



**Mayor's Council on Fitness and Well Being
Minutes for April 2, 2014 Meeting
Conference Room 851, 8th Floor, Ed Ball Building, 214 N. Hogan St**

ATTENDANCE:

Mr. Bryan Campbell, Chair

Ms. Pat Alexander
Mr. Joseph Bergman
Ms. Nancy Crain
Dr. Ellan Duke
Ms. Alicia Hinte
Dr. Laureen Husband
Mr. Bo McDougal
Ms. Bernadette Overstreet
The Honorable Don Redman
Ms. Shaniqua Simmons
Ms. Charlene Walker
Ms. Sharon Watkins
Dr. Audrey Wooten
Ms. Michelle Weinbaum, Recorder

Duval County Medical Society

City of Jacksonville, Senior Services Division
Sports and Entertainment, City of Jacksonville
Baptist Health
River Hills Clinic
UF Health of Jacksonville
Duval County Health Department
Jacksonville University
Health Planning Council of Northeast Florida
City Council, City of Jacksonville
Parks and Recreation, City of Jacksonville
Employee Services, City of Jacksonville
Black Hog Farm
Northeast Florida Medical Society
City of Jacksonville

Excused Absences:

Mr. Tim Burrows
Ms. Terri Cicero, Vice Chair
Ms. Karen Coleman
Ms. Valerie Feinberg
Ms. Tonisha Gaines
Mr. George Sanders
Ms. Jennifer Stein
Dr. Danielle White

YMCA of Florida's First Coast
Duval County Public Schools
Baptist Health
Downtown Vision, Inc.
Special Events, City of Jacksonville
Florida State College of Jacksonville
St. Vincent's Health
Development After Sports, LLC

Guests:

Ms. Monita Charles
Tatiana Ramirez
David Weiss
Len Ferman
Felina Martin
Emily Bosco

Health Planning Council
Health Planning Council
Health Planning Council
Ferman Innovation
YMCA
First Coast Worksite Wellness Council

PROCEEDINGS:

I. Welcome

Chair, Bryan Campbell, called the meeting to order at 12:30 and noted that a quorum was not present. Introductions were made around the room.

II. Minutes

There were no questions or comments about the minutes.

III. Chair's Remarks

Chair Bryan Campbell gave an update on the 1M pound challenge; Clay County is meeting with stakeholders next week to formalize agreements and are also developing new media partners.

IV. Public Comments

Kevin Cataldo with Nemours delivered a presentation on a healthy eating and active living initiative in early learning care centers in Jacksonville which is attached to these minutes. The summary handout provided is also attached to these minutes. Bryan asked Kevin about his request for the MCFWB and Kevin explained that he wants the group to be aware of the initiative in anticipation of a future request for support at a stakeholder meeting planned for October. Asked about what work is being done specific to the Let's Move initiative, Kevin explained that he has met with Betty Burney. Bryan would like him to work with Tonisha to provide some of the needed data from pre and post quizzes in programs.

Len Ferman of Ferman Innovations and also representing The Forever Fit 50 and Beyond spoke about the Jacksonville Senior Games. There will be over 20 different sports for those aged 50 and up as part of the goal to improve residents' fitness. On alternating years, the city also participates in the National Senior Games. Len is asking for area wellness executives to participate in the brainstorming session to be held on Thursday May 8th from 8am to 2pm even if they can only attend for part of that time.

David Weiss, Director of Marketing for the Health Planning Committee, spoke about the annual Hale and Hearty Fundraiser. They have new sponsors this year and a grant from the Tourist Development Council. They would like members to stop by their booth at Unity Plaza on race day and mention them in social media. Brochures were handed out but a copy was not retained. Bryan explained that the MCFWB used to put the Mayor's Seal on events like this but that program is in redevelopment. The group will need a

quorum in order to endorse their group. Joey Bergman offered the JaxHapps App for assistance with social media.

Emily Bosco alerted the group to more information about First Coast Worksite Wellness in the back of the room; a copy was not able to be retained.

VI. New Business

Dr. Ellan Duke spoke about her work on the Arlington YMCA Advisory Board and their desire to participate in and endorse the Let's Move Jacksonville movement. Joey reminded the group that First Coast Games are starting and there will be an event for COJ employees to join teams on April 8th. Bo McDougal let everyone know that the 3rd annual Jacksonville Sport Medicine Program will be held on April 9th. CM Redman spoke about the Bicycle and Pedestrian bill. The city of Jacksonville has a record of being one of the worst cities in the state and nation in terms of bicycle and pedestrian safety. The city has hired a coordinator and formed a committee which meets monthly on the first Thursday at 5:30pm in the training room on the 1st floor of the Ed Ball Building. CM Redman shared that he has been hit by a car while riding his bicycle four times. Bryan asked if any policies have been passed and CM Redman gave an example of the four foot path required on major thoroughfares. CM Redman reminded the group that bicycles can legally be on the same roads as a car, but they must also follow rules of the road such as stopping at lights, traveling with traffic and using lights in low visibility. CM Redman reminded the group that May is ride to work month and there will be an organized ride for a couple hundred riders on May 15th at 7:30am. Bryan stated that he will ask the nominating committee for recommendations next month. Dr. Laureen Husband let everyone know that the Youth Risk Behavior Survey will be released at 8:30 the next morning with WJCT. Bernadette Overstreet introduced a new staff member. Nancy Crain shared that she is excited about the Baptist and YMCA partnership for their first healthy living center opening in Mandarin on April 11th. Dr. Duke spoke about Dr. Jackson from California who visited St. Vincent's last week.

VII. Adjournment and Next Meeting

The meeting adjourned at 1:20 pm. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, May 7th at 12:30pm in Conference Room 851 in the Ed Ball Building at 214 N. Hogan St.

Respectfully submitted by Michelle Weinbaum, Recorder



Mayor's Council on Fitness and Well Being

The next meeting will be held on:

Date: Wednesday, April 2, 2014

Time: 12:30 pm – 2:00 pm

**Location: Ed Ball Building, 8th floor
Conference Room 851**

Please call Michelle Weinbaum at 255-7907 for any questions or concerns.



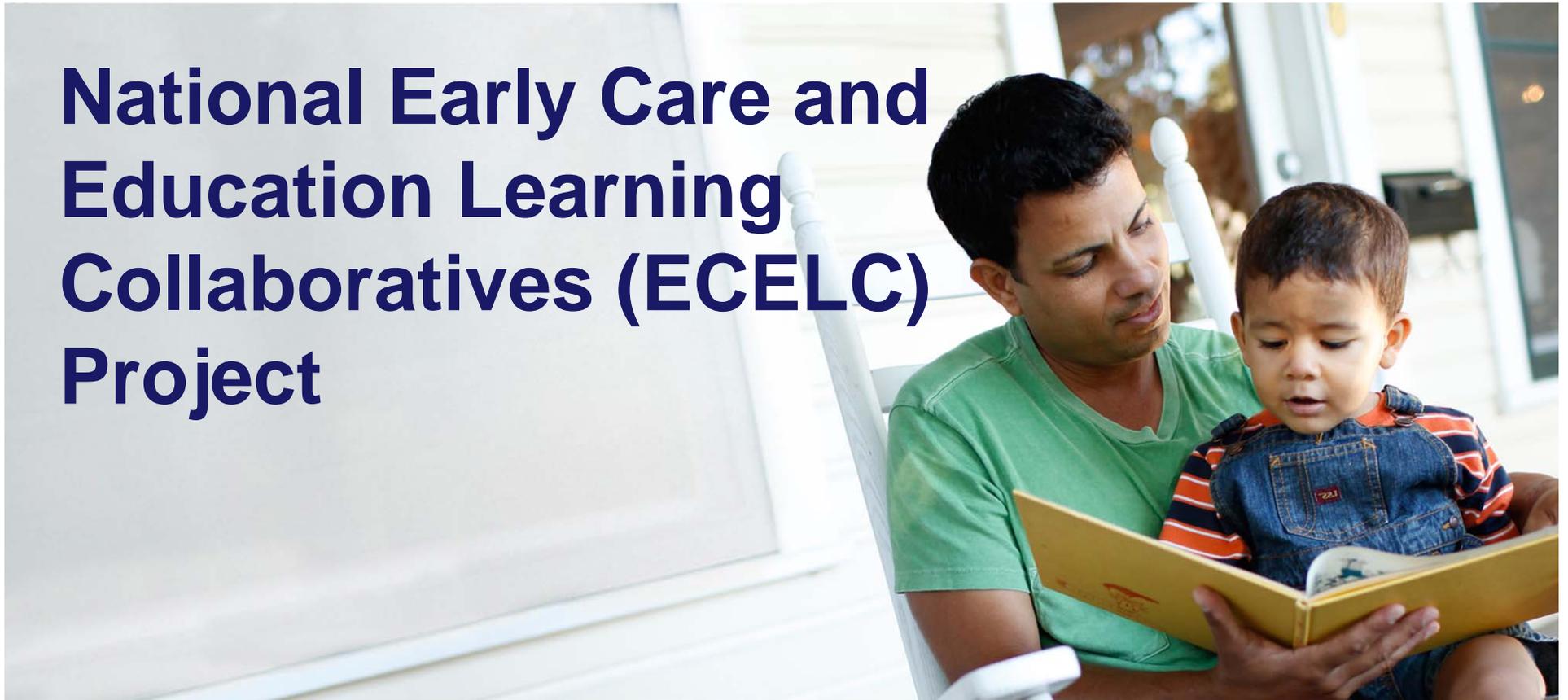
**Mayor's Council on Fitness and Well Being
April 2, 2014
8th Floor, Ed Ball Building, Conference Room 851**

