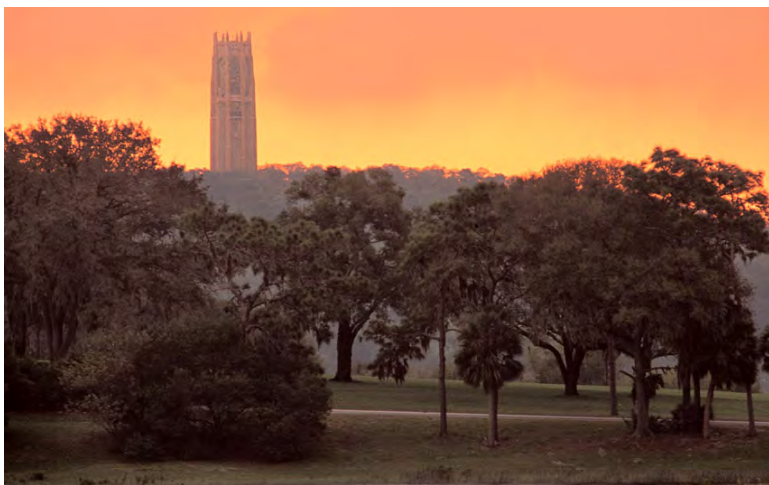


# building a healthier **Polk** 2012 Initiative



**PolkVision**  
CREATING OUR FUTURE

FLORIDA DEPARTMENT OF  
**HEALTH**  
Polk County Health Department

# building a healthier Polk

## Building a Healthier Polk Initiative Members:

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Marcia Andresen, Board of County Commission Social Services  
Kelly Andrews, Florida Southern College  
Lyndy Armstrong, Southeastern University  
Sandy Bates, My Health Coach Inc.  
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## The Obesity Epidemic

The National Institute of Health defines obesity as having too much body fat. Obesity has been described as the fastest growing public health problem in the United States. It is projected that nearly half of the U.S. population will be obese by 2018.



Chronic diseases such as heart disease, stroke and diabetes are major causes of death and preventable hospital stays. Obesity is a contributing risk factor to these chronic diseases.

Obesity costs money. Healthy people have lower health care costs, fewer sick days, fewer days absent from work or school and are more productive. Obesity leads to chronic medical conditions that result in increased health care costs and decreased work productivity.



A Gallup report published in March 2012 named the Lakeland/Winter Haven area as the 7<sup>th</sup> (of 190 total) most obese metropolitan area in the U.S. <http://www.gallup.com/poll/153143/obese-nearly-metro-areas.aspx>

Polk County's adult obesity rate is higher than the state and ranks in the least favorable quartile compared to other counties in the state.

Our school-aged children's rate is better than the adult rate, but is still higher than the state.

Photo: Lakeland | Panoramic Images | Getty Images

**Obesity leads to chronic medical conditions that result in increased health care costs and decreased work productivity.**

### Polk County Florida Health Status Summary

Indicator	Year(s)	Rate Type	County Quartile 1=most favorable 4=least favorable	County Rate	State Rate	Healthy People 2020 Goals
Adults who are obese (BMI ≥ 30)	2010	Percent	4	37.6%	27.2%	30.6%
Middle school students reporting BMI at or above 95 <sup>th</sup> percentile	2010	Percent	2	12.5	11.7	16.1%
High school students reporting BMI at or above 95 <sup>th</sup> percentile	2010	Percent	2	11.7	11.5	16.1%

Data Source: Florida Department of Health CHARTS

## What Can We Do?

“Building a Healthier Polk Initiative” is a group of community partners brought together by Polk Vision who are working towards the goal of reducing the obesity rate in Polk County. Polk Vision is a broad, community-led partnership of organizations, businesses, government and individuals.

## Background

The process began in 2010 with a comprehensive needs assessment. ***Mobilizing for Action through Planning and Partnerships (MAPP)*** is a community-wide strategic planning tool or process for improving community health. This tool helps communities prioritize public health issues, identify resources for addressing them, and take action.

