

Fighting Fat with Fun: Our Role in Prevention

Presented by:
Zachary Taylor M.Ed., CHES

Objectives

- Participants will be able to describe the current state of America and Florida's health, including statistics related to obesity.
- Participants will recognize Parks and Recreations vital role in the development of healthier residents and communities.
- Participants will be able to describe an example of health and wellness program that would be successful in their department.

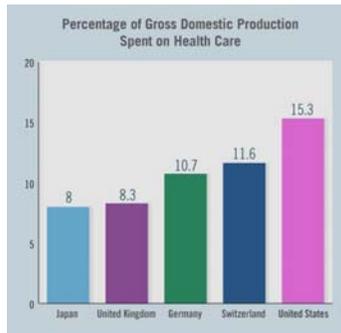
Pop Quiz

Question 1

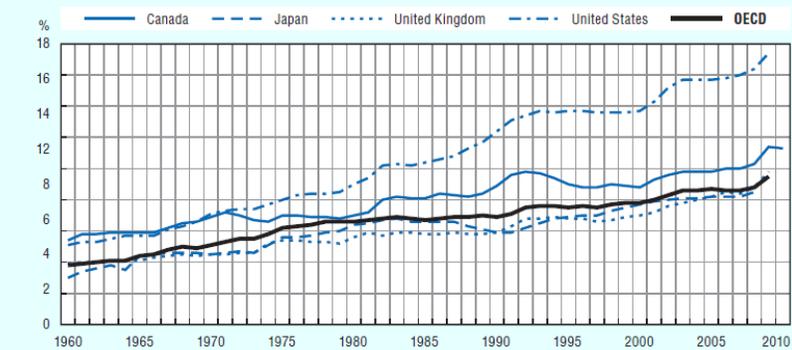
- According to the World Health Organization (WHO), the United States health care system ranks where in the world?
 - a. 1
 - b. 22
 - c. 37
 - d. 53

c. 37

- We are 37th in terms of our health care system, but #1 when it comes to health care expenditure as a % of GDP...15.3% of our entire GDP is spent on healthcare.



Health expenditure as a share of GDP, 1960-2009, selected OECD countries



Source: OECD Health Data 2011.

StatLink <http://dx.doi.org/10.1787/888932523215>

Question 2

- According to the WHO, the United States life expectancy ranks where in the world?
 - a. 1
 - b. 12
 - c. 24
 - d. 35

c. 24

- Our average life expectancy is 70.0 years with women living an average of 72.6 years, and men 67.5 years
- Japan is #1 and their average life expectancy is 74.5

Question 3

- What percentage of adult are overweight or obese in the U.S?
 - a. 15%
 - b. 29%
 - c. 50%
 - d. 69%

d. 69%

- This is for both overweight and obese, but given the trends it has been predicted that by 2030 as many as 52% of the adult population will be **OBESE!**

Question 4

- What percentage of children are overweight or obese in the U.S.?
 - a. 7
 - b. 27
 - c. 33
 - d. 46

c.33

- 1 out of every 3 kids is overweight or obese!
- Disease such as coronary heart disease can start as early as 5-10 years old
- 77% of kids who are obese in childhood will be obese as adults, compared to only 7% of kids who are of normal weight

Question 5

- Childhood obesity has _____ in the past three decades?
 - a. Gone down
 - b. Stayed the same
 - c. Doubled
 - d. Tripled

d. Tripled

- Obese kids are 8x more likely to develop hypertension than non-obese kids...which is linked to 69% of first heart attacks and 74% of first strokes in adults

Question 6

- What is the estimated annual cost of obesity related illness each year in the U.S?
 - a. \$70 Billion
 - b. \$120 Billion
 - c. \$190 Billion
 - d. \$300 Billion

c. \$190 Billion

- At the rate that costs have been increasing this number is predicted to be \$300 Billion by 2018!

Question 7

- How many states have an obesity rate of 15% or less?
 - a. 0
 - b. 2
 - c. 5
 - d. 7

a. 0

- In 1990 10 States had obesity rates under 10%, and no state had an obesity rate greater than 15%
- In 2009 only Colorado and Washington D.C. had obesity rates lower than 20%, 33 states had prevalence equal or greater to 25% and of these 9 states were over 30%.

Question 8

- What percent of all Americans meet their daily physical activity recommendations?
 - a. 10%
 - b. 20%
 - c. 30%
 - d. 50%

b. 20%

- Less than 5% of all adults in America meet the USDA physical activity recommendations
 - 75% of Americans drive to work, a 300% increase from 1960
- Only 4% of elementary school, 8% of middle schools, and 2% of high schools in the U.S. provide daily P.E.
 - In 1969, 50% of children walked or biked to school, by 2010, 80% are driven

Question 9

- How many hours of media do children consume each day?
 - a. 2
 - b. 4
 - c. 6
 - d. 8

d. 8

- TV, video games, computer, smart phones, tablets, etc. We are more plugged in than ever.
- Not only does this screen time negatively impact physical activity levels, but it bombards kids with images and advertising for unhealthy food and drink choices.

Question 10

- According to America's Health Rankings, Florida ranked where in terms of overall health?
 - a. 4
 - b. 16
 - c. 33
 - d. 50

c. 33

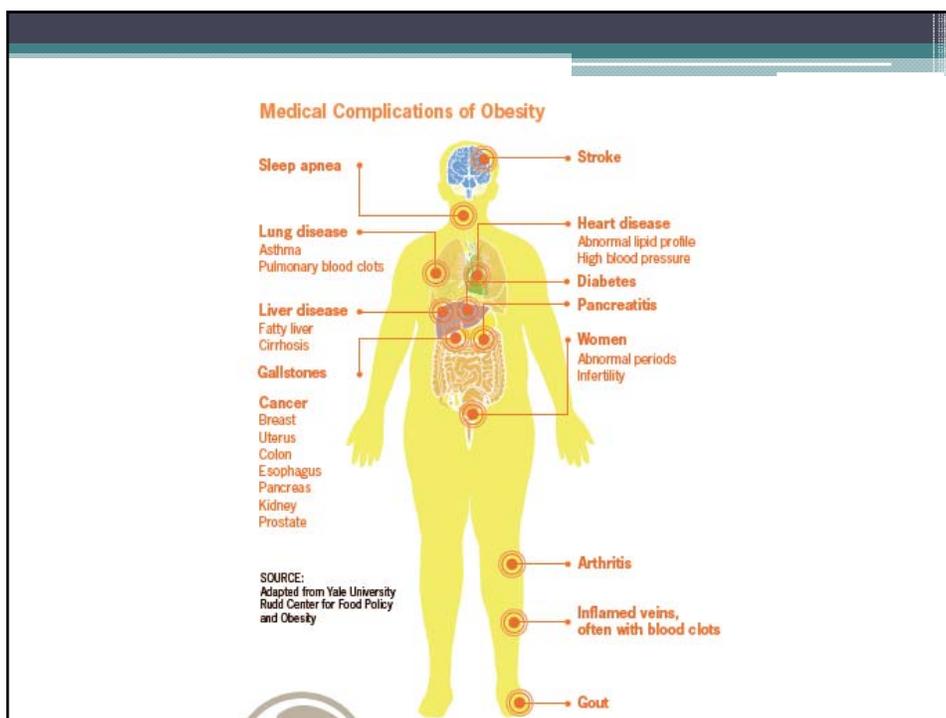
- While that seems bad, it is actually an improvement from last year when we were ranked 37th.
- Florida only scores in the top ten twice out of 23 categories. (Cardiovascular and cancer deaths)
- Minority populations in Florida have much higher rates of obesity than their non-Hispanic white counterparts.
 - 23.1% of non-Hispanic Whites
 - 27.8 % of Hispanics
 - 36.3% of non-Hispanic blacks

Group Discussion

- Why are Americans so BIG?
 - Think:
 - Evolutionary History
 - Modern Advances/Industrialization
 - Technology
 - Agriculture/Food

Why Obesity?

- <http://theweightofthenation.hbo.com/films/trailer#/films>
- Obesity is a leading risk factor for 5 of the top ten leading causes of death, including:
 - Heart Disease
 - Cancer
 - Stroke
 - Diabetes
 - Kidney Disease



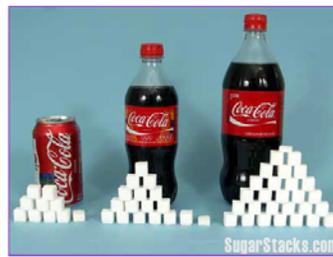
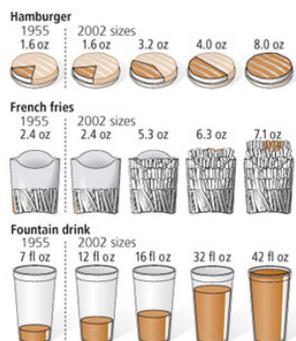
Diabetes

- **Type 1 versus Type 2**
 - **1:** the body's immune system destroys the insulin-producing cells, insulin therapy is required and there is no cure
 - **2:** the body can't use insulin properly or no longer makes enough of it to overcome insulin resistance, usually caused by being overweight. Can be cured through healthy lifestyle choices
- 90% of diabetics are type 2
- Juvenile versus Adult-Onset

Food: Sugar Sweetened Beverages

- The consumption of sugar sweetened beverages has increased 135% since 1977.
- Profit margin for sodas is 90% it is only 10% for fresh produce.
 - The cost of soft drinks has increased 20% in the past 25 years.
 - Fruits and vegetables increased 117% in the same time.

Food: Sizes and Sugar



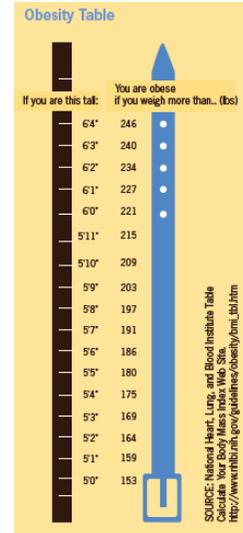
Coca Cola

| | |
|-------------------------------|------|
| 12 oz (355 ml) Can | |
| Sugars, total: | 39g |
| Calories, total: | 140 |
| Calories from sugar: | 140* |
| 20 oz (590 ml) Bottle | |
| Sugars, total: | 65g |
| Calories, total: | 240 |
| Calories from sugar: | 240 |
| 1 Liter (34 oz) Bottle | |
| Sugars, total: | 108g |
| Calories, total: | 400 |
| Calories from sugar: | 400 |

* You'll notice that if you do the math on many of these, the total caloric value is lower than the calories that should be in the sugar alone, if sugar has 4 calories per gram. We don't know if they used "low calorie" sugar; we just used the data on the nutrition label, and assumed that sugar accounted for 100% of the calories. This was common for beverages but not other products.

