

**Governor's Council on Physical Fitness**  
**Monday, October 22, 2007; 10:00 am – 4:30 pm**  
**Northlake Park Community School & Lake Nona YMCA, Orlando, FL**  
**Meeting Minutes**

**Committee Members Present**

Ms. Shannon Miller, Co-Chair  
Mr. Dave Andreychuk  
Mr. Joshua Butler  
Mr. Charles Castevans  
Mr. Carlos Castresana  
Mr. Thomas D. Epsky  
Dr. Javier Garcia-Bengochea  
Mr. Robert M. Keiser  
Mr. Kezarrick "Kez" McCorvey  
Mr. William J. Montford  
Dr. Donald Rapp  
Dr. Dorothy Richardson  
Ms. Julie Ryczek  
Ms. Mary Rumberger  
Dr. Judy L. Schaechter  
Ms. Sheila Sheridan  
Dr. Ana Viamonte-Ros  
Ms. Amy Young

**Council Members Absent**

Derrick D. Brooks, Chair  
Mr. Rocco Baldelli  
Ms. Jennifer Capriati  
Dr. Karen J. Dowd  
Mr. Bob Griese  
Mr. Ken Griffey Jr.  
Ms. Nancy Hogshead-Makar  
Mr. Shaquille O'Neal  
Mr. Corey Simon

**Call to Order**

The meeting was called to order at 10:00 am by Shannon Miller, Council Co-chair.

**Roll Call and Housekeeping**

Roll was taken by Jennie Hefelfinger.

Ms. Hefelfinger first addressed lunch arrangements. The school cafeteria would be providing lunch for the committee at 12:30 pm at a cost of \$3. She informed those attending that there would be a 15-minute tour following the meeting. She stated that there would be an opportunity for public testimony at the conclusion of the meeting on October 23<sup>rd</sup>. Ms. Hefelfinger informed all attendees that the meeting, as required by Florida law (Government in the Sunshine), was being taped and that minutes and transcripts would be available for public viewing on the Healthy Floridian's website.

**Approval of Minutes**

Shannon Miller introduced two new members to the Council: Mr. Dave Andreychuk, former hockey player, and Mr. Joshua Butler, Executive Chef to the Governor. She then explained that Ms. Michelle Brantley resigned her appointment as a state employee representative to the council due to her change of employment to a private employer.

Ms. Miller then recognized the exhibitors that were present. Ms. Ryczek made a motion to approve minutes. The motion was seconded by Carlos Castresana and approved.

**Speaker:** Jim Ferber, President and CEO of Central Florida YMCA & Ray Larson, Central Florida YMCA

Mr. Ferber took a few minutes to describe his career with the YMCA. Under his supervision, over \$150 million of capital expansions have taken place and several public/private partnerships within the community have been created. This includes the Lake Nona YMCA and NorthLake Park Community School complex. He stated that plans are in place for the construction of six new facilities similar to the Lake Nona YMCA and NorthLake Park Community School facility.

Mr. Ferber indicated that parental involvement can be used as a measurement of a school's success. The idea of combining a gymnasium with a school, such as the Lake Nona YMCA and NorthLake Park Community School encourages parents and the community to become involved. A YMCA is a community center that provides positive role models for children. YMCAs have also begun participating in after school activities promoting physical activity among kids. By providing volunteer opportunities for adults, creative physical activities for children and families, and financial support for families that cannot afford the fees, the Lake Nona partnership has demonstrated 70% attendance by families of children enrolled in the school. This facility offers a variety of sports, music and drama classes, a wellness center, a swimming pool, and an extended day program for elementary students. The ultimate goal is to revolutionize schools and school culture.

#### **Council Member Questions for Mr. Ferber:**

Ms. Julie Ryczek

Q: Is NorthLake Park a magnet school? Is it choice-based or enrollment?

A: This is a community school

Q: So anyone who lives here can go here?

A: Yes

Q: What sort of transportation is available for the students?

A: There are 3-4 buses.

Q: Ten more partnership programs in six counties were mentioned. Could this possibly go to the state level? To all YMCAs? Will schools be built onto an existing YMCA facility or will a YMCA be built onto an existing school?

A: The idea is to revolutionize school culture. In Osceola the plan is to renovate an old school and add a YMCA. The sort of facilities provided in this type of partnership, including larger rooms for teaching, attracts the best teachers. Overall the results are positive.

Q: As far as employees, all staff, faculty, and volunteers are screened and fingerprinted. What about other people?

A: Volunteers and staff are, but members are not. With the high school in Apopka screening will be an issue. There have not been any issues with Lake Nona. The school is only accessible through the lobby.