Agenda

- | | |
|---|---|
| I. Welcome and Introductions | Bryan Campbell, Chair |
| II. Approval of Minutes
Mar 5th | Council |
| III. Chair's Remarks | Bryan Campbell, Chair |
| IV. Let's Move Update | Tonisha Gaines, Subcommittee Chair |
| V. Policy Update | Valerie Feinberg, Subcommittee Chair |
| VI. Public Comments | As requested |
| VII. New Business | Council |
| VIII. Adjourn | |

Directions: The Ed Ball Building is located at the intersection of N. Hogan and E. Adams St. in downtown Jacksonville. You may enter the building either in the middle of the block of E. Adams (approx. 2 blocks W of Main) or mid block of N. Hogan (next to Quizno's). The entrance to the **Ed Ball Parking Garage** is on Monroe Street between the Ed Ball and the Courthouse- this is a one way street. You will exit on N. Julia.

National Early Care and Education Learning Collaboratives (ECELC) Project



Florida

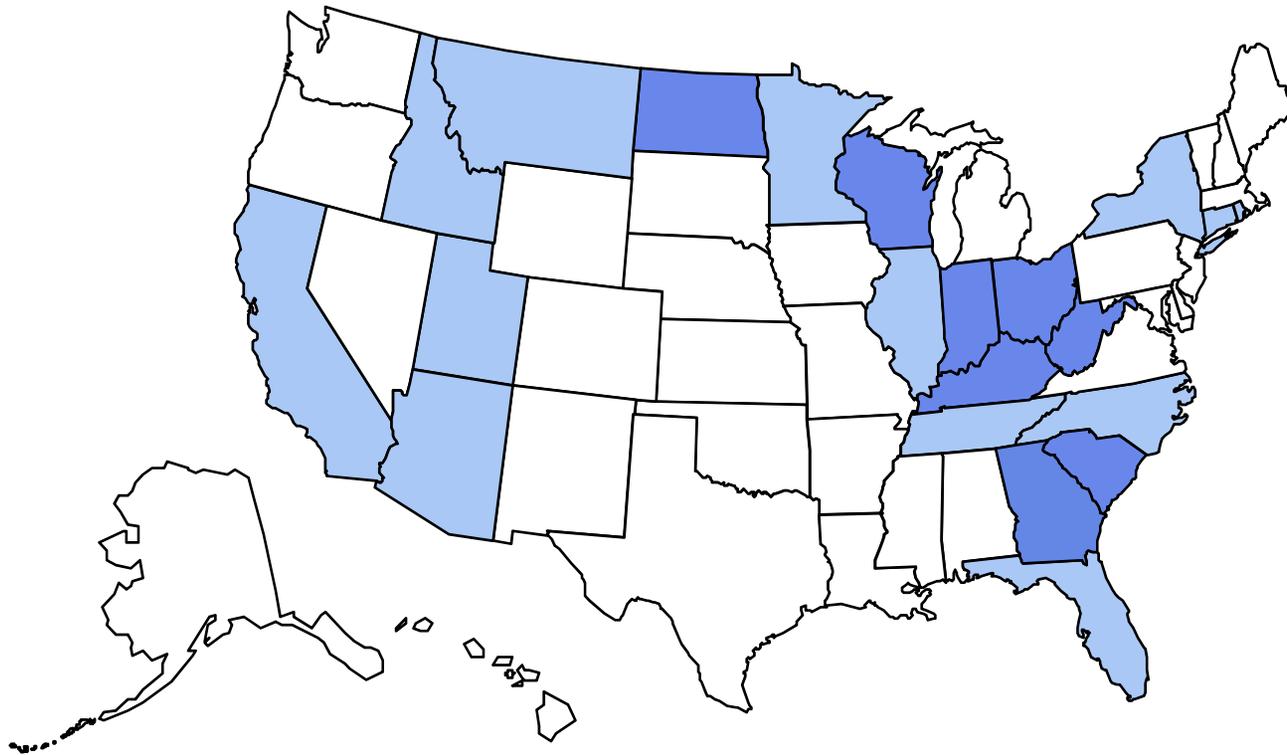


Nemours is currently funded by the Centers for Disease Control and Prevention (CDC) under a five-year Cooperative Agreement (1U58DP004102-01) to support states in launching ECE learning collaboratives focused on obesity prevention. Funding for this meeting was made possible by the CDC. The views expressed in written meeting materials or publications by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services, nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.

Obesity Trends* Among U.S. Adults ¹⁴

BRFSS, 1985

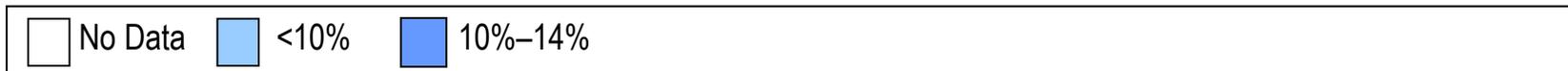
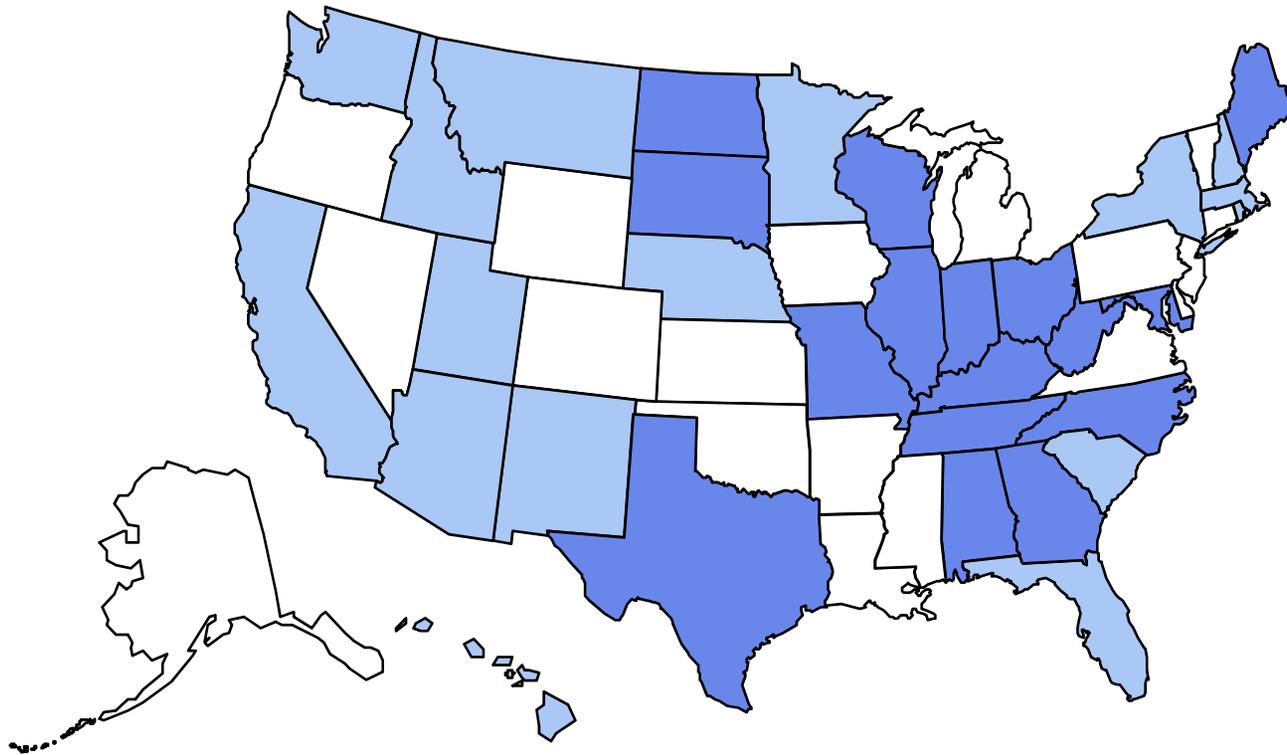
(*BMI ≥ 30 , or ~ 30 lbs overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults ¹⁴