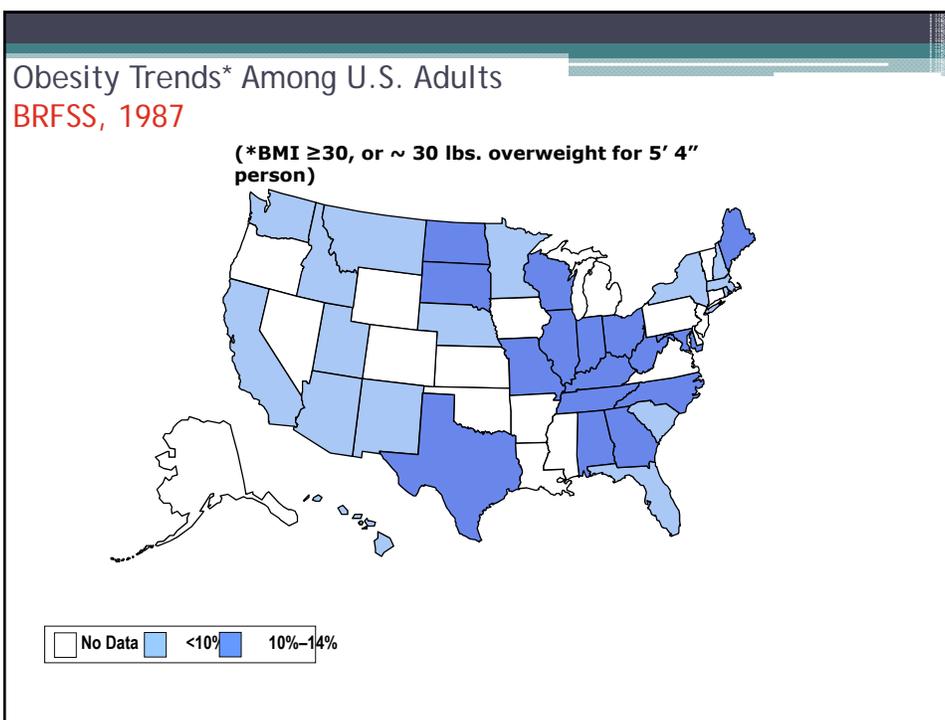
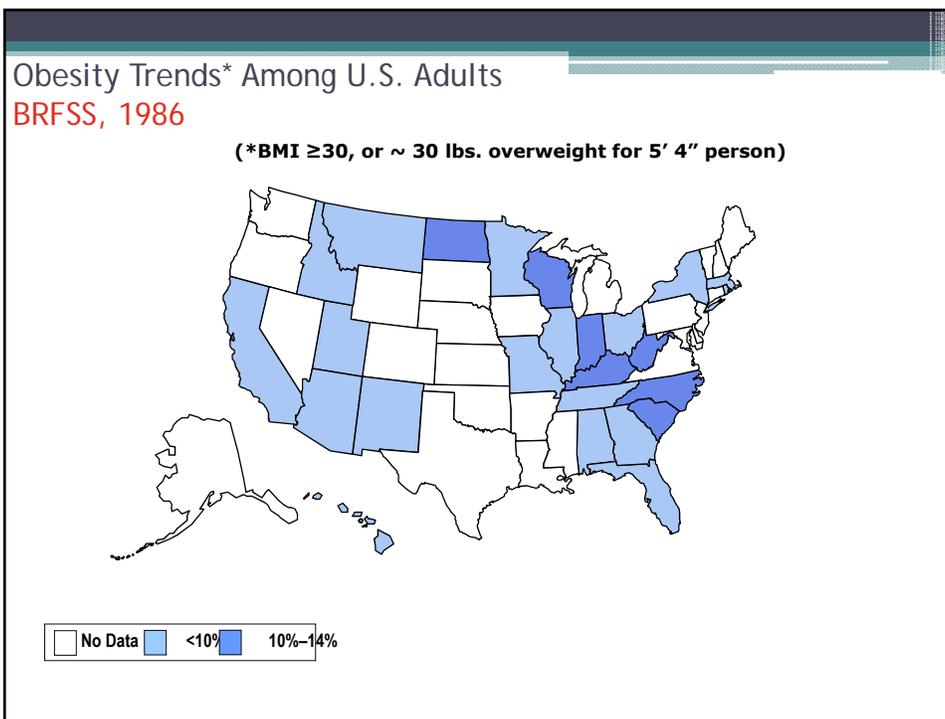
BMI

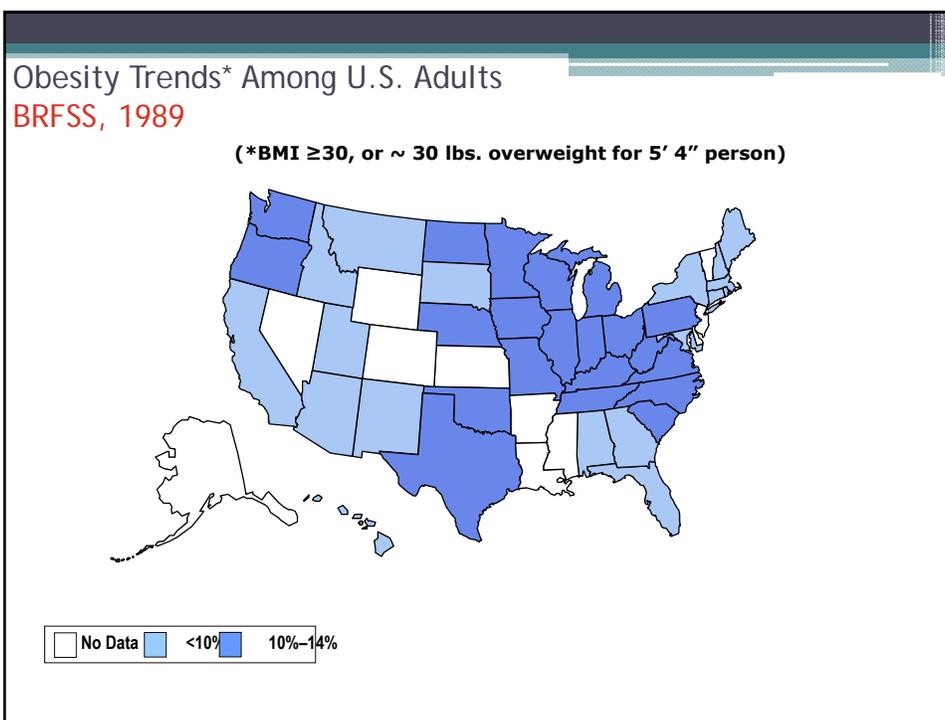
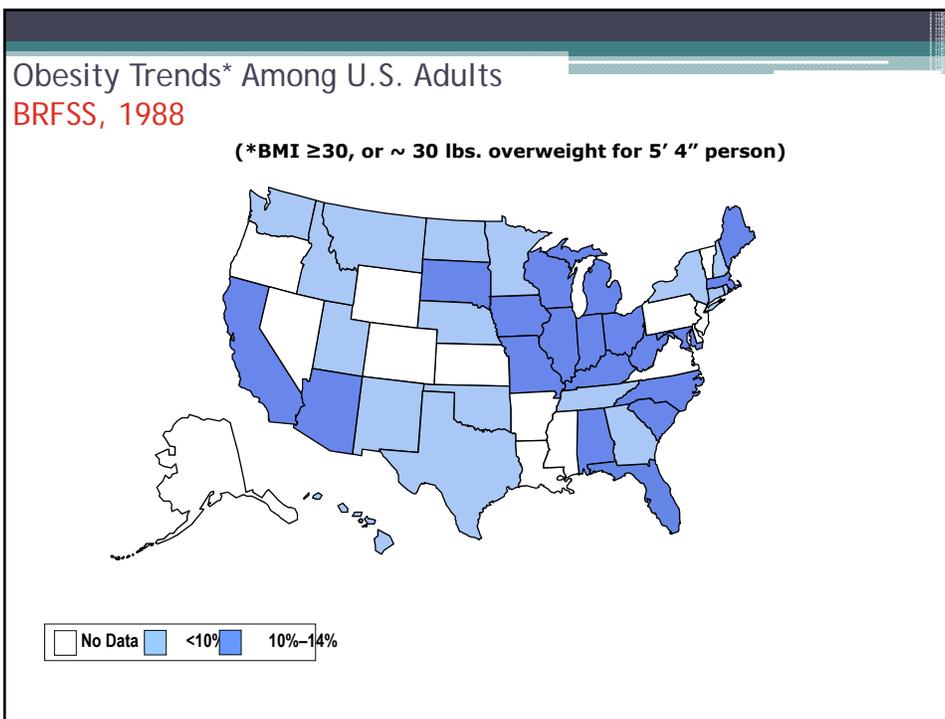
- Body Mass Index: the ratio of weight and height that represents how much body fat you have.
 - Less than 18.5 = Underweight
 - 18.5-24.9 = Healthy Weight
 - 25.0-29.9 = Overweight
 - 30.0-40.0 = Obese
 - 40.0+ = Morbidly Obese

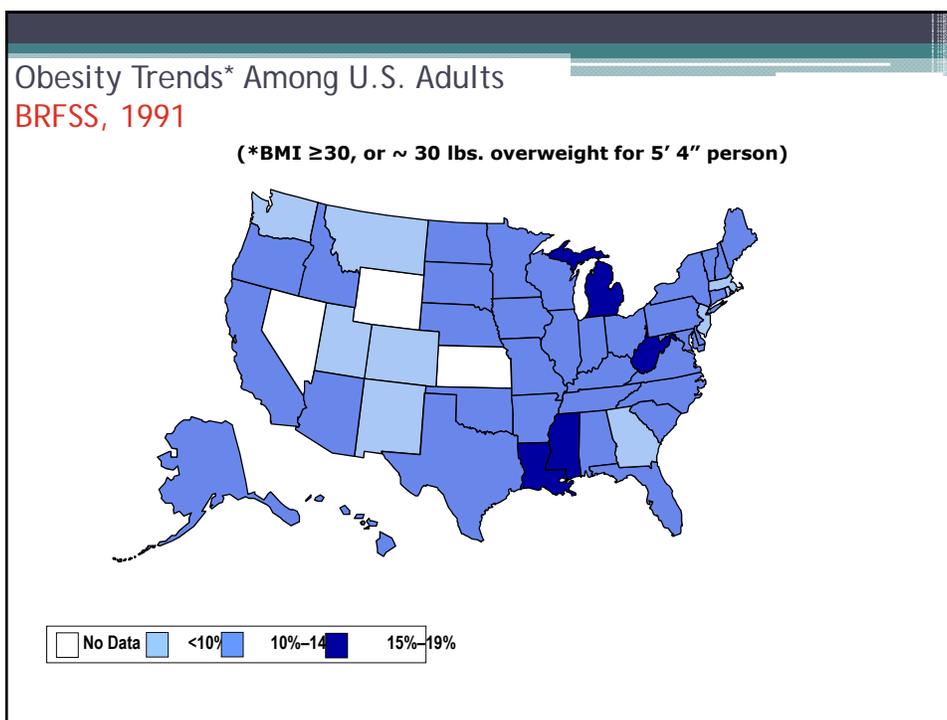
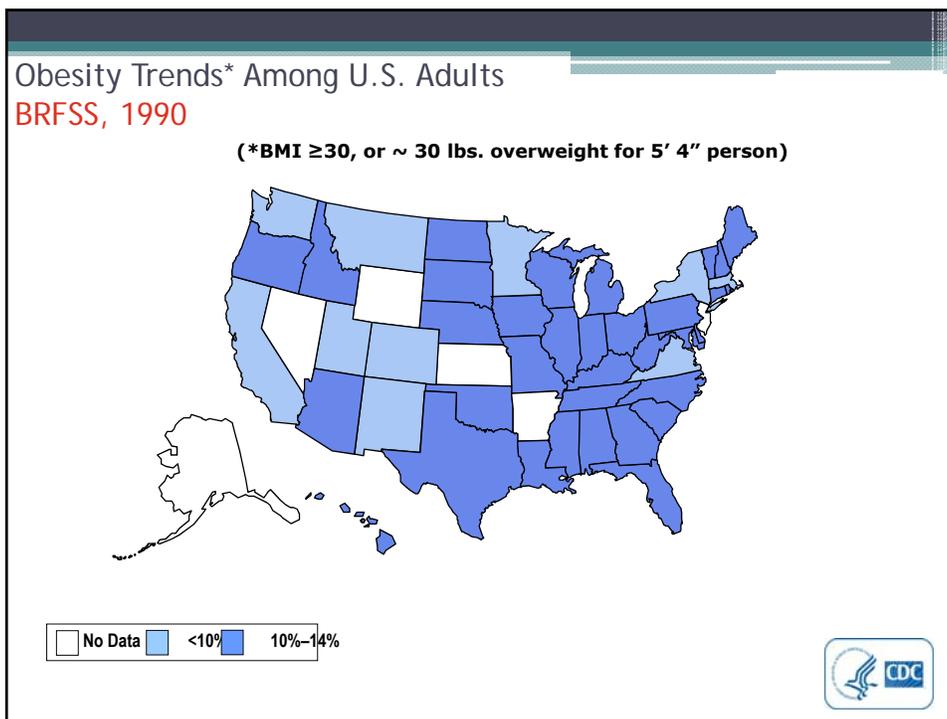


