

**First Annual
East Central Florida
Childhood Obesity Consortium Meeting Minutes
February 20, 2009**

Meeting Attendees

PRINTED NAME	AGENCY
ALEXANDER, AUDREY	ORANGE COUNTY HEALTH DEPARTMENT
BENTON, JANE	NEMOURS
BLOODWORTH, GABRIELE	ORANGE COUNTY HEALTH DEPARTMENT
BRINTLEY, DEBORAH	OSCEOLA CO.PUBLIC SCHOOLS
CAMPBELL, MIKE	NEMOURS CHILDREN'S CLINIC
CHANG, DEBBIE	NEMOURS HEALTH AND PREVENTION SERVICES
CRESPO, LYNN	UNIVERSITY OF CENTRAL FLORIDA
DUQUAINE, KRISTIN	FLORIDA CHILDREN'S HOSPITAL
ELLIS, NANCY	UNIVERSITY OF CENTRAL FLORIDA
FEROLDI, TERRY	HEALTH COUNCIL E. CENTRAL FLA
FLAHERTY, PAM	HEALTHCARE PROVIDERS OF FLORIDA
GARVIN, GAIL	MARCH OF DIMES, FLORIDA CHAPTER
GILBERT, LORA	ORANGE COUNTY PUBLIC SCHOOLS
GOGGIN, LORETTA	BREVARD COUNTY HEALTH DEPT.
GRANT, JENNIFER	EARLY LEARNING COALITION OF SEMINOLE COUNTY
GRANTHAM, WARREN	EARLY LEARNING COALITION OF ORANGE COUNTY
GREEN, JEFF	NEMOURS
HALL, GILBERTO	BOYS & GIRLS CLUBS OF CENTRAL FL.
JACOBS, DIANE	UNIVERSITY OF CENTRAL FLORIDA
JENNINGS, AIMEE	ORANGE COUNTY PUBLIC SCHOOLS
KING, CANDICE	MGT OF AMERICA
KIRBY, DEBORAH	SEMINOLE COUNTY HEALTH DEPT
LASHLEY, DIANA	ORANGE COUNTY HEAD START
LIEBERMAN, LESLIE	UNIVERSITY OF CENTRAL FLORIDA
LUNDQUIST, KEITH	HEALTH-FIRST
MASURET, JOANNE	CHAIR, HCECF BOARD OF DIRECTORS
MARTIN, ANDRIA	CHAIR, CENTRAL FLORIDA PARTNERSHIP ON HEALTH DISPARITIES
MERCADO, JOSEPHINE	HISPANIC HEALTH INITIATIVES
MESA, MARIA	OCHD NUTRITION SERVICES
MOODY, TONI	HEALTH MASTERS CLUB
MYERS, DONNA	CAMPUS GRILLE
NORRIS, STEPHANIE	DIETITIAN
PATTEN, CARL	BLUE FOUNDATION
VASHETI, QUIROS	EARLY LEARNING COALITION OF OSCEOLA COUNTY

PRINTED NAME	AGENCY
RING, SUE	COMMUNITY VISION
RIVADENEYRA, GLORIA	SEMINOLE COUNTY HEALTH DEPT
ROBERTSON, NANA	SEMINOLE COMMUNITY COLLEGE
RUDNER-LUGO, NANCY	VICE-CHAIR HCECF BOARD OF DIRECTORS
SANTORO, DIANE	ORANGE COUNTY PUBLIC SCHOOLS
SCHWARTZ, JESSICA	PARRISH HEALTH AND FITNESS CENTER
SMITH, KIM	SPACE COAST TPO
VAN CAULIL, KAREN	HEALTH COUNCIL E. CENTRAL FLA
VAN SICKLE, KRISTI	FLORIDA INSTITUTE OF TECHNOLOGY
WATSON, DEBBIE	WINTER PARK HEALTH FOUNDATION
WERK, LLOYD	NEMOURS
WEISTER, DAIN	ORANGE COUNTY HEALTH DEPARTMENT

Welcome & Introductions:

Karen van Caulil, Executive Director HCECF, welcomed guests and recognized present Health Council Board Members.

