

**First Council Meeting
August 24, 2007**

Public Comment

Nancy Hogshead-Makar: Okay I'm going to call the meeting back to order. If everyone could please sit down, I would appreciate it. We have a number of speakers who are going to speak for this public portion. Your comments are limited to two minutes. Now, I don't like being the bad guy. I really don't. And I am a parent of three children under the age of six. So you know that I --- that I've gotten better at this role. We're going to have to cut you off after two minutes just because we really want to hear from everybody. We're not going to be able to if we don't get through this. Our speakers are in the order that they applied in the front here. Our first speaker is Nicole Bruer. Yes, would you please go to the mike. You know I really don't think that is Nicole Bruer under there. Who is that?

Phibby Fitness: No, my name is Phibby Fitness, and I wrote the governor about my program. "Phibby" came from the word amphibian. I teach land and water exercise in the community. My colors represent the basic muscle groups of the body, and also the colors of energizing foods that we all should eat. I work in the community. I subcontract with the county. I've done Step Up, Florida! and different programs. I've written a book, and I have six other characters that each, I'm a little nervous sorry, that each teach literacy, nutrition. I have an Aunt Phibian who is about cooking and teaching kids proper preparation in a fun way. And the whole program is fun, non-competitive. I would love to be a mascot or, for the State of Florida and work with kindergarten to third grade. I think after third grade they think it's not cool or they realize that --- but that's basically it. And Nicole Bruer is a fitness professional who, I work with a wide range of children to seniors. My oldest is 91 years old, and my youngest is three. So, as far as clientele, and I've done a wide range of things. So, I just, I've seen it all and we're all here for the common goal. And everything that everybody has said here, whether it be statistics or just experience, it's all true. And, I know that, I go to fitness conventions. And I also would offer to you to seek out personal trainers or go to AFA or AEA or ACSM and seek out personal trainers or group exercises instructors in the community because I'm sure that that may be a way of funding as an issue as far as hiring more personal --- PE teachers.

Nancy Hogshead-Makar: Okay. Thank you very much.

Phibby Fitness: Thank you.

Nancy Hogshead-Makar: Our next speaker is Amida Jimenez.

Amida Jimenez: Hi, I am, I'm going to be quick, I'm a chef and I also am a student in the exercise science program at USF, and I'm here as also a mother. I'm very concerned about the school lunch program, and I have been for a very long time as a PTA officer. And, one of the things I'd love for the council to address is we all know really without speaking it, I'm going to say it, the impediment to the school lunch program is really the commodities program, and the government USDA is enforcing these surplus foods need to be used in our school lunch program in order for those funds to be given to these free and reduced school lunch. But there are many programs across the country that are addressing this and looking for other ways to get the funding so that we can have farmed

school programs. One of them that is a great model is Anne Cooper's program at the Berkeley Unified School district in California, and now that Crist has a great relationship with Schwarzenegger, maybe that is something that could be looked into. There is the edible school yard at her place. She has transformed it so that they are serving wonderful healthy foods in their school lunch program that get local produce. That get have the farmers come directly to the school. And so there is especially if we look at ways in which you can take experience of restaurant owners. You've got a system here where you have no labor cost and no overhead. You have just the food cost. So, if you only have food cost that you are dealing with in the school lunch program there are ways where other people who can pay can actually pay for the food, and then the subsidized ones would be covered that way. So that's one thing. I have a, that's it? I don't have any more time? It's gone really fast.

Nancy Hogshead-Makar: Lisa Creswell?

Lisa Creswell: Hi, good afternoon. My name is Lisa Creswell. And I work for the American Heart Association. I'm also chair of Florida Action for Healthy Kids partnership, which has about three hundred members in the state. And I'm a member of the Coordinated School Health Program, School Health and Education Consortium. So, mainly I wanted this afternoon to let you know about the collaboration and partnership that exists among these groups. And we did partner with Mr. Montford to send a letter that hopefully you've all received by now letting you know about the many existing resources that are out there. I heard some of the discussion at some of the tables, and I was happy to hear people saying that you will be looking into those because I don't think it is really a matter of recreating the wheel. There is a lot of great existing programs, best practices, groups out there that can take your charge and take it forward. So I just wanted to offer that that we would look forward to being a partner and a resource for you, and also to just draw your attention to the recommendations that we have come up with from the American Heart Association. Thank you for your time, and thank you for your service.

Nancy Hogshead-Makar: Thank you Lisa. Patricia Huston is next.

Patricia Huston: That's like in Houston we have a problem? Okay. Can anybody in the council tell me what this is? (shows object)

Nancy Hogshead-Makar: Oh, I know!

Patricia Huston: Oh, I'm excited! What is it Nancy?

