

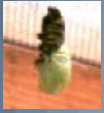
Broward County's Nutrition and Fitness Strategic Plan

**Developed by: Broward County's
Nutrition and Fitness Task Force**

An Issue



- **Obesity** – Especially Childhood Obesity becomes a recognized issue
- The **Coordinating Council of Broward** recognizes obesity as a major health issue in Broward County
- The **Broward Regional Health Planning Council** recognizes obesity as a major health issue in the District Health Plan
- The **Broward County Health Department** recognizes obesity as a major health issue issue
- The State of Florida recognizes obesity as a major health issue and the **Governor's Obesity Task Force** is convened



Childhood Obesity Gets Attention

- **Memorial Healthcare System** and the **North Broward Hospital District** receive a Robert Wood Johnson Grant to initiate Schools of Wellness within **Broward and Palm Beach County Schools.**
- **Broward County Schools** convene a fitness and nutrition committee.

Broward County recognizes the need for a Nutrition and Fitness Strategic Plan

- **Broward Regional Health Planning Council** partners with **Nova Southeastern University** and receives a planning grant from **The Health Foundation of South Florida** to develop a Nutrition and Fitness Strategic Plan
- **Broward County Health Department** develops a position for a Nutrition and Fitness Coordinator

Nutrition and Fitness Task Force Develops



The **focus** of the Task Force is to have a coordinated effort throughout Broward to address Nutrition and Fitness.

The **goal** is to promote awareness and understanding of the individuals and organizations that have a vested interest in mitigating the obesity epidemic in Broward County and to continue the work initiated by the Governor's Taskforce

Mission

To promote physical wellness, optimal nutrition, and positive healthy lifestyle skills for all people in Broward County.

Vision

- **Community collaboration**
- **Development of initiatives that educate and empower the people of Broward County**
- **Optimize physical and nutritional well-being**





Development of the Plan

- **Nova Southeastern University** surveys over 125 persons in Broward County on Nutrition and Fitness.
- **Nova Southeastern University** holds Nutrition and Fitness Focus Groups with Broward County Residents.
- **Nova Southeastern University** and **Broward County Health Department** develop a resource listing of all Nutrition and Fitness related sites and programs in Broward County.
- **Broward County Health Department, Broward Regional Health Planning Council** and **Nova Southeastern University** work with the **Task Force** to develop the plan.

Plan Goals

- **Improve health associated with poor nutrition and lack of regular physical activity for children, youth, adults and older adults in Broward County.**
- **Promote healthy food choices for children, youth, adults, and older adults in Broward County.**

Plan Goals (continued)

- **Improve fitness through regular physical activity for children, youth, adults, and older adults in Broward County.**
- **Improve and enhance access and dissemination of information on nutrition and fitness for children, youth, adults, and older adults in Broward County**

Visionary Plan for Taskforce

- Explore the actual problem of obesity within Broward County and identification of problem areas and major objectives.
- Research across the nation initiatives used to implement programs addressing the problem of obesity.

Please note:

The taskforce focuses on all segments of the population: from conception to senior adults, not excluding the disabled.

Long-Term Goals

- Educate the community (stakeholders) on the problem of obesity within the County.
- Educate primary high-risk population of the best practice initiatives that can assist in reducing obesity.
- Identify the major factors that can exacerbate obesity within Broward County

Long-Term Goals. contd.

- Educate stakeholders/gatekeepers in providing support to reduce obesity
- Foster attitudinal changes in perception among the targeted groups as they relate to nutrition, fitness and all other elements affecting obesity.
- Implement a sustainable program model that has been empirically tested and proven to be effective in reducing obesity.

Role of Stakeholders

- Networking and collaborating to:
 - Develop benchmarks towards program solution of obesity related issues
 - Develop initiatives that will be considered as best practices nationally
 - Utilize benchmarks to facilitate the attainment of resources, necessary to continue national initiatives.

Outcome

- **National and local recognition for creative initiatives.**
- **Networking and collaborating with other resourceful organizations, such as funding sources.**
- **Facilitate easier access to nutrition and fitness database, as it is created and developed.**