

## **Steps to a HealthierFL-Pinellas County**

**U58/CCU423316-03**

**2005-2006 ANNUAL PROGRESS REPORT**

### **B. Program Overview and Activities**

#### 1. Program Overview

**Steps to a HealthierFL - Pinellas (Steps)** impacts the diseases of obesity, asthma and diabetes in the defined intervention area of Pinellas County, by reducing risk behaviors related to tobacco, physical activity and nutrition. In **year three** of the Steps grant, **HP 2010** objectives and evidence-based strategies continued to be implemented by the **Pinellas County Health Department (PinCHD)**, lead agency, in partnership with key Leadership Team members under the oversight of the **Partnership for a Healthier Pinellas**, the local Steps consortium.

#### **Lead Agency, Leadership Team and Consortium**

The Pinellas County Health Department continued to serve as **lead agency** in Year 3. The **Leadership Team** continued in Year 3 through memorandum of agreement or contracts signed by all the following community partners: PinCHD, Pinellas County Schools, American Lung Association, All Children Hospital, Bayfront Medical Center, YMCA, Pinellas County Extension, Community Health Centers (FQHC), 2-1-1 Tampa Bay Cares and independent contractors including the Diabetes Coordinator, and Parish Nurses. The Leadership Team's monthly meetings continued to provide a proactive venue for partners to work together on collective ideas and problem solving. Year 3 showed a significant growth in teamwork. Partners now routinely coordinate programs

and events with each other, without the necessity of intervention by the lead agency.. The interrelationships brought about through the Steps grant and Leadership Team format has far exceeded expected outcomes.

## **2. Program Goals and Objectives**

### **a. Program Accomplishments and Progress in Year 3**

**In Year 3 Steps exceeded or met 84% of a total of 96 short term and intermediate outcomes.** Through the influence and participation of the Steps project, continued progress was made in the fight against obesity, asthma and diabetes. Steps continued to be a catalyst influencing achievements at the National, State, County and Local levels.

#### **National Accomplishments**

- The **Steps Program Manager** participated in a meeting of the National Expert Panel on Community Health Promotion on March 23–24, 2006, in Atlanta, Georgia, hosted by The Community Health and Program Services Branch, along with the Division of Adult and Community Health’s Office of the Director. The purpose was to convene a group of experts external to the Centers for Disease Control and Prevention (CDC) to develop recommendations for efforts of the National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP) to promote community health.

The meeting was a success with the expert panel making eight recommendations to NCCDPHP. The results are published in

#### ***Recommendations for Future Efforts in Community Health Promotion Report of National Expert Panel on Community Health Promotion***

- The **Steps Program Manager** participated in The Centers for Disease Control and Prevention (CDC) and the Administration on Aging (AoA) interagency

agreement (IAA) to assist **Steps** Community and State Grantees in their progress toward their public health goals concerning the needs of older adults. Two risk factors that are being addressed by Steps are poor nutrition and lack of physical activity.

- At the request of HHS/CDC, **Steps** is collaborating with the **Veteran's Administration** through Bay Pines hospital to coordinate efforts between Steps and **Move!**, a national program designed by the VA National Center for Health Promotion and Disease Prevention (NCP), a part of Patient Care Services, to help veterans lose weight, keep it off and improve their health. A local "Kick Off" event is scheduled for November 16, 2006 and the Steps program staff have been involved in the planning committee for this event.
- The 4-H was invited by the Institutes of Medicine (IOM) to participate in a summer 2006 Youth Mapping Project looking at food marketing to youths. The project was conducted in 4 U.S. communities including Pinellas County, Fla., Sussex County, Del., Harlem, N.Y.; and Bowling Green, Ky.
- **The Physicians Committee for Responsible Medicine** evaluated 18 elementary school lunch programs from the largest school districts in the Country. **Pinellas County Schools** a major Steps partner received a grade of **A-**, ranking them third in the Country in three essential categories, Obesity and Chronic Disease Prevention, Health Promotion and Nutrition Adequacy, and Nutrition Initiatives.

## **State Wide Accomplishments**

### **State Efforts to Address Diabetes**

- **Steps** has been a participant in the State's **Diabetes Prevention and Control Program** (DPCP) working with the Implementation Work Group (IWG), a partnership of individuals who have come together from across Florida to devise innovative ways to make living with diabetes easier. The IWG promotes standardized care and treatment of diabetes, provides professional education to those providing diabetes care and services, and with the Florida Medical Association to produce a special Journal relating to diabetes.
- In partnership with the **Saint Petersburg College**, DPCP is offering free CME/CEs designed for healthcare professionals. Course curricula address topics vital to the prevention, treatment and control of Cancer, Diabetes, Heart Disease and Stroke, and Obesity. **Steps** is promoting the curricula to area health care providers and has installed the link on the Steps website.
- The Florida Department of Health has joined the Agency for Health Care Administration in promoting the American Diabetes Association's (ADA) Standards of Medical Care in Diabetes and the National Standards for Diabetes Self-Management Education. The materials are available online at the Florida DOH website. **Steps promotes** the materials to IA health care providers and have installed the link on the Steps website.

### **State Efforts to Address Physical Activity**

- In Year 3 Steps in partnership with **Florida DOH** and **Florida on the Move** (FOM) planned and implemented the “**Step Up, Florida – On our way to healthy living**” campaign in Pinellas County. This **annual statewide initiative** promotes physical activity and healthy lifestyles to Florida’s citizens and visitors. For the second year in a row the Steps projects in **Pinellas and Hillsborough Counties** capitalized on this event by passing the “Step Up” flag in relay fashion on the Friendship Bridge that **links both counties** across Tampa Bay.
- The Florida **Department of Transportation** provided schools in the intervention area with the funding to repair sidewalks, install bike racks, crossing signals, speed reduction (speed bumps) and other safety measures to encourage children to walk or bike to school. This is an ongoing project and will continue through 2007. The FDOT also committed in kind cash contributions to the Steps to a HealthierFL media campaign in the amount of \$20,000 in 2006 and \$100,000 in 2007.

### **State Efforts to Address Nutrition**

- Steps **4-H Youth** are taking action through the Youth Empowered Ambassadors for Health (**YEAH!**) Campaign, which provides this much-needed information and supports the role that everyone can have in becoming advocates for a healthy lifestyle. The Steps 4-H youth joined teens from around the state at the Youth Ambassador Summit in Orlando, Florida in June. The Ambassadors for Health ranging from 13 to 18 years of age were presented tools to enable them to become

- advocates for healthy lifestyles among their peers, in their local youth organization and within their community. Youth received training and resources showcasing youth ambassador models and programs focused on increasing physical activity, healthy nutrition choices and reducing TV screen time.
- Steps representatives from **Pinellas County Schools** presented at a number of Statewide conferences including, Florida State School Health Association, Florida State Health Education Advisory Consortium, Food Service Mini conference for University of South Florida staff and students, Florida School Nutrition Association, Food Service Specialist Training program.

#### **State Efforts to Address Asthma and Tobacco**

- The state of Florida Indoor Air Quality (IAQ) program has incorporated the Steps Asthma presentation into the yearly training. Calls from neighboring counties on how Steps environmental evaluations are performed have increased. One county sent their new IAQ staff member to Pinellas County for training.
- **The Florida Quit-for Life Line**, toll-free smoking cessation hotline has been actively promoted throughout the Steps IA. The Steps Program has made a concerted effort to promote the quitline among residents. The quitline offers counseling for both adults and teens.

