety of key social media campaigns and major special events on a state and national level with other state agencies, colleges/universities, businesses and public/private partnerships. Campaigns included: Healthiest Weight Florida, Tobacco Free Florida, Florida Health 125, Healthy Florida Summer Series, Look Before You Lock Heat Safety, Back To School Immunizations, Healthy U, Senior Health, Ironman: Celebrate Literacy Week, Birth Defects Prevention, Nature Play Prescription Program, NASA Moves!, Injury Prevention, Flu Prevention and Emergency Preparedness & Response.

Campaign Highlights

Healthiest Weight Florida An ongoing social media campaign emphasizing healthy goals, healthy eating and physical activity. #HealthiestWeightFL and www.HealthiestWeightFL.com

Florida Health 125 A significant campaign highlighting Florida's public health heroes, milestones, innovations, challenges, improvements and advances throughout the past 125 years of Florida public health through podcasts, images, videos, exhibits and more.

Collaborative efforts with the Florida Memory Project enhance the social media campaign's popular Throwback Thursday. #FLHealth125 and www.flhealth125.gov

Tobacco Free Florida An ongoing social media campaign providing resources and encouraging the public to quit smoking with tips to empower adults and youth to say no to tobacco use and to educate middle and high school youth on how to engage in SWAT (Students Working Against Tobacco).

Healthiest Weight Florida

Florida Health 125

Men's Health

Back To School Immunizations

Senior Health

Get Smart About Antibiotics

National Public Health Week

Tobacco Free Florida

Healthy Florida Summer Series

< Watch the *Back To School Immunizations* video.

< Watch the *Ironman: Celebrate Literacy Week* video.

< Watch the *NASA Moves* video.

Facebook.com/FLDepartmentofHealth

Twitter.com/HealthyFla

Youtube.com/user/fldoh

Pinterest.com/HealthyFla

flickr Flickr.com/photos/healthyfla

soundcloud.com/floridahealth



#TeamUpToQuit, www.tobaccofreeflorida.com and www.swatflorida.com

Emergency Preparedness An ongoing social media campaign to discuss public health preparedness and to encourage the public to prepare and plan for natural and manmade disasters in collaboration with the Florida Division of Emergency Management. During an emergency, social media tools are used to share important health safety information with the public.

National Public Health Week In April 2014 the National Public Health Week social media campaign encouraged the public to attend the Department's Florida Capitol Courtyard Passport to Health event in Tallahassee. The campaign encouraged healthy living, nutrition and physical activity and highlighted the Department's newly announced multi-agency collaborative Nature Play Prescription Program which encourages visiting Florida's State Parks.

2013–2014

STATEWIDE SERVICES

HEALTHIEST WEIGHT HIGHLIGHTS

Florida's county and municipal governments play an important role in decreasing the prevalence of unhealthy weight in their jurisdictions. Many counties are making great progress in policy and environmental change, and through their hard work, communities are embracing healthier choices.



< HealthiestWeightFlorida.com

Bay Diabetes Action Team offered diabetes risk screenings to the community. **2,633 individuals were screened and educated**, and 52 community members lowered their risk of developing Type 2 diabetes by losing weight and becoming active in a National Diabetes Prevention Program class. www.floridahealth.gov/CHD/Bay



Calhoun **Moving with Better Balance Tai Chi** classes offered three days per week to more than 50 older adult residents. www.floridahealth.gov/CHDCalhoun



Escambia **Expanded the Healthy Choices Restaurant Program** to include over 20 local restaurants. The program requires participating restaurants to offer low-fat and low-sodium entrees and substitutions at no additional charge. Staff dietitians are available to assist in menu and recipe changes. www.escambiahealth.com

Holmes Dedicated the month of May as **Women's Health and Fitness Month**. Over 300 women received education on physical activity and nutrition along with weekly Tabata, Zumba, Body Pump and Yoga classes. www.floridahealth.gov/CHD/Holmes



Jackson Received **grant funding from the Walmart Foundation** to implement a community garden program as a source of fresh fruits and vegetables. Partnered with the Jackson County Master Gardeners Association in this effort. www.floridahealth.gov/chdJackson

Liberty Women's health seminar entitled **Your Health, Your Life, Taking Shape for a Healthier You** involved motivational speakers who encouraged women to increase physical activity and adopt healthy lifestyles, and provided the opportunity to sign up for fitness classes. www.floridahealth.gov/chdLiberty