The MAPP process includes four community health assessments:

- *Community Health Status Assessment*
- *Forces of Change*
- *Community Themes and Strengths Assessment*
- *Local Public Health System Assessment*

All four of these reports were completed in 2011. A *Report of Findings* summarized the 4 reports. [Polk MAPP Reports](#)



Upon completion of the *Report of Findings*, Polk Vision organized a committee to work on developing a community health improvement plan to address health issues. The committee reviewed the *Report of 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.

Since obesity is a contributing risk factor to these chronic diseases and Polk’s adult obesity rate is higher than the state; the committee identified obesity as a strategic priority. The goal is to reduce the obesity (BMI  $\geq$  30) rate in Polk County to less than or equal to ( $\leq$ ) the state average (from 37.6% to 27.2%).

**The goal is to reduce the obesity (BMI  $\geq$  30) rate in Polk County to  $\leq$  the state average (from 37.6% to 27.2%).**

## **Building a Healthier Polk Forum on Obesity**

Strategies and objectives recommended by the Centers for Disease Control and Prevention and Healthy People 2020 for addressing obesity were compiled. These objectives emphasized that efforts to change diet and weight should address individual behaviors, as well as the policies and environments that support these behaviors in settings such as schools, worksites, health care organizations, and communities.

Subject matter experts from these areas were invited to a forum for the purpose of prioritizing the objectives according to importance, feasibility, community/agency interest and timeliness. The forum was attended by over 70 people representing hospitals, doctors' offices, county, city and state government, health department, city and county planners, dietitians, physical activity experts, college, school board, and early education leaders, among others. After a brief orientation the group broke into 6 groups to prioritize a set of objectives.

## **Building a Healthier Polk Initiative**

Strategy workgroups used the results of the forum to develop a three year plan to reduce 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**  
**communication**

Measurable objectives, evaluation measures, action steps and a timeline to implement this plan have been created.

**This is a three year plan to be accomplished by October 2015.**

## Polk County's Strategic Issue: Obesity

Goal: Reduce the obesity (BMI  $\geq$  30) rate in Polk County to  $\leq$  the state average (from 37.6% to 27.2%).

### Strategy 1: Increase overall wellness among youth in Polk County.

**Objective 1.1:** By Fall 2015, implement programs at all school levels to address student wellness.

**Evaluation Measure:** *(How we will determine that the goal has been reached?)*

- Number of schools that have implemented programs that address student wellness
- Number of schools using the Fitness Gram
- Number of school-based wellness councils established

**Objective 1.2:** By Fall 2015, increase awareness of the positive correlation between wellness and student achievement.

**Evaluation Measure:** *(How we will determine that the goal has been reached?)*

- Number of professional development opportunities in student wellness (specifically in nutrition and physical activity) provided to education stakeholders
- Number of wellness related educational opportunities offered to families and community stakeholders
- Venue established that promotes wellness based education community-wide

**Objective 1.3:** By Fall 2015, increase the number of schools that fully implement wellness and physical education policies.

**Evaluation Measure:** *(How we will determine that the goal has been reached?)*

- Number of schools that implement wellness and physical education policies.

**Objective 1.4:** By Fall 2015, increase student access to before and after school wellness related activities.

**Evaluation Measure:** *(How we will determine that the goal has been reached?)*

- Number schools providing wellness related before and after school activities
- Number of community low-cost or subsidized before and after school wellness related activities (specifically nutrition and physical activity related) provided
- Number of afterschool providers completing the Community Healthy Living Index
- Number of afterschool programs providing the YMCA's "Food and Fun" curricula (or a similar curriculum)

## Polk County's Strategic Issue: Obesity

### Strategy 2: Increase access to and participation in physical activity for all members of a community.

**Objective 2.1:** Reduce the proportion of residents who engage in no leisure-time physical activity.

**Evaluation Measure:** *(How we will determine that the goal has been reached?)*

- Number of communities hosting Fitness at the Fountain or similar event
- Number of county residents using parks and trails in Polk County
- Number of "Walking School Bus" programs implemented in Polk County

**Objective 2.2:** By Fall 2013, increase the number of local governments and other governmental agencies in Polk County who pledge to adopt 3 recommendations from the Livable Polk Initiative.