#### **County Wide Accomplishments**

- **“Step Up, Florida”** in Pinellas County was an all day walking/bicycling event in kicked off with State and local dignitaries including Dr. M. Rony Francois,

**Florida’s Secretary of Health** and St. Petersburg City Councilman Rick Kriseman. The program included a stop at four municipalities along the Pinellas Trail where Mayor’s and other officials promoted physical activity in their communities. The day culminated with local media filming County Commissioner Karen Seel receiving the “**Golden Sneaker**” award for being the first Commissioner to succeed in walking 100 miles in County parks as part of the Steps and FOM sponsored “**100 Mile Club.**”

- As previously cited in the Interim Progress Report, while Steps intervention area is located in the south end of Pinellas County, Steps initiatives have continued to influence other agencies to promote “Steps-like” services throughout the entire County. The **Partnership for a Healthier Pinellas (PHP)** has formed a Health Promotions subcommittee to determine methods to expand the existing Steps projects beyond the borders of the IA. Currently the subcommittee is looking into Workplace Wellness activities beginning with the PHP general membership.
- PinCHD is working with PCS to expand Steps activities to 4 elementary schools in Clearwater. The PinCHD will provide funding to hire a coordinator.
- The Steps school staff nutritionist continued to work with the district’s food service staff offering technical assistance to implement the programs.

### **Local (IA) Accomplishments**

Steps accomplishments in Year 3 continue to be driven through the collaborative efforts of the partners. The Leadership Team continues to meet on a monthly schedule to share ideas, brainstorm and problem solve.

### **Partner Accomplishments**

Steps partners continued to provide excellent programs throughout Year 3 to achieve short term outcomes as described in section **b. Community Action Plan**. Additional accomplishments beyond those included in the Community Action Plan are described below.

#### **Pinellas County School District**

The Pinellas County School District, including the School Board and District Superintendent has been very supportive of the Steps grant initiatives. The Steps School Coordinator is a member of the Leadership Team and has been very proactive throughout the school system. Some highlights from Year 3 are:

- Addition of a registered nurse to act as the full time Steps nurse. The nurse has developed diabetes and asthma programs for students and staff.
- A partnership has developed with Glaxo Smith-Kline and Steps to begin an Asthma Project into schools throughout the County. Parents, students, school nurses and the student's health care provider will all be instructed in the proper use of peak flow meters. The program will be instituted in the current school year.
- The Steps Pinellas County Food Service program was published in **The 5 A Day the Color Way School Food Service Guide**. This was created by *Produce for Better Health*.
- On August 2<sup>nd</sup> Steps hosted an early morning breakfast meeting to '**Kick off the School Systems Wellness Program**'. The special guest speaker was Dr. Pat

Cooper, Superintendent McComb MI. School District. Dr. Cooper has successfully implemented a program of Coordinated School Health in his District.

- The Steps to a Healthier FL- Pinellas County presented at the following local conferences:

- Pinellas County School Board
- Superintendents Grade Level Meetings
- School-based PTA meetings
- County Council of PTA's
- Food Service Mini conference for staff
- Food Service Managers Intern training program
- Food Service Specialist Training program
- PCS Health Education Teachers Professional Learning Community

- The School Health Advisory Committee (SHAC) is creating a network of health agencies working together to promote school health.

### **YMCA of Greater St. Petersburg:**

The YMCA continued to be an active partner in Year 3 increasing school and community physical activity programs.

- The YMCA again partnered with the PCS to continue the **Lunch Bunch Program** conducted at 2 elementary schools.
- The YMCA is working with the Steps nutritionist at the Community Health Centers to provide an exercise instructor to a weight management program.
- The YMCA continued the programs in existing locations which included churches, schools, recreation and community centers, local YMCA branches, and one FQHC. Class formats offered at the sites included pilates, yoga, senior fitness, tai chi, youth sports, hip hop dance, step aerobics, and kid's aerobics.

### **Pinellas County Extension**

The Pinellas County Extension continued to expand on activities in Year 3.

Collaborations with other partners included:

- Provided the healthy food preparation sessions for the weight management and hypertension programs held at Johnnie Ruth Clarke Health Center (FQHC). In addition, participants in those programs were contacted to participate in a 4 part series designed to provide more in-depth information on healthy food preparation.
- Worked with the YMCA to offer the Parent and Adolescent Conditioning Program (PACT) for families. Extension provided the nutrition sessions and the YMCA taught the physical activity sessions.

### **Partnerships in Prevention**

The marketing and advertising campaign focused on branding the Steps to a HealthierFL initiative targeting at risk and disparate populations. In addition to branding, television and radio spots have created awareness about the chronic disease challenges of obesity, diabetes, asthma, tobacco and the related diseases caused by tobacco use, tobacco cessation, increased physical activity and nutrition.

- **Wellness Day Tampa Bay** was a free community event at Tyrone Square Mall, located in the center of the intervention area with a target population that mirrors the Steps target population. Steps partnered with Glaxo Smith Kline and US Wellness to offer free screenings for blood glucose, HBA1C, blood pressure, cholesterol, and spirometry, followed by workshops focusing on nutrition, cooking healthy meals, diabetes management, asthma management, fitness and physical activity and tobacco cessation and prevention. All the Steps Program

Partners participated in the event, which was well attended with a steady flow of people from 10 a.m. to 4 p.m. The mall traffic was estimated to be over 50,000 people.

- A series of (8) unique television and (41) radio spots were produced and aired in the market, as well as billboards and the printed materials handed out at event and distributed through the St. Petersburg Times.

- b. Progress made in achieving short-term and intermediate outcomes.**
- c. Relevant barriers, unmet goals objectives, activities, and specific plans to address them.**
- d. Description of activities, including the extent to which activities were implemented; and changes to planned implementation.**

The project chooses to combine sections b. c. and d. in the Community Action Plan. The Community Action Plan Matrix is contained in section 3.

**The Community Action Plan** is divided into two sections: Community and School-based Interventions. The Plan breaks down activities into six (6) areas: Nutrition (**N**), Obesity (**O**), Diabetes (**D**), Physical Activity (**P**), Tobacco (**T**), and Asthma (**A**). Other abbreviations include: Elementary (**ES**), Middle (**MS**), and High (**HS**) schools and Intervention Area (**IA**).

### **Section 1: Community Interventions**

#### **Area: Nutrition (N)**

**Steps exceeded or met 71% of a total of 14 short term and intermediate Nutrition outcomes.**

**N-1:** Continue Expansion of *PinCHD* general nutrition services by assigning a full time nutritionist to the project and by a renewed contract with *Pinellas Cooperative Extension Center* to provide outreach community nutrition services.

**Status:** Met

Pinellas Cooperative Extension Center contract renewed 10/05.

**N-2:** Conduct 1 hr class to children in after-school programs consisting of 30 minutes of 5 -A -Day and 30 minutes of physical activity.

**Status:** Exceeded                      7,417/7,000 children

**Activities:** Two 6-week curriculums that included nutrition, fitness and healthy snack preparation activities were used to teach hour-long sessions focusing on exercise, MyPyramid, fruits and vegetables, portion distortion, healthy snacks, the food label, and fast foods. Hands on activities such as “Think Your Drink”, Build A Food Pyramid Sandwich, What’s Your Serving Size?, What’s In The Bag, Compare A Snack, Fast Food Meal Comparison and 5 A Day Power Bingo involved the youth in learning about various aspects of nutrition.

Activities to teach fitness included Fitness Dice Toss, Balloon Soccer, Nerf Dodge Ball, Deer In The Park, The Pulse Game and Big Step Relay. In addition, children took an exercise challenge by visiting various stations and participating in the activity identified at the station.

A **Steps Challenge Chart** was used to help bring the learning home. At the end of every lesson, the children were given a lesson-related health challenge to meet during the week. Examples of the challenges include making healthier beverage choices, tracking food intake, with special emphasis on fruits and vegetables, tracking portion sizes, eating fruits and vegetables from the different color groups and choosing healthier snacks. If a child met the challenge for the week that child received a star next to his/her name on the Challenge Chart. At the end of the six-week program children who met all 5 challenges were given a small prize.

**N-3** – Conduct AHA Step 1 and 5 A Day to youth and adults. (This Objective was a combined effort of the PinCHD Nutritionist and the Cooperative Extension.)