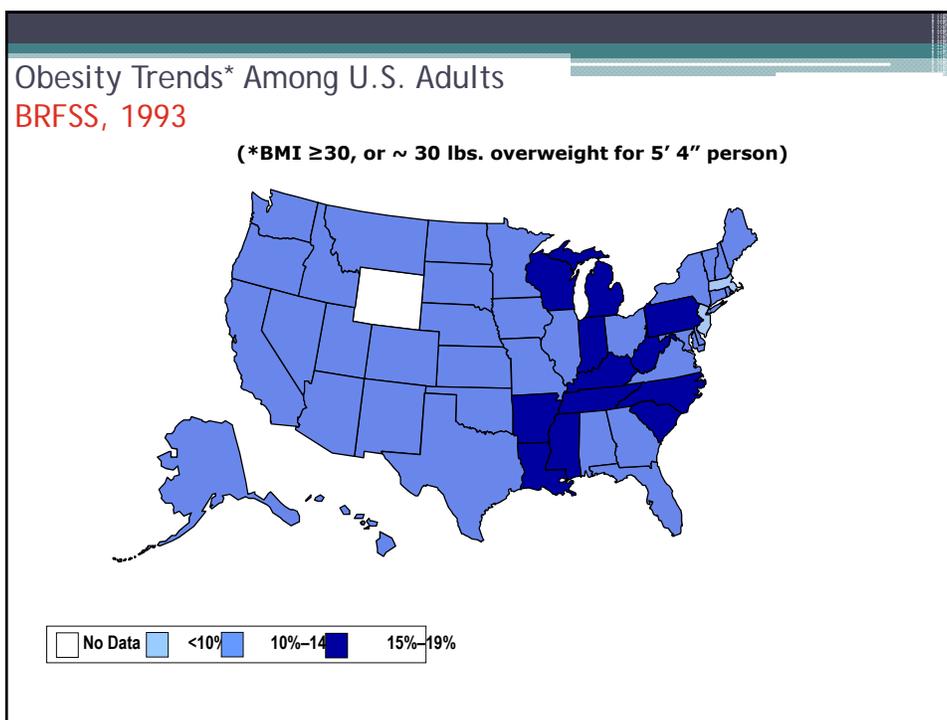
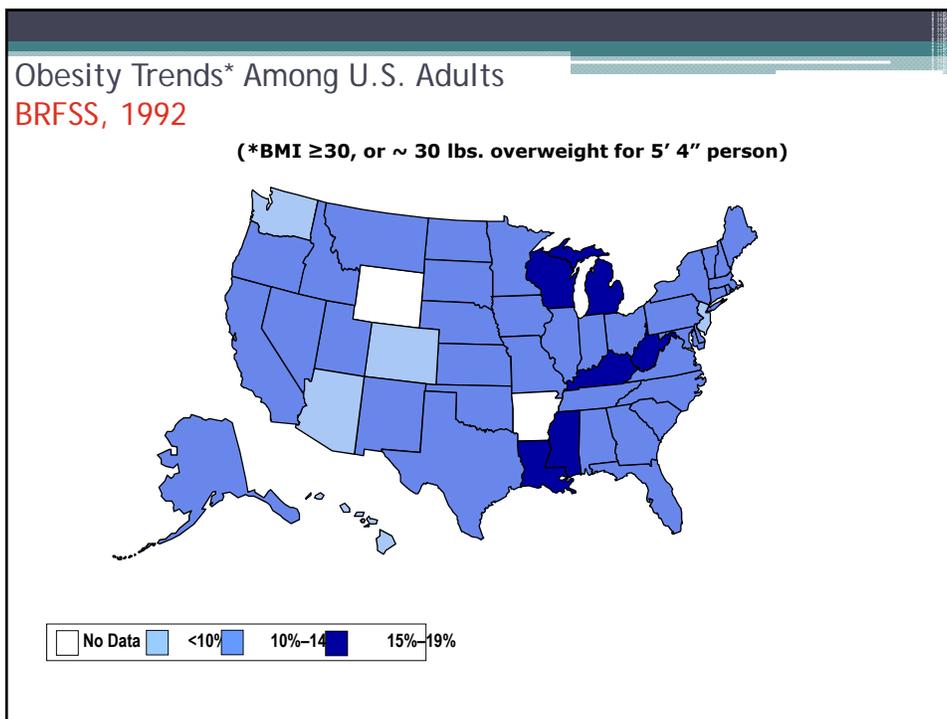
BMI

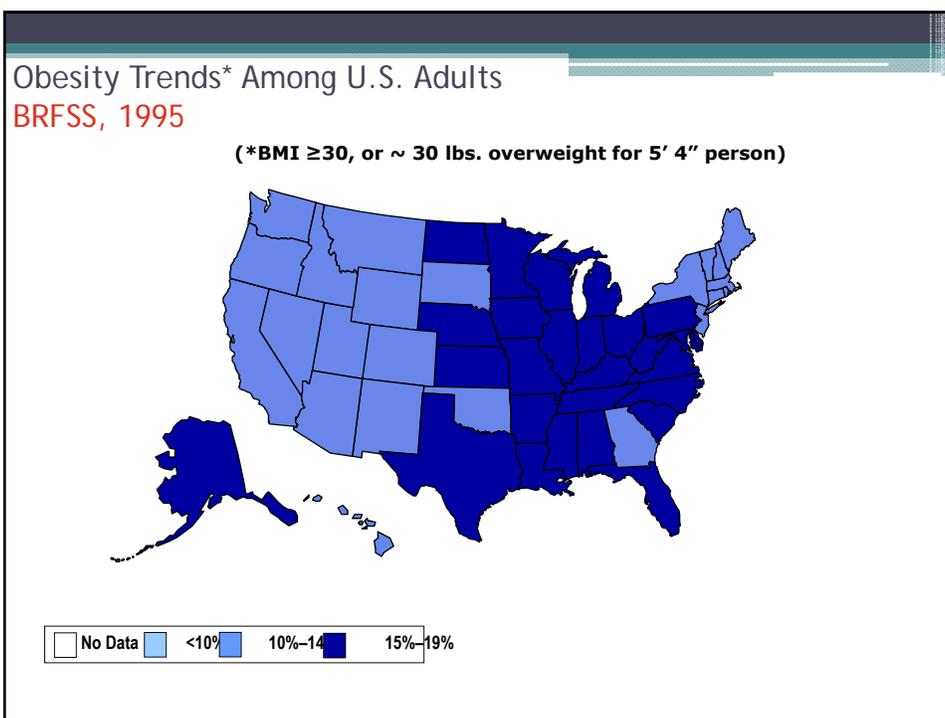
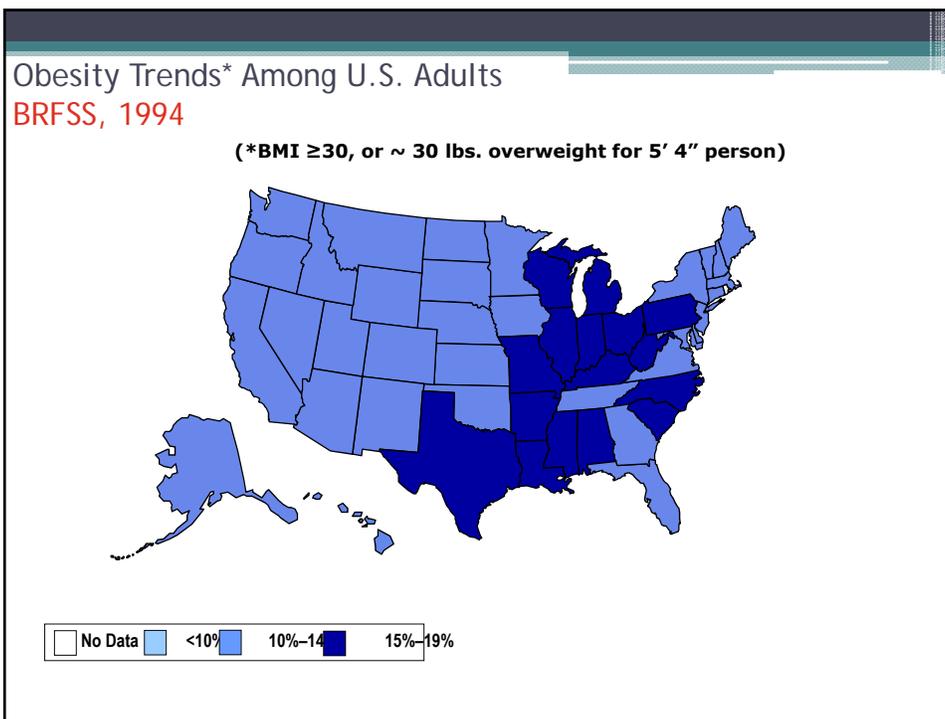
- A tool for science and research:
 - Fat versus muscle
 - Water weight
 - Bone density.
- It is possible to have a healthy BMI and be extremely unhealthy or a high BMI and be very healthy.

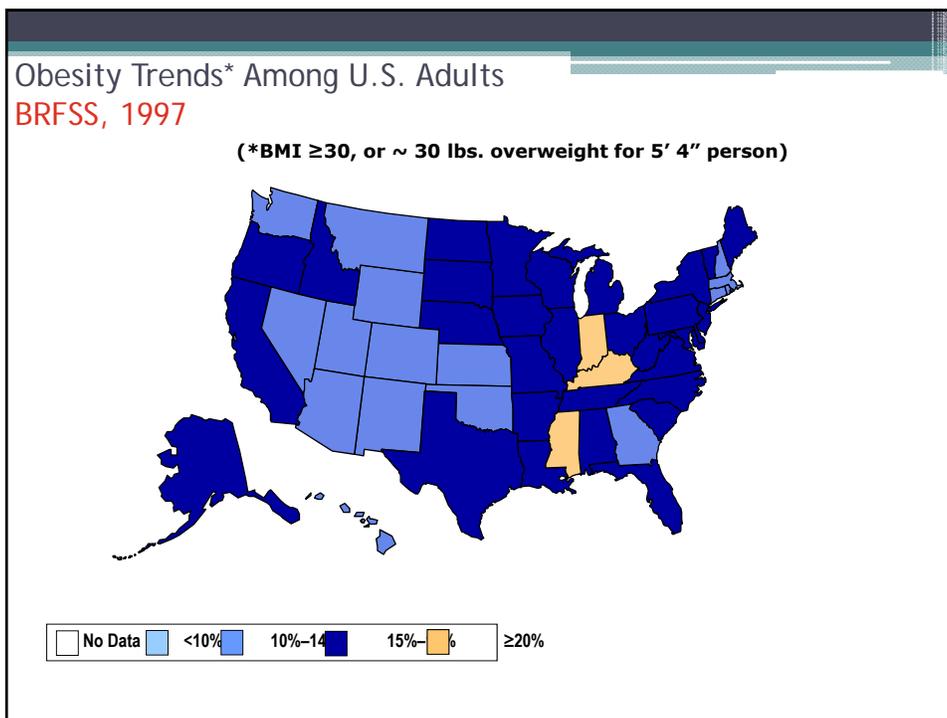
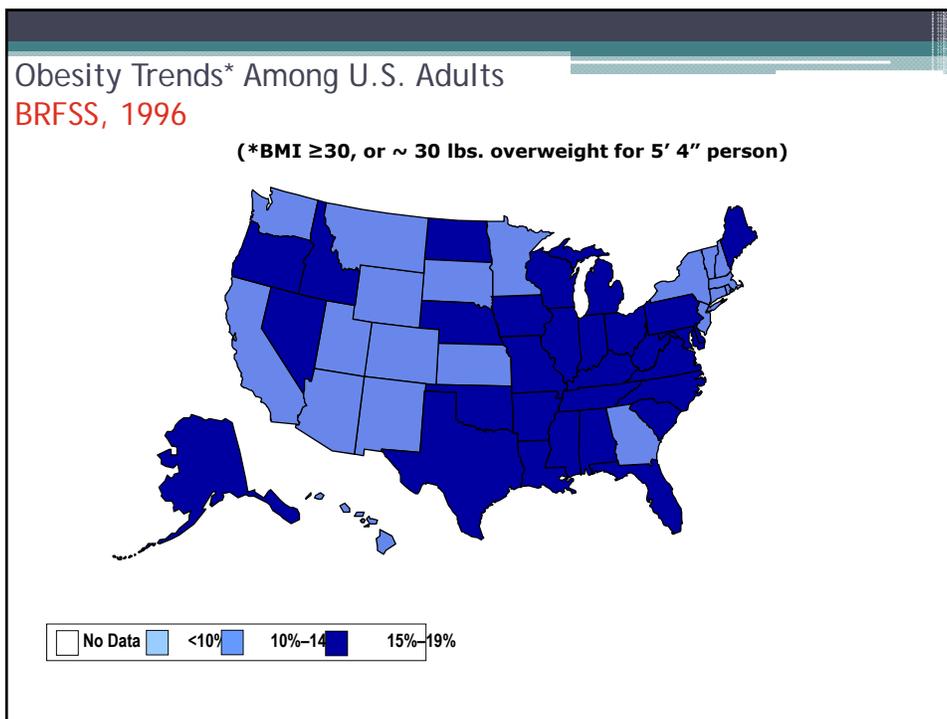