BRFSS, 1987

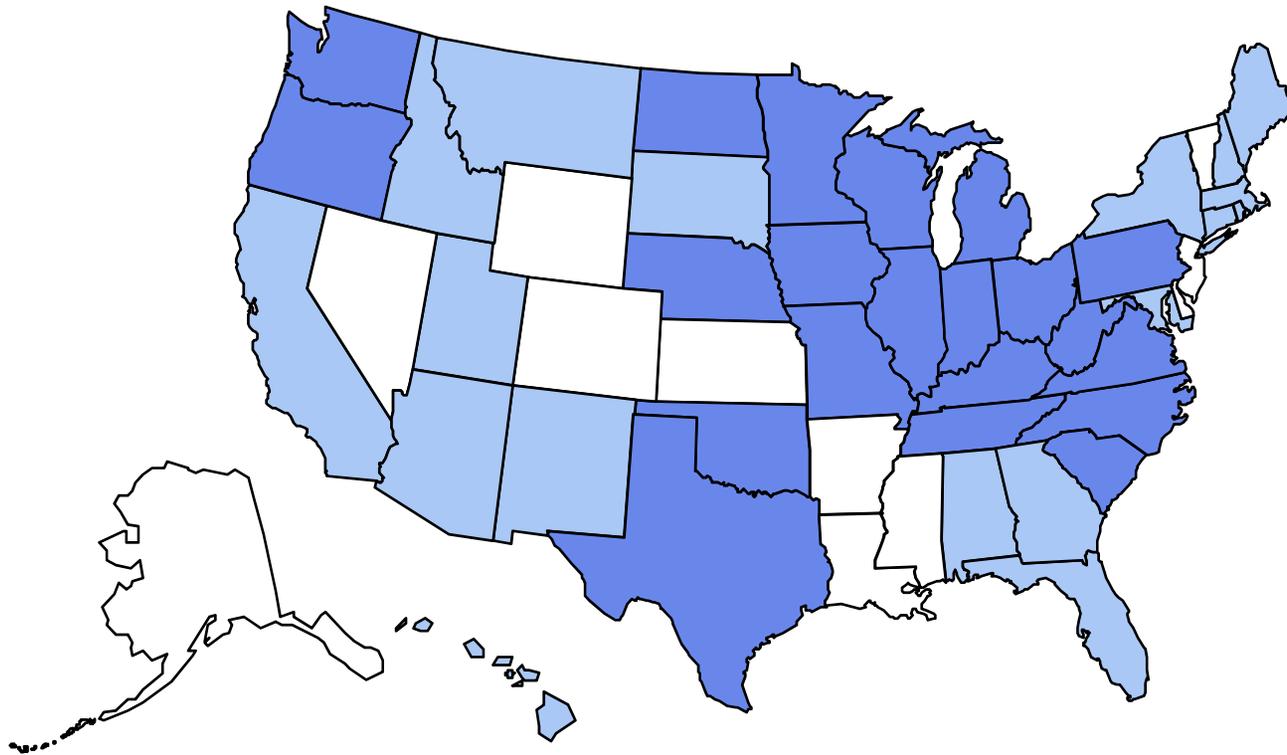
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Obesity Trends* Among U.S. Adults ¹⁴

BRFSS, 1989

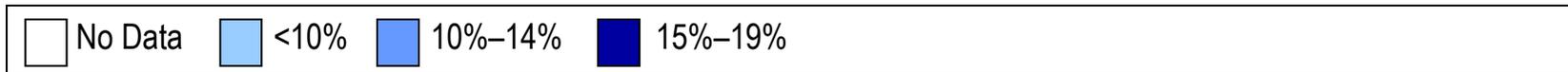
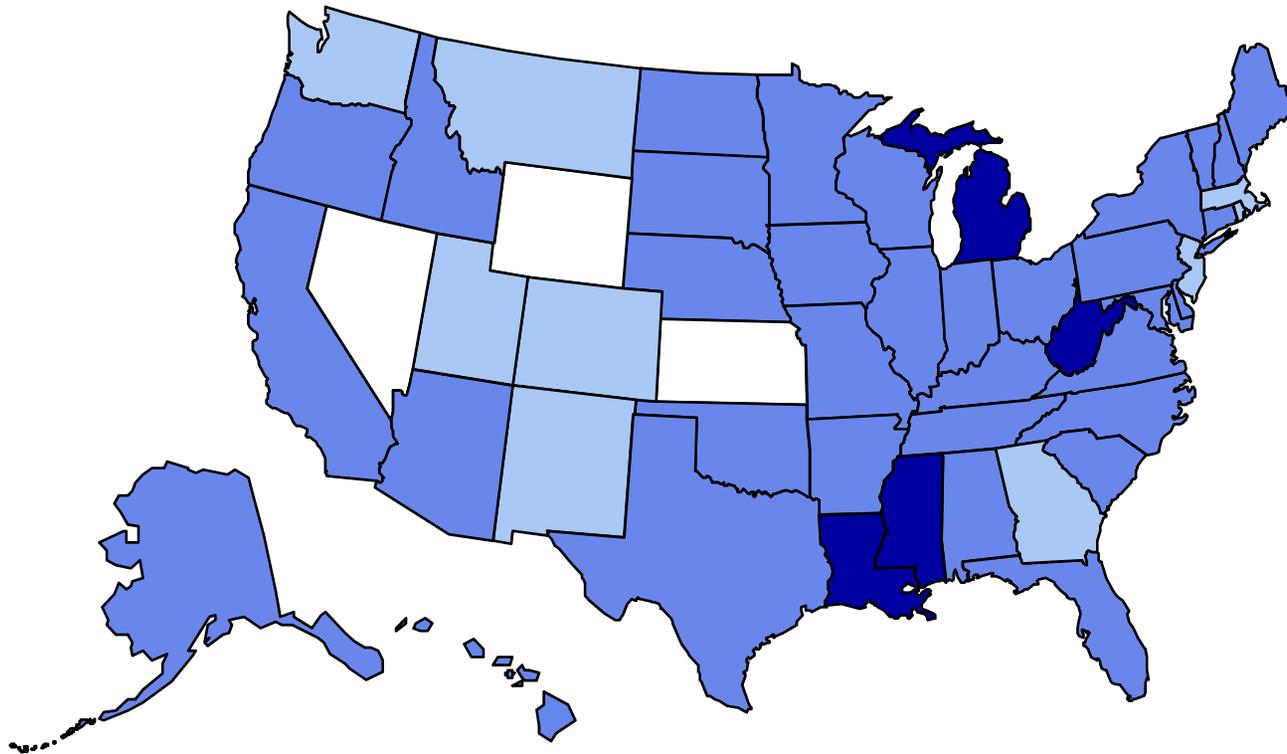
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Obesity Trends* Among U.S. Adults ¹⁴

