

Governor's Council on Physical Fitness
Thursday, September 27, 2007; 9:00 am - 4:00 pm
University of North Florida, Jacksonville, FL
Meeting Minutes

Committee Members Present

Ms. Shannon Miller, Co-Chair
Ms. Michelle Brantley
Mr. Carlos Castresana
Dr. Karen J. Dowd
Ms. Nancy Hogshead-Makar
Mr. Kezarrick "Kez" McCorvey
Mr. William "Bill" Montford
Dr. Don Rapp
Dr. Ana Viamonte Ros
Ms. Mary Rumberger
Ms. Julie Ryczek
Dr. Judy L. Schaecter
Ms. Sheila Sheridan
Ms. Amy Young

Council Members Absent

Mr. Dave Andreychuk
Dr. Javier Garcia-Bengochea
Mr. Derrick Brooks, Chairman
Ms. Jennifer Capriati
Mr. Charles Castevens
Mr. Thomas D. Epsky
Mr. Robert M. Keiser
Mr. Shaquille O'Neal
Dr. Dot Richardson

Call to Order

The meeting was called to order at 9:15 am by Shannon Miller, Council Co-chair.

Roll Call and Housekeeping

Roll was taken by Jennie Hefelfinger.

Ms. Hefelfinger addressed a few housekeeping items, such as placing cell phones on silent and explaining the absence of Mr. Robert Keiser, who was recovering from a recent injury. Ms. Hefelfinger also informed all attendees that the meeting, as required by Florida law (Government in the Sunshine), was being videotaped and that minutes and transcripts would be available for public viewing on the Healthy Floridians website.

Statement of Governor's Mandates

Shannon Miller took a moment to restate the intent of the Council and the hopes of the Governor in creating a Council on Physical Fitness.

Speaker: Attorney General Bill McCollum, Healthy Floridians Group

Mr. Bill McCollum provided the Council and attending public with a summary of the activities of the Healthy Florida Foundation in its goal to change the current Physical Education Program design within schools. Among the group's recommendations is that an "ideal model" be created for each individual grade level. This model would encourage true lifestyle changes.

Mr. McCollum and his group continue to work toward finding partners and funds for the development of grade level recommendations. Mr. McCollum proposed a one-day retreat where all physical education stakeholders could strategize and formulate a solid plan.

Council Member Questions:

Dr. Ana Viamonte-Ros

Q: Has the Healthy Florida Foundation identified a state currently running a successful national model?

A: No, though the foundation was aware of many great studies and theories, a successful national model had not been identified. Speaker cites the lack of accountability in most programs as a possible cause.

Dr. Don Rapp

Q: Has any thought been given to incorporating academics to physical education?

A: Yes, it had been considered, but at the moment it is in data form only. Concerns included not wanting to turn it into an in-class activity, which often has the effect of limiting physical activity.

Dr. Karen Dowd then commended Mr. McCollum and the Healthy Florida Foundation on such a huge undertaking. Mr. McCollum commented that he looked forward to discussing the development of a model test program within the schools.

William Montford

Q: Mr. Bill Montford also commended them on their efforts and questioned whether the issue of limited facilities was ever explored? Mr. Montford asked Mr. McCollum's thoughts on possibly extending the school day to allow for activities before or after school for physical activity.

A: Mr. McCollum agreed that some thought had to be given to both extending the school day and providing more facilities, but feels that once a concrete plan is in place, the issue of funding both could be discussed

Speakers: *Dr. Allan Sander, Physical Education Program, University of North Florida*
Dr. Jennifer Thorn, Physical Education Program, University of North Florida
Rick Kane, Physical Education Specialist, Physical Education Safe and Healthy Schools, Duval County Schools

See attached PowerPoint Presentation.

Dr. Allan Sander provided welcomes on behalf of the University of North Florida. Speakers took turns in reviewing details provided within the PowerPoint presentation and sharing school health statistics. Dr. Thorn called attention to research that shows a strong correlation between physical fitness and academic achievement.

Dr. Sander encouraged greater collaboration between academic teachers and physical education teachers, and presented Florida's First to Achieve Program, in-class instruction to complement physical education in the classroom.

Rick Kane recognized Dade, Pasco, Duval, Palm Beach, and Orange County schools for their best practices in physical education outlined in the provided PowerPoint presentation.

Best Practices in Physical Education
Program successes

1. Dade, Pasco, and Duval County: held in-service workshops for all of its K-5 physical education teachers
2. Palm Beach County: scheduled closed circuit TV viewing in classroom of physical activity tapes throughout the day

3. Pasco County: school-wide viewing of the tapes via closed circuit TV after the morning pledge
4. Orange County: use of the program mascot “Poppy Panther” to motivate children to become regularly involved

Other Success Stories - Dr. Thorn

In Dade County, all 40 high schools have wellness centers, and 8 middle school centers will be added this summer.