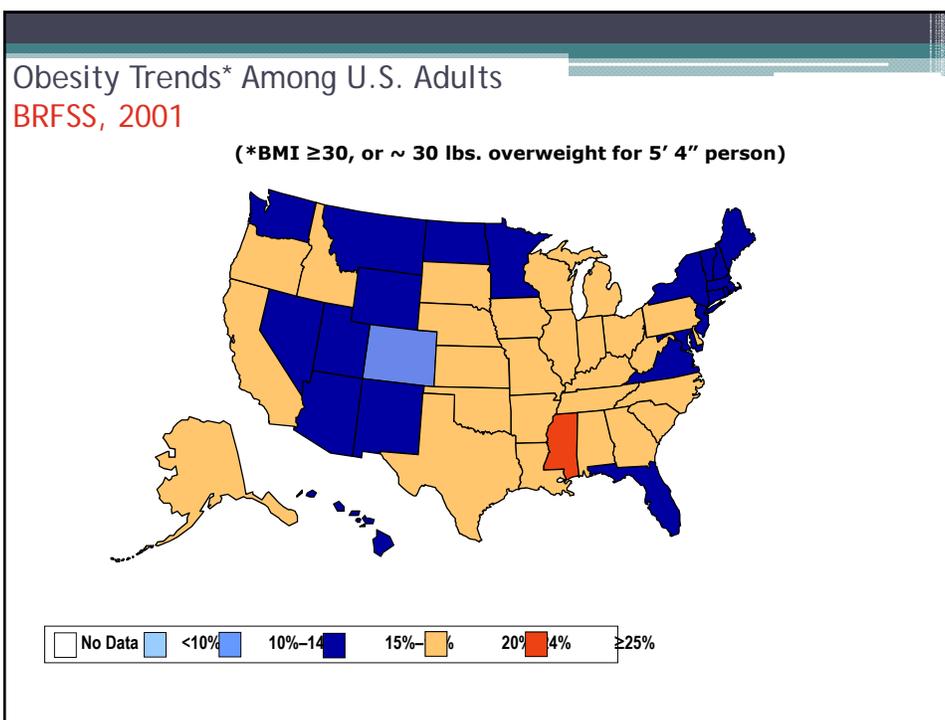
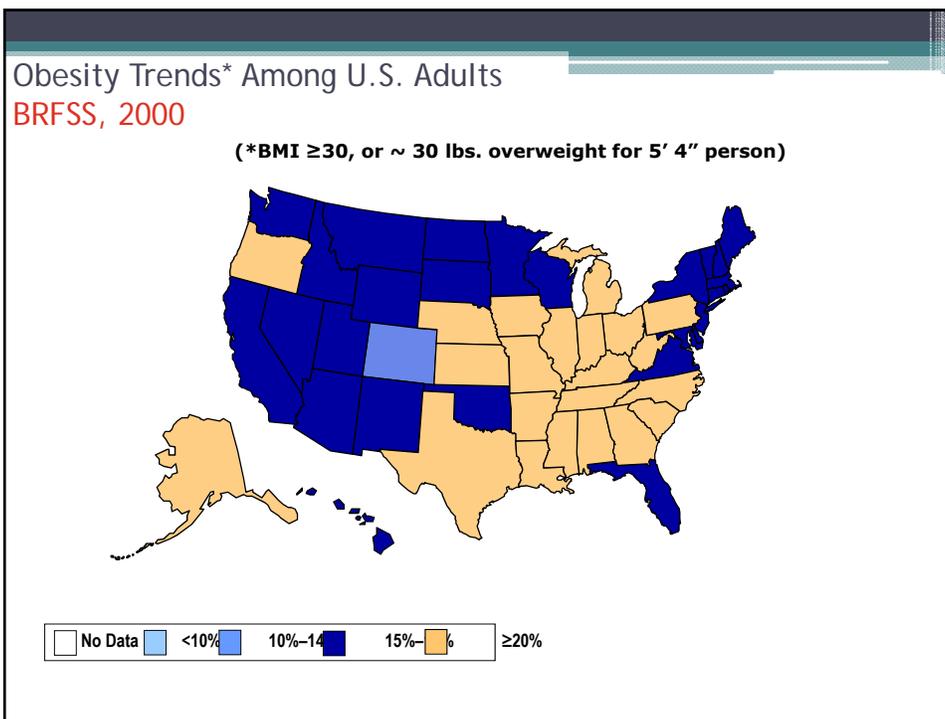


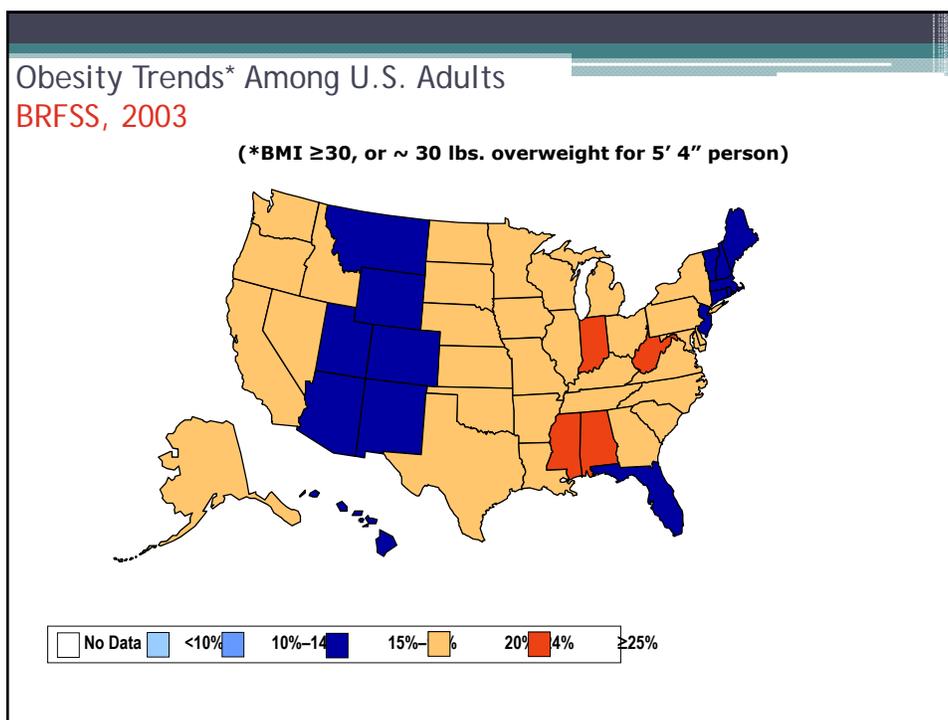
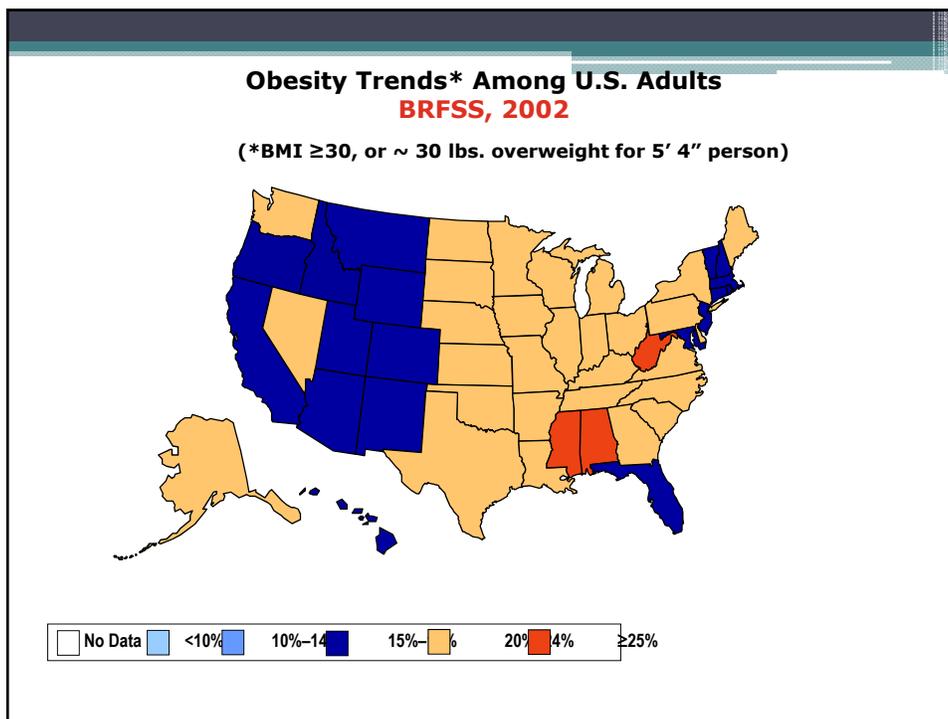


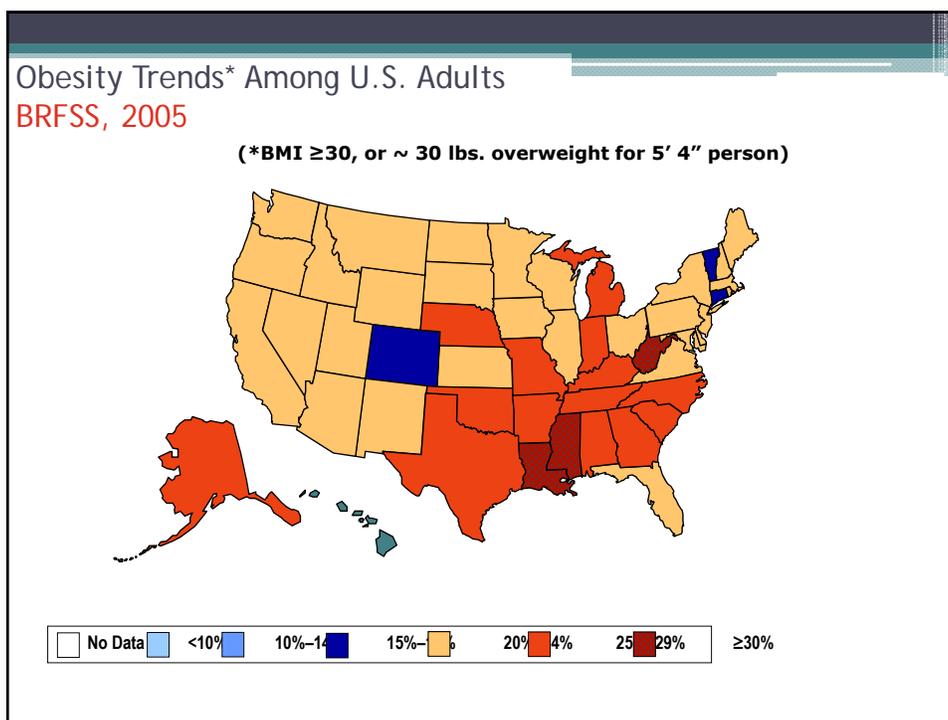
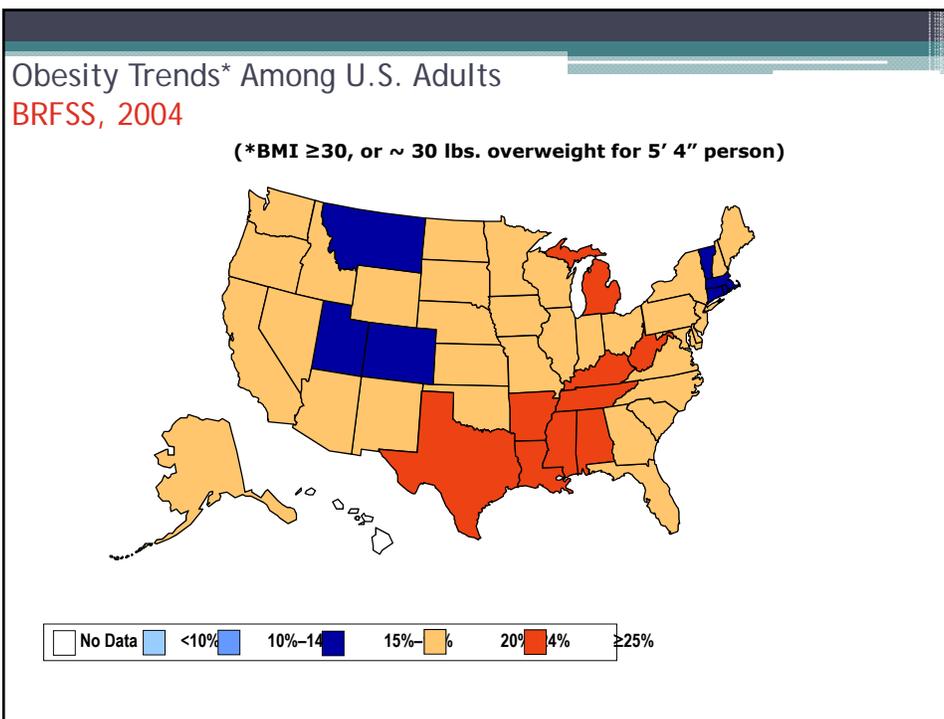