**Status:** Unmet                      5251/5500 participants



**Activities:** A total of 53 healthy choice restaurants were approved in the Steps IA. The Healthy Choice Restaurant Program has expanded to both healthy kids (FL On the Move) and adults (Steps) restaurants. In the Steps Intervention Area, 52 adult restaurants were approved and 21 children's menus were added with an overlap occurring.

**Accomplishments:** In St Petersburg the FireHouse Subs adult and kids menu was approved and a press release was written by FireHouse Subs and sent out to the local media and trade magazines.

**Restaurant Business Magazine** contacted Steps to do a write up on the Healthy Heroes Program and the program will be featured in an upcoming issue.

**N-6:** Promote and expand *PinCHD* Pinellas Wellness website to include BMI information and links to major health sites and nutrition and exercise classes/programs.

**Status:** Exceeded 5416/2125 Average "hits" per month.

**N-7:** Promote and expand *PinCHD* "Parent Health Bulletin" featuring healthy eating tips for parents.

**Status:** Exceeded 571/90 sites

**N-8:** Conduct 5 A Day and healthy choices promotion as part of major media campaigns described earlier. Expand Year 1 partners and increase # of messages by 5% in year 2.

**Status:** Exceeded 437,503/5,019 messages

### **School Action Plan:**

#### **Area: Nutrition (N)**

**N-1:** *PinCHD* will maintain contract with schools to retain a Nutrition Educator.

**Status:** Met

**N-2: Expand "Five a Day the Color Way Salad Program"**

**Status:** Exceeded 47/15 ES in the IA

**Activities:** There are a total of forty seven (47) schools in the intervention area to date offering a salad program. Sixteen (16) schools have had a Farmer's Market Kick-Off and fifty eight (58) schools have been provided with training and resources to implement the pre-packaged salad program. Most students will choose 1-2 fruits or vegetables when going through the lunch line if a salad is not selected.

**N-3: Offer "Organ Wise Guys" characters and materials interactive classroom curriculum in ES schools.**

**Status:** Exceeded 21/16 ES

**Activities:** The Organ Wise curriculum implemented in twenty-one schools within the intervention area. A total of 7,587 students have received the Organ Wise Guy program in Steps intervention area schools this grant year. *Extreme Health Challenge; Michelee Puppets* - is providing free performances for elementary students. It is a 35 minute game show using entertaining puppet characters along side with students addressing important information on nutrition and exercise. It meets sunshine state standards for Health, Physical Education, and Arts/Theater Arts. This performance is a highly energized interactive performance focusing on nutrition facts and promoting physical activity. Over 6,800 students attended these performances. Nutrition Education has also been delivered to over 500 secondary students and adults including the staff of Pinellas Park Middle School and Frontier Elementary School, Bellair Rotary Club and Food Service Interns.

**N-4:** Expand "MORE Health-Fit for Life" 8<sup>th</sup> grade curriculum (2-50minutes presentations) to all 11 MS & introduce "More Health-Eating Disorders to all 7 HS and "More Health Nutrition Pyramid Power" to all 35 ES.

<b>Status:</b> Met	HS	7/7	1614 students
Unmet	ES	29/35	3241 students
Unmet	MS	9/11	1863 students

**Barrier:** Some schools that did not receive the lessons because of scheduling conflicts. Each school has to agree on a certain time to invite MORE Health into the classrooms.

**Barrier Addressed:** In year 4 MORE Health has hired a new scheduling coordinator to implement the programs in the required schools.

**N-5:** Produce and disseminate Healthy Eating and physical activity media materials (district TV channel, posters in school cafeterias, video materials, etc.) and expand in Yr. 2-5.

**Status:** Unmet 255,263 /281,656

**Barriers:** The Steps Program did not distribute flyers for one weight management program in Year 3 that would have accounted for over 20,000 additional materials.

**Barriers Addressed:** In Year 4 Steps will review content of materials distributed and modify deliverable numbers to more effectively meet the intended objective.

**Activities:** – A variety of materials have been printed for use in the program and distributed to schools within the intervention area including posters, folders, letters, certificates, survey forms, calendars, agendas, educational worksheets, brochures, charts, information sheets, color books, post cards, report forms, program applications, memos and menus.

The “Lunch Time Jam” is coordinating Health Tips of the Month with the Organ Wise Curriculum. This is a lunch time broadcast for students. A PSA was produced in January using Ryan Nece, a professional athlete from the Tampa Bay Buccaneers football team, to highlight physical activity as the health tip of the month.

The Teen Cuisine Quick Bites video was taped during a one week period in May 2006. Ten middle school students from John Hopkins Middle School were selected from auditions held in April. The Teen Cuisine Quick Bites program will highlight recipes reflecting the Health Tips of the Month created by the Food Service Department. The Suncoast Cooks and Chefs Association of Pinellas and the Tampa Bay Culinary Association provided the chefs to work with the teens on the cooking show. The teens act as hosts and cooks showing how to prepare quick recipes for a healthy diet. A final DVD product will be produced in January 2007. Ten sample videos can be found on the steps web site <http://www.pinellas.k12.fl.us/CI/Steps/teencuisine.html>

The teens prepared forty different recipes reflecting a health tip of the month. These segments will run about 4-5 minutes each. The video segments will be broadcast on PDS 14 each month highlighting recipes reflecting the health tips for that month.

**N-6** Administer a customized YBRS in 3<sup>rd</sup> grade in Years 1, 3, and 5.

**Status:** Met                      Survey administered

**Community Interventions**

**Area: Asthma (A)**

**Steps exceeded or met 83% of a total of 24 short term and intermediate Asthma outcomes.**

**Children’s Outreach/Case Management and Environmental Interventions:**

**A-1:** *PinCHD* will contract with *ACH* to retain an **outreach case manager** in Year3.

**Status:** Met

**A-2:** *ACH* to provide **outreach** and **case management (CM)** services for children with asthma.

**Status:**

Unmet for # of CM children	277/400
Met for # hospitalizations (ACH) <18	299/346
Unmet for # ER visits for children	1144/984
Met for CM children with primary care provider	277/277
Met for CM children compliance with medication	274/277
Met for CM children completing referral process	191/277

**Activities:** The Asthma CM made 187 home visits this year for asthma education.

A total of 277 clients received case management services compared to 93 in year 1. 187 new clients were identified during this budget year compared to 161 total new clients identified during the first two years of the grant. No potential clients have refused services or have been lost to follow-up this year.

The case manager has visited 55 physician offices providing a letter regarding services. In addition services are promoted through Steps Resources Directory, Asthma Action Plans, and Steps brochures.

Working with the Steps R.N. the partnership with the Pinellas County Schools has strengthened. Client referrals have been received since the beginning of the school year in August.

**Barriers:** It continues to be difficult to attain 400 clients in one year. Many of the clients referred are from a low socio-economic level and often are faced with multiple social challenges in addition the clients are not voluntary in the sense that they have not approached the case manager for services. The CM has either sought out cases or relied on referrals from health care providers or Steps partners.

Case finding based upon clients who were seen in the ACH Emergency Center (EC) for asthma was initiated in the summer. The case manager made follow up phone calls to patients who were seen in the EC to explain the Steps Asthma Outreach program and ask if they would be interested in his services. He averaged 5 new clients a month with a range of 0 – 10 new clients using this methodology.

**Barriers Addressed:** The CM will continue case-finding efforts by contacting EC patients to follow up on EC visits. Continued marketing efforts will be made with physician practices, emergency rooms, schools, and others to attain an increase in CM children. The CM will continue to coordinate marketing efforts with the ACH Outreach Services representative for south Pinellas County. The CM will continue to build upon referral network recently established with school nurses. If the CM numbers do not

increase in 6 months with these additional efforts the STO of 400 children case managed annually will be adjusted downward to a more realistic figure.

**A-3:** *PinCHD* to provide **indoor air quality (IAQ) assessments** consisting of standard tests and observation to identify environmental asthma triggers for children.