BRFSS, 1991

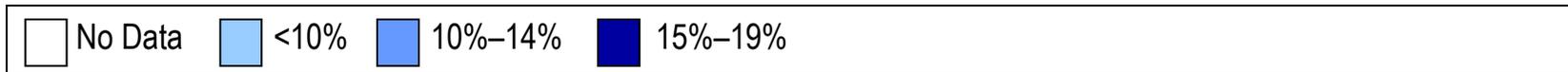
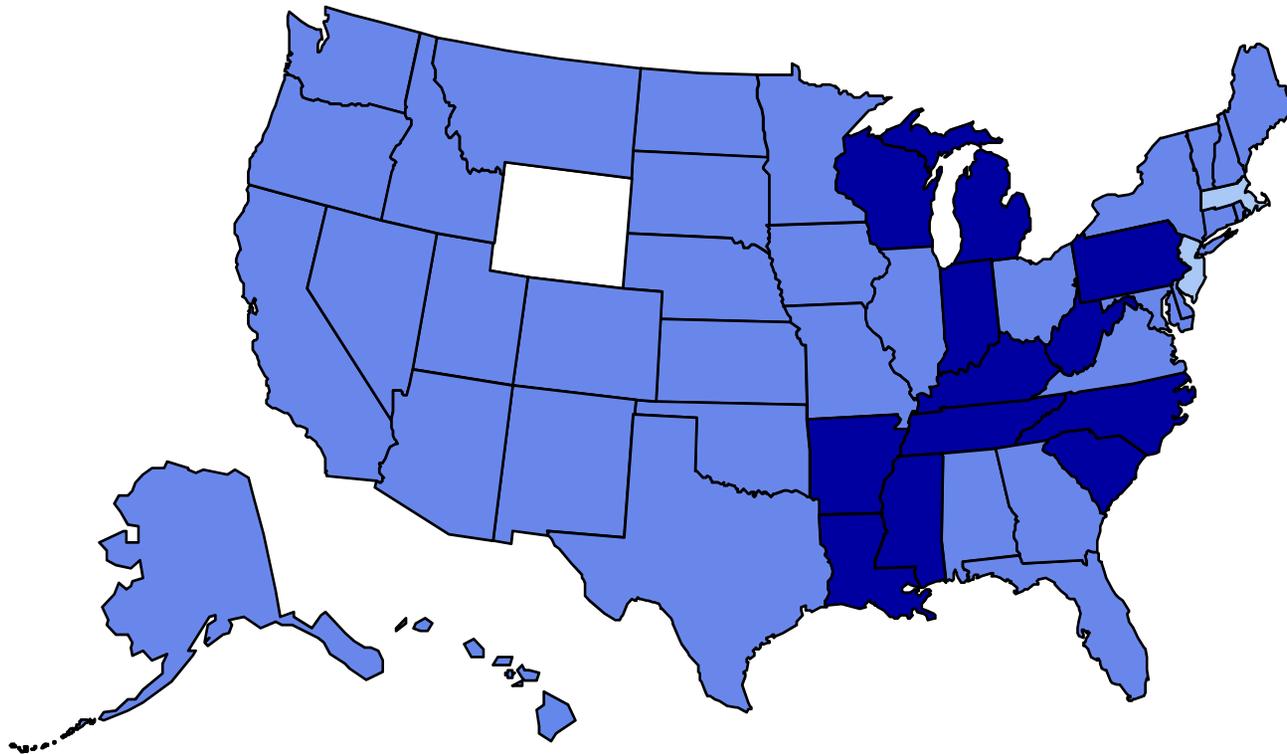
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Obesity Trends* Among U.S. Adults ¹⁴

BRFSS, 1993

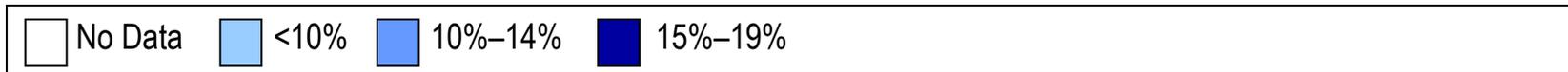
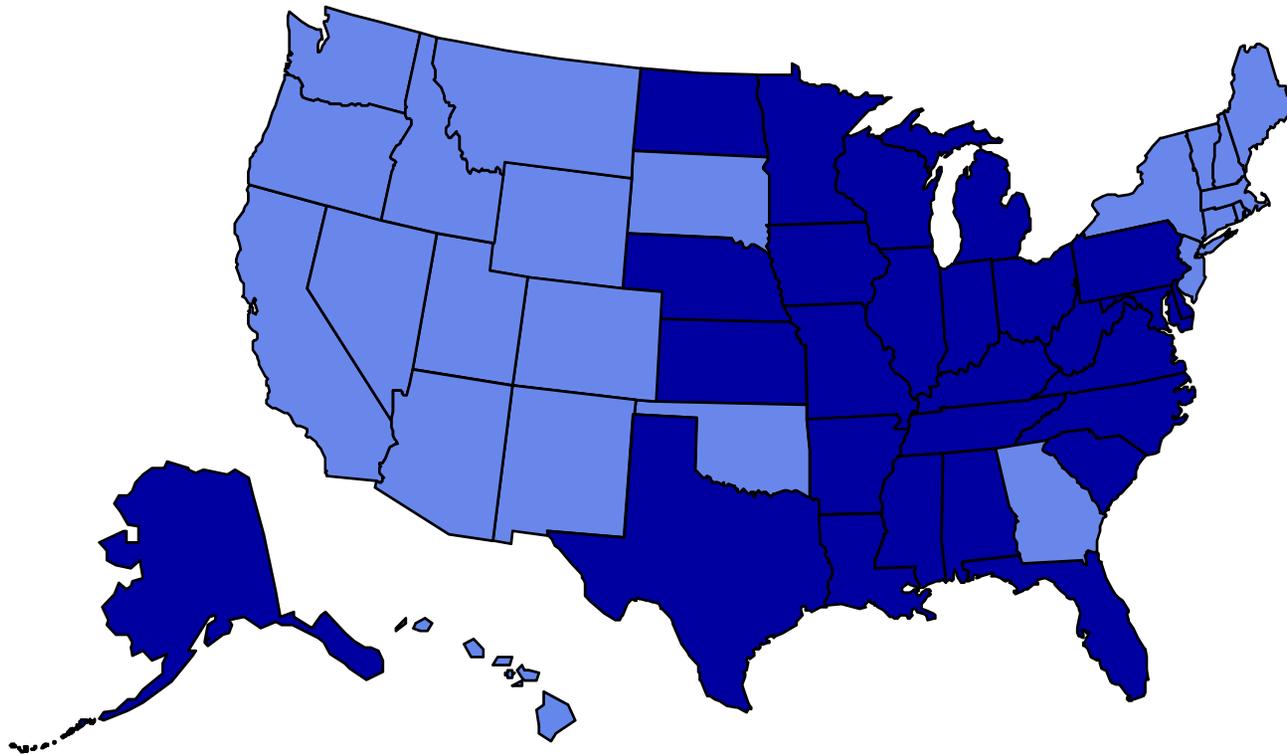
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Obesity Trends* Among U.S. Adults ¹⁴

BRFSS, 1995

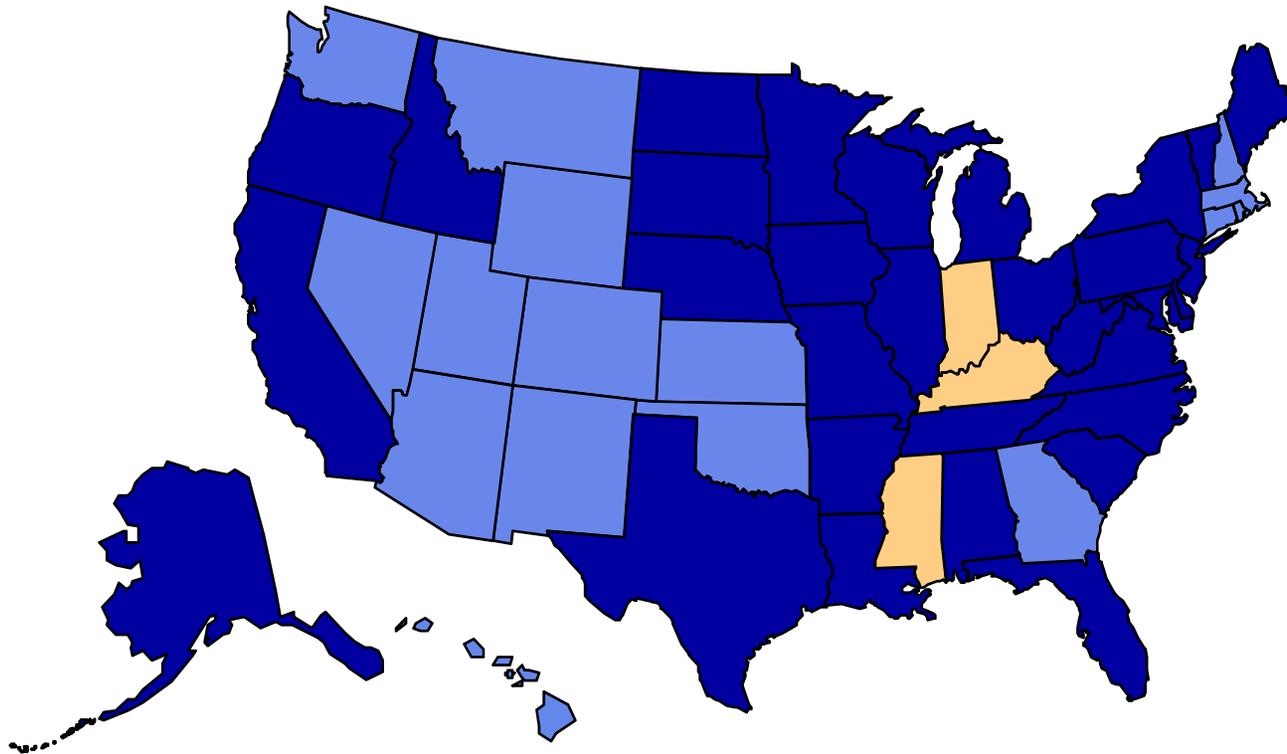
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Obesity Trends* Among U.S. Adults ¹⁴