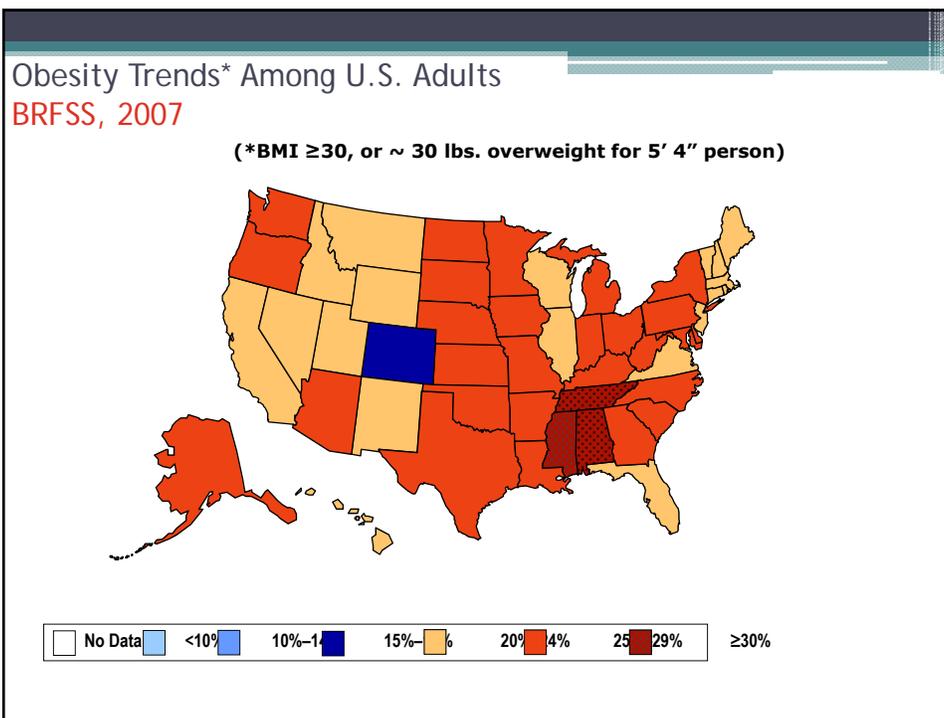
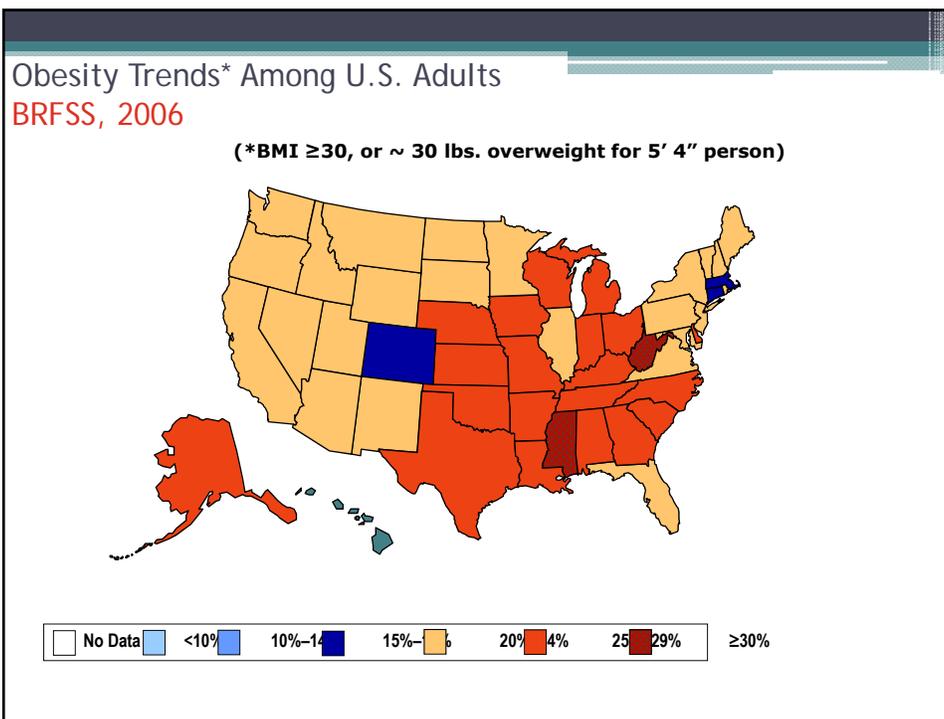


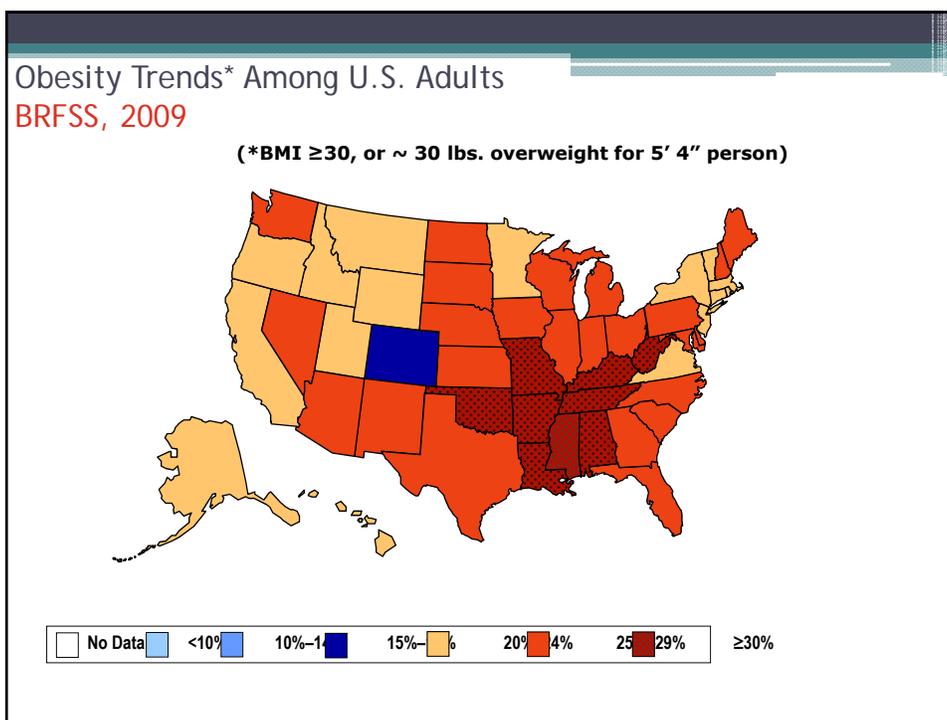
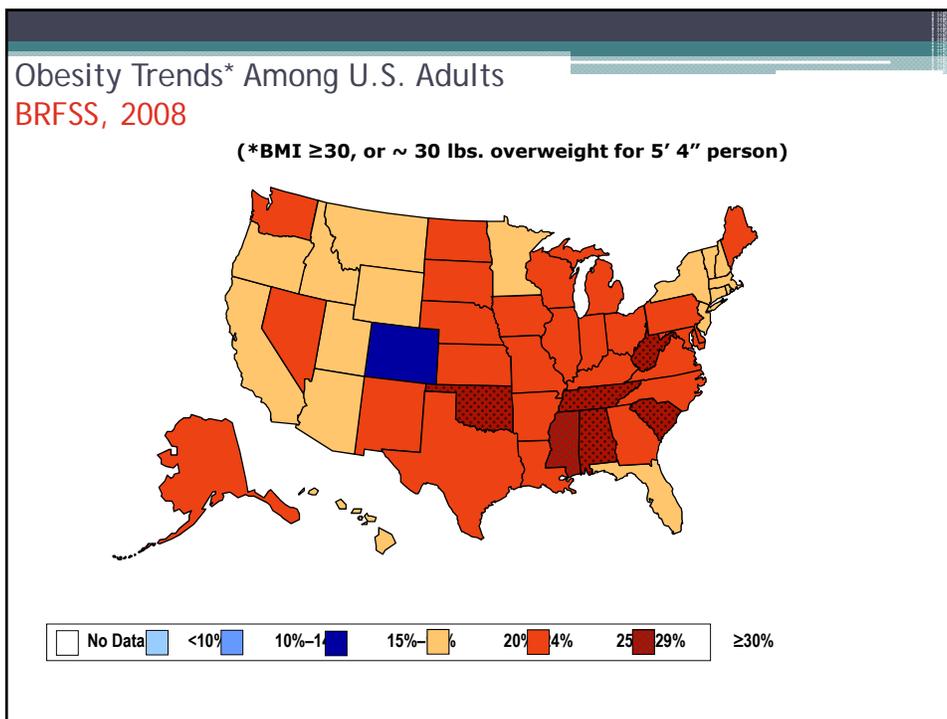