Nancy Hogshead-Makar: It's a it's a an advanced gameboy.

Patricia Huston: That's close. Yeah. Christian can you tell them what it is?

Nancy Hogshead-Makar: It's a it's an Ninenten a Nintendo DS

Patricia Huston: Yes. It is a Nintendo DS, and for all of us baby boomers out there this is a platform to reach your student. And what I have done is I'm a technical, I work as a program chair for a technical college. And I teach video game design and my students, which Christian is here with me today, and I have come up with a prototype for a game on health and nutrition affectionately referred to as "My Bod". Sounds like the ipod, but in

essence, it is going to allow a student to recreate a vision of themselves. And I'm just wondering, where can I talk to somebody on the board about presenting this to you as a way to reach your students? And it doesn't matter if that student is ten, eight, or fifty-one like I am because it has appeal to all demographics. And I think the council is also looking at helping people in Florida whether they're two or fifty-one or how old are you Don? A young 81? Older, my dad just turned 80. So that's my question, where could I talk to somebody? Cuz there is interest by the kids. This is a way to reach them. Especially if our first speaker told us that the kids are watching TV or playing video games three hours a day. So, thank you.

Nancy Hogshead-Makar: June Fillian is next

June Fillian: First of all great job, and I'm going to take a phrase from the young man yesterday from the Special Olympics. He said to think goal and a few years ago, eight years ago I took on the chairmanship of the School Health Advisory Committee here in Hillsborough County, and at that point I said "we're going to think goal". And we were eighteen people sitting around talking about basically head lice and what to do about that. And now we're eight years later, and we are about 125 people, and what we do is we work under subcommittee when we have a project. And what we have become is a collaborative; more than 50 percent of our group are from the community. They are, and that is creating tremendous resources for our school district. The one thing that I would like to say is in 1973 this became a mandate, and it was supposed to bring the DOE and DOH together as a resource or a collaborative for school health services specifically, and now in 2006 last year it has adapted membership must reflect the eight components of the coordinated school health model. So, we're right back to exactly what we've been talking about all day. That model will work. It works for everyone. Now the problem to me is that, I'm so sorry I'm all over, okay. Well, what you need to really think about is to try to get some funding maybe some stipending for the chair of this committee. I've been doing this for eight years voluntarily. But if you have a school district person or someone, they're going to have to take a lot of time out of their day if they're going to make it a successful committee, and that would be my plea.

Nancy Hogshead-Makar: Thank you June. Heidi Katzin?

Heidi Katzin: I met many of you yesterday. I run a business in Jacksonville called That-a-Weight Kids. We specifically provide nutrition plans for overweight children and teens. Can you not hear me? Is that better? One thing that I wanted to bring to your attention, I see today that there are a lot of things already in place, specifics for, requirements for school lunch in particular. I walk through the schools of Jacksonville as part of what I do. I collect menus from the kids I work with. None of that is being adhered to. At least in Jacksonville I can tell you that. I have never seen a healthy lunch. I have never seen a chef salad or an oriental salad on a menu. I have seen kids with two or three hamburgers, French fries, cookies, and an apple, which will get thrown away, on a plate eating it as fast as they can. My concern is taking it from the administrative level as high as you all are and taking it down to the local level. How are you going to administer this? There are so many schools out there. And unfortunately on the local level the administrations are not on board. They want nothing to do with me. I can tell you that right now. The threat that I can give to them by bringing forward, they are not very happy with. This mandatory PE kicked in this past week with the first week of school. I had 50 kids in my nutrition class Wednesday night. My first question, "tell me about PE this week". Only one kid, one, actually did physical activity in PE. They brought their books,

they brought their workbooks, they sat in the gym, and PE was on the schedule, but they never moved. Please be aware, it has to come down to the local level. In addition I really recommend having some sort of an educational program for families. There is this misconception that to eat healthy is too expensive. I've put together budgets for the families I work with. It works. My time is up.

Nancy Hogshead-Makar: Thank you very much. Martha Harbin.

Martha Harbin: I'm here today in my capacity as the executive director of the Florida Beverage Association. We were formerly known as the Florida Soft Drink Association, but we've changed the name to reflect the wide variety of products that our member companies distribute. And I wanted to let you know about the voluntary school vending guidelines that the industry is has implemented and is being phased in in Florida as the vending contracts come up for renewal. We developed these in 2006 at the national level working with the alliance for a healthier generation, which is a partnership between the American Heart Association and the Clinton Foundation. And basically in middle schools the only products that will be allowed to be that will be offered by the bottlers to be stocked in the vending machines will be water, milk, and 100 percent juice in 10 oz. servings or less. At the high school those same things plus low calorie offerings. So at the high school they'll still have access to the diet sodas and the sports drinks, but they have to have a calorie content, and I don't want to say it wrong, but I think of less than 10 calories an ounce or something like that to be able to qualify. And so I just wanted to let you know that the industry has heard the concerns and is proactively taking steps to acknowledge the special setting that the school is, and the fact that kids are captive audiences, and making sure that the products offered are appropriate and ones that the parents appreciate. Thank you.