**Status:** Exceeded 228/205 inspections

**Activities:**

Requests for inspections increased in Year3. Successes have included increased requests for community presentations. A presentation was made to a regional respiratory therapy conference with approximately 150 licensed respiratory therapists in attendance. Another grand rounds presentation was made to a local hospital. As a result of this presentation Steps was asked to present to a group named the Association of Retired Professional comprised of retired physicians.

**The state of Florida IAQ program** has included the Steps presentation in the yearly training. Calls from neighboring Counties on Steps environmental evaluations have increased. One County sent their new IAQ personnel to Pinellas for training.

A North County hospital asthma day program included the Steps presentation as part of the agenda. Steps continues to be listed in the County speaker's bureau as well as the American Lung Association speaker's bureau.

**A-4:** Provide phone consultations and serve as information center for CM children.

**Status:** Exceeded 814/170

**A-5:** *ACH* to identify **asthma champions** in private physician offices, health care facilities, and FQHC clinic sites.

**Status:** Exceeded 19/15 Asthma Champions Identified

**A-6:** *ACH* to conduct assessment to establish number of Certified Asthma Educators in the community.

**Status:** Met in Year 1

**A-7:** Provide financial support to train four health care professionals to receive asthma certification.

**Status:** Unmet 0/4

**Barriers:** In spite of increased recruiting efforts, no health care professionals applied for the application.

**Barriers Addressed:** In Year 4 PARAT is expanding its membership and will actively recruit from the membership roles. In addition School Nurses and volunteers from the Asthma and Allergy Foundation will be recruited to take the Certification Exam.

**A-8:** Distribute **simplified tools** to assist consumers and health care providers to comply with standard of care

**Status:** Exceeded 6,175/300

**A-9:** *PinCHD*, *ACH*, and *Medical Societies* will provide educational opportunities through **grand rounds, resident lectures, and seminars** for health care providers on practical use of NAEPP guidelines in the clinical setting.

**Status:** Exceeded 12 /5events 383/350 health care providers

### **Asthma Community Education and PARAT Coalition Building**

**A-10:** *ACH/PARAT* to develop an **Asthma Resource Directory** and update yearly.

**Status:** Met

**A-11:** *ACH* to develop and promote an **Asthma website** (<http://www.allkids.org/steps/>) to include resource directory, speakers' bureau, local asthma education classes, and links to major asthma websites.

**Status:** Met                    6641/935 Hits

**A-12:** Establish asthma **speaker's bureau** (PARAT).

**Status:** Exceeded                    14/4 presentations      619/140 participants

**A-13:** Conduct an annual **Asthma Family Day**, an education program for children with asthma and their families.

**Status:** Exceeded                    160/140 Participants

**A-14:** Contract with *ALA* to provide the **Asthma U** half-day education seminar for adults with asthma or care for someone with asthma.

**Status:** Exceeded                    221/200 participants

**Activities:** This initiative has been difficult to meet in Years 1 and 2. In Year 3 however Steps was fortunate to be contacted by The Pinellas Youth Football Conference (PYFC). PYFC is comprised of 6 teams from across Pinellas County. At the request of the PYFC president Steps, PinCHD staff, and ACH conducted trainings for coaches.

**A-15:** Contract with *ALA* to provide the "**A is for Asthma**"

**Status:** Exceeded                    4/2 trainings      58/50 participants

**Activities:** Pinellas County Head Start continued to be a valuable partner with the A is for Asthma program. Although there were not as many providers to train this year, the health services coordinator was committed to proving the training. ALA also participated with the objective.

**A-17:** Expand PARAT **Coalition** from an informal discussion forum to a **formalized decision making board**.

**Status:** Met

**Activities:** The Mission statement has been finalized. By-Laws have been established and voted on by members. There are 17 founding members. Membership parameters will be established based upon By-Laws.

**A-18:** Establish a PARAT subcommittee to assess the feasibility of a local asthma registry.

**Status:** Met

**Activities:** At the request of PinCHD a Steps/PARAT subcommittee was on the advisory board for a Regional Health Information Organization grant (RHIO). As a part of the grant process the subcommittee investigated creating a local asthma registry. At this time it was determined that due to a variety of barriers including software and security issues a local asthma registry was not feasible.

**A-19:** Conduct asthma awareness component of **major media campaigns** described earlier.

**Status:** Exceeded 342,756/5,762

**School Action Plan:**

**Area: Asthma (A)**

**A-1:** *PinCHD* will contract with American Lung Association (ALA) to provide the Open Airways Program to 4<sup>th</sup> and 5<sup>th</sup> graders with asthma

**Status:** Unmet 9/20 programs 58/200 participants

**Barriers:** The combination of finding available facilitators and having limited access to the schools has been a challenge ALA has not been able to overcome in the past two and a half years. Although 45 facilitators were trained last year, none of them completed the

program during the grant cycles. In addition there was difficulty coordinating times to bring children out of class sessions.

**Redirection:** Due to staffing reductions at ALA, Steps has contracted with the **Asthma and Allergy Foundation of America (AAFA)** to work on this initiative. The AAFA in partnership with the schools and Glaxo Smith Kline have established an Asthma Project to educate asthmatic children, their parents, physicians and school nurses to work on daily peak flows and asthma action plans. Currently there are 11 elementary schools in the program, trainings have been held for nurses, doctors, parents and are currently being held for the children.

### **Community Interventions**

#### **Area: Tobacco (T) 1. Environmental, 2. Prevention and 3. Cessation**

**Steps exceeded or met 100% of a total of 10 short term and intermediate Tobacco outcomes.**

#### **Environmental Tobacco Smoke:**

**T-1:** Maintain Tobacco Coordinator

**Status:** Met

**T-2:** Tobacco Coordinator and *Tobacco Free Coalition of Pinellas County* to provide smoke-free car kits.

**Status:** Exceeded                      254/250 kits distributed

**Activities:** Packaged and distributed smoke-free car kits to families of children with asthma, diabetes patients, and community agencies that serve medically disadvantaged clients. The kit has become a very popular item among parents who want to maintain a smoke-free car for themselves and their children as well as those who want to begin

keeping their car smoke-free. It provides a variety of visual reminders to smokers and non-smokers that the car is smoke-free. Some of the visual reminders are humorous and keep the smoke-free message clear, but are not intended to induce resentment by riders who may be smokers. The intent is to win more people over to the idea of having a smoke-free car.

**T-5:** Conduct Tobacco component of **major media campaigns** as described earlier.

**Status:** Exceeded 342,996/6500 tobacco ads placed

**Tobacco-Smoking Cessation:**

**T-6:** Tobacco Coordinator and *Coalition* to develop and distribute doctor's reminder kits for smoking cessation assistance to patients including office display posters, smoking status stickers for patient files, cessation self-help materials, referral list, and coupons for nicotine replacement therapy.

**Status:** Exceeded 1319/250 kits distributed

**Activities:** The program has distributed 1319 kits to local health care providers this year. This is a 145% increase over last year and a 198% increase over goal. Not only are two of local hospitals using the kits for their progressive care units, but the **Pinellas County Dental Society** is promoting the kits among their member dentists.

**T-7:** Promote use of Florida Quit-For-Life smoking cessation hotline

**Status:** Exceeded 2898/250 Quit Line cards distributed  
284/250 IA calls to Quit Line (10/05 – 6/06)

**Activities:**

The Florida Quit-for Life Line, the toll-free smoking cessation hotline has been actively promoted throughout the target area. The quitline tracks the number of calls made from Pinellas County and data shows an increase in calls over last year. Steps has made a

concerted effort to promote the quitline among residents as many people are interested in making the lifestyle change, but do not want a series of group classes. The quitline offers counseling for both adults and teens. A total of 2898 quitline information cards have been distributed.

**Discussion:** Pinellas County is the 7<sup>th</sup> most populated county in the State of Florida, but ranked 3<sup>rd</sup> in the number of calls to the quitline between October 05-June 06 and the County has a 20% higher call rate than in the same period in 04-05. Also, Pinellas ranks 2<sup>nd</sup> in the state in the % of people (7.4%) who are in the quit process as a result of the call as opposed to those who call because they are contemplating quitting.