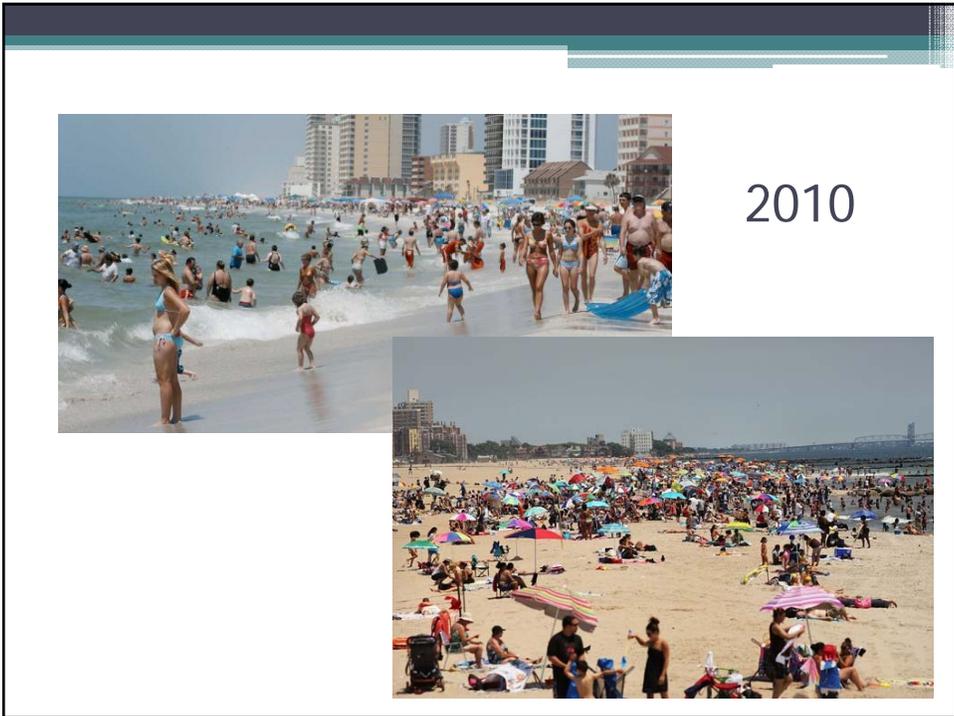
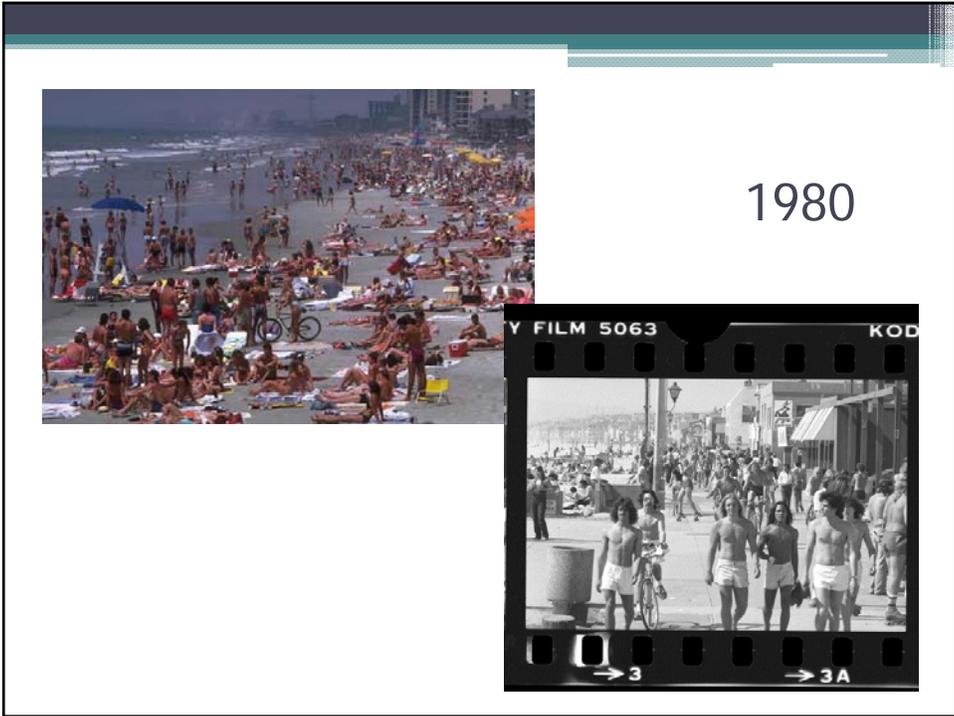






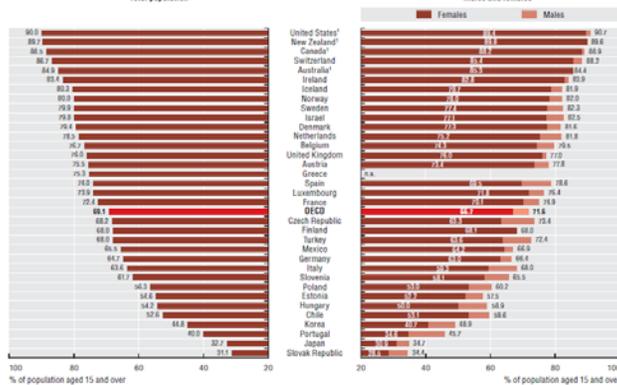






Are we healthy?

1.9.1 Percentage of adults reporting to be in good health, 2009 (or nearest year)
Total population



1. Results for these countries are not directly comparable with those for other countries, due to methodological differences in the survey questionnaire resulting in an upward bias.

Source: OECD Health Data 2011.

Statistik <http://dx.doi.org/10.1787/88892523709>

Florida and Obesity

- Florida is the 29th most obese state in the country.
- Fifteen years ago Florida had a/an:
 - Obesity rate of 14.3 percent and was ranked 26th most obese state in the nation. Obesity in Florida has increased more than 80 percent over the last 15 years.
 - Combined obesity and overweight rate of 49.1 percent. Ten years ago, it was 54.7 percent. Now, the combined rate is 62.6 percent.
 - Diabetes rate of 5.7 percent. Now the diabetes rate is 9.9 percent.
 - Hypertension rate of 23.8 percent. Now, the rate is 29 percent.

Florida and Obesity

- **Regardless of current trends Florida is making strives to combat the problem.**
 - Twenty-nine states including Florida limit when and where competitive foods (foods and beverages sold outside of the formal meal programs, through à la carte lines, vending machines and school stores) may be sold beyond federal requirements.
 - Twenty-one states including Florida now have legislation that requires body mass index (BMI) screening or weight-related assessments other than BMI for children and adolescents. Seven years ago, only four states required BMI screening or other weight-related assessments.

Florida and Obesity

- **Regardless of current trends Florida is making strives to combat the problem.**
 - Twenty-six states including Florida have now established farm-to-school programs. Five years ago, only New York had a law establishing a farm-to-school program.
 - Sixteen states including Florida now have Complete Streets laws. "Complete streets" are roads designed to allow all users – bicyclists, pedestrians, drivers, and public transit users – to access them safely. Seven years ago only five states had these laws.

Anyone Else Feel Like Moving?

- Jumping Jacks (10)
- Self Hugs (10)
- Arm Circles (5 each direction)
- Shoulder Circles (5 each direction)
- Knee Raises (10)
- Butt Kickers (10)
- Down to Toes up to Sky Stretch (hold down and up pose for 15-30 seconds)
- Torso Twist (5 each direction)
- Neck stretches (hold each side and front and back for 15-30 seconds)

Why Parks and Recreation?

- The CDC has identified 6 target behaviors for the prevention of obesity and other chronic diseases.
 1. Increase physical activity
 2. Increase consumption of fruits and vegetables
 3. Increase breastfeeding initiation, duration, and exclusivity
 4. Decrease consumption of sugar sweetened beverages
 5. Decrease consumption of high energy dense, nutrient poor food
 6. Decrease television viewing

Why Parks and Recreation?

- In addition to the target behaviors, the CDC also identifies some strategies to prevent obesity:
 - Strategies to Promote the Availability of Affordable Healthy Food & Beverages
 1. Increase availability of healthier food and beverage choices in public service venues
 2. Improve availability of affordable healthier food and beverage choices in public service venues
 3. Improve geographic availability of supermarkets in underserved areas
 4. Provide incentives to food retailers to locate in and/or offer healthier food and beverage choices in underserved areas

Why Parks and Recreation?

- In addition to the target behaviors, the CDC also identifies some strategies to prevent obesity:
 - Strategies to Promote the Availability of Affordable Healthy Food & Beverages
 5. Improve availability of mechanisms for purchasing foods from farms
 6. Provide incentives for the production, distribution, and procurement of foods from local farms
 7. Restrict availability of less healthy foods and beverages in public service venues
 8. Institute smaller portion size options in public service venues
 9. Limit advertisements of less healthy foods and beverages
 10. Discourage consumption of sugar-sweetened beverages

Why Parks and Recreation?

- In addition to the target behaviors, the CDC also identifies some strategies to prevent obesity:
 - Strategy to Encourage Breastfeeding
 11. Increase support for breastfeeding
 - Strategies to Encourage Physical Activity or Limit Sedentary Activity Among Children and Youth
 12. Require Physical Education in schools
 13. Increase the amount of physical activity in PE programs in schools
 14. Increase opportunities for extracurricular physical activity
 15. Reduce screen time in public service venues

Why Parks and Recreation?

- In addition to the target behaviors, the CDC also identifies some strategies to prevent obesity:
 - Strategies to Create Safe Communities That Support Physical Activity
 16. Improve access to outdoor recreational facilities
 17. Enhance infrastructure supporting bicycling
 18. Enhance infrastructure supporting walking
 19. Support locating schools in residential neighborhoods
 20. Improve access to transportation

Why Parks and Recreation?

- In addition to the target behaviors, the CDC also identifies some strategies to prevent obesity:
 - Strategies to Create Safe Communities That Support Physical Activity
 21. Zone for mixed-use development
 22. Enhance personal safety where people are or could be physically active
 23. Enhance traffic safety in areas where persons are or could be physically active
 - Strategy to Encourage Communities to Organize for Change
 24. Participate in community coalitions or partnerships to address obesity

Why Parks and Recreation?

- Parks and recreation facilities play a crucial role in prevention of obesity and community health and wellness promotion by providing opportunities to engage in physical activity.
- Studies have shown that living in neighborhoods with abundant, conveniently located parks is associated with greater physical activity among both children and adults.

Why Parks and Recreation?

- A survey by the American Public Health Association found that 75% of adults believed parks and recreation will play an important role in addressing obesity.
- Active park users have been shown to be less likely to be overweight when compared to those who either use the park for passive reasons or not at all.

Why Parks and Recreation?

- Some ways Parks and Recreation departments can promote healthy eating and physical activity:
 - Develop media and social marketing campaigns and incentive programs
 - Ex. It Starts In Parks Day/Month
 - Develop specific initiative targeting vulnerable and underserved youth
 - Ex. Long Center Play Pass

Why Parks and Recreation?

- Some ways Parks and Recreation departments can promote healthy eating and physical activity:
 - Develop guides, newsletters, brochures or other informational materials about available local resources for physical activity and nutrition.
 - Ex. Healthy Choices for a Healthy Clearwater
 - Advocate for healthy vending machines and snack offerings for youth and local sporting events.

CPPW



- Communities Putting Prevention to Work
 - Through *CPPW*, communities are implementing environmental changes to make healthy living easier.
 - These efforts produce broad, high-impact, sustainable health outcomes for the communities.
 - The environment can have a profound impact on the health of individuals. Where individuals live, work, learn, and play affects their behavior.
 - Communities can produce broad, lasting health outcomes by making healthier choices available to and practical for their residents through environmental change.

CPPWPinellas

COMMUNITIES PUTTING PREVENTION TO WORK

CPPW Pinellas Partners:

- BMR Consulting, Inc.
- City of St. Petersburg
- City of Tarpon Springs
- City of Clearwater
- City of Largo
- Early Learning Coalition
- Health and Human Services Coordinating Council
- Pinellas County
- Pinellas County Extension
- Pinellas County Health Department
- Pinellas County Parks and Conservation Resources
- Pinellas County Schools
- PSTA
- R'Club
- YMCA of St. Petersburg
- YMCA of the Suncoast

CPPWPinellas

COMMUNITIES PUTTING PREVENTION TO WORK

- <http://www.cppwpinellas.org/find-the-fun>
- <http://www.findthefunnow.com/>

find
the
fun
now



Speaking of Fun!

- <http://www.youtube.com/watch?v=2lXh2noaPyw>



- <http://www.cdc.gov/nccdphp/dnpao/hwi/toolkits/stairwell/index.htm>

What have we done in Clearwater?

Wellness Policy

- Developed the first comprehensive wellness policy for a municipality in Pinellas County. The policy covers:
 - Wellness Committee
 - Wellness Champions
 - Physical activity programming
 - Nutrition education and programming
 - Breastfeeding Mothers
 - Evaluation
 - Funding

| | |
|---|------------------|
|  ADMINISTRATIVE POLICY MANUAL | |
| SECTION: Personnel | POLICY NO.: 3224 |
| ADMINISTERING DEPARTMENT: Parks and Recreation, Human Resources | |
| SUBJECT: Wellness Policy | |

Purpose:

To establish guidelines for the development and implementation of City employee wellness related initiatives, programs, and activities.

Policy:

The City of Clearwater is committed to providing a supportive workplace environment through the establishment of programs and related benefits that foster employee wellness and encourage employees to take an active role in achieving a healthier lifestyle.

Administrative Repeal:

The provisions contained herein shall supersede and replace all prior policies and procedures.