Okaloosa Hosted a free workshop for child development and educational program leaders to **unite community partners in the fight against childhood obesity**. Attendees learned how to make policy and environmental changes that support healthy lifestyles in the childcare setting. www.floridahealth.gov/chdOkaloosa

Santa Rosa Initiated **5-2-1-0 Let's Go Santa Rosa!** in the community and schools. The program encourages healthy eating habits, no sugary drinks, limiting screen time, and increased physical activity. www.floridahealth.gov/chdSantaRosa

Walton 250 students from the Health Opportunities through Physical Education (HOPE) classes participated in a nutrition education program. **Total weight loss in the first semester exceeded 550 pounds.** www.floridahealth.gov/chdWalton

Washington School health staff taught approximately **965 students** about nutrition, physical activity, diabetes, dental care, and choking prevention of infants and small children. www.floridahealth.gov/CHD/Washington



Franklin & Gulf Implemented **cooking demonstrations** at local grocery store locations to increase healthy food servings among African American and Hispanic participants.

www.starfl.com/news/local-news/health-department-touts-healthy-eating-with-food-demos-1.227411

www.floridahealth.gov/chdFranklin

www.floridahealth.gov/chdGulf



Gadsden Get Going Gadsden motivated residents to **increase physical activity** and healthy eating habits.

www.floridahealth.gov/chdGadsden

Jefferson Developed **walking trails and community gardens** while also promoting healthy eating.

Through partnerships with local businesses, the Chamber of Commerce, and city and county government, the Department provided 50 low-income children and adults with **reconditioned bicycles** in an effort to promote physical activity on a community bike trail.

www.floridahealth.gov/chdJefferson



Leon Structured activities around daily tenets of the **95210**

initiative: 9 hours sleep; 5 servings of fruits and vegetables; two hours or less of screen time; 1 hour of exercise; no sugary drinks or tobacco.

www.wholechildleon.org/95210 www.co.leon.fl.us/lchd

Madison Created new **recreational facilities**, various parks, and exercise and walking trails.

www.floridahealth.gov/chdMadison



Taylor Hosted a women's health fair on May 23rd as part of the Show Your Love Campaign, a national campaign designed to improve the health of women and babies by **promoting preconception health and health care.** www.floridahealth.gov/chdTaylor

Wakulla & Taylor Partnered with Big Bend Area Health Education Center to provide **free exercise classes every week for all ages and fitness levels.** www.bigbendahec.org/ www.wakullahealthdept.com

Alachua Combatting Obesity for Alachua County's Health (COACH) Weekly Wellness Walks focused on **community collaborations** to initiate obesity reduction strategies. www.walkgainesville.weebly.com
www.floridahealth.gov/chdAlachua



Bradford The New River Emergency Room Alternative Program collaborated to provide multidisciplinary disease management aimed at combating obesity.
www.floridahealth.gov/chdBradford



Columbia The Community Health Advisory Panel of Columbia County hosted its first health forum. Presenters included public health and health care professionals from across Florida. The forum was broadcast locally and recorded for community distribution.
www.floridahealth.gov/chdColumbia



Dixie & Gilchrist Collaborated with elementary schools to **increase youth awareness** of the importance of healthy eating and physical activity.
www.floridahealth.gov/chdDixie www.floridahealth.gov/chdGilchrist



Hamilton **A Healthier "You"** is a compilation of weekly newspaper articles highlighting the importance of achieving and maintaining a healthy weight. Includes such topics as the benefits of blueberries and the vitality of water. www.healthyhamiltoncounty.com

Levy On **Nutrition and Activity Day** at a local school, every student was given a health lesson in every subject, culminating in final competitions involving physical activity and healthy eating. Over 600 students participated! www.floridahealth.gov/chdLevy



Marion More than 250 residents participated in the **Passport to Health** community health fair. Promotions included: the Healthy Weight Fun Walk, co-sponsored by the Department and the Frank DeLuca Family YMCA; and Commercial-CIZE, which teaches kids to exercise during television commercial breaks. www.floridahealth.gov/chdMarion

Suwanee & Lafayette **16-week Biggest Loser competition** included 106 community participants representing 12 teams. Almost 300 pounds lost in both counties by the 8th week of competition.
www.floridahealth.gov/chdSuwanee
www.floridahealth.gov/chdLafayette

Union **Tiger Up is a walking program** that gives students at a local elementary school an opportunity to exercise rather than sit or stand in front of their classrooms before school begins each morning. Students in grades first through fourth, as well as their parents, participated. www.floridahealth.gov/chdUnion