BRFSS, 1997

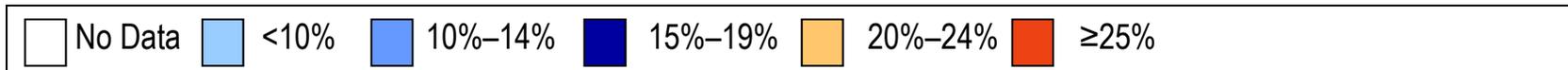
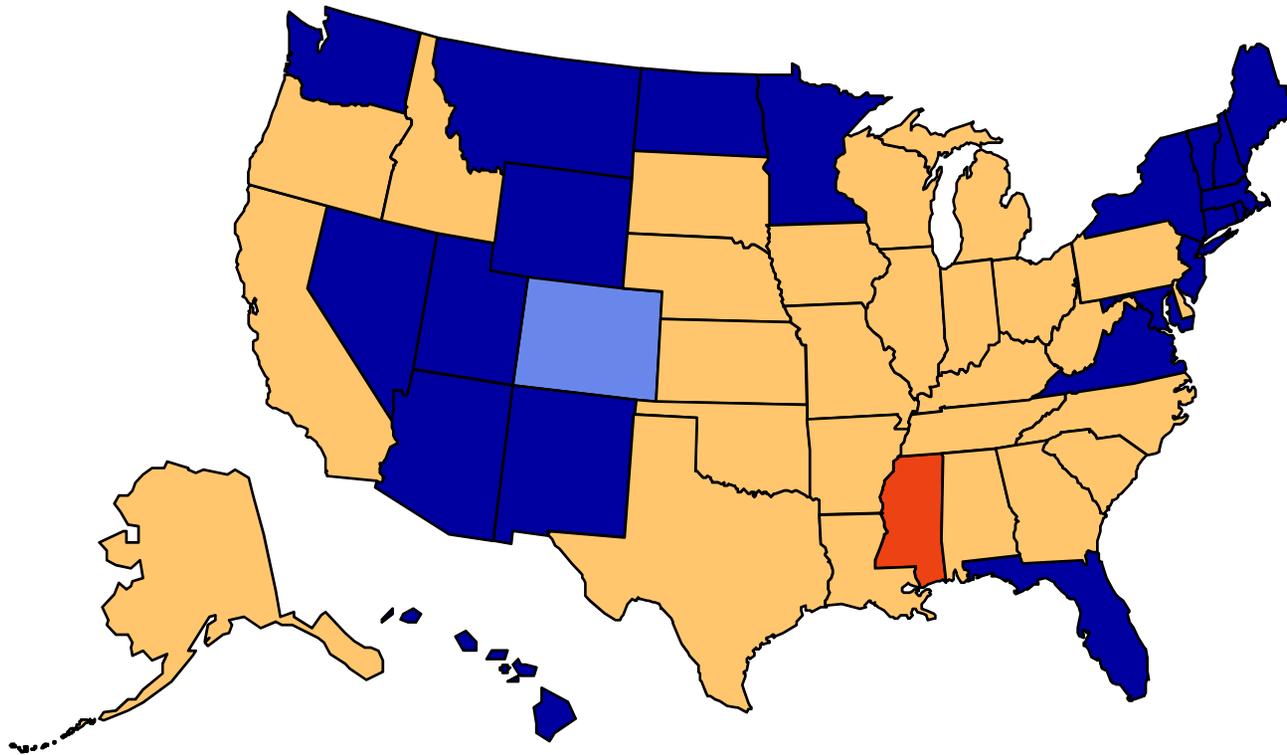
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Obesity Trends* Among U.S. Adults ¹⁴

BRFSS, 2001

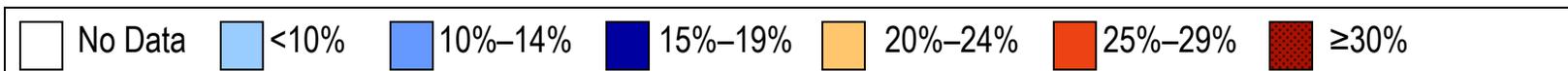
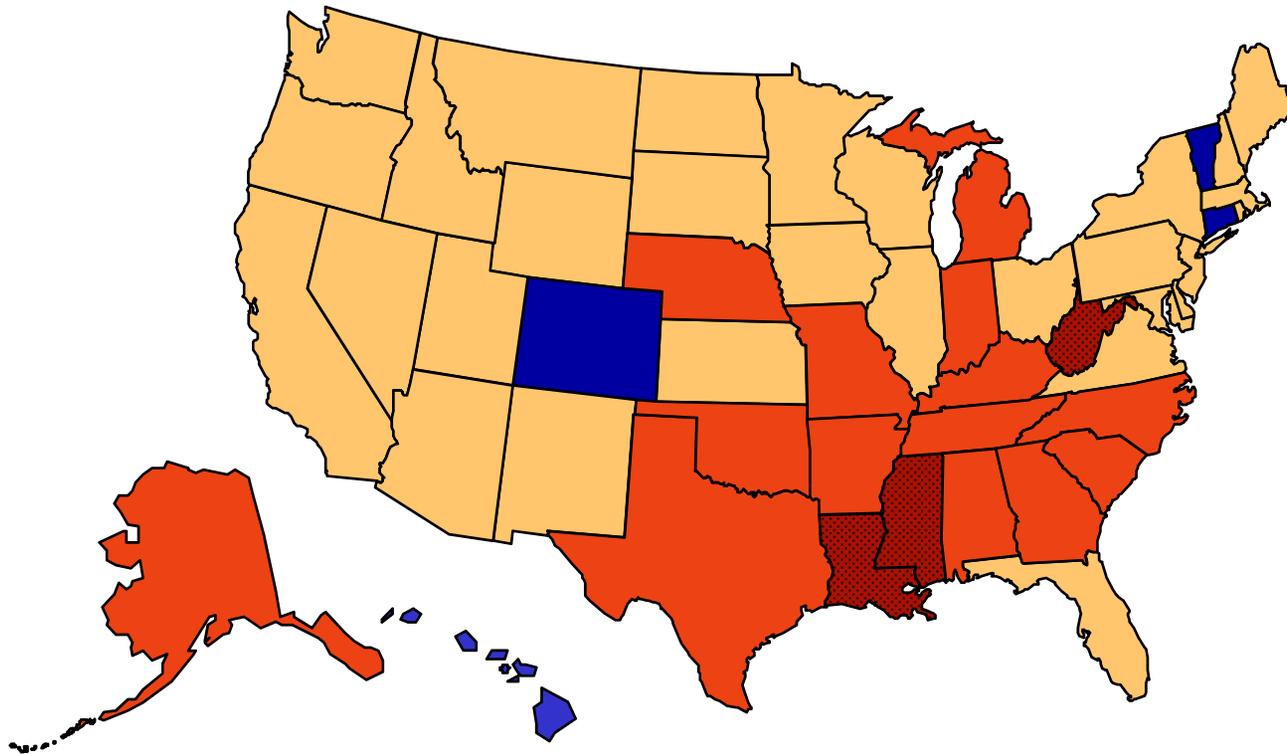
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Obesity Trends* Among U.S. Adults ¹⁴