Mr. Rick Kane identified two unique challenges in attracting, training and retaining quality physical education instructors:

1. Planning, preparing and training
2. Elevating the status of the physical education teacher in the school community

In closing Dr. Sander shared a few success stories and encouraged continuous discussions to plan and implement positive change.

Worksite Wellness Panel

Speaker: Sharon Clark, Manager Health Works, JEA Health Promotional Panel

See PowerPoint presentation

Ms. Clark shared detailed employee population information and gave the history of the development of JEA’s fitness center. Ms. Clark offered a summary of the Heart Healthy Initiative which offers a wide variety of on-site screening and interventions for primary care systems. Heart Healthy Initiative interventions include but are not limited to Diabetes Seminars, Industrial Athlete, Walking Works, etc. In summary, Ms. Clark shared with the council her belief that the programs do work and that the benefits are invaluable to employees as well as employers.

Speaker: Beth Mahaffey, VP Human Resources, Baptist Hospital. Jacksonville
Beth Mahaffey’s goal is to create and design a comprehensive and holistic approach to worksite wellness. One idea currently being explored is the creation of a website that details available resources for employees to increase their level of physical fitness.

At the onset of this project, 175 assessments were performed. Her focus initially was workplace safety, injury prevention and heavy lifting. Ms. Mahaffey implemented a process that allows the use of assistive equipment and tools to reduce workplace injuries.

Lessons Learned

- Champions – Champions for the Cause is a great source of motivation among staff. Works best when members of management are used as champions, as it displays support for the issue.
- Resources – Research and be aware of resources in the community
- Return on Investment – Employers must buy into the idea that increase physical fitness among their employees is an investment that will return great dividends.

Community Wellness Panel

Speaker: Wilma Lauray, Director of the Health and Welfare Guild Ministry, Bethel Baptist Institutional Church, Jacksonville, FL.

Program Objective is to enhance health knowledge, provide resources and increase awareness among the congregation and any other interested persons. Ms. Lauray shared details of some of their most successful events, including the Ladies Night Out and Stepping Out.

- Ladies Night Out – provides screening assessments in cooperation with Blue Cross Blue Shield
- Stepping Out – Diabetics screening and support program

Health Professionals are on duty at each church service to provide guidance to the congregation.

Speaker: Debbie Lee, Director, Gainesville Health and Fitness Center, worked with WELCOA for Gainesville to achieve the Gold Well City of Gainesville Award

Ms. Debbie Lee provided an overview of how they worked with a small city group to increase worksite wellness. She made the observation that companies do want to do wellness but don't always know how to do it.

Suggested a three-part plan for counteracting this hesitation:

1. Select a process that each individual organization can buy into and that will work for their individual workplace.
2. Partner with Chamber of Commerce. Ms. Lee cites that she has worked with very influential champions available through this resource
3. Development of committees and groups to assist with planning and implementation
 - Massive amounts of training involved
 - When dealing with CEOs, must be able to answer two main questions
 - What do I have to do?
 - How much will it cost?

Speaker: Mary Ann Steinberg, Step Up Florida! Healthy Communities Program Coordinator for Clay County

The Clay County Health Department participated in the Florida First Coast YMCA Games. Prior to this program, 82% of their staff were not physically active. Over 50% of their employees now participate in the YMCA Games. Part of the program's success is attributed to the implementation of a recognition program that includes brochures that give a point value for different types of activities.

Participation in the YMCA Games has the added benefit of playing on everyone's competitive nature and involves a great deal of motivation and creative thinking from both teams and coordinators. The hope is that encouraging a healthy lifestyle at the worksite will spill over into the employee's home life, affecting other family members, including children. This in turn will assist in enhancing community-based awareness programs.

Speaker: Ray Purvis, Senior Vice-President, Florida First Coast YMCA

The First Coast Games were designed to encourage and implement workplace wellness in corporations that have an interest in wellness. On Oct 13, they will host a 5K River Walk relay event.

Evaluations include eight participants at each location, who were provided with 10 weeks of personal training and then were required to complete a pre and post survey to evaluate progress.

Council Member Questions:

Q: How were top corporate officials convinced to allow employees to participate?

A: Champions and senior level supporters are used to encourage participation. Also, event planners make a conscious effort to keep activities within a 30 minute time limit.

Q: How can we expand this framework to other YMCAs?