Q: Will there be any barriers or problems with meeting the new mandate for increased PE time?

A: Thus far we have numerous opportunities for physical activity not counting after school activity that make it easy for us to meet this mandate.

Ms. Mary Rumberger

Q: Do you foresee any problems with this public-private type of partnership?

A: One of our locations is surrounded by a challenged neighborhood. It is kept locked, and the YMCA is across the street, caddy-corner. Security is stressed.

Q: Please expand on the Apopka project:

A: Part of the high school is actually being torn down and a new YMCA is being built.

Dr. Ana Viamonte-Ros

Q: Has there been any effect on BMI?

A: A YMCA program called "Club Fit" has been developed to work on measuring and lowering BMI.

Dr. Dorothy Richardson

Q: With the benefits of a partnership between a YMCA such as Lake Nona and a school, has there been any funding friction with other fit clubs like Boy's and Girl's Club and the YMCA?

A: With the middle schools half is given to other programs like Boy's and Girl's Club and half to the YMCA. That point has not been reached, and the present opinion is that more of both are still needed.

Q: During school children are granted access to the Y, but after school do they have to pay?

A: For the after school activities and extended day, they are charged a fee the same as anyone else. However, financial help for those who cannot pay is available. The desire is to refrain from turning anyone away.

Q: What about security here.

A: At Lake Nona all doors are locked and the outside doors are monitored. Safety was a big issue when we first opened the facility. We also monitor the facility using a closed circuit video system.

Ms. Judy Schaechter

Q: Was there an initiative to encourage families to move here? How was it paid for?

A: The developer paid the front end of the cost until there were enough homes and houses to pay for it. This is not available at Apopka. The developer funded the initiative due to the fact that the YMCA and school were here first.

Q: Does it hurt the sustainability of the project if the 25-30 acres necessary, as mentioned before, are not available?

A: To help provide for the cost a fund has been set up and an outreach program is in place to provide full-services in other communities. Innovative partnerships are being sought to continue upholding the motto of "We build strong individuals, strong families, strong communities".

**Speaker:** Ronald Blocker, Superintendent, Orange County Public Schools

Mr. Blocker serves the 11<sup>th</sup> largest school district. Before becoming Superintendent Mr. Blocker was Deputy Superintendent of Operations. Since becoming Superintendent Mr. Blocker has made sure that a wellness policy is in place to state how to approach the

problem of nutrition and exercise. All schools have been equipped with a wellness planning team. The team is responsible for assessing and planning health-related goals and devising strategies to eliminate gaps depending on the school and the school's needs. Mr. Blocker mentioned that based on resources some schools have required a multi-year plan. The ultimate goal is to eliminate gaps in wellness. Plans already implemented include changes in the cafeteria menu. Changes include a move towards zero transfat, increasing grains, lean meats, and salads and, increasing the creativity in the menu, (i.e. Asian stir-fry and Latino inspired dishes). Parental involvement was secured by promoting the "Healthy Challenge." This program provides information and instructs families on healthy food preparation. Mr. Blocker's district has also changed the beverage and snack options offered in high school vending machines. Currently, there are plans for incorporating physical education into other classes.

### **Council Member Questions to Mr. Blocker:**

#### Ms. Julie Ryczek

Q: There are wellness planning teams at every elementary, middle, and high school?

A: Yes

Q: Is there physical education training for teachers and all staff?

A: Physical education teachers are being trained, and the information is going to be incorporated into other classes.

Q: Are adequate resources offered at the district and state levels?

A: If the current position of schools and resources are mapped out and then put up against the desired position, no there are not enough resources. Time and resources are necessary to jumpstart any plan. There is a desire, but a focus has not been made. The foundation needs to be built within the family.

#### Ms. Dorothy Richardson

Q: Has the possibility of extending the school day been considered so parents and kids have time to utilize the resources?

A: Extending the school day is difficult. In high schools an extra period would be needed which has already taken place in some lower-achieving schools. However, in high schools all associated costs are out-of-pocket. What is being done with middle schools and after school programs at the YMCA is good. Elementary schools are similar with extended day activities, but they come at a cost. Because of this, they are not reaching everyone even with financial support.

Q: In extending the day would you incorporate every teacher? Would there be a stipend?

A: If the day is extended an extra period would be added.

#### Ms. Sheila Sheridan

Q: The school menu can be changed overnight, but not the students. In Collier County the menu was tied into the nutrition class. Has something like this had to be done?

A: That has not been done, but taste-tests in class have worked.

Q: This has been done for grades K-12?

