



Dear Community of Families,

On behalf of the *Tallahassee Hope Thru Childhood Obesity Prevention Education (COPE) Coalition*, it is with great enthusiasm and pride, we, the Tallahassee COPE Leadership Team, support and present the **Tallahassee Call to Action Plan**. This plan is the result of the collective effort and hard work of a community committed to childhood obesity prevention for its greatest resource – *the children of Tallahassee*.

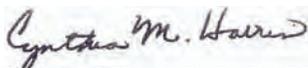
In April 2010, Florida A & M University (FAMU) and the Florida Family Network, Inc. (FFN), in partnership with the Florida State University Center on Better Health and Life for Underserved Populations and the Greater Frenchtown Revitalization Council, initiated plans for the development of a comprehensive coalition of public and private sector agencies, organizations, institutions and individuals, in our capital city, to address childhood overweight and obesity.

In September 2010, the Blue Cross and Blue Shield of Florida Foundation (BCBSF) supported and funded the formation of the COPE Coalition. The vision of the Tallahassee COPE Coalition is to develop and implement a plan of action to decrease childhood obesity in Tallahassee. The development of this plan of action involved a 10-month planning process connecting a diverse coalition of stakeholders including representatives from academia, local and state health agencies, city and county government, state legislators, community health centers, local early childhood development agencies, local school board and foundation, local businesses, community-based organizations, civic organizations, individual community and neighborhood advocates, and the faith-based community. In this effort, we identified and developed work groups around four priority areas: Public Health/Prevention, Community Planning, Education/Communication and Policy. Using these priority areas, a thorough community assessment was conducted to identify key resources, concerns/gaps and action recommendations.

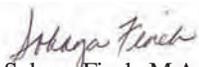
Through the community assessment process, we identified one critical gap: “the need for youth leadership and family engagement” in addressing this critical problem. Thus, as the COPE Coalition moves forward, we will focus our work on the proactive and sustained engagement of our youth, their families and the community, as we collectively work to combat childhood obesity in Tallahassee.

We invite **you** to join us in making a difference in ensuring our vision of **Healthy Children! Healthy Future! Healthy Tallahassee!**

Sincerely,



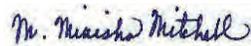
Cynthia M. Harris, Ph.D., DABT  
Director and Professor, Institute of Public Health  
Florida A&M University



Sokoya Finch, M.A.  
Executive Director, Florida Family Network



Penny Ralston, Ph.D.  
Professor, Dean Emeritus and Director  
Florida State University Center on Better Health and Life for Underserved Populations



Miaisha Mitchell, B.S.  
Executive Director,  
Greater Frenchtown Governor’s Revitalization Council, A Front Porch Florida Initiative



Cynthia M. Harris, Ph.D., DABT



Sokoya Finch, M.A.



Penny Ralston, Ph.D.



Miaisha Mitchell, B.S.



## TABLE OF CONTENTS

LETTER FROM THE DIRECTORS.....	2
EXECUTIVE SUMMARY.....	5
<i>ENGAGING COMMUNITY STAKEHOLDERS AND COLLABORATION.....</i>	6
<i>CALL TO ACTION.....</i>	7
BACKGROUND.....	8
<i>SCOPE OF THE PROBLEM</i>	
COPE VISION.....	11
COPE MISSION STATEMENT.....	11
<i>COPE CALL TO ACTION SPECIFIC AIMS</i>	
<i>COPE PROCESS AND INFRASTRUCTURE</i>	
<i>COPE GUIDING PRINCIPLES</i>	
<i>REFERENCES .....</i>	15
<i>COPE TIMELINE</i>	
<i>COPE METHODS/CONCEPTUAL FRAMEWORK</i>	
CALL TO ACTION #1.....	19
CALL TO ACTION #2.....	19
CALL TO ACTION #3.....	19
CALL TO ACTION #4.....	20
CALL TO ACTION #5.....	20
CALL TO ACTION #6.....	20
ACKNOWLEDGMENTS.....	22
COPE PARTNERS.....	22
COPE LOGIC MODEL CHART.....	27



### Blue Cross and Blue Shield of Florida Foundation COPE Check Presentation

*Pictured above, from left to right: Susan Wildes, BCBSF Foundation, FAMU Provost Dr. Cynthia Hughes Harris, Miaisha Mitchell, Greater Frenchtown Revitalization Council, Soyoka Finch, Executive Director, Florida Family Network, Inc., Dr. Paula Ralston, Former Dean and Professor Emeritus, FSU Center on Better Health Life for Underserved Populations, Dr. Cynthia M. Harris, Director and Professor, FAMU Institute of Public Health, Dr. Ana M. Ros, M.D., M.P.H., former Florida's Surgeon General, Dr. Shairi Turner, M.D., Assistant to the Florida's Surgeon General and Director, Florida Office of Minority Health; Back row: former Dean of the FAMU College of Pharmacy and Pharmaceutical Sciences, Dr. Henry Lewis III, Dean and Professor.*

*Pictured left: front row: Susan Wildes, Dr. Cynthia M. Harris, Former Dean of the FAMU College of Pharmacy and Pharmaceutical Sciences, Dr. Henry Lewis III, Soyoka Finch, Florida's Surgeon General Ana M. Viamonte Ros, M.D., M.P.H., Homer Rice, Administrator Leon County Health Department and Associated Partners.*

*Photos courtesy of Keith Pope*

# EXECUTIVE SUMMARY

## Addressing the Problem

### Forming the Coalition

There is little stronger than the coming together of a community around an issue with a sustained focus of concern. The health of a community is measured by the health of its children. In Tallahassee, childhood obesity, and associated diseases, is on the rise. Lack of access to healthy foods and lack of moderate to vigorous physical activity are two basic risk factors for childhood obesity in Tallahassee.