A: Mr. Purvis and his group receive calls regularly from other facilities that have heard of Florida First Coast and its YMCA Games. Word is starting to spread quickly about the benefits of this program, so they continue to receive requests for more information.

Mid-Morning Break

Partnership & Policy Promotion Panel

Speaker: Dr. Miguel Fernandez, Senior Medical Officer, Blue Cross Blue Shield of Florida

See Presentation Materials

Dr. Fernandez provided the Council with details on the Better You Program. Starting with a Health Risk Assessment, this program also provides onsite coaching, provided at the time of the Health Risk Assessment. Targeted interventions are based on pre-defined risk categories. Other community-based programs include the Sister-to-Sister program, Kidney Early Evaluation Program (Keep), and American Diabetes Association's Diabetes Exposed Program.

Policy Issues

- Speaker asserts the position that lifestyle issues are policy issues
- FL Gym Class Bill is a step in the right direction
- Socio-economics play a role in physical fitness

In closing, Blue Cross Blue Shield is concerned with wellness and looks forward to partnering with communities and the Council as a whole in working to improve worksite wellness as well as the health of all Floridians.

Speaker: James Bennett, Department of Transportation

Mr. Bennett provided a short history on pedestrian and bicycle accommodations.

Roadway Projects- Creating bike lanes are a good safety plan as well as an encouraging factor in increasing community motivation to become more physically active. All sidewalks are updated to meet ADA requirements in order to ensure safety and mobility for all communities. Mr. Bennett firmly believes that safety and fitness go hand-in-hand. If safer roadways and bike lanes are built and maintained, the users will come.

Council Member Questions:

Dr. Judith L. Schaechter

Q: What more needs to be done to encourage road sharing?

A: Currently, the biggest challenge is a push to increase mobility and safety.

Speakers: Casey Crowe, 6th grade student and participant in “Champions” After School Program

Casey Crowe informed the Council about his involvement in the “Champions” After School Program. Casey expressed how proud he was to participate in the program and how much he looks forward to continued participation in middle school.

Speaker: Scotty Crowe, incoming principal, new Tallahassee Middle School

Scotty Crowe started by commending the organization and effectiveness of the “Champions” After School Program and advocates involvement of all schools. This program emphasizes doing what’s developmentally appropriate for each child. Programs are also run in a manner that encourages safety and security. The Champions Program works with physical education teachers to incorporate these programs throughout the curriculum

- Spill-over of self-esteem ensures that the child’s experience has a positive effect on academic performance.
- Community support from all levels makes a huge difference in the effectiveness of the program.

A brief video was shown about the Champions program. The video highlighted the importance of physical fitness and its impact on future generations.

Council Member Questions:

Question: Who funds the Champions programs?

Answer: Capital Health, Titus and other community partners stepped up and donated to make this program possible.

As per William Montford’s request, Scotty detailed that the teachers in these schools are also active in this program and this is yet another motivator for students who are unfamiliar with seeing their teachers in workout attire, sweating and participating in physical activity.

Speaker: Stuart Reese, Institute for America’s Health

Mr. Stuart represents a collaborative of agencies interested in improving Florida’s health. This group works closely with the Centers for Disease Control and Prevention and also focuses on public and private partnerships.

They are currently working on broadening partnerships and taking programs to the community level versus the school level that they currently work with.

Mr. Stuart took a moment to briefly summarize the Robert Wood Johnson seminar and provided details about funding that will soon be available for obesity prevention.

He advocates that a strong effort is needed before we will see true results in obesity prevention. Three components of this effort are required. The program must be:

- comprehensive;

- coordinated;
- and integrated

Speaker: Dr. Janet Silverstein, Professor of Pediatrics and Chief of the Division of Endocrinology, Department of Pediatric Endocrinology, University of Florida, Diabetes Advisory Council

See PowerPoint Presentation

Dr. Janet Silverstein and her group were appointed by the Governor to advise the Governor's office and the state Surgeon General on diabetes needs for the state. The group is comprised of various career professionals, all of whom are [appointed by the Governor.

Highlights:

- Bogalusa Heart Study – of 186 overweight children 77% were obese as adults
- Obesity is associated with the metabolic syndrome
- Parental modeling is a huge indicator of risk for diabetes
- A strong correlation exists between TV watching and risk for obesity
- Recommended that all children have at least 50 minutes of physical activity daily

See list of interventions supported by the Diabetes Advisory Council. See PowerPoint

Speaker: Anta James, Project Manager, **Defeating Diabetes through Education, Awareness and Leadership; A New DEAL**, Duval County Health Department

See PowerPoint Presentation

Anta James' work focuses a great deal on migrant workers and indigent populations. With help from community-based partners, they work to identify and recruit community health workers.