**Evaluation Measure:** *(How we will determine that the goal has been reached?)*

- Number of local governments who pledge to adopt 3 recommendations from the Livable Polk Initiative

**Objective 2.3:** By Fall 2015, increase the number of local governments and other governmental agencies in Polk County who adopt 3 recommendations from the Livable Polk Initiative.

**Evaluation Measure:** *(How we will determine that the goal has been reached?)*

- Number of local governments who adopt 3 recommendations from the Livable Polk Initiative

## Polk County's Strategic Issue: Obesity

### Strategy 3: Assess clinical practices in addressing body mass index (BMI).

**Objective 3.1:** By April, 2013, collect data on the number of primary care physicians, (MD/DO in Pediatrics, Internal Medicine, Family Medicine, Gynecology, and General Practice) who document BMI on their patients.

**Evaluation Measure:** *(How we will determine that the goal has been reached?)*

- Number of medical practices responding to request for information
- Number of primary care physicians in those practices that responded to request for information
- Number of primary care physicians documenting BMI on their patients

**Objective 3.2:** By April 30, 2013, collect data on the number of primary care physicians, (MD/DO in Pediatrics, Internal Medicine, Family Medicine, Gynecology, and General Practice) who provide counseling or education related to achieving a healthy weight.

**Evaluation Measure:** *(How we will determine that the goal has been reached?)*

- Number of medical practices providing or referring for counseling or education
- Number of primary care physicians in these practices that provide or refer for counseling or education

**Objective 3.3:** By October 30, 2015, increase by 10% the proportion of primary care physicians, (MD/DO in Pediatrics, Internal Medicine, Family Medicine, Gynecology, and General Practice) who regularly assess body mass index (BMI) on their patients.

**Evaluation Measure:** *(How we will determine that the goal has been reached?)*

- Number of medical practices responding to request for information / total number of medical practices in Polk County
- Number of primary care physicians in these practices that responded to request for information / total number of primary care physicians in all practices
- Number of primary care physicians documenting BMI on their patients

**Objective 3.4:** By October 30, 2015, increase by 10%, the proportion of primary care physicians, (MD/DO in Pediatrics, Internal Medicine, Family Medicine, Gynecology, and General Practice) who provide counseling or education related to achieving or maintaining a healthy weight.

**Evaluation Measure:** *(How we will determine that the goal has been reached?)*

- Number of medical practices providing or referring for counseling or education/total number of medical practices performing primary care in Polk County
- Number of primary care physicians in these practices that provide or refer for counseling or education/total number of primary care physicians in all practices



## Polk County's Strategic Issue: Obesity

### Strategy 4: Support the use of evidenced-based employee health promotion/wellness programs to promote healthy behaviors.

**Objective 4.1:** By October 30, 2013, collect data on the number of worksites that offer an employee health promotion/wellness program to their employees.

**Evaluation Measure:** *(How we will determine that the goal has been reached?)*

- Number of worksites that offer an employee health promotion/wellness program to their employees
- Number and type of total worksite programs offered in Polk

**Objective 4.2:** By October 30, 2015, increase by 5% the proportion of worksites that offer an employee health promotion/wellness program to their employees.

**Evaluation Measure:** *(How we will determine that the goal has been reached?)*

- Re-survey, assess and compare the number of businesses that provide worksite programs and the total number of individual programs
- Number of worksites that offer an employee health promotion/wellness program to their employees
- Number and type of total worksite programs offered in Polk

## Polk County's Strategic Issue: Obesity

### Strategy 5: Support college wellness programs that address unhealthy dietary patterns and inadequate physical activity.