/s/ William B. Home II
William B. Home II, City Manager

07/11/2012
Date

Effective Date: 07/11/2012

Amended or Reissue Date:

Reference(s):

Statutes: _____ Ordinances: _____ Resolutions: _____ Legal Opinions: _____

Legal _____ Finance _____ Human Resources _____ Policy Committee _____ Dept. Head _____

ADMINISTRATIVE POLICY MANUAL

General:

The City of Clearwater strives to be a well workplace by:

- Making wellness programs available to all regular employees who wish to participate.
- Developing wellness initiatives that are of interest and value to our employees.
- Offering benefits that complement workplace wellness and assist employees in achieving a healthier lifestyle.
- Partnering with healthcare entities that employ managed care practices to identify trends and follow up through targeted intervention of at-risk wellness program participants.
- Communicating wellness opportunities to employees regularly through newsletter, e-mail, flyers, and other media.
- Promoting a well workplace model that sets an example for other organizations and the community to follow.

Procedures:

A. Wellness Committee

1. A Wellness Committee will be established by the City to plan, develop, promote, and monitor the progress and effectiveness of wellness initiatives, programs, and activities.

2. The Wellness Committee will consist of the following members:

The City Wellness Specialist (who shall also chair the committee), the City Parks and Recreation Coordinator assigned to wellness, the City Human Resources Benefits and Employee Relations Manager, the City Risk Manager, the City Employee Health Center physician(s), the designated representative(s) from the City's medical insurance carrier, and one representative from the group of City Wellness Champions as selected by the City Wellness Specialist.

3. The Wellness Committee will meet quarterly and/or on an as-needed basis.

B. Wellness Champions

1. A group of Wellness Champions will be established to assist the City Wellness Committee in the development, implementation, and monitoring of wellness initiatives, programs, and activities.

2. One Wellness Champion will be appointed to represent each applicable City work site or facility as determined by the City Wellness Committee. Nominations will be accepted from management or general employees, and individuals shall also be permitted to self-nominate. Wellness Champions will be selected through a review of the applications for each work site by the City Wellness Specialist and the approval of the Wellness Committee.

3. Wellness Champion appointments will be for a two-year period. Wellness Champions elected mid-term due to a vacancy in the group will serve the remainder of the designated term and must be nominated and re-elected in order to continue serving the following full term.

Page 2

ADMINISTRATIVE POLICY MANUAL

4. Wellness Champions must be regular, full-time employees.

5. The City Wellness Specialist will coordinate the Wellness Champions program. Wellness Champions will meet quarterly as a group to receive information and direction from the Wellness Specialist, as well as to share ideas and recommendations for promoting employee wellness within their respective work sites or facilities.

C. Wellness Components

1. Programs, activities, and initiatives

- a. Wellness programs and activities may be initiated by the Wellness Committee, the Wellness Specialist, Wellness Champions, City employees, Employee Health Center staff, or representatives from the City's medical insurance carrier.
- b. Wellness program and activity suggestions and recommendations must be submitted to the full Wellness Committee for review, approval, and implementation.
- c. Wellness programs and activities may be conducted by City staff, Employee Health Center staff, representatives from the City's medical insurance carrier, or external vendors.
- d. Participation in wellness programs and activities may be offered during work hours, or participation may extend to personal time outside of work hours.
- e. Employees will be permitted to participate in all wellness programs and activities that are approved by the City Wellness Committee for participation during work hours with no charge to the employees' respective leave accruals.
- f. Employees will not be paid for time spent participating in City wellness activities and programs outside of the respective employees' work hours.

2. Physical Activity

- a. The City will provide opportunities and encourage employees to engage in physical activity during non-work time while at work.
- b. The City Wellness Specialist will develop and implement activities for employees that involve physical activity and will provide incentives for participation.
- c. The City will conduct periodic group wellness physical activities. Employees will be permitted to participate in the group wellness activities during work time with supervisor approval and operational demands permitting.

3. Nutrition

The City will promote increasing employee nutrition knowledge to assist employees in making healthy eating and drinking choices. Nutrition education will be made available to employees through various programming activities, electronic and print media, the City's Employee Health Center staff, and the City's medical insurance carrier.

a. Hydration

Potable water will be made available at each work facility in sufficient quantity to meet the hydration needs of all employees. Filtered and/or purified or natural spring water will be accessible through at least one water fountain and/or vending machine located within a reasonable distance of the facility.

Page 3

ADMINISTRATIVE POLICY MANUAL

b. Vending Services

When soliciting responses to requests for proposals for the City's non-alcoholic beverage and food vending services, the vendors shall be required to include healthy food and beverage selections in the permitted product list for products to be made available in the vending machines or another location at city facilities. In addition, healthy food and beverage options are preferred for any promotional advertising on the vending machines. A representative from the City Wellness Committee will be included in the vendor and vending options selection processes.

c. City meetings, functions, and common areas

When choosing food and beverage options to be served, disseminated or otherwise made available through purchase by the use of City funds, at any meeting, function, or in any common area of a City facility for consumption by employees or the general public, employees will select the healthier options from among the choices available. Examples of healthy options would include fruits and vegetables or foods that are either low-fat, low-sugar, low-sodium, low-calorie, all-natural, or all-organic, and water, low-fat or non-fat milk, or non-sugar added beverages.

In an effort to foster within the City a culture that values healthy choices in all aspects of life, thereby impacting all employees more positively, the City strongly encourages all employees to make healthy choices when bringing items from outside of work that are to be made available to others. Unhealthy foods (those that are high in saturated fat, sodium, and sugar) tend to negatively impact worker performance after consumption and may have an adverse impact on the health of employees that can in turn lead to higher medical claims thereby increasing the cost of the City's medical insurance for all employees as well as the City.

The City will provide examples of healthy alternatives for employees to consider when purchasing food or beverages with City funds or when bringing food to work with the intent to share with co-workers.

4. Break Time for Nursing Mothers

a. The City will comply with all requirements for nursing mothers as provided in the federal Fair Labor Standards Act as amended by the Patient Protection and Affordable Care Act of 2010. A Department of Labor Fact Sheet is available at the following link: <http://www.dol.gov/whd/regs/compliance/whdfs73.pdf>

b. Hourly employees will be permitted to utilize established paid break times for such purpose. Outside of established paid break times, hourly employees will be permitted additional breaks as needed for up to six minutes at a time with no charge to the employees' respective leave accrual balances. Additional break times of six minutes or greater will be charged to the employees' personal leave accrual balances. Employees may request approval to flex work hours for additional break times if operational demands permit.

c. Employees may contact the City Wellness Specialist or Human Resources for assistance with accommodation in compliance with these requirements.

Page 4

ADMINISTRATIVE POLICY MANUAL

D. Wellness Measurement

1. The City Wellness Committee will utilize measurement statistics to establish goals and objectives, identify areas to improve employee wellness, develop and implement wellness programs and activities, and gauge the effectiveness of ongoing wellness initiatives.
2. The City's Human Resources Department will compile the following statistics on an annual basis for review by the City Wellness Committee:
 - a. Employee aggregate medical claims data
 - b. Employee aggregate Personal Health Assessment results
 - c. Employee aggregate Workers Compensation claim data
 - d. Employee aggregate absenteeism data

E. Wellness Funding

1. Funding for City Wellness activities and programs will be coordinated between the Parks and Recreation and Human Resources Departments as part of the annual budget process.
2. The City may seek to obtain additional wellness funds from the City's medical insurance carrier, other City vendors, grants, or other resources.
3. Expenditures of City wellness funds must be approved by the City Manager or his/her designee. The Parks and Recreation Department will be responsible for maintaining an accounting for all City wellness fund expenditures, as well as an inventory of all items purchased with City wellness funds.

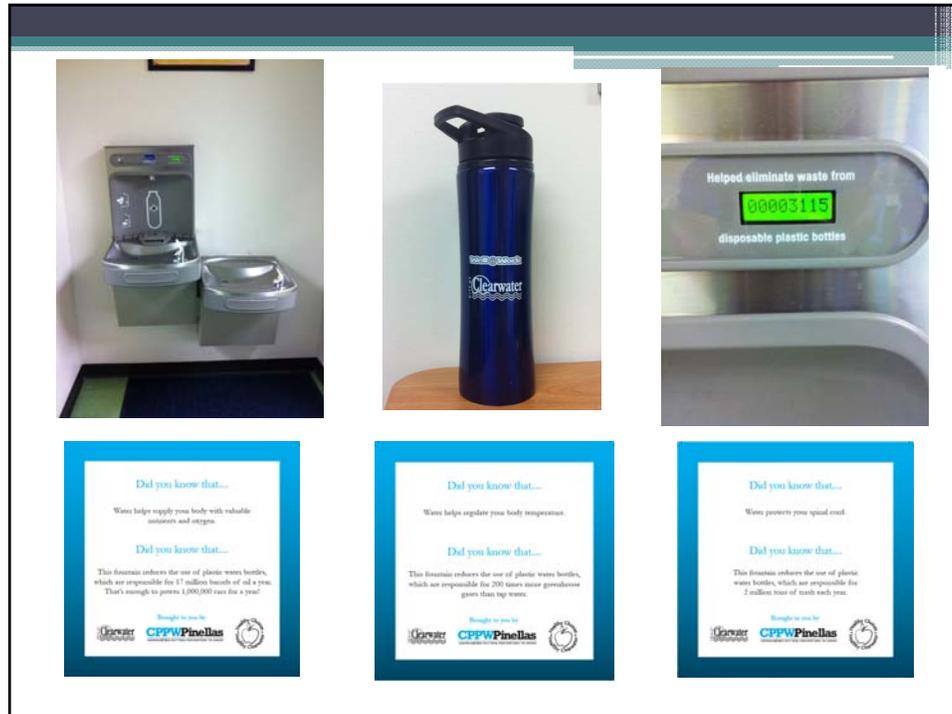
Page 5

Water Fountain Retrofit

- 22 water fountains (10 at Recreation Centers and Libraries, and 12 at the most populated City locations) were retrofitted with a hands-free, filtered, refrigerated bottle filler to increase access and consumption of safe, clean drinking water and reduce the amount of plastic trash the City generates.

Water Fountain Retrofit

- Currently, fountains are preventing approximately 950 bottles a day from entering a landfill, which equates to more than 10,000 lbs of trash each year.
- To encourage employee use, every employee (~1600) received a stainless steel water bottle that was branded with our employee wellness program, Well@Work.



Wheels@Work

- Employee only bicycle sharing program.
- 4 beach cruisers and one adult tricycle are available at our main location for employees to check out during their work day.
- Bikes may be used for business trips, personal fitness/health, or general errand running.
- In order to participate in program an employee must view the safety and information guide, covering basic bicycling safety and Florida laws, as well as sign a waiver.



Trail Improvements

- Installed emergency response decals over 6.9 miles of trail every 300 feet
- Installed street signs at major roadway crossing for trails
- Currently developing new geographically accurate/to-scale trail head signs to replace existing signage.
 - Signs will have locations of water fountains, fitness zones, and various features



Sweet Swap

- Partnered with local dentist office for annual Sweet Swap and Operation Gratitude.
- Families could bring in candy from Halloween and trade each pound of candy for one raffle ticket. An additional ticket could be obtained with a letter to the troops overseas.
- Children placed raffle tickets in appropriate prize box. We offered bicycles; skateboarding, soccer, football, baseball, and tennis packages; football tickets; annual play passes; and other health oriented prizes.
- Collected over 600 pounds of candy the first year.



Youth Sports Initiative

- Partnered with Morton Plant Mease to positively impact the more than 4,000 athletes, coaches and parents who participate in Clearwater's co-sponsor youth sports groups.
- Based on the goals of the President's Council on Fitness, Sports and Nutrition, the partnership seeks to aid in the development of lifelong recreation skills, educate participants on good health and wellness practices, enhance current educational programming and provide evidence-based medical programming and education.







Youth Partnership

City Partners with Morton Plant Mease on Youth Sports Initiatives

A part of its mission of improving the health of the local community, Morton Plant Mease is partnering with the City of Clearwater on a Youth Sports Initiative to positively impact the more than 1,000 athletes, coaches and parents who participate in Clearwater's in-sports youth sports program. Based on the goals of the President Council of Fitness, Sports and Nutrition, the partnership seeks to aid in the development of lifelong recreation skills, release participants on good health and wellness practices, enhance career educational programming, and provide evidence based medical programming and education.