BRFSS, 2005

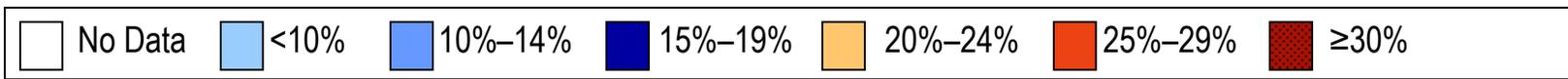
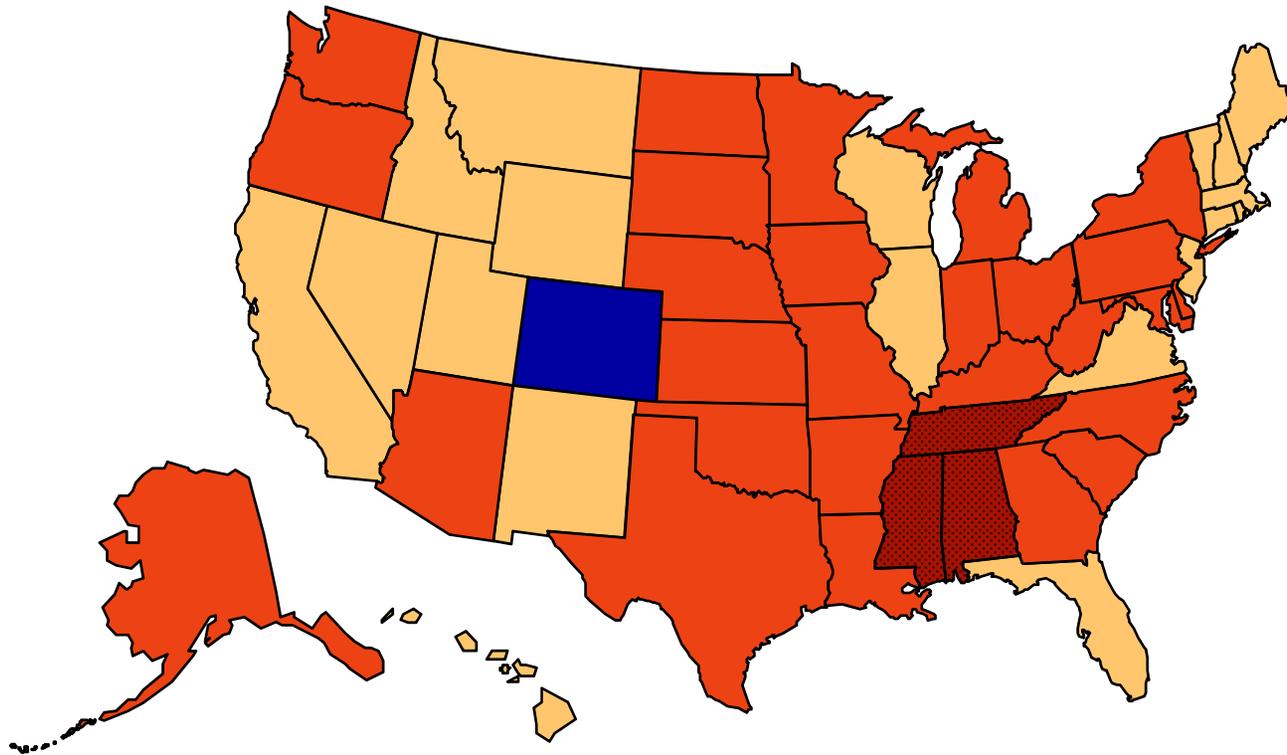
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Obesity Trends* Among U.S. Adults ¹⁴

BRFSS, 2007

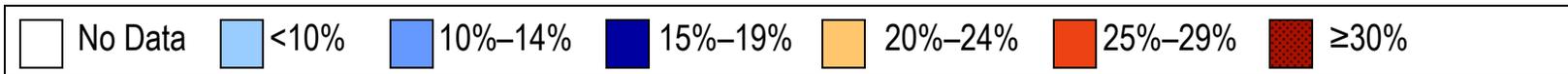
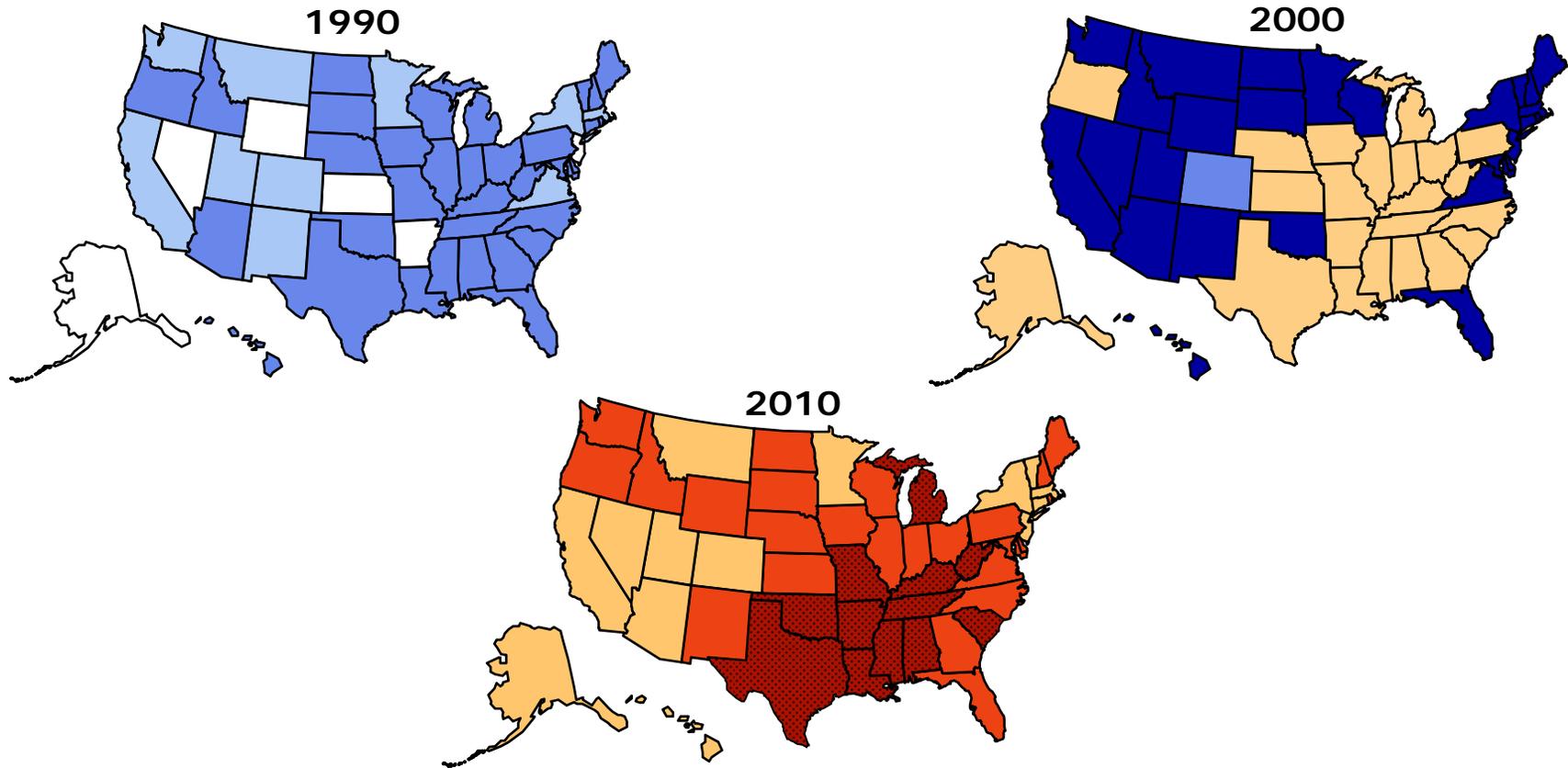
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Obesity Trends* Among U.S. Adults