**Objective 5.1:** By December, 2012, collect baseline data on wellness program offerings and distribution of information on nutrition and physical activity by post secondary institutions in Polk County.

**Evaluation Measure:** *(How we will determine that the goal has been reached?)*

- Number of wellness program offerings in post secondary institutions
- Number of post secondary institutions offering wellness programs or distributing wellness information

**Objective 5.2:** By October 2015, increase by 5% the number of wellness program offerings addressing nutrition and/or physical activity by post secondary institutions in Polk County.

**Evaluation Measure:** *(How we will determine that the goal has been reached?)*

- Post survey to assess the percentage of new programs or expansion of current programs

**Objective 5.3:** By October 2015, increase by 10% the number of methods for distributing information to students addressing nutrition and/or physical activity by post secondary institutions in Polk County.

**Evaluation Measure:** *(How will you determine that the goal has been reached?)*

- Post survey to assess the percentage of added methods for distributing information

## Polk County's Strategic Issue: Obesity

**Strategy 6: Raise awareness through an on-going community-wide campaign that supports the Initiative's activities and progress towards the goal.**

**Objective 6.1:** Develop and implement a communication plan for the Initiative's progress.

**Evaluation Measure:** *(How we will determine that the goal has been reached?)*

- Communication plan
- Brand created and used by partners
- Speakers' Bureau
- Number of presentations given by Speakers' Bureau
- Number of press releases used by news media
- Hits to websites
- Attendance at press events

**Objective 6.2:** Develop and implement a communication plan to promote activities within each strategy.

**Evaluation Measure:** *(How we will determine that the goal has been reached?)*

- Communication plan
- Brand created and used by strategy groups/partners
- Speakers' Bureau
- Number of presentations given by Speakers' Bureau
- Number of press releases used by news media
- Hits to websites
- Attendance at events

## Building a Healthier Polk Initiative's Alignment with State and National Priorities

During the process of developing the plan to reduce obesity in Polk County, many resources were consulted in order to choose evidenced-based programs and to align with regional, state and national targets where possible. The table below shows the relationship of Polk's Initiative to the State of Florida Health Improvement Plan and Healthy People 2020.

	Building a Healthier Polk Initiative	Florida State Health Improvement Plan	Healthy People 2020
Goal	Reduce the obesity rate in Polk County.	Increase the percentage of adults & children who are at a healthy weight. CD1	Reduce the proportion of adults and children who are obese. NWS- 9 & 10
Strategy 1	Increase overall wellness among youth in Polk County.	Implement the Alliance for a Healthier Generation's healthy Schools Program or USDA's Healthier US School Challenge. CD2.3	Increase the proportion of elementary, middle, and senior high schools that provide comprehensive school health education to prevent health problems due to unhealthy dietary patterns and inadequate physical activity. ECBP-2.8 & 2.9
Strategy 2	Increase access to & participation in physical activity for all members of a community.	Increase access to & participation in physical activity for all members of a community. CR2.2	Reduce the proportion of adults who engage in no leisure-time physical activity. PA-1
Strategy 3	Assess clinical practices in addressing body mass index.	Assess clinician practices in documenting body mass indices of patients & providing education & counseling on nutrition & physical activity. CD1.1	Increase the proportion of primary care physicians who regularly assess body mass index in their patients and that include counseling or education related to nutrition or weight. NWS - 5 & 6
Strategy 4	Support the use of evidenced-based employee health promotion programs to promote health behaviors.	Support the use of evidence-based employee wellness program to promote healthy behaviors. CD2.2	Increase the proportion of worksites that offer an employee health promotion program to their employees. ECBP-8
Strategy 5	Support college wellness programs that address unhealthy dietary patterns and inadequate physical activity.	Collaborate with partner agencies & organizations to implement initiatives that promote healthy behaviors. CD2.1	Increase the proportion of college & university students who receive information from their institution on the priority health risk behavior areas; unhealthy dietary patterns & inadequate physical activity. ECBP-7.9 & 7.10
Strategy 6	Raise awareness through an on-going community-wide campaign that supports the Initiative's activities and progress towards the goal.	There is no specific communication strategy.	There is no specific communication strategy.