### **School Action Plan**

#### **Area: Tobacco Use (T)**

**T-1:** Provide ES teachers with resources yearly to implement grade level instructional material on tobacco use and addiction into daily lesson plans

**Status:** Exceeded                      100%/95% ES teachers supplied with resources.

**Activities:** Local physicians' presented "Tar Wars", a tobacco prevention program, to 4<sup>th</sup> and 5<sup>th</sup> graders. **CRUSH IT** Kits, a tobacco curriculum was distributed to all intervention area elementary schools in August, 2006.

**T-3:** Partner with *ALA* and *ACH* to implement the **Students Teach Students** tobacco education program in *schools*.

**Status:** Exceeded                      99/60 trained                      1530/1000 4<sup>th</sup> graders

**Activities:** 130 high school facilitators from three schools were trained and implemented the Students-Teach-Students program in elementary schools reaching 1530 fourth-grade students.

**Discussion:** The Students-Teach-Students program is such a success thanks to synergy with Safe and Drug-Free Schools. The Intervention Specialist from that department of Pinellas County Schools makes the initial contact with each school and schedules the programs. Being an “internal” member of the school district, the guidance counselors at the elementary schools respond to her with an efficiency that is rarely accomplished by an outsider.

**Smoking Prevention (Counter-advertising Campaigns)**

**T-4:** Partner with *community agencies* to train **youth advocates** in public speaking and schedule presentations on tobacco industry targeting of youth at school and community sites.

Status: Exceeded                      108/20 advocates trained

**Activities:** Youth Advocate Training was ongoing throughout the year with a final training completed on September 16, 2006. Trainings were led by high school peer educators and 108 youth received training. These youth advocates provided 22 community presentations throughout the year. Although the pool of trained youth advocates fluctuates throughout the year, Steps has maintained an average of 39 youth per month. The young people gain confidence as they develop their presentation skills and often become more active advocates as their self-esteem rises. These advocates frequently become role models for younger students as well as partners with adult groups who are interested in supporting their mission.

**Discussion:** As a result of the promotion of the youth advocate program, the County Council of PTAs invited the youth to present at the fall PTA leadership training on

August 19, 2006. That training resulted in 7 school requests for information on how other students can participate in the Youth Advocate program during 06-07.

In another instance the young people were offered the opportunity to coordinate and lead youth projects throughout the year in addition to their presentations. Although this is not a deliverable, it provides youth with additional opportunities to practice their leadership skills. Twenty-six youth assumed lead responsibilities for at least one community activity and twenty-two of them led for two or more community activities. This is a 73% increase in youth leadership participation over 04-05.

**T-8:** Provider will conduct 5 teen cessation programs N-O-T.

**Status:** Exceeded                      10/5 NOT programs    118/50 participants

**Activities: See below**

**T-9** Tobacco Coordinator, ALA, and Community organizations to provide cessation programs.

**Status:** Exceeded                      40 adult cessation programs    353/200 participants

**Activities:** One of the major lessons learned is that smoking cessation, whether with teens or adults, must be taken to the participants. These programs are not as successful when you choose a site and attempt to draw a crowd. One of the youth sites offers the NOT program on a continuous basis, where as the other site has just completed their second program.

**Program Integration:** In the spirit of taking it to the participants, a community partner, the **Salvation Army**, was referred to ALA by the Steps nutritionist. When they contacted the nutritionist for classes, she mentioned that Steps also offers smoking cessation. ALA has since been able to conduct classes on a monthly basis at the Salvation Army center.

**Community Interventions**

**Area: Diabetes (D)**

**Steps exceeded or met 82% of a total of 11 short term and intermediate Diabetes outcomes.**

**D-1:** *PinCHD* to contract with *community providers* for a diabetes coordinator, diabetes educators and part-time health promoters.

**Status:** Met                      Contracts renewed in Year 3.

**D-3:** Conduct ADA Diabetes Self-Management Education (DSME) in community neighborhood centers.

**Status:** Exceeded                      6/6 sites                      1027 /1000 diabetics and family members

**Barriers Encountered:**

Barriers continue to include attendance of the DSME classes despite active recruitment efforts in Steps Community Calendar, Flyers, and media ads.

**Barriers Addressed:**

The DSME program has had many challenges over the last 3 years. In year 4 plans are underway to contract with the St. Petersburg Free Clinic (SPFC). This organization has had a successful track record of delivering DSME to the underserved in the Steps IA.

**D-4:** Conduct weekly diabetes awareness seminars in south St. Petersburg targeting minority population and refer participants identified as diabetic to DSME programs.

**Status:** Exceeded                      204/50 seminars                      2292/1000participants

**D-6:** Administer the Diabetes Assessment Questionnaire, “Are you at Risk?” to residents in the IA using health promoters, volunteers, faith-based groups and community partners.

**Status:** Exceeded                      2314/1500 surveys implemented                      32% scored “at risk”

**Discussion:** ADA “Risk Assessment” questionnaires were administered in conjunction with Office of Minority Health activities, at health fairs and in the PinCHD clinics.

Participants at risk by a score of **10** or higher were referred for follow-up using the Steps diabetes referral guide.

**D-7:** *PinCHD, hospitals, and Medical Societies* to provide educational opportunities through grand rounds, resident lectures, and seminars for health care providers on a) practical use of FMQAI/FDCP standards and guidelines and b) availability of DSME resources.

**Status:** Exceeded                      8/4 events                      667/300 providers

**D-8:** Continue contract with *Bayfront* Hospital to conduct monthly group nutrition education for diabetics in *FQHC* clinic sites including label reading, cooking classes and menu planning.

**Status:** Exceeded                      114/12 sessions                      183/120 participants

**Activities:** Bayfront in partnership with FQHC’s continued to exceed this deliverable, establishing 18 groups and reaching 183 diabetics this year. It was accomplished in two ways. First, the dietitian continues to promote Real Solutions and Chose To Lose Weight Management programs to all diabetics seen for one-on-one consult. During each 1.5 hour weight management class session, the dietitian provides specific information about nutrition and diabetes via written education materials and through verbal communication. Second, the dietitian has developed a 4-week nutrition for diabetes program to help diabetics control blood sugars via diet therapy.

**D-9:** Offer one-on-one dietary intervention (open to the public) for diabetics in FQHC clinic sites

**Status:** Exceeded 193/120 diabetics

**Activities:** The dietitian counseled 193 diabetics one-on-one. Both FQHC sites have an OB clinic, which allows the dietitian to meet with gestational diabetic patients. Bayfront continues to offer gestational diabetes nutrition counseling to the patients of OB physicians on staff at Bayfront as well as follow-up outpatient counseling to diabetics being discharged from the hospital.

**D-10:** Refer overweight diabetics to Real Solutions weight management program at FQHC clinic sites.

**Status:** Exceeded 193/120 referrals

**Discussion:** Bayfront dietitian is currently working to collaborate with the Pinellas Extension partner to offer cooking demonstrations and classes to enhance Real Solutions weight management programs. This will assist in recruiting more participants per session and improve participant retention rate.

Bayfront dietitian is also working with the YMCA to enhance Real Solutions program by offering a physical fitness class and promoting all free physical activities offered by the Y under the Steps program.

**D-11:** Provide mini grants of \$1000 to 15 *faith-based groups* to start health ministry to provide exercise, healthy eating, and diabetes awareness education.

**Status:** Unmet 11/15

**Barriers:** This was the second full year of offering mini grants to faith based organizations. Recruitment for applicants was done through direct mailing of the

application to 156 churches in the intervention area, press releases, flyers and announcements in church bulletins. Applications returned were sparse with only 11 qualifying for the mini grant. The purpose of the program is to support existing wellness ministries, so churches or faith based organizations that do not have a wellness ministries may have felt they could not apply. In future years the wording will be changed to reflect that an established wellness ministry does not preclude the church from applying for the program.