Nancy Hogshead-Makar: Thank you very much. Next we have Mary Chris Patrika?

Mary Peterika: Peterika

Nancy Hogshead-Makar: Peterika

Mary Peterika: I am here as a Hillsborough County School employee. I'm also the project manager for the Steps to a Healthier Florida grant that is here in Hillsborough County. I'd like to be able to say just like the fellow yesterday here from project GYM who worked in a creative problem solving mode to solve the health needs in his community, and just like you all are here, I applaud you for your commitment, to creative problem solve our health needs for the state, to address the needs for the state. These schools by having healthy school teams, it's a way that the collective talent and resources of the people that have a commitment to health whether, it's the lunchroom manager, the nurse, the physical education, guidance counsel or whatever, the fact that they can all come together and address their needs to the school community is one of the ways that we've heard today being addressed. Several times we've heard make us more accountable. I'm thinking one of the ways that could be sort of a, wouldn't be necessarily a funded mandate, would it need to be a funded mandate, but if you could recommend that the schools that do have healthy school teams, that are providing health goals for their school improvement plans, to kind of create a systems change to really address the needs of the whole child within their school community. If they received credit bonus points somehow, if it was tied to the criteria of the school grading system. So, whether you were an A school B school you could get extra sort of bonus

points because you are worrying not just about the strict academic performance, but really addressing the needs of the whole child. That would be a way, and it wouldn't have to necessarily initially be funded, but the people that are already the grassroots efforts that were already happening that we've heard talk about today. If they were recognized that that was valuable, and we want to give you credit for it, more people around the state are going to wonder "how can we do that as well?". So, thank you.

Nancy Hogshead-Makar: Thank you. Chip Thomas?

Chip Thomas: I was counting on a podium. I won't ride my or I won't drive my car when I can ride my bike, and 10 miles in this heat sometimes you have to compromise on your tires. So, focus on the message if you can. Two topics, first nutrition needs to be part of the agenda. It needs to be taught in school. It's a life long skill, and it's pretty obvious right now that kids are not getting good information, good guidance at home. Find a way to get in through curriculum. It's every bit as important as everything anything else that we teach. Second, nobody is walking to school anymore, and I don't think you can underestimate the consequences of this on a big scale. It's a national problem, but it can be solved on a local basis. Parents are the cause, but kids can provide the solution. They can be the voice of reason if used correctly, and I'll get to that in a second. For a kid who lives within a mile from school, if they walk everyday from K-5 that's 2100 miles for six years. If the parent accompanies them that parent walks 4200 miles over a six year period. Is there anyone in this room who wouldn't benefit from walking 4200 miles in the next six years? Not to mention all the gas that you don't use. We're teaching our kids that "why walk when you can drive?" "don't walk when you can drive". We're raising kids that are more dependent on a car than we are, and there's a lot of very compelling reasons that that's a bad direction to go into in addition to the health aspect including road congestion and our future of our oil supplies and pollution and climate change. School boards can encourage and put pressure on schools to promote walking over driving. Kids can get involved. The parents will listen to the kids, and so I think it needs to come down from school board districts down to the schools, whether it involves contests to see who can convert the most amount of parents. I see it. I've been walking my girl to school every day for three years now, and the amount of people everyday that drive walkable distances in this day and age just boggles my mind. So, everybody's turning their head the other way. We need to do something about this now. Thanks for your time.

Nancy Hogshead-Makar: That concludes the public comment session of this of the meeting, and actually concludes our meeting. I'd like to thank everybody here for all their time. I think you know when you all talk you're preaching to the choir. We really want to make this happen. We really want to make Florida healthier and to enable kids to be able to have the tools for them to have a healthy lifestyle for the rest of their lives. In my group we were talking about how being healthy is like Maslov's Hierarchy of Needs. Before somebody can really be self-actualized or get into the IB programs they need to be healthy, and they need to have the tools to be able to do that, and that's what we're here for. I'd like to also remind the members here about the Government in the Sunshine laws. Okay, we talked about that on the conference call. That was a public meeting by the way. So, because there is a lot of good ideas here, and we need to keep it going, but at the same time we need to make sure that the public has access to what it is that we're doing. With that is there anything else, Jenny, that I ...