A: The process is still evolving

#### Mr. Charles Castevens

Q: How do these approaches spread elsewhere?

A: First direction is needed. Educate all children regardless. Then, provide working models to help with anxiety of creating one.

**Speaker:** Jacquelyn Bick, Miss Central Florida, US

Ms. Jacquelyn Bick was two-term elected president of Future Healthcare Administrators. She currently holds the title of Ms. Central Florida US. Ms. Bick is an active community member and advocates proactive lifestyle choices.

Ms. Bick used the phrase “Awareness, Access, and Achievement” as the foundation of her speech which is also the platform for “Get Moving”. Get Moving is a program that recognizes the responsibility of making healthy living choices. She described awareness as making the community aware of what is out there and of what is being done wrong. Access was used in conjunction with awareness so that the community may be aware of access to programs and positive lifestyle choices.

Ms. Bick finished with the recommendation of simple steps to make simple lifestyle choices for fighting obesity.

No Questions were addressed to Ms. Bick from the council members.

**Speaker:** Bob Norberg, Director, Florida Department of Citrus

PowerPoint provided

Mr. Norberg covered the need for more fruit - specifically citrus - on the school cafeteria’s menu. He stated that increasing fruit juice would help incorporate more fruit into the children’s diet. He detailed the citrus market in Florida and how it is an important part of the State’s identity. Mr. Norberg demonstrated how citrus growers and schools could benefit each other. He gave a few recommendations such as schools should look into contracts with local growers, staying in-state for finding produce, and increasing juice offerings in schools.

**Council Member Questions to Mr. Norberg:**

Ms. Julie Ryczek

Q: Money is needed to have more fruit: Where will the funds come from?

A: Funding will have to come from creative, out-of-the-box thinking. A possibly is partnerships with companies that would benefit. Teachers and nutritionists should be contacted because they have the ability to reach out.

C: Funding as well as time is needed.

Dr. Judy Schaechter

Q: There are limits on juice such as limits on the amount kids should have. They are a good source of nutrition, but have too many calories. How can kids receive the benefits of juice without breaking the limits on juice?

A: Our nutritionist is publishing an article in *Food and Diet* that describes how the nutrition from juice is so high that the calories from juice are balanced. The evidence to

support this result came from a number of tests performed in vitro on the nutrients in juice. Lastly, kids do not drink enough juice to meet the limit so the limits are not a concern.

Q: The council supports what is being suggested. Looking at schools to use local produce, there are barriers such as higher costs to using local growers. So, schools will go elsewhere, i.e. California, instead. How can the barriers be worked around?

A: When the costs of citrus in-state are higher than out-of-state the Florida Department of Citrus should be consulted.

#### Ms. Sheila Sheridan

Q: There are oranges already present in school, but the children prefer them already sectioned. Where can schools go to purchase sectionized fruit?

A: The only fruit currently available like that are tangerines. As the popularity of fruit increases, commercial industries will eventually pick up selling prepared fruit.

Q: Another issue is that some companies already have contracts and cannot guarantee, how can these issues be overcome?

A: Two companies are already prepared to supply fruit demands.

**Speaker:** Carole Strange, Program Administrator, Office of Commissioner Charles Bronson, Florida Department of Agriculture

PowerPoint provided

Ms. Strange briefly gave an overview of recent projects to introduce new and exciting ways of teaching nutrition to kids and families. Ms. Strange mentioned the new campaign of Fruits & Veggies: More Matters, the revamped version of the 5 a Day program. She made the point that kids will learn more from exciting food demonstrations about nutrition than from reading a book. Chef Justin is the main instrument in implementing this idea in schools. His technique is labeled Extreme Cuisine. He visits different schools teaching the kids healthier ways of preparing their food and original ways of cooking healthy food. Food demonstrations are also given for families. The food demonstrations have been so successful that volunteers are sent to be trained in Chef Justin's style so that the program can extend its influence.

#### **Council Member Questions to Ms. Carole Strange:**

##### Ms. Julie Ryczek

Q: Will this program be school based?

A: It will be campaign based, state-wide. Currently, the focus is on low-income families.

Q: This will come out this year?

A: This year, about mid-December

Q: Will the program be implemented in culinary schools? Will the program be implemented in magnet schools?

A: Efforts are being made to go where there are schools with volunteers.

##### Dr. Judy Schaechter

Q: Are there any barriers to this venture?

A: Q: In response to USDA commodities?

A: Right

The barriers all depend on what they can buy. What is given is what is creatively worked with.

Q: With the community program outline, how is the program set up?

