



# BROWARD CHILDREN'S STRATEGIC PLAN

"PARTNERING FOR CHILD & FAMILY WELL-BEING"

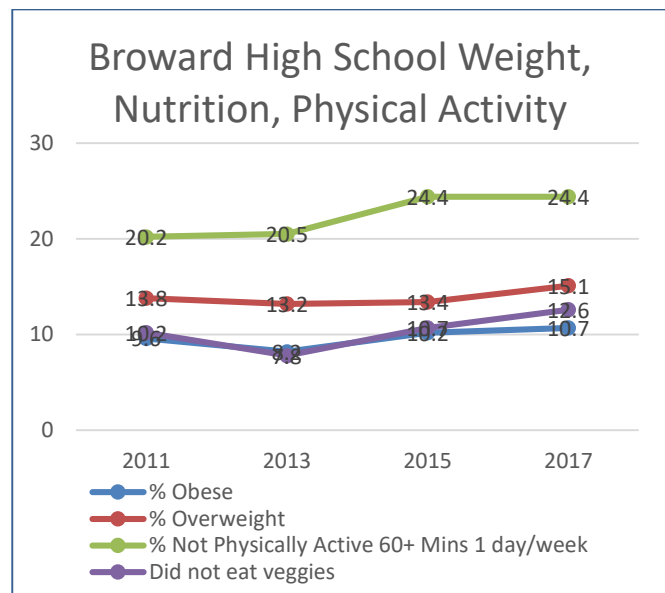
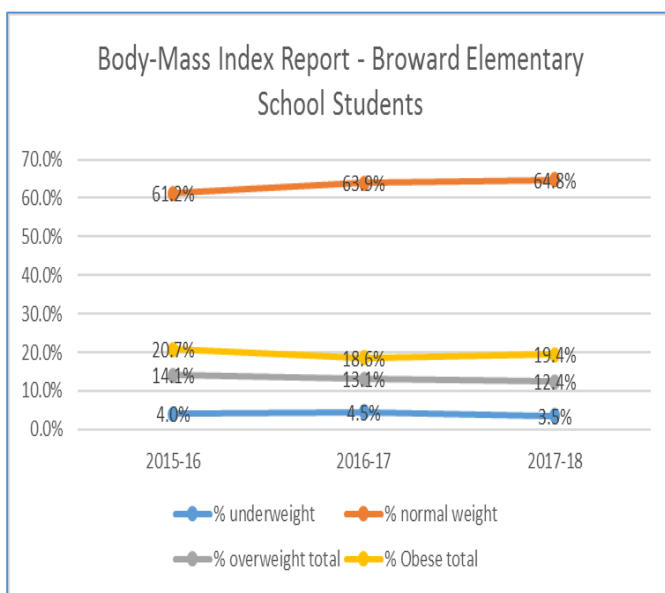


## TURN THE CURVE REPORT NUTRITION AND FITNESS TASK FORCE

**POPULATION RESULT:** Children and adults in Broward County will enjoy a healthy lifestyle to live longer.

**BEHAVIORAL RESULT:** People will adopt healthy eating habits and engage in physical activity.

### INDICATORS



### STORY BEHIND THE CURVE

- Portion of the population who are obese or overweight continues to increase in Broward County, among adults and children.
- Florida Department of Health data shows 66.6% of residents are overweight, higher than the national average and not meeting the Healthy People 2020 goal of 33.9% at normal weight.
- Fewer children engage in regular physical activity, contrary to our goal. Possible reasons: More screen time, busy parents, unsafe neighborhoods, household financial stress.
- Fewer children eat fresh vegetables and fruits, which are key to a healthy diet. Possible reasons: Cooking habits of parents, shift in tastes toward processed foods, tight household finances, food industry advertising.



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## PARTNERS

### Actual

- Broward County Public Schools
- YMCA of South Florida
- University of Florida Family Nutrition Program
- FL Department of Health in Broward County
- Nova Southeastern University
- Children's Services Council of Broward
- Broward Sheriff's Office
- Broward Regional Healthy Planning Council (TOUCH)
- Broward County government
- Broward County Public Library
- Holy Cross Hospital
- Baptist Health
- FLIPANY
- Private fitness industry members

### Potential

- Broward Health
- Memorial Healthcare System
- Private hospitals
- Common Threads
- Broward County Comprehensive School Health Advisory Committee
- Disease Prevention associations (AHA, ADA)
- Food industry associations
- Food industry businesses
- Parent Teacher Associations
- Non-profit organizations
- Medical professionals
- Dietitian professionals
- Community gardens

## BEST IDEAS – WHAT WORKS

- Healthy cooking demonstrations in the community
- Creation and expansion of community gardens and farmers' markets
- Daily healthy meals at 100+ Summer Break Spot schools and locations, plus educational activities at "super sites"
- YMCA Y Fit exercise activities for kids throughout the community

## ACTION STEPS

- Launch the Caribbean Diaspora Healthy Nutrition Outreach project
- Promote healthy food choices in public schools
- Recruit more private child care centers to adopt nutrition and physical activity recommendations
- Devise projects to promote public patronizing community gardens and farmers' markets
- Increase efforts to conduct hands-on education with parents about diet and exercise
- Identify new and improved ways to talk to families about healthy eating and exercise



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- Work more closely with Broward County Comprehensive School Health Advisory Committee (information sharing and projects)
- Regularly provide information to Community Health Improvement Plan
- Consider hosting a regional summit on Nutrition Education (summer 2019?)
- Consider assembling a list of nutrition education programs / professionals in Broward

## ACCOMPLISHMENTS

- Expanded Healthy Weight Champion recognition program for governments that improve facilities and programs to promote nutrition and fitness
- Conducted educational sessions for public school cafeteria staff and parents by chef
- Implemented new rules for healthier snacks in public school cafeterias and school vending machines
- Revised Nutrition and Fitness Task Force website [www.browardnutritionandfitness.org](http://www.browardnutritionandfitness.org)
- UF educational activities at summer camps and local parks