In April 2010, Florida A&M University (FAMU) and the Florida Family Network, Inc. (FFN), in partnership with the Florida State University Center for Better Health and Life in Underserved Populations and the Greater Frenchtown Revitalization Council, initiated plans for the development of a comprehensive coalition of public and private sector agencies, organizations, institutions, and individuals, in our capital city, to address childhood overweight and obesity. In September 2010, the Blue Cross and Blue Shield of Florida Foundation supported and funded the formation of the **Tallahassee Hope Thru Childhood Obesity Prevention Education (COPE) Coalition**. The vision of the Tallahassee COPE Coalition is Healthy Children! Healthy Future! Healthy Tallahassee! and the mission is to **develop and implement a plan of action to decrease childhood obesity in Tallahassee**. The development of this plan of action involved a 10-month planning process involving a diverse coalition of stakeholders including representatives from academia, local and state health agencies, city and county government, state legislators, community health centers, local early childhood development agencies, local school board and foundation, local businesses, community-based organizations, civic organizations, individual community and neighborhood advocates, and the faith-based community.

Tallahassee Call to Action...Prevention Education (COPE) Coalition 2012

Michelle Obama, teamed up with major food retailers to launch an attack on "food deserts" as a key part of the US battle to bring down childhood obesity.  
Inset: Hula Hoop area (before the contest)



"We can give people all the information and advice in the world about healthy eating and exercise, but if parents can't buy the food they need to prepare those meals because their only options for groceries are the gas station or the local mini-mart, then all that is just talk," Mrs. Obama said.

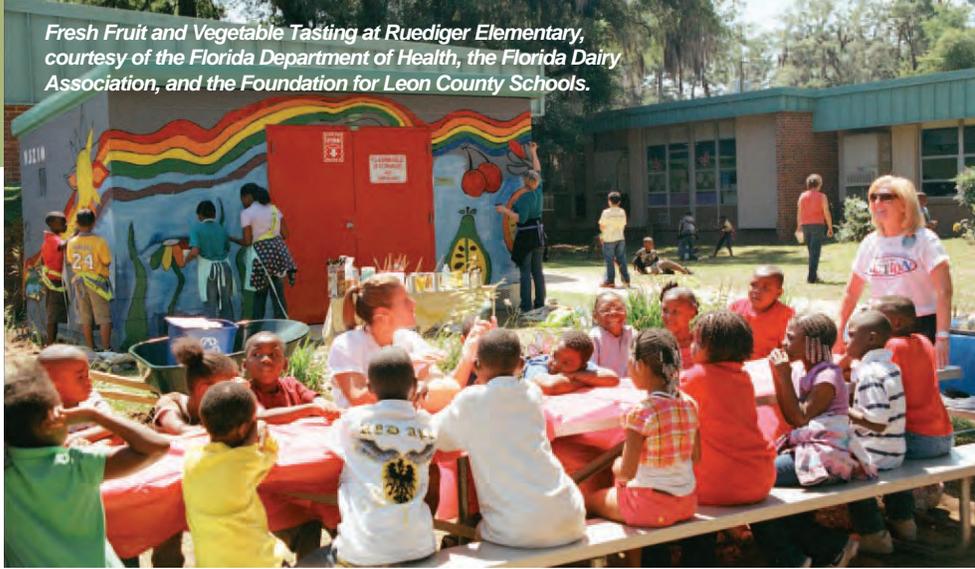


Hula Hoop Contest at the Cup Challenge sponsored by Working Well, Inc. (CCC)



Kidz Bite Back Kick-off at Kate Sullivan, pilot program to combat childhood obesity. Sponsored by Vista Coventry, Leon County Health Department, and the Foundation for Leon County Schools.

*Fresh Fruit and Vegetable Tasting at Ruediger Elementary, courtesy of the Florida Department of Health, the Florida Dairy Association, and the Foundation for Leon County Schools.*



## Engaging Community Stakeholders and Collaboration

### Community Engagement and

### Community Advocacy are significant tenets

that have mobilized communities in the best – and worst of times. It has historically been at the very heart of social justice movements and

has resulted in phenomenal and equitable change. In public health, the barometer of the health of a nation is predicated on **the health of its children**. The Tallahassee COPE Coalition truly consists of a diverse group of public and private sector agencies, organizations, institutions, and individuals with years of expertise in addressing risk factors that impact childhood health and wellness. Key strengths of the coalition are: (1) the tremendous wealth of existing work and research conducted by coalition community leaders and champions; (2) dedicated support of state representatives, and city and county officials in addressing childhood obesity in our capital city; and (3) engagement of the authentic voices of Tallahassee residents in developing strategies for increasing the health of our most valuable stakeholder – **our children**.