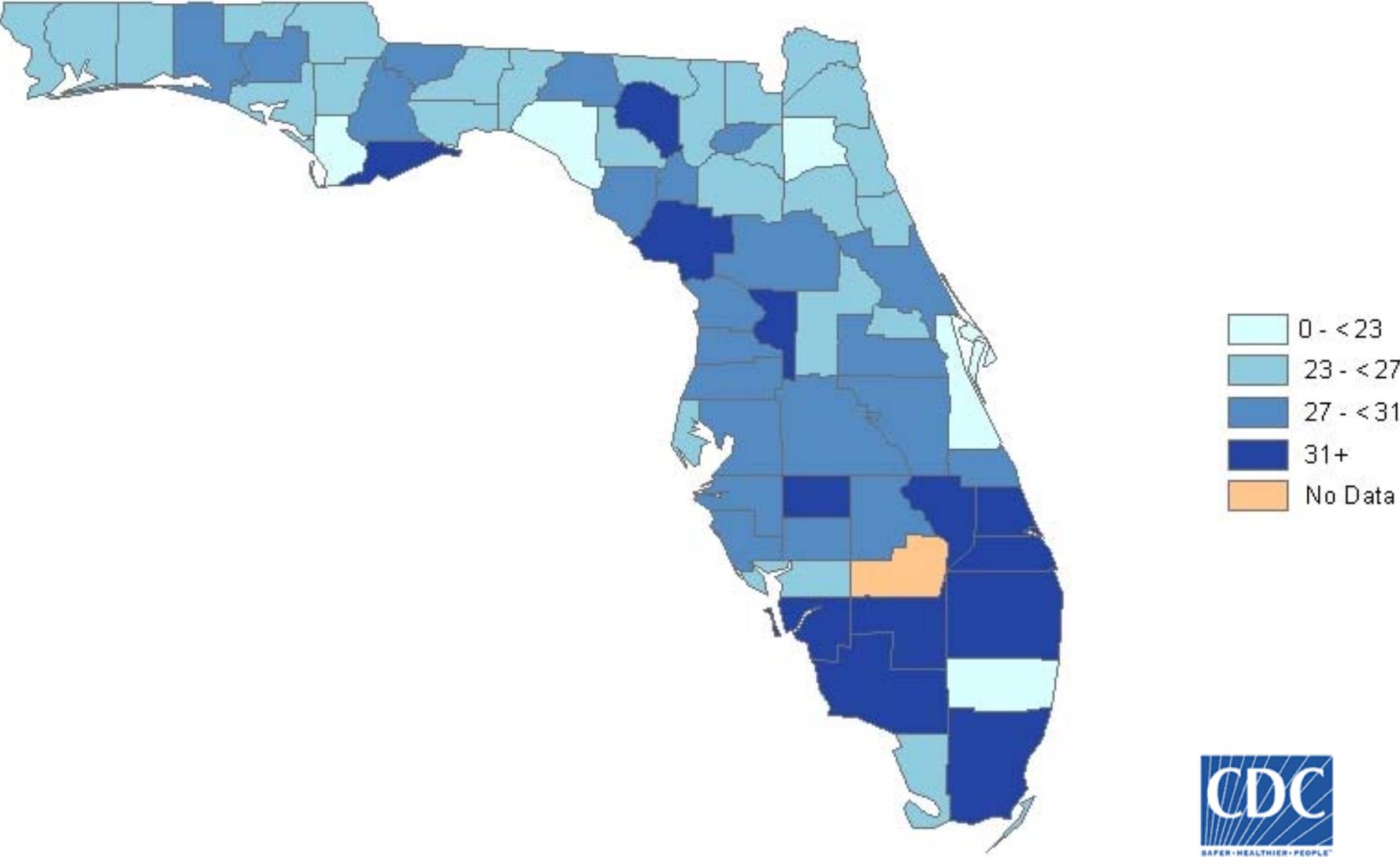
BRFSS, 1990, 2000, 2010

(*BMI ≥ 30 , or about 30 lbs. overweight for 5'4" person)



Florida County-level Overweight/Obesity Prevalence

Low-income, ages 2 to <5 years (PedNSS; 2009-11)



Why are we on this journey?

- **High prevalence of overweight and obesity, even among young children**
 - More than a quarter (26.7%) of children 2 – 5 years old are overweight or obese¹
 - Among low-income, preschool-aged children:
 - 1 of 3 is obese or overweight²
 - 1 of 7 is obese²

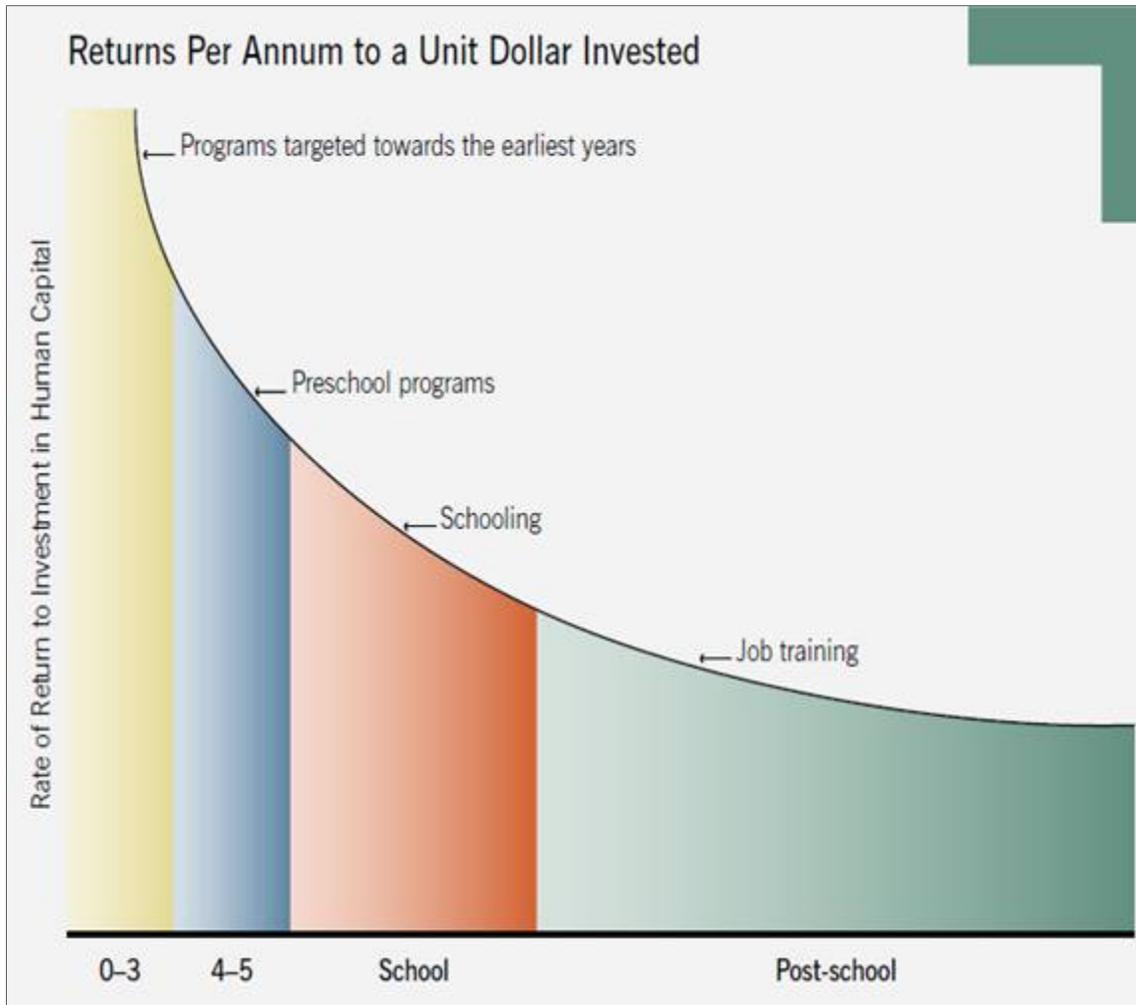


Why are we on this journey?

- ECE is an important setting for obesity prevention interventions targeting young children
 - ECE is the norm: ~ 12 million children spend significant time in ECE programs⁴
 - Important developmental period for habit formation
 - Evidence based research supports the need to provide healthy nutrition and physical activity environments for children at young ages⁵



Why are we on this journey?



(Heckman and LaFontain 2007)



The National Landscape

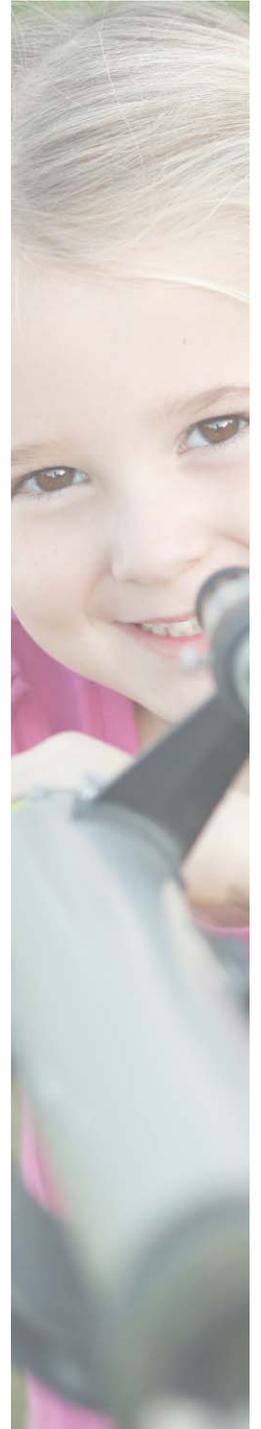
- Jan 2010: Surgeon General's Vision for a Healthy & Fit Nation
- May 2010: White House Task Force on Childhood Obesity Report
- Jul 2010: 1st National Standards for Obesity Prevention in Early Care and Education (ECE)
- Jun 2011: *Let's Move!* Child Care launch
- 2011-2012: CDC Regional Trainings for Obesity Prevention in ECE



ECE Statewide Collaboratives

Project Goals

- Spread and support early care and education learning collaborative approach nationally
- Support states and communities in strengthening partnerships to improve the quality of ECE with an initial focus on obesity prevention
- Learn from the development, implementation, and evaluation of collaboratives to inform future adoption by other states/territories/tribes — “Collaboratives in a box toolkit”



