

**Governor's Council on Physical Fitness  
Active Lifestyles Subcommittee  
Meeting Three  
September 26, 2007  
2:00-3:00 pm**

<u>Subcommittee Members Present</u>	<u>Subcommittee Members Absent</u>	<u>Invited Guests Present</u>
Mary Rumburger, Co Chair Don Rapp	Dot Richardson, Co Chair Jennifer Capriati Monty Castevens Thom Epsky	None

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Ms. Mary Rumburger called the meeting to order at 2:00 pm.

### **1. Strategic Thinking and Plan Development**

Jennie introduced the technical assistance representatives in the room.

Jennie discussed the State Plan of Action timeline. This timeline was provided in the binder under the 'state plan of action' divider. This document spells out twenty activities and identifies the staff responsible, begin and end date and status of the activities.

Next, Jennie covered the components that will be in the 'state plan of action report'. These components are spelled out in a word document that is located in the binder under the 'state plan of action' template.

After discussing the proposed components that will be included in the 'state plan of action', Jennie discussed the template example that was provided in the binder. This template goes over a specific objective and she walked through each of the components of the template. This template include: Objective, revised wording, activities, partners, funding needed, policy initiative, start date, progress measure, objective status and other info.

Question asked: What is the funding that is currently available? (Amy Young asked)

Jennie commented on the general revenue dollars for the council from DOH, DOH CDC grant funds, DOE funds, RWJ, etc. DOH committed to compiling a list of the existing dollars that are currently appropriated/diverted to obesity prevention/physical activity and healthy nutrition efforts across the state.

Questions asked: Dr. Schaechter asked about the template example. Is this what Jennie is expecting to see at the end of today?

### **2. Review of Available Resources**

### **3. Report on Individual Tasks**

Mary Rumberger was assigned task P. Mary decided to first identify where the parks, trails, beaches, etc. She found that these are just a 'click away', she also looked at what is being done to market these locations. What can the recommendation be? Increase public awareness to public sites.

Who are the people who need this info? Tourists? Residents? What is the age group? Children? Tweens, teens, adults, seniors, etc? There is a very different approach to each target population.

What are we doing currently to address this group through the tourist sites? Welcome center? Must be a mass approach. The visitor center is a good place to reach the tourist population. How do we address the others? Don Rapp suggested every organization have a point person for wellness. Can we recommend that people get trained on presenting to their organization and other organizations for being a wellness point person for that organization. This person could carry the message.

Ex. How do we get the Governor to bring together all of the faith based leaders to bring this message to their faith-based folks? How do we reach out to the gyms and get them involved?

Can we harness the momentum in February for Step Up, Florida! to promote this issue? How do we use this momentum to promote the Governors message on this issue in February?

Partners: Chamber of commerce, faith-based organizations, gyms (YMCAs),

Essentially we are looking at an awareness campaign to promote this message, a clearing house, speakers bureau, and a train the trainer program.

Can we use the radio? Television? The Governor as the 'bully pulpit'

How do we link current existing evidenced based awareness campaigns? Healthy Floridians web site as the portal?

Could DOH provide resources to the socio-ecological theory for the group? How do we reach individuals with the message at home? With the family? Community? Faith-based organizations?

Is there a way to link this to the Governors Recognition program? Ex. Mary mentioned the 'daylight saving' example. The market is saturated with info about 'daylight saving' can we use 'Step Up, Florida' as a way to saturate the market with information about health and wellness. Can there be a Governors message about this issue that gets everyone involved? State agencies, faith-based organizations, schools, worksites would all be targeted.

Discussion about best practices that link together schools, YMCAs and parks (Representative from Orlando that Mary mentioned). Discussed also 'new urbanism' Randy Trusdale was mentioned from Tallahassee. Expert from Miami mentioned (Don Rapp)

Q. Partner example – Could Publix offer a ‘mini-mart’ type of kiosk in lower socio-economic areas to bring fresh fruits and vegetables to the areas that are most needed? What does that look like? How does Publix get involved?

Ex. Month of awareness (February) could we link the recognition program? Organize a way to report how many steps people took, weight lost, groups that were involved? Etc. A Governors Challenge to the state for participating in the challenge. How do we get businesses involved? Faith-based organizations? Schools? What is the ‘hook’ for the communities to get involved? How do we get them excited about being at the table?

Discussion about is February too soon to launch a media campaign? Is that enough time to get the message crafted and out.

Don Rapp explained that the American College of Sports Medicine has recently increased their recommendation for daily physical activity from 30 min 3 days a week to 5 days a week.

#### **4. Begin Drafting Implementation Recommendation**

Recommendation was made to combine the task P and S. They are both awareness related. This will allow them to have a combined message.

Rewording: “Increasing public awareness of existing programs and physical fitness initiatives through a public service campaign, including information about activities in state parks, beaches, and trails”

What are some of the activities for the public awareness piece?

1. Development of an awareness campaign to promote this message with one specific messages,
  - a. Task Governor Crist with the initiation of the media awareness campaign using the February DOH Step Up, Florida momentum.
  - b. Can this be pulled off on one day? One week? One month? What would it look like to have the Governor do a proclamation and get the message and suggested activities out to the list of partners. What would the DOH do to assist with this? They are already doing their SUF events; these can dovetail into the Governors efforts. Use the DOH partners that are already in existence and put out the Gov message.
2. a clearing house developed of materials for the campaign and the train the trainer program.
3. speakers bureau developed and trained, and
4. a train the trainer program that could reach out to the community to become trained as a ‘point of contact’ for wellness. (see Community Health Worker ppt)

Partners? (list from Stuart Reece)

- Chamber of Commerce
- Governor as the bully pulpit
- County health departments (SUF)
- Schools
- Media partners (state and local)

- Council members
- State agencies
- Native tribal leaders/casinos
- Hospitals/Practitioners/hospitals/insurance providers
- Gyms/recreation center/sports clubs
- Youth based organizations
- City and county governments
- Families
- Florida Association of Realtors/
- Unions
- Retirement villages
- Florida Parks and Recreation Association (city, county and state parks contacts)