A: It is set up within the Department of Education at the national level, i.e. the department of agriculture gives it to the state department of agriculture. So, there are some barriers with federal procurement laws.

**Speaker:** Dr. Toni Moody, Julia Recker

PowerPoint provided

Dr. Toni Moody is the founder of the Health Masters Club. She has been nationally recognized as an expert on health promotion and obesity prevention, and she has received numerous awards such as the Orange County Public Health Hero award. Dr. Moody continues to practice pediatrics in Orlando, FL.

Dr. Moody began with an age-based method of preventing obesity in children. The first step was breast feeding, showing that children are at increased risk of obesity if they do not breast feed. School-based programs were the next step by way of creating good habits. She recommended stepping these programs up. Next, she introduced Healthy Masters Club. She gave a brief history of the program's roots, its current efforts, and future projections for the program. Awareness and prevention was her underlying theme. If an individual is aware of causes and problems, then they can work to prevent them.

Dr. Moody also described the Safe Routes to school program. Topics included implementation in the community, and the success experienced by having the community and parents involved.

Ms. Recker spoke on the Florida Recreation and Parks Association. Ms. Recker stated that Florida Recreation and Parks Association was a membership organization representing parks from around the state. The organization partnered with several organizations including the department of transportation and the YMCA. She emphasized the importance of public parks in the community. Influence of park access on general health constituted a big portion of that importance. She used facts such as citizens with better access to parks and who paid active visits more often made fewer visits to the doctor. Ms. Recker also emphasized the importance of making all parks affordable or cost free. She did state that community planning is another aspect of park planning. She recommended keeping in mind the comprehensive plan when considering the infrastructure of all plans. The comprehensive plan should influence the blue print of personal communities' access to parks.

### **Council Member Questions to Dr. Moody and Ms. Recker**

Ms. Julie Ryczek

-for Ms. Julia Recker

Q: Is Hearts and Parks initiative going to continue as well as Step Up Parks?

A: Florida Recreation and Parks Association is a victim of the budget cuts. They have provided some initiative and planning ideas for parks.

Q: What about schools with playgrounds? Playgrounds are locked, how can access be granted after school?

A: In order to obtain access to playgrounds, it would be necessary to go to the community and create an agreement. Florida Recreation and Parks Association would be responsible for safety after school and during the summer.

-for Dr. Moody

Q: In response to Safe Routes to School, Ms. Ryczek gave an example of how the program was not as successful in her community, and asked Dr. Moody if she considered it a barrier to the program.

A: There are concerns with lack of involvement, but this should be approached with education such as bike and pedestrian safety. Education is key followed by leadership.

### **Break for Lunch at 12:30**

### **Called back Order at 1:45 by Co-Chair Shannon Miller**

**Speaker:** Karen Murphy, Chief of Staff for Department of Health on Behalf of the Office of Policy and Budget, Executive Office of the Governor

Ms. Murphy mentioned that the major questions and concerns were “where would the money come from?” and the need for creative, out-of-the-box ways to implement programs. She stated that on Nov. 9<sup>th</sup> there would be a revenue estimate conference where creative out-of-the-box partnerships and different policies would be discussed. The budget would then be read in early February.

### **Council Member Questions to Ms. Murphy**

#### Dr. Viamonte-Ros

Q: Calgov.org is a wonderful website. It shows the many different corporate sponsors and partnerships that help fund California’s projects. How feasible would a project like California’s be in Florida? Would these types of partnerships be encouraged?

A: The government does have partners. However, anything that would benefit the state is good. Something like this would have to be looked at.

#### Dr. Rapp

Q: Dr. Rapp stated that every entity in-state has to come on board. How is this planned to be done?

A: Council recommendation will help do that. Information to do that will be provided.

Q: Motivation is a major issue. There has to be motivation for this to happen. How will motivation be generated?

A: Recommendations are very important, and they’re due December 1<sup>st</sup>.

#### Dr. Judy Schaechter

Q: What is the expectation of fiscal planning as part of the plan? When the economy was good, obesity was increasing. The money spent in treatment is more than the money spent in prevention.

A: There should not be hesitation with good ideas just because fiscal resources may not be there. The state and governor would shift funds for a good policy.

Mr. Carlos Castresana

Q: What happens when the shifts are not enough?

A: The budgetary needs for the program would be looked at and considered. Then other actions would be looked into.

Ms. Sheila Sheridan

Q: So the council is just forming written recommendations, and the next person would do the legislative changes.

A: Ms. Murphy agreed with Ms. Sheridan and explained that the responsibility of legislative action would be her department's responsibility.

**Subcommittee Breakout**

**Meeting Adjourned at 4:30**