

Wolfson Children's Hospital FY13-14 Community Benefit

Childhood Obesity, Nutrition, Physical Activity and Pediatric Type II Diabetes

The Healthy People 2020 national health target is to reduce childhood obesity to 14.5%.

Programs:

- I Can Eat a Rainbow
- Kidz Bite Back
- Mission Nutrition
- Food Policy Conference
- Healthy Corner Store Initiative
- Community Gardens Initiative
- Edward Water College Student Wellness Project
- Community outreach and prevention awareness events
- Strategic Investments

Strategies:

1. Increase the understanding of 3 – 7 year olds of the importance of eating a healthy diet that includes at least 5 servings of colorful fruits and vegetables daily by implementing the I Can Eat a Rainbow program.
2. Implement the Kidz Bite Back (KBB) program to 600 children: A kid-created, kid-led, kid-spread campaign to educate fourth and fifth grade students on fast food, soft drink, junk food industries.
3. Work in collaboration with the local Childhood Obesity Coalition to increase awareness about the issue of childhood obesity.
4. Provide a board certified lactation consultant to offer training on successful breastfeeding techniques.
5. Provide Type II Diabetes screening at community health fairs for our faith based partners.
6. Work with wellness coalitions and organizations to increase the number of healthy menu items and store displays to enhance access to healthy food choices in restaurants and neighborhood grocers.
7. Provide support to local wellness coalitions in their efforts to improve nutrition by providing support for local community gardens.
8. Work with faith-based partners by providing healthy nutrition classes in their communities.
9. Partner with the Jacksonville Jaguars Foundation, to implement the NFL Play 60 initiative which teaches 6th graders to increase fitness and improve nutritional habits during critical decision making years.

Program Results:

FY13

- 594 kids participated in the healthy eating, obesity prevention program, Kidz Bite Back, and 2,767 children learned from I Can Eat a Rainbow
- 33,389 individuals engaged in physical activity education and events
- 30,265 persons learned about healthy eating and nutrition at health fairs, health education, and Lunch and Learn sessions
- 2,456 persons received education and training on topics that can reduce the incidence of pediatric Type II Diabetes

The levels of overweight people in Clay, Putnam and St. Johns Counties are above the state level of 37.8 percent. When analyzing obesity levels, Duval and Putnam Counties have percentages above the state level of 27.2%. Survey data show that respondents viewed obesity as the most serious health problem in their communities. Obesity data for non-White residents were not available for all counties in the assessment region, but in the counties that do provide this data, Black residents have higher rates, with the exception of Putnam County. In the region and in the state, percentages of teens at or above the 95th percentile in BMI fall between 10%-15%. St. Johns County is the exception with percentages much lower. These rates are high despite focus group participants listing eating right and exercising (at the gym, walking the track at local schools, etc.) as ways that people in their communities stay healthy.

Source: *Community Health Needs Assessment, 2012*

Teens who are Obese

Location	Percent	Status
County : Clay		
2010	12.1%	
2012	13.1%	
County : Duval		
2010	13.0%	
2012	14.5%	
County : Nassau		
2010	13.6%	
2012	19.9%	
County : St. Johns		
2010	8.8%	
2012	10.3%	

Source: www.nefloridacounts.org

FY13

- Funding provided to Picket Elementary School and Biltmore Elementary School to plant 100 x 100 feet gardens for a master gardener program for students. Students tend the garden and grow vegetables they eat and share with their families
- The Duval County Food Summit is a community-based effort to ensure a quality food system leading to better health for all people. We partnered with the Council in a public conversation to explore our food culture, its impact on the community's access to safe and nutritious food and how we can make more informed choices about our health
- Kids increased their knowledge and consumption of fruit and vegetables as a result of the Kidz Bite Back and I Can Eat a Rainbow programs
- 25 students at Edward Waters College received screening, nutrition screening and physical activity
- The Players' Center for Children's Health was awarded the 2013 Jacksonville Childhood Obesity Coalition Heart of the Community Award
- Completed CHANGE Study -24 patients participated

FY14

- 2,143 kids participated in 130 sessions of I Can Eat a Rainbow, a healthy eating curriculum that focuses on increasing fruits and vegetable consumption
- Over 792 school age children participated in 47 sessions of Mission Nutrition, a curriculum that teaches portion sizes, label reading and healthy food choices
- Kids increased their knowledge and consumption of fruit and vegetables as a result of the I Can Eat a Rainbow and Mission Nutrition programs
- Provided 360 middle school students with healthy eating information and education
- 900 individuals at 15 community events were provided with health education that included breast feeding
- 9 Safe Sleep classes provided parents with education on breastfeeding

FY15

- 2,560 kids participated in 149 sessions of I Can Eat a Rainbow, a healthy eating curriculum that focuses on increasing fruits and vegetable consumption
- Over 1,037 school age children participated in 44 sessions of Mission Nutrition, a curriculum that teaches portion sizes, label reading and healthy food choices
- Kids increased their knowledge and consumption of fruit and vegetables as a result of the I Can Eat a Rainbow and Mission Nutrition programs
- 15 Safe Sleep classes provided 233 parents with education on breastfeeding.

Strategic Investments:**FY13**

- Funding provided to Picket Elementary School and Biltmore Elementary School to plant 100 x 100 feet gardens for a master gardener program for students. Students tend the garden and grow vegetables they eat and share with their families
- The Duval County Food Summit is a community-based effort to ensure a quality food system leading to better health for all people. We partnered with the Council in a public conversation to explore our food culture, its impact on the community's access to safe and nutritious food and how we can make more informed choices about our health
- The Corner Store Initiative collaborated with stakeholders to address health disparities and social determinants, and positively impact food deserts, chronic disease and obesity
- Through Girls, Inc. of Jacksonville 195 girls received physical activity and healthy eating education during summer camp
- 37 Play 60 grants in partnership with Jaguars Foundation

FY14

- Lutheran Social Services/Second Harvest North Florida provided food for families with children for weekends when they cannot access school meals
- DSTJAX Camp Sunshine provided physical activity and support for youth, ages 9-17 with HIV/AIDS or with family living with HIV/AIDS
- City Kids Art Factory Color Me Healthy Project used art creations to increase consumption of fruits and vegetables.
- 47 Play 60 grants in partnership with Jaguars Foundation

FY15

- Five Play 60 grants were provided to community partners, and 32 Play 60 grants were provided to middle schools for a total of 7,055 young people participating in nutritional and exercise activities.

- Supported I'm A Star for youth to develop a plan to reduce obesity in youth
- PACE Center for Girls provided healthy snacks and lunches to their 198 students
- The Bridge of Northeast Florida provided nutrition education to 125 youth through garden club workshops, 125 youth participated in physical activities and 10 youth participated in the obesity workshop in partnership with UF Health
- Support was provided to Common Threads to provide nutrition education to students in partnership with 10 elementary schools in Duval County
- DSTJAX Camp Sunshine provided physical activity and support for youth, ages 9-17 with HIV/AIDS or with family living with HIV/AIDS

Partners:

Baker County School Board
 Childhood Obesity Coalition
 Clay County School Board
 City Kids Art Factory
 City of Jacksonville Parks and Recreation
 DSTJAX Camp Sunshine

Duval County Food Policy Council
 Duval County Public and Private Schools
 Early Learning Coalition
 Edward Water College
 Florida Blue Foundation
 Girls, Inc.

Head Start
 I'm A Star Foundation
 Jacksonville Children's Commission
 Jacksonville Jaguars Foundation
 Lutheran Social Services
 Police Athletic League
 YMCA