A New DEAL includes paid community health workers (CHW) who reach out and work in unconventional settings to serve all populations. Among their successes has been reaching black males in unconventional locations, such as the local barbershops.

Ms. James encourages thinking outside the box to ensure that all populations have the opportunity to increase their awareness and benefit from community efforts.

Adjourn for Lunch

Speaker: Kevin Holzendorf, Liaison to the Mayor's Council on Fitness and Well-Being, for Mayor John Peyton.

Mr. Kevin Holzendorf attended as the Mayor's liaison and expressed the Mayor's concern with how people are being engaged and made aware of these efforts to increase physical activity.

The Mayor's Council hopes to:

- Engage parks and recreational facilities in the Mayor's efforts to improve health.
- Encourage open discussions and family activities for modeling proper behavior.

Mr. Holzendorf expressed the Mayor's level of excitement at working with the Governor's Council in improving the health of all Floridians.

Speaker: Jennie Hefelfinger

Ms. Hefelfinger shared with the council a letter from the Governor's office. The letter expressed the Governor's request that each Council Member visit an elementary school to obtain a first-hand view of how physical fitness and nutrition were being addressed. Among the items for Council Member review is the lunchroom and its policies. Council Members are also tasked with finding and exploring any unique and successful practices, and reporting results to the Governor's office. Council Members are asked to coordinate their visit through Jennie Hefelfinger and her Department of Health staff.

Subcommittee Breakouts – Direction provided by Shannon Miller.

Subcommittee Reporting

Education Subcommittee

- Create standards for health lifestyles
- Review barriers to providing physical education, to include ADA barriers, gender, disabilities
- Identify link between academic achievement and physical fitness
- Increase accessibility to facilities on school campus and within communities
- Review college physical education policies
- Review training currently offered to physical education teachers for retention and continuing education

Health and Nutrition Subcommittee:

- Review nutritional value of school meals
- Improve the nutritional standards for school nutrition programs
- Develop a school report card to report to parents what their kids are being served. Schools will be graded on nutritional integrity of food service programs.
- Star program – Foods on the serving lines coded for nutritional quality
- Review current snack and vending machine options in schools
- Partnering with Dept. of Agric. to provide more fresh fruits and vegetables for schools to provide for students at a reasonable price.
- Investigate the success of the state employee wellness program
- Review recommendations of the 2004 Task Force on Obesity for DOH; encourage building off of this model
- Develop a Governor's Wellness Recognition Program

Active Lifestyles Subcommittee:

Objectives P & S in Executive order 07-52 were combined to allow for a concentrated effort in "increasing awareness"

- Task Governor with the initiation of a healthy service campaign for healthy service month
- Involve DOH's list of partners
- Speakers' Bureau developed and trained to reach out to the community and corporate locations
- Develop points of contacts within each partnering organization

Public Comments

Steve Jacoby, Paxen, Publisher of Educational Materials

Mr. Jacoby represents a group that is designing a web resources page that would make physical education lesson plans available to all teachers. This site would provide curriculum data for access by teachers. Lesson plans will enable educators to educate students on physical education within the classroom. This is only available for K-5 curriculum, as no pre-k curriculum currently exists. They will continue to work on developing plans for pre-k and other grades. Mr. Jacoby will provide a link when testing is completed.

Kay Gulick, State Wellness Committee

Ms. Kay Gulick provided an update on the state wellness committee and the programs they are working with to improve state worker health as well as the health of corporate groups. Ms. Gulick cites that Recognition Programs are key in ensuring continued participation in these programs. Currently the state wellness committee is engaged in developing a statewide initiative for state wellness.

Anne Thenot-Siegel *Personally concerned with freshman and sophomore class safety and self-defense*

Ms. Siegel has attended the Council Meetings in the past and hopes to continue attending to promote the introduction of self-defense classes at the high school level as part of their physical fitness requirements. She believes it will serve to increase physical fitness as well as to provide older students with a means for defending themselves. Her proposed course would only require 15 hours of instruction.

Rick Kane, Physical Education Specialist, Physical Education Safe and Healthy Schools, Duval County Schools

Mr. Rick Kane asked that the council consider the perspective of how each district funds its physical education staff. A barrier to implementation of proposed council mandates may turn out to be staffing at the schools.

Invited members to attend FAHPERD conference in Orlando on November 1, 2 & 3.

Meeting Adjourned at 4:00pm

Taken by: Marriette Desir

Submitted for Approval by: Jennie Hefelfinger, Executive Director

Approved by: Shannon Miller, Co-chair