Due to the structure of the State's payment system, the payment process that is employed is a reimbursement based process. This means a church or organization has to be able to "foot the bill" for their specific program and then be reimbursed for the costs incurred. Feedback provided during the application process showed that because of this type of payment many organizations would not be able to participate because there was not enough money to cover the expenses up front.

**Barriers Addressed:** In Year 4 Steps will partner with **Churches United for a Healthy Congregation (CUFHC)** this newly formed faith based consortium will serve as a vehicle that can disseminate information to churches as well as other community organizations in the African American community. Grant awards will be decreased to 5 with a total award of up to \$5,000 each. CUFHC will promote the awards to their members. In addition a payment process that establishes several payment opportunities will be instituted. This process will be based on applicants achieving key deliverables thought out the life of the program, not just at the end of the program.

**Discussion:** At **New Covenant Missionary Baptist Church's** community health fair event many comments focused on the enlightenment participants received which will

motivate their change of old habits, and they have made a commitment to live a healthier lifestyle.

Because of participating in **Moore's Chapel A.M.E. Church's** *health fair* several participants made follow up appointments with a physician, and several learned how to buy more appropriate food items to lower their cholesterol and sugar intake.

As a result of the program held by **Mt. Zion Progressive Missionary Baptist Church** the Health & Wellness team will be sponsoring more programs with youth and their families to help foster and generate the correct information about healthy lifestyle choices, especially eating habits.

Fifty percent (50%) of the youth who participated in the weight management program sponsored by **New Faith Free Methodist Church** lost weight, as well as continue to walk 2-3 times a week.

**D-12:** Conduct diabetes awareness promoting ADA "Are you at Risk?" as part of major media campaigns described earlier.

**Status:** Exceeded                      434,822/5,265

### **School Action Plan**

#### **Area: Diabetes**

**D-5:** Conduct youth diabetes prevention class integrating exercise and healthy eating.

**Status:** Unmet                      36/40 classes                      715/1500 participants

**Barriers:** These classes are administered through contracted Health Promoters.

Turnovers in staff resulted in a reduction of presentations.

**Barriers Addressed:** This objective is being redirected in Year 4.

It has been a challenge to recruit for this program in the Community. The diabetes youth component will be redirected to include the School system's youth mentoring project. The Steps to a Healthier FL/Pinellas, Nurse Educator provides training on diabetes, blood sugar testing, insulin administration and glucagon injections. Assistance is provided with individual student care plans. Education and strategies for care are provided for the diabetic students, their families, staff and faculty.

A diabetes lesson using health literacy strategies has been developed for all the intervention area elementary schools for grades 3-5. The Organ Wise Guys Under Cover Health Agents book is the focus of the lesson.

### **Community Interventions**

#### **Area: Physical Activity (P)**

**Steps exceeded or met 82% of a total of 17 short term and intermediate Physical Activity outcomes.**

**P-2:** *Pinellas Cooperative Extension Center* will provide the physical activity portion of the combined nutrition/PE education in the after-school programs.

**Status:** Exceeded                      7,417/7000 children

**Activities:** See N-2 for the description of the program.

**P-3:** *YMCA* to conduct weekly physical activity/fitness one hour sessions to youths and adults in a) 12 neighborhood community centers, city recreation centers, and churches focusing on under-served areas, and in b) 2 *FQHC* clinic sites.

**Status:** Exceeded      14/8 sites      999/630 classes      9,433/6,300 participants

**Activities:** The YMCA (Y) continued the programs in existing locations which included churches, schools, recreation and community centers, local YMCA branches, and one FQHC. Class formats offered at the sites included Pilates, yoga, senior fitness, tai chi, youth sports, hip hop dance, step aerobics, and kid's aerobics.

The Y continued to see success with programming for children and teenagers. The most successful programs were kiddy aerobics for ages 3-5, Fit Blast for ages 6-12 and hip hop dance. The Y was asked to bring a Fit Blast class to Lealman Intermediate Middle School to be conducted once a week during the last period of the school day as part of an incentive program for students. The class has been very successful thus far, and it is planned to offer other class formats such as hip hop, Zumba, and yoga.

Another focus was to expand programming to the Lealman/Kenneth City area. The Y started a Tai Chi class at Lealman Family Center which has been very successful. There were 6 participants the first night of the class, and it has grown to average attendance of 10-12 participants.

**P-3 a.** Administer the Lunch Bunch Program at two elementary schools.

**Status:** Exceeded 40/30 sessions 612/585 duplicated participants

**Activities:** School-based nutrition classes/physical activity was provided at two sites, Melrose Elementary and Gulfport Elementary through the **YMCA Healthy Kids Lunch Club**. This program was developed from the Lunch Bunch Program conducted in 2004-05. While the Lunch Bunch Program was successful, changes were necessary to improve the program's sustainability. The Healthy Kids Lunch Club was extremely well received at both Melrose and Gulfport Elementary.

**P-4:** *PinCHD* re-contract with *Dundu Dole dancers* in year 3 to provide cultural dancing classes for minorities consisting of dancing, physical fitness, and nutrition for children and adults.

**Status:** Met                    56/40 classes                    3200/3200 participants.

**Discussion:** Cultural dancing classes and drumming continued in Year 3. The Dundu Dole dancers also do a seasonal presentation of the “Chocolate Nutcracker” which is showcased in Ruth Eckerd Hall, a venue which draws thousands of patrons. As a result of adding Nutcracker participants to the roles the participation numbers increased, however accurate sign in sheets were not completed. The number of participants is an average number. The Partner was advised to keep more accurate rolls for Year 4.

**P-5:** Partner with *county* and *city recreation departments* to expand existing fitness activities at low or no cost to under-serviced areas in providing free swimming passes and other scholarships for children and adults.

**Status:** Exceeded                    230/200 Scholarships

**Activities:** Two hundred (200) Scholarships were given to recreation departments for swimming and summer camp activities promoting physical activity. Scholarship determination was made by the City Recreation Centers based on financial need. The majority of the scholarships were granted to underserved minorities in the IA. Swimming lessons give a two fold benefit. Physical activity is promoted and drowning prevention lessons are given to youth. Thirty (30) scholarships were granted for underserved and at risk minorities to the Lightning Bolt Track Youth Sports Academy. The Academy is a non-profit community based youth organization founded in 1991 providing athletic as well as educational opportunities to 300+ youth and families of Pinellas County, City of St. Petersburg and surrounding counties in the State of Florida. An integral part of the

organization is the support from the parents and the community. The organization is comprised of youth both boys and girls from all social and ethnic backgrounds as well as economic conditions. The organization seeks to encourage, improve, promote and provide education in physical fitness, good nutritional habits, good community relations, provide wholesome, non-violent and positive activities for the youth of the community through sports and competition, combat the rising epidemic of juvenile delinquency, educate the youth on the dangers of substance and drug abuse, expose the youth to the many, many opportunities that a good education can bring them and combat the many other social and multi-racial issues that contribute to some recognized anti-social behaviors.

**P-7:** Expand and promote Florida on the Move and the 100 Mile Club

**Status:** Met                    2/2 walking groups

**Activities:**

1) **The 100 Mile Club** - Steps has partnered with the Pinellas County Health Department and the Pinellas County Parks and Recreation Department to offer this new program promoting physical activity and healthy lifestyles. Participants keep a log of the miles walked. Brochures containing the logs are available in every County park. The Pinellas County Park trails are measured and marked. Once participants log a total of 100 miles, they enter in the 100 Mile Club. After mailing in their logs they are given a T-shirt. Steps is actively promoting this program in the IA encouraging the use of the Pinellas Trail and other IA County parks.

2) **Florida on the Move** – Steps has partnered with *Florida on the Move*. This program is housed in the PinCHD Office of Chronic Disease Prevention. One of the program

components includes America on the Move, a national initiative dedicated to helping individuals and communities make positive changes to improve health and quality of life. The on-line simulated walking trails of the program encourage individuals and groups to log their daily steps. The site gives goals and helpful tips via email to keep interest in the activities.