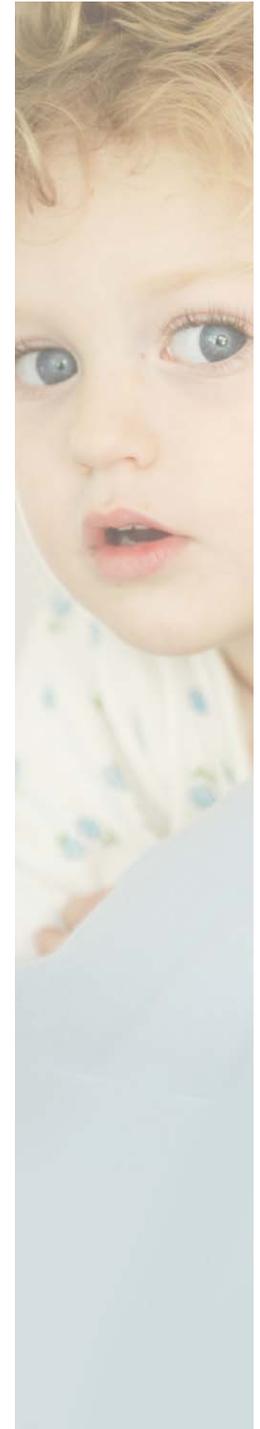
Project Overview

- 5 Year Cooperative Agreement (2012-2017)
 - Y1: 6 pilot states (AZ, FL, IN, KS, MO, NJ)
- Participating states/communities able to adopt/incorporate learning collaboratives into ECE system
- Change outcomes in the following areas:
 - Increase percent of children who eat fruits and vegetables daily
 - Decrease percent of children who consume sugar drinks daily
 - Increase percent of children who have no more than 30 minutes per week of screen time
 - Increase percent of children who are provided age-appropriate physical activity daily



State Implementation

- State sub-contract entity:
Nemours
- Proposed number of collaboratives/locations:
9: Jacksonville, Orlando, Miami
- Recruitment:
Target ECE Programs \geq 100 children



- *State Project Coordinator*
 - Coordinate efforts with state partners
 - Serve as the technical expert
 - Recruit and retain ECE programs
 - Coordinate learning collaborative logistics
 - Support trainers
- *Trainers*
 - 2 per Collaborative
 - Facilitate the *Learning Collaboratives Curriculum*
 - Provide on-going technical assistance

Key Elements of the Model

- ECE Program Leadership Teams
- Learning Sessions
- “Homework” Sessions
- Formal Assessment
- Tools
- Implementation of Individualized action plans
- Breakout groups and technical assistance
- Storyboards



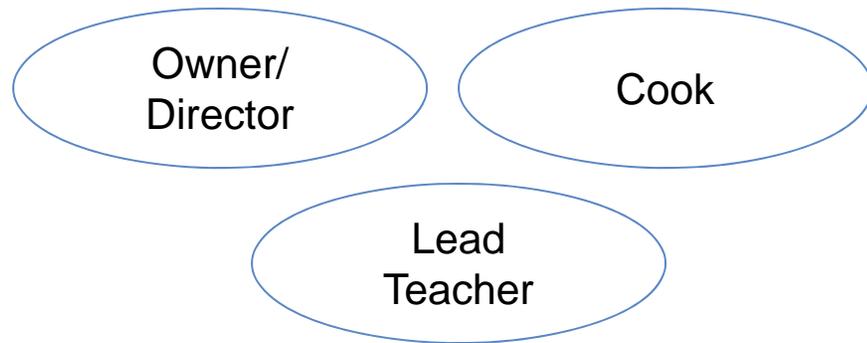
ECE Learning Collaborative Model

Learning Collaborative

30 ECE Programs

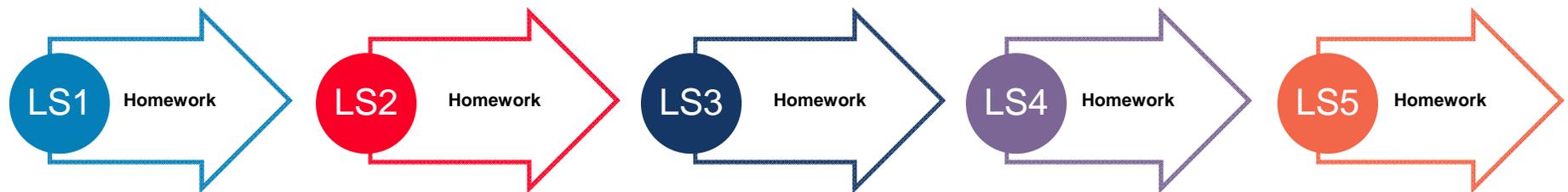
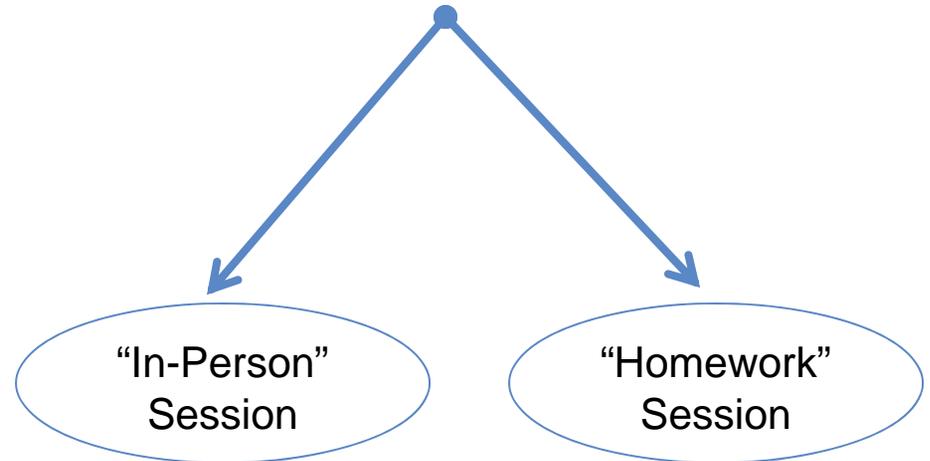


Self-Defined Leadership Team

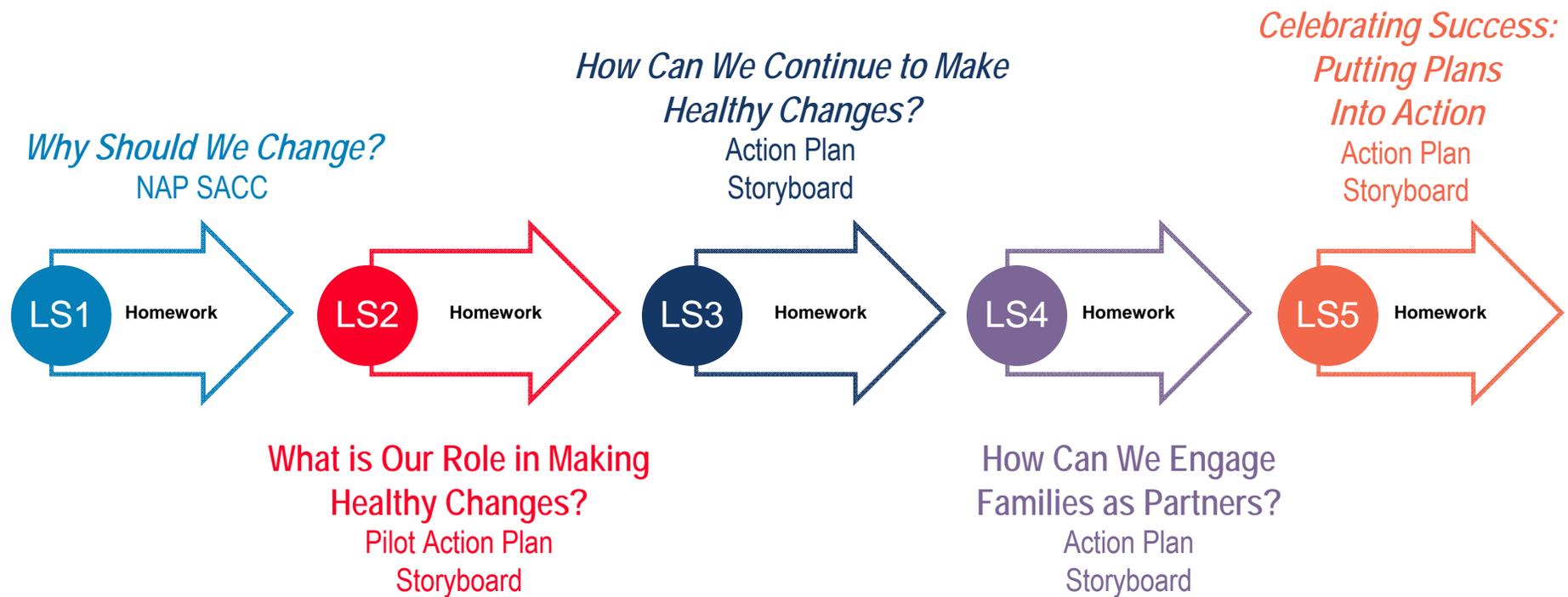


Curriculum

5 Learning Sessions



Learning Collaboratives Curriculum



First Lady Michelle Obama Speech

- http://www.youtube.com/watch?v=EDyALjg9rvc&feature=player_detailpage

QUESTIONS?

Kevin Cataldo, M. S.

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