# building a healthier Polk

## Resource Web Links and Addresses

### MAPP Assessment Reports

**[2010 Forces of Change](http://www.mypolkhealth.org/wp-content/uploads/reports/2010%20Forces%20of%20Change%20Report.FINAL.pdf)** - This assessment asks “*What is occurring or might occur that affects the health of our community or the local health system?*” and “*What specific threats or opportunities are generated by these occurrences?*” <http://www.mypolkhealth.org/wp-content/uploads/reports/2010%20Forces%20of%20Change%20Report.FINAL.pdf>

**[2010 Community Themes and Strengths](http://www.mypolkhealth.org/wp-content/uploads/reports/Community%20Themes%20&%20Strenghts%20Report.FINAL.pdf)** - This assessment asks “*What is important to our community? How is quality of life perceived in our community?*” and “*What assets do we have that can be used to improve community health?*” <http://www.mypolkhealth.org/wp-content/uploads/reports/Community%20Themes%20&%20Strenghts%20Report.FINAL.pdf>

**[2010 Local Public Health System Assessment](http://www.mypolkhealth.org/wp-content/uploads/reports/Local%20Public%20Health%20System%20Assessment%20Results~FINAL.pdf)** - This assessment asks “*What is our health system’s capacity to provide the 10 essential public health services?*” and “*How well are we performing each of the essential services?*” <http://www.mypolkhealth.org/wp-content/uploads/reports/Local%20Public%20Health%20System%20Assessment%20Results~FINAL.pdf>

**[2011 Community Health Status](http://www.mypolkhealth.org/wp-content/uploads/reports/2011%20Community%20Health%20Status%20Report%20for%20Polk.pdf)** - This assessment asks “*How healthy are our residents?*” and “*What does the health status of our community look like?*” <http://www.mypolkhealth.org/wp-content/uploads/reports/2011%20Community%20Health%20Status%20Report%20for%20Polk.pdf>

**[2011 Report of Findings](http://www.mypolkhealth.org/wp-content/uploads/2011/12/Report%20of%20Findings%20Polk%20County%202011.pdf)** – This report summarizes the results from the 4 assessments and compares them to a similar assessment that was done in 2007. <http://www.mypolkhealth.org/wp-content/uploads/2011/12/Report%20of%20Findings%20Polk%20County%202011.pdf>

**[Florida State Health Improvement Plan 2012-2015](http://www.doh.state.fl.us/Planning_eval/Strategic_Planning/SHIP/FloridaSHIP2012-2015.pdf)** – The state’s health improvement plan for the next 3 years. [http://www.doh.state.fl.us/Planning\\_eval/Strategic\\_Planning/SHIP/FloridaSHIP2012-2015.pdf](http://www.doh.state.fl.us/Planning_eval/Strategic_Planning/SHIP/FloridaSHIP2012-2015.pdf)

**[Healthy People 2020](http://www.healthypeople.gov/2020/topicsobjectives2020/)** – A national health promotion and disease prevention initiative. Its goals are to increase the quality and healthy years of life and eliminate health disparities. <http://www.healthypeople.gov/2020/topicsobjectives2020/>

**[Healthy Tampa Bay](http://www.healthytampabay.com/)** – A web-based source of regional and county population data and community health information. This site is provided by ONE BAY: Healthy Communities, an initiative focused on uniting our eight-county Tampa Bay region around a culture of health. <http://www.healthytampabay.com/>

**[Polk Vision](http://polkvision.com/)** – Polk Vision is a broad, community-led partnership of organizations, businesses, government and individuals acting collectively to ensure implementation of Polk County's community vision. Building a Healthier Polk operates under the auspices of this organization. <http://polkvision.com/>