**P-8:** Promote and expand employee physical activity programs among *partner agencies* by a) expanding *PinCHD* Healthy Behaviors after-hours Fitness Teams, b) establishing Pedometer Walking Programs in partner agencies

<b>Status:</b> Met	6/6 programs
Unmet	6,037,941 / 8,089,810 steps walked
Unmet	149/164 participants in employee programs

**Barriers:** Due to personnel changes the PinCHD walking program was not being promoted or monitored for several months.

**Barriers Addressed:** The responsibility for reporting and promoting steps walked has been reassigned to a Healthy Behaviors Team member, who has begun to reintroduce and promote the program.

**P-9:** Promote and expand *PinCHD* Pinellas Wellness website to include BMI information and links to major health sites and nutrition and exercise classes/programs.

**Status:** Exceeded 5416/2125 average hits per month.

**P-10:** Promote and expand *PinCHD* “Parent Health Bulletin” featuring healthy behavior tips for parents.

**Status:** Exceeded 571/75 sites monthly

**P-11:** Conduct physical activity component of major media campaigns described earlier.

**Status:** Exceeded 447,618/5,000

**Activities:** Ads have been aired. Promotion of Physical Activity-related information and services is also on **PinellasWellness.com**. Please see **Media Log** and other documentation included in the **Marketing Report Package** for media campaign details.

### **School Action Plan**

#### **Area: Physical Activity (P)**

**P-1:** Increase number of students meeting minimum cardio-vascular fitness levels./Increase number of students with normal BMI.

**Status:** Met 8518 (yr3) / 4770(yr2) / 3,664(yr1) met minimum cardiovascular fitness.  
16,083 (yr3) / 19,846(yr2)/ 16,908(yr1) students had normal BMI

**Activities:** The district is now requiring a school improvement goal based on data collected from the Fitnessgram assessments. Physical fitness data is collected and reported in the fall and spring of each school year.

**P-3** PCS will create a Wellness Policy Task Force to develop guidelines and make recommendations to the School Health Advisory Committee (SHAC) for a District Wellness Policy.

**Status:** Met

**Discussion:** the Administrative Guidelines for Wellness, Physical Activity and Nutrition is a standing item on the agenda of the monthly SHAC meetings. The Steps school coordinator reports to the committee each month as to the progress the guidelines. The marketing of the new wellness guidelines began this past May and continued through the summer and during the first two months of school. Several presentations have been made to help parents and staff better understand the compliance of the guidelines.

**P – 4** Establish a Staff Walking Program with pedometers to model & promote fitness activities.

**Status:** Exceeded 117,361,898/92,595,528 steps walked  
Unmet 393/451 school staff in walking program

**Discussion:** 13 schools have participated in a staff walking program during this grant year. Schools participating include, Blanton ES, PTEC S., Nina Harris, Stavros Institute, 74<sup>th</sup> Street ES, Northshore ES, Pinellas Central ES, Gulfport ES, Mt. Vernon ES, Sawgrass ES, Southside Fund. MS., Sexton ES, and Baypoint ES.

**Barriers:** The walking program has been very well received by staff; however it seems that a 25% increase in steps walked from Year 1 to Year 2 may have been overly ambitious.

**Barriers Addressed:** Because of the success of the program, the District’s Risk Management department has expressed interest in partnering with Steps to increase participation throughout the school system. This will increase participation and as a result the number of steps walked.

**P-5:** Establish after school Family Obesity Education Services to increase physical activity for obese students and their families.

**Status:** Exceeded 2/2 sites 867/498 participants

**Activities:** The YMCA in collaboration with the PCS established a family obesity education class called PACT which stands for Parent/Adolescent Conditioning Training. PACT is a parent/child fitness program designed to educate parents and kids on the importance of proper nutrition and exercise. With 55 families completing the program, PACT exceeded its objective of 50 families for a very successful first year. A total of 44 classes were held at Dixie Hollins High School and at the Jim and Heather Gills YMCA.

The collaboration also included All Children's Hospital's KidShaper's program. The YMCA and the school system have created a waiting list for the Family Weight Management programs. Programs will increase capacity in Year 3.

### **Community Interventions**

#### **Area: Obesity (O)**

**Steps exceeded or met 100% of a total of 7 short term and intermediate Obesity outcomes.**

**O-1:** *PinCHD, Medical Societies and Hospitals* to present obesity prevention and reduction presentations to health care providers at local hospital grand rounds and other educational forums encouraging use of NHLBI Obesity Guidelines and of NDEP "Small Steps Big Rewards" health care providers toolkit.

**Status:** Exceeded                      1095/700 participants    13/5 presentations

**O-2:** Distribute BMI charts, posters and wheels to physician practices to encourage them to consider BMI as a "vital sign."

**Status:** Exceeded                      41/30 BMI "kits" distributed to practices

**O-3/O4:** Bayfront Medical Center to offer weight management programs for children and adults at 2 FQHC clinic sites.

**Status:** Exceeded                      199/120 participants

**Activities:** In January 2005, Bayfront changed the weight management curriculum at Johnnie Ruth Clarke Health Center (JRC) from Choose To Lose to Real Solutions. The weight management participants at the JRC have a higher illiteracy, drop out and noncompliance rate than the participants at the Pinellas Park site. JRC participants are

more likely not to use the cookbook, keep food diaries or complete pre and post % body composition. The biggest challenge is working with participants to complete the program. With that challenge in mind, BMC used FOCUS PDSA to look at the processes and discovered that they were not documenting the reasons for people not completing the program, reasons for missing class and reasons for not completing pre and post body composition. BMC also held a focus group to learn what people expect from a weight management program. Information from these two sources lead to the adoption of Barbara A. Bichelmeyer, Ph.D, “What Every Steps Community Should Know About Training”, specifically the “impact of training design on transfer” model; develop a form that will improve documentation and the case management process; design Real Solutions curriculum so that it has a beginning and ending, create an exit packet that includes an evaluation, Steps to a Healthier Florida information; and create a sign up sheet for pre and post body composition.

**O-6:** Promote BMI awareness in local area supermarket pharmacies. BMI posters will be placed on scales and Steps BMI informational brochures will be distributed, monitored and refilled as necessary. Other literature/brochures will be placed in stores that include Steps brochures on nutrition, obesity, diabetes, and smoking cessation.

**Status:** Exceeded                      6/5 new sites

**O-8:** *FQHC* to continue to follow a local policy to perform BMI on clients as part of “vital signs.”

**Status:** Met

**O-9:** Conduct obesity awareness component of major media campaigns described earlier.

**Status:** Exceeded                      437,503/6,703 ads

## **School Action Plan**

### **Area: Obesity (O)**

**O-7:** *PinCHD* nutritionist to establish Nutrition Youth Team modeled after the tobacco “SWAT” teams to promote healthy lifestyles i.e. street marketing at parks, concerts and food festivals.

**Status:** Exceeded                      25/24 events      1,193/500 participants

**Activities:** During the past year the team performed 25 shows to more than 1000 youth. In addition to writing and performing healthy living skits the team developed a new six week program which included a focus of community service. The program was implemented during the summer to ten St. Petersburg Recreation Centers.

In partnership with Family and Consumer Sciences the nutrition team designed a new curriculum to enhance the performances of the healthy life style skits. The skits served as an introductory to the short term objectives: increased knowledge about how to improve their lifestyle, increase knowledge about nutrition, and increase knowledge about healthy eating. These objectives were then incorporated into the six week program. The goal was to educate the youth and then provide an opportunity to apply what was learned. Each group was provided a small grant (provided by Florida on the Move) to complete a service project that promoted a healthy message to the community. Each session was split up into two parts. The first part included a lesson with hands on activities. The second part was spent planning and preparing for the service project. Ten youth groups participated in the summer program and completed a service project.