Special Announcement:

Carl Patten, Grants Manager for The Blue Foundation’s *“Embrace a Healthy Florida Initiative”*, presented the Health Council of East Central Florida with a grant to support consortium development. The total award of \$66,000 will cover 50% of the year one operating expenses associated with the development of a regional childhood obesity consortium.

Special Acknowledgement:

Karen van Caulil presented an award to the Winter Park Health Foundation in recognition of their dedicated efforts to improve community health for children. Debbie Watson, Vice President of the Winter Park Health Foundation accepted the award.

Guest Speaker:

Debbie Chang, Senior Vice President and Executive Director of Nemours Health and Prevention Services (NHPS)

Topic: Changing Course: Using Policy & Practice to Reverse the Childhood Obesity Epidemic

Debbie presented the science behind their “5-2-1-Almost None” campaign, the NHPS 360° approach to child health promotion (going where the children are...primary care, child care, schools and youth serving organizations) and their success in integrating the “5-2-1-Almost None” messaging.

Recap of CLOCC TA (Consortium to Lower Obesity in Chicago Children Technical Assistance):

Karen van Caulil gave an overview of the events leading up to the development of the obesity consortium.

- Technical assistance received in March 2008 from the Consortium to Lower Obesity in Chicago Children (CLOCC)
- Grant from the Blue Foundation to develop strategic plan to form a regional consortium
- Focus group research, key stakeholder interviews, and recommendations from CLOCC were incorporated into the strategic plan
- The plan was presented to Central Florida funders in October
- The Blue Foundation is providing 50% of year-one operating expenses and NHPS is providing part-time medical advisor, advisory team member, toolkits and training for year-one projects.

East Central Florida Childhood Obesity Consortium:

Therry Feroldi, Director of the East Central Florida Childhood Obesity Consortium, gave a brief overview of the consortium. She highlighted the mission, goal and objectives. Therry explained that the consortium would be targeting primary care providers and early childhood learning environments in year one. She introduced the executive committee and advisory team members.

- Educational Outreach to Primary Care Providers: Dr. Werk, MD and Consortium Medical Advisor described the projects currently scheduled in the primary care arena and of the consortium plans to reach out to additional physician groups.
- Early Learning Coalition Pilot Project: Therry Feroldi explained that the consortium is partnering with the Early Learning Coalitions in Osceola and Seminole counties to pilot the enhanced NHPS developed Sesame Street Healthy Habits for Life toolkit. The tool contains a component that will address environmental and policy change within the centers to create healthy and active learning.

Health Master's Club

Toni Moody, MD, gave an overview of her Health Masters Club and their efforts with school wellness, team nutrition challenge and activities, and safe routes to school projects.

Think~Act~Be Healthy Communities

Debbie Watson, Vice President of the Winter Park Health Foundation gave an overview of the work they have accomplished with their Coordinated Youth Initiative and the Think~Act~Be Health Communities in Eatonville, Maitland and Winter Park.

Get Active Brevard:

Kristy Van Sickle, Ph.D., presented their template for a health summit held in Brevard County in 2008.

Consortium Next Steps:

- Name Contest- The Consortium needs a shorter, catchier name and attendees were invited to submit their suggestions. The winner will be chosen via an online voting system. The new name will be announced in mid-March 2009.
- Identify community champions: The consortium is looking to expand the primary care provider educational outreach in Brevard, Osceola and Seminole counties. NHPS will provide the tool kits required. Interested partners were instructed to contact Dr. Werk or Therry Feroldi.
- Continue to develop website. Therry encouraged participants to complete childhood obesity program profiles that are available through the website link.
- Proposed Workshop:
 - The consortium would like to host a workshop (could be ½ day or full day)
 - Workshop could provide the large group with information on the misconceptions of childhood obesity and then breakout sessions for smaller groups
 - Workshop could revolve around community sectors where children live, learn and play
 - Workshop could focus on tools ready for implementation
 - Planning committee volunteers include Therry Feroldi, Shawna Kelsch, Dr. Werk, Stephanie Norris, Diane Jacobs, and Gabriele Bloodworth

Partners still needed at the table

- AHEC
- Cooperative Extensions
- Children