

CALL TO ACTION 3: Engage SCHOOLS to advance the following strategies to reduce and prevent childhood obesity in Duval County:

NUTRITION
ACTIVE LIVING
ADVOCACY

- A. Commit to and support full implementation of the District Wellness Policy by: Ensuring healthy food options are available throughout the school day and environment; Incorporating staff and student wellness initiatives; Providing regular structured and unstructured times for physical activity.
- B. Restrict á la carte item content and availability.
- C. Restrict soda and candy sales in schools and at school sponsored events and activities.
- D. Support the district’s efforts to meet state mandates (e.g. 150 minutes of physical education per week in the elementary schools) and enhance the quality of K-12 physical education programs.
- E. Encourage and provide opportunities for safe unstructured physical activity during and after the school day.
- F. Link and partner with efforts to ensure Safe-Routes-To-School methods that support increased walking and biking.
- G. Develop, implement, support and sustain student-led health councils for secondary schools.
- H. Provide decision-making opportunities for students in regards to healthy eating and active living opportunities during and after the school day (review school menus, propose health initiatives designed and implemented by students, increase hours for track and fields).
- I. Partner with the Duval County Parent Teacher Association (PTA) to make childhood obesity a statewide platform issue.
- J. Research and pursue partnerships with business, local government and faith communities to provide support for school activities related to healthy eating and active living.
- K. Encourage a strong defined partnership/reliance between school wellness committees and the PTA.
- L. Increase the implementation of comprehensive health education in grades PreK-12 to increase health literacy.

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CALL TO ACTION 4: Engage EARLY CHILDHOOD advocates and providers to advance the following strategies to reduce and prevent childhood obesity in Duval County:

NUTRITION
ACTIVE LIVING
ADVOCACY

- A. Expand breast-feeding education in clinics and at obstetrician offices serving pregnant women and women of childbearing age.
- B. Expand breast-feeding education and support provided to pregnant and parenting families through Healthy Start, Healthy Families and WIC.
- C. Expand content of mandatory State 40-hour training for child care providers to include training modules that emphasize the importance of healthy eating and active living for children ages 0-4.
- D. Select/create and distribute sample menus, curricula and other instructional material that emphasize the value of healthy eating and active living to child care providers of children ages 0-4.
- E. Disseminate healthy eating and active living education and information through child care provider training and licensure programs.
- F. Support efforts by the Florida Breastfeeding Coalition to secure State legislation supporting breast-feeding mothers at the worksite.
- G. Disseminate the U.S. Department of Health & Human Services “Business Case for Breast-feeding” support guide to employers.
- H. Engage the Jacksonville Chamber of Commerce and business networks to promote worksite breastfeeding support.
- I. Work with the Early Learning Coalition, Duval County Health Department and the local Department of Children and Families to ensure child care centers who serve infants under the age of one are informed regarding the safe handling and storage of breast milk.
- J. Work with the Northeast Florida Breastfeeding Collaborative in its efforts to assist hospitals in achieving successful implementation of the World Health Organization’s Baby-Friendly 10-step Hospital Initiative (BFHI).

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CALL TO ACTION 5: Engage COMMUNITY, FAITH AND YOUTH ORGANIZATIONS to advance the following strategies to reduce and prevent childhood obesity in Duval County:

NUTRITION
ACTIVE LIVING
ADVOCACY

- A. Utilize community and faith-based outlets as an implementation source for breast-feeding awareness, education and promotion.
- B. Design and/or select a peer educator or train-the-trainer program that reinforces the adopted local core prevention message using community, faith and youth organization contacts.
- C. Implement an “adopt-a-school” partnership where community and faith-based organizations adopt a school to support healthy living and parental support efforts.
- D. Create and implement youth-led peer involvement campaigns that address healthy eating and active living.
- E. Encourage pastoral alliances to recognize and address childhood obesity as an issue in their unique faith settings.

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CALL TO ACTION 6: Engage MEDIA and MARKETING community to advance the following strategies to reduce and prevent childhood obesity in Duval County:	NUTRITION	ACTIVE LIVING	ADVOCACY
<p>A. Design and/or select a local “core” childhood obesity prevention message and media campaign. The selected campaign will address the following requirements to ensure depth and spread of message to all Duval County citizens: Balance, Gender, Age, Comprehensive, Realistic, Easily Disseminated, Youth “Approval,” Cost, Accessibility.</p>			●
<p>B. Implement core message in areas of greatest need first, with the plan to implement city-wide. Recommend/develop web-based social interaction resource for children to support newly-adopted healthy behaviors. Partner with a variety of media and marketing partners to promote core message. Partner with a variety of media and marketing partners to support common campaigns.</p>			●

CALL TO ACTION 7: Engage Jacksonville EMPLOYERS to advance the following strategies to reduce and prevent childhood obesity in Duval County.	NUTRITION	ACTIVE LIVING	ADVOCACY
<p>A. Implement and/or strengthen policies in worksites that encourage breast-feeding.</p>	●		
<p>B. Encourage family-friendly health activities.</p>		●	
<p>C. Encourage and support employees in their efforts to be health role models for their children.</p>			●
<p>D. Encourage employers to adopt schools to support school-wide wellness efforts and activities.</p>			●
<p>E. Support and recognize worksite wellness programs.</p>	●	●	