**Area: (All) Community wide media campaign:**

**Steps exceeded or met 85% of a total of 13 short term and intermediate General/Media outcomes.**

**All-1:** PinCHD retained the marketing coordinator in year 3.

**Status:** Met

**Activities:** With input from the leadership team and consortium the marketing coordinator planned and conducted the area wide comprehensive media campaign promoting key health messages related to all Steps behaviors and conditions.

**All-2:** Conduct focus groups to ascertain what kind of activities/messages/programs would appeal to them.

**Status:** Met                    10/10 focus groups

**Discussion:**

A series of ten (10) focus groups were conducted in the Pinellas County intervention area; five of the groups were facilitated with youth between 13 and 18 to gain information about their eating habits, food choices, and the dynamics of fast food costs and convenience, as well as school lunch options and the perception of healthy food and nutrition. The overall goal of the focus groups with youth was to uncover a systematic approach to successfully encourage youth to adopt better eating habits, including food choices at McDonalds and other fast food chains in the area as well as at school and after school. (ie: the #1 food choice with the teens was burgers, fries and a Coke at McDonalds because the cost was less than \$3. The program is working with a local McDonald's franchise to distribute coupons for a salad and drink for \$2.79).

The remaining five were conducted with adults in the Steps demographic target group and intervention area. These groups provided information about exercise and eating habits as well as overall reactions to the existing television and radio spots, print ads, and website marketing. The overall goal of the adult focus group project was to assess the effectiveness of the existing media and marketing ads, so that the ads will remain cutting edge and keep the Steps branding and initiatives “Top of Mind” with members of the target audience.

**All-3** Continue timeline for 5-year plan with types of messages and media outlets used.

**Status:** Met

**All-4: Redirect in Year 4** from - Develop incentives/disincentives: Development and promotion a healthy kids *Passport Pinellas* to be distributed to children. To – Establish Free/Discounted produce program in partnership with area supermarkets.

**Status:** Met Partnership established with Kash & Karry/Sweetbay

**Activities:** The ongoing partnership with Kash & Karry /Sweetbay Grocery Stores will provide the Free Produce Program for residents in the intervention areas. Kash & Karry is offering 20% of the customer’s grocery bill in free fruits and vegetables, focusing on the Steps Picks of the Week, at least ten different produce items with a variety of “colors” to maintain a healthy balanced diet. This program will be ongoing. At present an 8 week pilot project is being conducted with Kash & Karry employees.

**All-5** Continue campaign theme from Yr. 1 to focus on two targeted groups: prevention and those with existing conditions.

Status: Met

**All-6:** Existing media outlets will be used to promote Steps activities and consumer awareness.

**Status:** Exceeded 36/21 outlets 62,218/60,002 responses to media messages

**All-7:** Expand Pinellas Wellness website to have a Steps resource center including postings of information about existing health resources, events, classes, and programs.

**Status:** Unmet 17/30 links to [PinellasWellness.com](http://PinellasWellness.com)

**Barriers:** Some partners do not have websites to link.

**Barriers Addressed:** Linking to the Steps website will be a requirement in future MOA's. Steps will become more proactive in enlisting new sites and working with the Steps media buyer to encourage vendors to link to Steps.

**All-9:** Continue to implement the marketing campaign; continuing with rotational sub themes using all media available in the area (Tampa Bay market); continue focus groups for feedback and continuous development of media strategies. Web based surveys will give continuous feedback from those visiting the Pinellas wellness website. Feedback will be used for evaluation of activities, media campaigns and for further development.

**Status:** Met

**Activities:** The marketing and advertising campaign focused on branding the Steps to a Healthier FL initiative targeting the Hispanic and African American population. In addition to branding, television and radio spots have created awareness about the chronic disease challenges of obesity, diabetes, asthma, tobacco and the related diseases caused by tobacco use, tobacco cessation, increased physical activity and nutrition. A secondary goal of the marketing campaign is to provide a synergy between the Steps partners in the Hillsborough and Pinellas County Steps Programs, and to create linkages to other

community partners that would benefit the Steps to a Healthier FL Program and the community.

The evaluation methods available for the media campaign included the proof of performance reports provided by the marketing partners on a monthly basis, as well as a telephone survey conducted by nation survey company, Survey USA in which 500 respondents completed the survey. In addition to the proof of performance, reach and frequency reports were provided to measure the total reach or market penetration of the campaign as well as the frequency the message was heard or viewed. The distribution report for the St. Petersburg Times provided the total distribution figures for the Family Resource Guide and the website page views were tracked from the website links from all (6) Clear Channel Radio Stations, and WTOG UPN 44 television.

**All-10** 1) PinCHD contracts to hire a part time Faith Based Coordinator to oversee and coordinate faith-based objectives. 2) PinCHD contracts with Parish Nurses to coordinate and deliver classes in area churches.

**Status:** Met Contracts

Unmet referrals	19/50 Classes 17/25
Exceeded Participants	1074/200

**Discussion:** In Year 4 the part time faith based coordinator position will be eliminated.

The Steps health educators and the Steps nutritionist have been proactive in working with faith based groups in partnership with the American Heart Association and Churches United for Healthy Congregations.

**All -11** PinCHD will hire a full time Certified Health Education Specialist to integrate Steps educational activities.

**Status:** Met

**All – 12** PinCHD contracts with 2-1-1 Tampa Bay Cares hire/train a part time worker to answer and respond to calls from clients requesting information and referral to Steps related activities.

**Status:** Met

**Discussion:** This contact will not be renewed in Year 4. Calls to 2-1-1 are primarily for social services.

**e. Cultural Competence, Health Literacy and Reduction of Health Disparities**

In Year 3 Steps worked closely with the **American Heart Association's** (AHA) Cultural Initiatives Director to expand faith based health initiatives in the IA. The AHA has been running **Search Your Heart** a successful faith-based program to increase heart health and stroke prevention in communities of color. In order to expand faith based initiatives a collaborative effort between the **Churches United for Healthy Congregations** (CUFHC), the American Heart Association, and the Sanderlin Center's **Midtown Health Council** and several other endorsing organizations including Steps has been established. The purpose of CUFHC is to serve as a vehicle through which information can be disseminated to churches as well as other community organizations. Through this venue, a greater number of individuals will be reached by networking, collaborating, and coordinating programs and services positively affecting the health of people in the community. A Health Ministries leader dinner was held in September to promote the goals of CUFHC, it was well attended with representation from 23 churches of which only 9 were participants in Search Your Heart. A Ministers Leadership Summit is scheduled for early October.

Steps continued to work with PinCHD and the **Closing the Gap Community Coalition:**

The Coalition was born when members of the Front Porch Community and other groups joined their efforts with other community based organization representatives to foster the development of **coordinated, collaborative, and broad-based participation** in the Closing the Gap Program. Membership is composed of at least 75% African American.

Two other pre-existing groups are: The Pinellas County Health Department **Closing the Gap Task Force** which was established in June 2000 to address ethnic and racial health disparities, and PATRICIA. **PATRICIA** is an alliance of partners that aims to mobilize the community around the elimination of racial disparities in infant mortality in Pinellas County. It is comprised of representatives of the African American leadership, experts in maternal and child health, government officials, media, social service providers, physicians, corporate representatives, and members of the faith-based community, public school personnel and private citizens.

The Office of Chronic Disease Prevention continues to be collocated with the **Office of Minority Health** and staff work very closely together. Community outreach to minority populations including **African American, Hispanic and Asian** is done mostly by contracted staff hired by those communities in order to meet the linguistic and cultural challenges that may be encountered in the delivery of services. In Year 3 the Steps Diabetes Coordinator, the Steps Community Liaison and the Steps nutritionist were African American. In addition PinCHD has embraced culturally diverse program education that is delivered during new employee orientation and periodically thereafter. All literature is reviewed by community health workers for cultural competency and literacy levels.

**3. Community Action Plan Matrix**

**4. Program Budget and Resources**

**a. Financial Status Report (FSR)**

**b. Budget Expenditures**

**C. Success Stories**