Board-certified physicians and athletic trainers from the Morton Plant Mease Sports Medicine Program will facilitate and oversee all educational programming. The Morton Plant Mease Sports Medicine Program focuses on evidence based injury prevention, sports enhancement and injury prevention as well as community outreach, education and training. As part of the Youth Initiative, space for presentations and programs will cover a variety of health issues, including concussions, heat and hydration, nutrition, sports psychology, supplements and nutrition, and management of chronic conditions in the athletic and recreational setting. The Clearwater Youth Sports Initiative is one of a number of safety and wellness programs supported by Morton Plant Mease and its Sports Medicine Program. The Sports Medicine Program provides athletic services to its area high schools, including Clearwater High School and Clearwater High School. In April, Morton Plant Mease provided the physicians, certified athletic trainers and physical therapists for five sports physicals for Florida's Career high school students athletes. And earlier this year, the Sports Medicine Program implemented the ACT (Attention Focus Concentration Assessment and Cognitive Training), an attention assessment tool used for competition screenings at Clearwater High School and Seminole High School.

Visit MPMHealth.com/youthisite for more information on the Morton Plant Mease Sports Medicine Program.

Maximize Your Mental Power to Achieve Peak Sports Performance

September 29, 10:11 a.m.
Join us from 10-12 a.m. for a high level of athletic and health awareness!
Bright House Field - Shark Pavilion
607 N. Old Coachman Road, Clearwater

Join Dr. Deanan and learn what you need to do before, during and after training or participating in a sport to be at your peak... or otherwise, join "sarcasm" you'll find me here.

- Receive a great athletic bag provided from physical + and Injur - injury
- Maximize mental attention on sports
- Practice the basic skills of mental performance, visualization, rituals for competition, breathing exercises
- Encourage the additional ability to practice mental training as well as physical training.

- Not get caught up in the "Tropical Competitive Issues" that could potentially be harmful to the brain
- Not allow competitive stress to decrease memory function and brain growth
- Get paid as when you do best will be provided and have a life balance

About the Speaker

Nick Deanan, M.D., Psychologist is an innovative and renowned Sports Psychologist. He has trained athletes from around the world to achieve peak performance and life balance. He conducted a neuroscience study on athletes who have success using some of the on brain imaging techniques available at Morton Plant Mease.

Call 784-4614 to register or visit BigGameTraining.com

Health Choices for a Healthy Clearwater

- A collaborative campaign involving local businesses, schools, city and county departments, non-profit agencies, hospitals, and community groups in a shared effort to make it easier for residents to make healthy choices.
- A monthly newsletter highlights healthy activities, recipes, and classes and recognizes Clearwater businesses and schools that encourage healthy lifestyles.
- Those who pledge to "make at least one healthy choice each day" will receive a Healthy Choices for a Healthy Clearwater card that can be used for discounts at participating businesses.
- *Healthy Choices for a Healthy Clearwater* helps make our city a great place to live, learn, work and play.

CLEARWATER HEALTHY CHOICES RESTAURANTS

In response to the growing interest of healthier lifestyles and custom desires regarding healthier dining options, the Pinellas County Health Department has introduced the "Healthy Choices Restaurant Program." The local restaurants that display the Healthy Choices Restaurant decal have promised to offer sensible solutions to our population's ever increasing waistline by offering "Take Home" or "Cook to Order" options.

A few of Clearwater's participating restaurants are listed below and for a full list of "Healthy Choices Restaurants," or more information on this program, go to www.clearwater.com.

Applebee's Crabby Bill's Three Coins Restaurant
 5119 East Bay Drive
 37 Courtney Blvd.
 1700 S. Missouri Avenue

HEALTHY CHOICES FOR A HEALTHY CLEARWATER

LIVE. LEARN. WORK. PLAY.

September 2012 | Volume 6, Issue 9
 Produced by the City of Clearwater Parks & Recreation Department

CLEARWATER FREE FITNESS DAY Sept. 20

If you're a Clearwater resident, bring the coupon to left to participating fitness centers for a free workout. Please call for facility location and operating hours.

- Anytime Fitness - Downtown Clearwater, 216-6378
- Cheek Powell Wellness Center at Morton Plant Mease, 462-7656
- Clearwater YMCA, 861-9622
- Countryside Recreation Center, 662-7914
- Clearwater Beach Recreation Center, 462-6138
- Long Center, 793-2120
- North Greenwood Recreation Complex, 462-6276
- Ross Norton Recreation Complex, 462-6025
- Golda Men Men's Jewish Center, 736-1464
- LA Fitness, 791-0980

HEALTHY CHOICES FOR A HEALTHY CLEARWATER FREE FITNESS COUPON

Good for a free workout at participating facilities:

City of Clearwater Recreation Centers, Anytime Fitness Downtown Clearwater, Clearwater YMCA, Golda Men Men's Jewish Center or the Cheek Powell Wellness Center at Morton Plant Mease

Good on **Thursday, Sept. 20, 2012 only**

Must show proof of Clearwater residency

This coupon is not good for classes

Clearwater Healthy Choices Challenge Card Application

Name _____ Date of Birth _____

Mailing Address (must be a Clearwater resident) _____

E-mail Address _____

Would you like to receive future editions of this newsletter by e-mail?
 Mail to: Healthy Choices, P.O. Box 4748, Clearwater, Florida 33768 or sign up on-line at www.myclarwater.com. Choose Healthy Choices Card Application under the Quick Links section.

Send your questions, comments, or suggestions about this newsletter to sandra.schroy@myclearwater.com. For more info about Healthy Choices for a Healthy Clearwater, log on to myclearwater.com.

CLEARWATER IS A HEALTHY PLACE TO LIVE

September Sports

Who are you rooting for this month? The Buccaneers, Rays, Gators, Clearwater Tomatoes or Countryside Cougars? September is a month full of sports here in Clearwater and across the country. Just as professional and college athletes prepare to perform in front of thousands in stadiums and on TV, Clearwater fields are alive with young athletes who are practicing hard in preparation for their weekend games in front of their own adoring fans. Clearwater has more than 1,000 athletes who participate in the city's co-sponsored youth sports organizations. Most of these organizations are run by dedicated parent volunteers who have a love for sports and an even bigger love for their children. So, the next time you are out for a walk, stop by your local Clearwater field and cheer on young athletes and future September superstars. For more information on Clearwater's co-sponsored youth organizations, call the Clearwater Athletics office at 842-4802 or check out MyClearwater magazine, or the Parks & Recreation page of myclearwater.com.

The Clearwater Youth Sports Initiative—Beginning this month, the City of Clearwater will be partnering with Morton Plant Mease Hospital to provide educational programming to coaches, parents and athletes who participate in youth sports. Topics for presentations and programs will include: concussions, heat and hydration, nutrition, sports psychology, supplements and steroids, and management of chronic conditions in the athletic and recreational setting. On Sept. 29 Dr. Nick Owen will speak on how to Maximize Your Mental Power to Achieve Peak Sports Performance from 10 to 11 a.m. at Bright House Field in the Shark Pavilion. The program is free and open to parents, coaches and athletes, but participants are encouraged to register at 253-4076 or by logging on to MyClearwater.org.

TIPS FROM THE TRAINER

More Bendable, Less Breakable

Be more bendable and you will be less breakable. That statement applies to so many areas of our lives.

If you ever suffered from a sore back or a stiff neck you might agree that a more bendable spine would be a good thing. If you ever suffered from a hamstring or groin pull you might agree that having more flexibility at the hip and surrounding muscles would be beneficial. From the exercise perspective, the more we create three-dimensional mobility ("bendability"), the better chance we have of not hurting ourselves. Flexibility also creates greater ease of motion. If the body bends, chances are it won't break.

This theory can also apply to the mind. Getting locked into a set thought pattern runs the risk of not "bending" your mind to any other possibility. This could set us up for damage to ego, relationships and future success. I suggest our challenge this month is to work on improving the "bendability" of your body to reduce the chance of breakage, and to open our minds up to new possibilities....

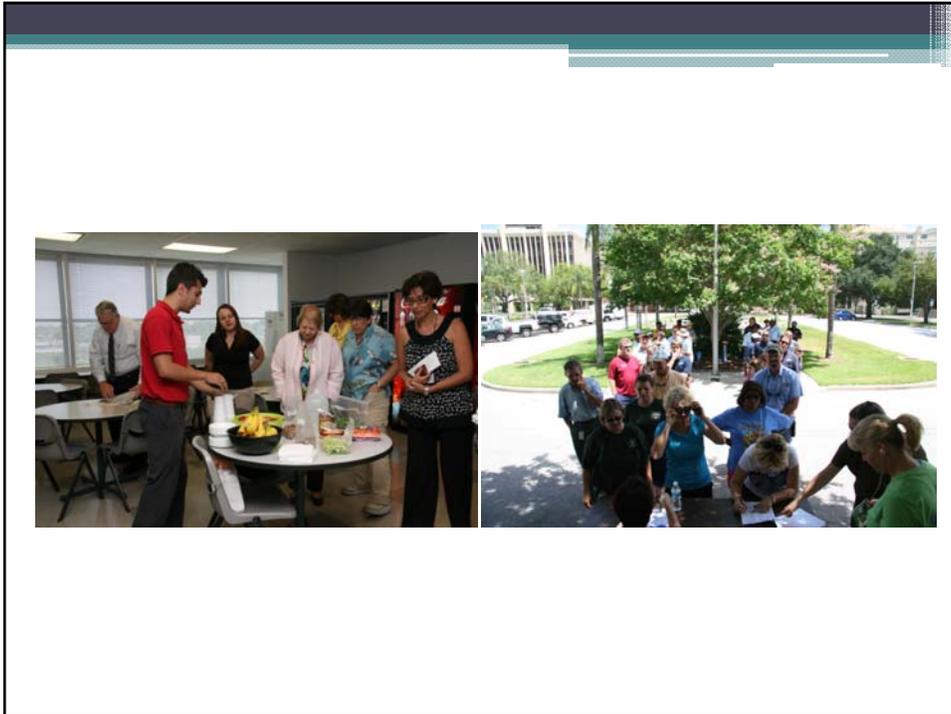
-Our Trainer - *Annemarie Scaramia, M.Ed. Exercise Physiologist*

We have many great teams to root for in and around this beautiful city, but make sure you spend some time this month supporting your #1 team: your family. Studies have shown that family members play a major role in helping each other develop healthy eating and exercise habits. Just like any other team, making healthy choices for your family takes practice, practice, practice. So get off the couch and find out why Clearwater is a healthy place to live, learn, work and play!



Miscellaneous Events

- **Snack with Zach**
 - Educated employees on making appropriate snacking choices at work
- **Start Walking Day**
 - Part of AHA campaign to get America moving.
 - Roughly 200-300 participants each year
- **Turtle Hurdle**
- **Cooking and activity with Camps**



Where to go from here...

- What are you trying to impact?
- Who are the stakeholders?
- Sustainability and funding?
- Is it fun?
- Where are there gaps?
- What has been done that was successful?

Group Activity

- Find a partner or small group (no more than 5 people).
- Brainstorm activities that are fun, promote physical activity, and that are unique.
- Budget is no option, but the more realistic the better.
- Be prepared to SHARE.

Food for thought

- We have engineered activity and healthy behaviors out of our life.
- The kinds of activities and food that are advertised is the kind that is most profitable, not what is the best for society.
- It's not I want to..., or I'll try to..., it's this WILL happen.

Food for thought

- The weight of the nation is very light if its supported by all of our hands, and it is extremely heavy, an incredible burden, if we do not do something about it.

Resources

- Local Health Department
- Wellness Professional Networks
 - <http://wellcounciltb.org/>
- CDC
 - <http://makinghealthasier.org/>
 - http://www.cdc.gov/obesity/strategies/hbo_wotn.html
 - <http://theweightofthenation.hbo.com/films/trailer>

Zachary Taylor

Wellness Specialist

City of Clearwater

Parks and Recreation

(Tel): 727-793-2339 x 238

(Cell): 727-224-7349

(Fax): 727-793-2338

zachary.taylor@myclearwater.com