Baker Promoted school gardens to encourage children and adults to **grow, prepare and eat fresh produce.**

www.floridahealth.gov/chdBaker



Clay Staff provided weight loss, physical activity and healthy food-choice **coaching sessions for clients.**

WIC (Women Infants, and Children) program partnered with St. Vincent's to **provide diabetes education.** www.floridahealth.gov/chdClay



Duval Partnered with the **Duval County Food Policy Council** to host the Second Annual Duval County Food Summit, a community-based effort to ensure a quality local food culture.

www.news.wjct.org/post/duval-county-food-summit-hopes-change-how-kids-eat www.dchd.net



Flagler **Organized Family Fit & Fun Day.** Activities included karate, yoga, dancing, food group relay, obstacle course, hula contest, healthy eating on a budget, cooking demonstration and a walk with the mayor. www.health.flaglercounty.org

Nassau **Walk With Me** is a uniquely branded community initiative that promotes physical activity, worksite wellness and fitness with businesses, churches and at local events. www.facebook.com/WalkWithMeNassau
www.floridahealth.gov/CHD/Nassau



Putnam Recognized for the unique, citizen-based approach for promoting, maintaining and improving blueways and trails, the Town of Pomona Park rallied together to create the **Putnam Family Fitness Center**—a non-profit health oriented organization.

www.floridahealth.gov/chdPutnam



St. Johns **Healthy In a Hurry** newsletter includes information and tools to help achieve a healthy weight, and features articles about the local walking initiative St. Johns Walks, healthy recipes, area fitness opportunities, success stories and healthy weight loss information from the CDC.

www.floridahealth.gov/chdStJohns



Broward Provided yoga and Zumba classes to all employees, developed a walking club and distributed a monthly Employee Wellness newsletter.

Recognized by the American Heart Association as a Fit Friendly Worksite for the past three years.

www.heart.org/HEARTORG/GettingHealthy/WorkplaceWellness/Fit-FriendlyWorksites
www.browardchd.org

Miami-Dade Worked with area hospitals towards successfully adopting breastfeeding practices and pursuing their **Baby-Friendly designation** with a strong emphasis placed on the UNICEF Baby-Friendly initiative. www.babyfriendlyusa.org www.unicef.org/programme/breastfeeding/baby



The Consortium for a Healthier Miami-Dade celebrated 10 years of collaboration and prevention-focused initiatives. Today, the consortium is a vital partnership of 222 organizations and 813 individuals. Its members share one mission, to be a major catalyst for a healthy Miami-Dade, and one vision, **healthy environment, healthy lifestyles, healthy community.**

www.healthymiamidade.org



Monroe Launched the **Healthiest Weight Florida marketing campaign**, partnering with fitness-related businesses across the Florida Keys on a fitness directory that features the Healthiest Weight Florida brand, as well as materials that these businesses can use to promote their offerings to the public as part of the campaign.

www.fitnesscentral411.com/fitness-centers/Monroe-county-FL
www.floridahealth.gov/chdMonroe



Palm Beach Adopted the five strategies of the **Institute of Medicine**: incorporate daily physical activity; create environments with healthy food and beverage options; transform messaging about physical activity and nutrition; expand the roles of health care providers, insurers, and employers; and make schools a focal point.

www.iom.edu/Reports/2012/Accelerating-Progress-in-Obesity-Prevention.aspx
www.pbchd.com



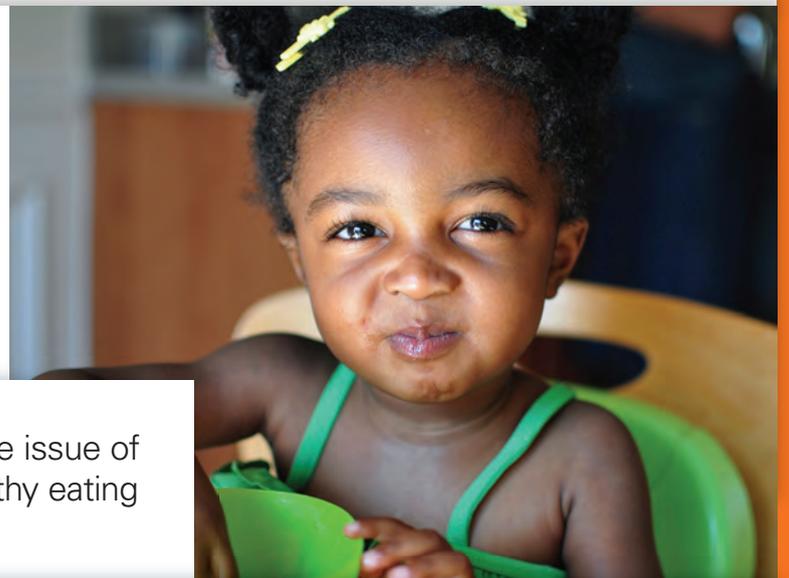
Brevard DOH-Brevard and the Bureau of Public Health Laboratories in Jacksonville collaborated in an employee walking initiative which resulted in **16,712 miles walked in eight weeks.** www.floridahealth.gov/chdBrevard

