

Goal: The initiative's goal is to reduce the obesity (BMI > 30) rate in Polk County (37.6%) to less than or equal to the state average (27.2%).

2014 Highlights

building a healthier Polk

Background:

The process for the Building a Healthier Polk initiative began in 2010 with a comprehensive needs assessment. A committee organized by Polk Vision reviewed the assessment findings and noted that chronic diseases such as heart disease, stroke and diabetes are major causes of death and preventable hospital stays for the residents of Polk. The committee identified obesity, a contributing risk factor for all of these diseases, as a strategic priority. The initiative's goal is to reduce the obesity (BMI > 30) rate in Polk County (37.6%) to less than or equal to the state average (27.2%).

In June 2012, more than 70 subject matter experts attended a forum to prioritize possible program objectives compiled from national recommendations for addressing obesity. These objectives were rated according to importance, feasibility, community/agency interest and timeliness. Strategy workgroups used the results of the forum to develop a three year plan including measurable objectives, evaluation measures, action steps and a timeline aimed at reducing the obesity rate in Polk County. The Initiative is based on 6 key strategy areas: school based, worksite based, higher education, primary care physicians, neighborhood/ community based and communications.

Building a Healthier Polk Initiative Members

Marcia Andresen, Board of County Commissioners

Kelly Andrews, Florida Southern College

Cauney Bamberg, Watson Clinic Foundation

Sandy Bates, United States Health Foundation

Paula Blackwelder, Team Beach Body

Penny Borgia, United Way of Central Florida

Judy E. Buss, Health Columnist, Nutritional Cooking Instructor

Lisa Callahan, Lakeland Regional Health Medical Group

Ermelinda Centeno, Central Florida Health Care

Ulyee Choe, Florida Department of Health

Sheryl Cooper, Florida Department of Health

Deanne DeForest, BodySong Wellness

Kim Eubanks, Polk Health Care Plan

Megan Fain, Florida Blue

Carol Fox, Lakeland Regional Health Medical Group

Whitney Fung, UF/IFAS Extension/ Polk Health Care Plan

Peggy Garrett, Watson Clinic Foundation

Beth Geohagan, BeFly Bike Tours

Daniel Haight, Lakeland Regional Health Medical Group

Schatzie Haines, Lanier UpShaw

Linda Hawbaker, Florida Department of Health

Carol Hughes, Grace Wellness

Joy Jackson, Florida Department of Health

Corlis Johnson, My Natures Delight

Jenna Kaczmariski, Polk County School Board

Audrey Kelley, Polk County School Board

Susan Kistler, Nutritionist

Collette Lawson, The Health Councils, Inc.

Diane Longstreet, Keiser University

Colleen Mangan, Florida Department of Health

Paula McGhee, Polk Health Care Plan

Karen Moore, Peace River Center

Andy Orrell, Board of County Commissioners

Andy Palmer, City of Winter Haven

Rick Perez, City of Lakeland

Emily Plank, InnerAct Alliance

Debbie Prescott, Florida Prosperity Partnership

Ryan Reis, Keiser University - Lakeland

Chris Richard, Rich Kids Project

Sara Roberts, Polk Vision

Garrett Robinson, Vemma

Lauren Shinholster, Safe Routes to School

Laurel Smith, Polk State College

Patty Strickland, Lakeland Regional Health Medical Group

Stefania Sweet, Florida Department of Health

Brenda Taguri, Polk County School Board

Michele Taylor, Let's Move Health and Fitness, Inc.

Cathy Thornhill, Chat & Chew

Nat West, Community Member

Beverly Williams-Kerr, Chat & Chew/ Florence Villa

Tom Wodrich, Board of County Commissioners

Kathleen Wright, Polk County School Board

Suzanne Wright, Florida Department of Health

Debbie Zimmerman, Polk County School Board

Thank you to these members who participated in the 2014 workplan year!

5 2 1 0 Look for 5-2-1-0 in 2015!



POLK VISION

LEAD
LEARN ENGAGE ALIGN DEVELOP

2015

Building a Healthier Polk is Polk Vision's first alignment initiative.

Met with 16 local businesses that asked for assistance developing wellness programs.

Collaborative Alignment



The Polk Wellness Professionals launched a website that includes their Resource Book and Lunch & Learn list for businesses.



Worksite Wellness

School Age Based

County's First Walk & Roll event established at Dixieland Elementary.

The HOPE course (Health Options for Physical Education) was developed and made a graduation requirement.

All 107 traditional schools are fully implementing Fitness Grams and send reports to parents.



Three local governments were designated Healthiest Weight Community Champions

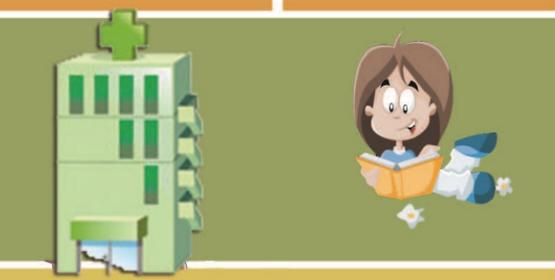


More FREE opportunities for fitness:
Family Fitness at the Fountain in Winter Haven
Walk Lakeland
Frostproof Bootcamp

Avenue "T" Bridge opens connecting more trail ways to walk, bike & play.

Community Based

Primary Care Providers



28 primary care providers shared opinions about challenges with obesity in Polk County

Check it out at PolkVision.com