Indian River Utilized Protocol for Assessing Community Excellence in Environmental Health (PACE EH) to **improve community parks** to make them safe, usable spaces for physical activity.

www.floridahealth.gov/healthy-environments/pace-eh www.floridahealth.gov/chdIndianRiver

Lake Partnered with Get Fit Lake to emphasize awareness of fitness, nutrition and healthy lifestyles. **New website provides real-time information** on fitness activities and healthy lifestyle opportunities. www.getfitlake.com

Hosted 16 community health education events and distributed health educational materials to more than 3,300 people. www.lakechd.com



Martin County's **Child Health Task Force** addresses the issue of childhood obesity by providing educational workshops on healthy eating and lifestyles for at-risk residents. www.MartinCountyHealth.com

Orange Recognized as a Gold-Level Fit-Friendly Worksite in 2013 and a **Platinum-Level Fit Friendly Worksite in 2014** by the American Heart Association for helping employees make healthier lifestyles with walking programs, on-site vending machines with healthy options, discounted rates at fitness facilities, and other initiatives.

www.heart.org/HEARTORG/GettingHealthy/WorkplaceWellness/Fit-FriendlyWorksites/Fit-Friendly-Worksites_UCM_460748_SubHomePage.jsp www.orchd.com



Osceola The Fetal & Infant Mortality-Community Action Team (FIMR-CAT) is educating mothers on the **benefits of healthy weight to decrease instances of fetal and infant deaths.** www.osceolahealth.org

Seminole Healthy4Life and Team MODE (Motivating Outstanding Dedicated Employees) collaborated to motivate employees to be part of a **weekly flash mob performing "5-2-1 Almost None,"** an energetic dance learned at the ROCK (Reduce Obesity in Central Florida Kids) Conference. www.Rockfl.org

www.seminolecohealth.com

St. Lucie Managing Your Health Program offers **Stanford University's Chronic Disease Self-Management Program (CDSMP)** and Diabetes Self-Management Training (DSMT) courses, and a series of health education classes in the community. www.patienteducation.stanford.edu/programs/cdsmp

www.patienteducation.stanford.edu/programs/diabeteseng www.floridahealth.gov/chdStLucie

Volusia Funcoast Worksite Wellness Council consists of **over 30+ business members promoting health** to thousands of Volusia County residents. Active internal Worksite Wellness Council also promotes healthy behaviors to about 300 employees.

www.funcoastwwc.org www.floridahealth.gov/CHD/Volusia

Citrus Fitness in Citrus

is a county-wide fitness program providing health and nutritional facts encouraging participants to live healthier, more active lifestyles.

www.floridahealth.gov/chdCitrus

Hardee

All employees viewed and discussed **The Weight of the Nation** series to increase understanding of the obesity epidemic.

www.theweightofthenation.hbo.com www.hardeechd.org



Hernando

Group of employees participate in an “Insanity” fitness program after work. To date, **the group has lost over 50 pounds.**

My Healthy Weight presentation, shared with groups throughout Hernando County, uses the U.S. Department of Agriculture’s Choose My Plate teaching tools and introduces participants to the online Supertracker. www.choosemyplate.gov www.choosemyplate.gov/supertracker-tools/supertracker www.floridahealth.gov/chdHernando

Hillsborough

Get Into Fitness Today (GIFT) is an online fitness and wellness program for preventing chronic diseases and obesity. **GIFT has reached over 4,000 individuals with over 6,000 pounds lost.**

www.getintofitnesstoday.net www.hillscountyhealth.org



Manatee

Opened **school playgrounds in communities that did not have parks**, increasing opportunities for safe physical activity. www.floridahealth.gov/chdManatee

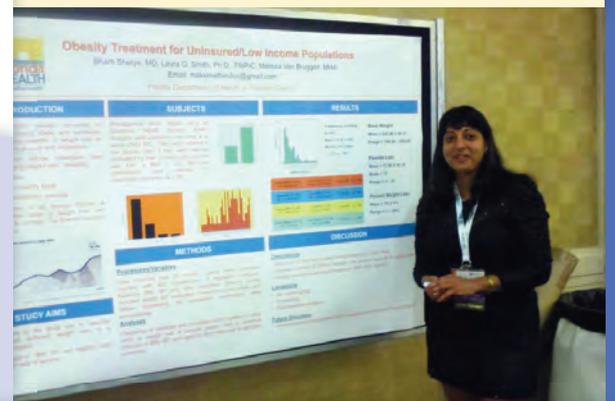
Pasco

Promoted National Get Outdoors Day. Partnered with Pasco County Parks and Recreation to promote National Get Outdoors Day. Parking fees were waived for the day and residents were encouraged to visit the parks and get active. www.floridahealth.gov/chdPasco

Pinellas

“Dr. Abi’s” Weight Management Clinic, is a project created by bariatric physician Bharti Shetye, MD, for clients enrolled in the county’s primary care program. **The clinic helps clients shed weight and drop maintenance medications.**

www.pinellashealth.com



Polk

As a part of the Building a Healthier Polk initiative, Polk **partnered with the City of Lakeland** to support the adoption of a Healthy Communities component to their comprehensive plan for the city.

www.mypolkhealth.net/announcements/building-a-healthier-polk-2012-initiative www.mypolkhealth.org

Sumter

Partnered with Sumter County native and former NFL star, Clinton Hart to produce **Public Health Hip Hop**, a fitness video highlighting the importance of living a healthy, active lifestyle. Collaborating with the Sumter School System to create similar videos featuring students and athletes. www.floridahealth.gov/chdSumter



Charlotte Established a **community garden** in a recognized food desert (an urban area where it is difficult to buy affordable or good-quality fresh food) and provided access to fresh fruits and vegetables for those who would otherwise not have access to healthy foods. The garden will be used as a venue for outreach health education opportunities.

www.floridahealth.gov/chdCharlotte

Collier **Passport to Wellness** allows participants to track progress toward 95210 healthy behaviors. The incorporation of “0” tobacco into the program allows Tobacco Free Florida and Healthy Communities staff to collaborate and work efficiently in their outreach efforts. www.floridahealth.gov/chdcollier/smartgrowth/healthybusiness.html and www.95210.org/Collier
www.floridahealth.gov/chdCollier

DeSoto Highlighted healthy lifestyle choices by placing **individual success stories** in a local weekly publication. www.floridahealth.gov/chdDeSoto

Glades **5-Week Walking Challenge** promoted a competition for the team with the most steps. Participants were given a pedometer, tracking sheet and a conversion chart to convert physical activities into steps. www.floridahealth.gov/chdGlades



Hendry Healthier Me 2014 challenged the community to collectively lose 2,014 pounds in 2014. **In the first six months, residents lost a combined 1,100 pounds!**
www.floridahealth.gov/chdHendry

Highlands **Chronic Disease Action Plan** identified initiatives directly related to a healthier weight regimen in the community. www.healthyhighlands.com



Lee 24 percent of Lee County children ages 2 to 10 were given the **prescription for a healthier, active life** through the 5-2-1-0 plan. The daily prescription plan calls for 5 fruits and vegetables, no more than 2 hours of screen time, at least one hour of physical activity and 0 sugar sweetened beverages. www.healthylee.com/5210
www.floridahealth.gov/chdLee

Okeechobee Partnered with the Community Health Action Team (CHAT) **to create and distribute monthly messages** to schools, doctors, child care providers and partners throughout the community. www.floridahealth.gov/provider-and-partner-resources/community-partnerships/floridamapp/state-and-community-reports/okeechobee-county/_documents/okeechobee-chip.pdf www.floridahealth.gov/chdOkeechobee

Sarasota Get to Know 5210 program aired a **roundtable discussion** on Sarasota County School's Education Channel. Featured guests included a local high school nurse and her student who is now at a healthy weight after losing 80 pounds. www.healthysarasota.com/5210 www.theedchannel.net www.sarasotahealth.org

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floridahealth.gov

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To protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.

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To be the Healthiest State in the Nation

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