6

Structurally, the Tallahassee COPE Coalition consist of a COPE Leadership Team, COPE Community Advisory Board, and four COPE Priority Teams. The COPE Priority Teams were formed based on the identification of four main focus areas: (1) Public Health/Prevention, (2) Community Planning,(3) Education/Communication; and (4) Policy. **Community and Family Engagement** is the cornerstone of each focus area. Over the past year, COPE Priority Teams worked tirelessly by: (1) identifying community assets and providing an inventory of resources and activities related to addressing childhood obesity; (2) identifying barriers, concerns, and gaps in addressing childhood obesity; and (3) providing salient actions and recommendations for decreasing childhood obesity in Tallahassee. Due to some age-specific differences, each of these areas was addressed for the following age groups: age 0-5 (pre-school), 6-10 (elementary school), 11-14 (middle school), and 15-17 (high school). The COPE Community Advisory Board provides feedback and counsel regarding COPE Coalition community engagement. The COPE Leadership Team provides general technical assistance and coordination to the COPE Priority Teams and the COPE Community Advisory Board.

*Mountain Bike Race at Stomping Out Type 2 Diabetes, a morning of family fun, fitness, and wellness screenings to bring awareness about the risks associated with childhood obesity. Presenting sponsors: Tallahassee Memorial Healthcare and the Foundation for Leon County Schools*



## Call To Action

The culmination of this work is the Tallahassee COPE Coalition *Call to Action to reduce childhood obesity in Tallahassee*. This plan includes actions and recommendations (six common themes) that represent the gathering of data, information and discussion by the full Tallahassee COPE Coalition membership to address childhood obesity in Tallahassee, Florida.

- **Call to Action #1** – Engage and support best practices, data gaps, and policies
- **Call to Action #2** – Design, implement and evaluate local community-based health and wellness programs
- **Call to Action #3** – Engage and support of school-based wellness programs and youth leadership initiatives
- **Call to Action #4** – Engage and support early childhood development education and parental and family involvement and engagement
- **Call to Action #5** – Engage and support access to local healthy foods
- **Call to Action #6** – Engage and support physical activity and access to visual and cultural performing arts for local youth

The 2012 Tallahassee Hope Thru Childhood Obesity Prevention Education (COPE) – *Healthy Children! Healthy Future! Healthy Tallahassee!* – *A Community Call To Action To Reduce Childhood Obesity* is the result of a committed community galvanized and the collective efforts of over 65 coalition partners. The plan clearly describes the magnitude of the problem and describes action items that provide a blueprint for informing our next steps in addressing obesity and promoting healthy living for our most precious resource – *the children of Tallahassee!*



## Neighborhood Food Environment

Teaching children the process of growing food for Tallahassee Sustainability Group

AquaPonics Aquaculture + Hydroponics



*Above: The cultivation of aquatic animals Right: The process of growing plants using a nutrient solution with or without soil*

*Fish and veggies in the same container??*



Partner organizations, volunteers and mentors will provide support including: a nutritionist from Earth Fare; technical support from members of the Tallahassee Food Network and Nathan Ballantine (AKA “Man in overalls”); advisory board development and data from Childhood Obesity Prevention Education Coalition; educational materials and school gardening sites from the Florida Department of Education; facilitating the 95210 campaign with the Leon County Health Department; gardening seeds and resources from Florida Office of Minority Health; developing economic and business plans with students and leadership, swimming and successful achievement from the YMCA. Greater Frenchtown and Second Harvest will be training sites for board development, raised beds educational projects, cooking demonstrations and Harvest Days.

### Building Raised Beds 4x4

Youth Empowerment Leadership Development Academy (YELDA) students will use learned skills to demonstrate to the public their growing techniques and knowledge. Produce will be distributed



at local food banks to visitors, member agencies and partners and at local farmers markets (Lake Ella, Frenchtown Heritage Market Place). Proceeds will be used to purchase additional materials and supplies, gardening scholarships and training in support of the educational goal of improving the neighborhood food environment by the elimination of childhood obesity.

# BACKGROUND

## Scope of the Problem

### *Definition of Obesity and Consequences Childhood Obesity*

**Obesity** is defined as a condition that is characterized by the excessive accumulation and storage of fat in the body. The potential consequences of obesity in children and youth include factors impacting physical health, emotional health, and social health. **Physical Health** factors include, but are not limited to, such conditions as hypertension, glucose intolerance and insulin resistance, sleep apnea, impaired balance and orthopedic problems. **Emotional Health** includes factors such as low self-esteem, negative body image, and depression.

**Social Health** factors include stigma, discrimination, negative stereotyping, teasing and bullying and social marginalization.

### **Racial and Ethnic Childhood Obesity Disparities**

Between 1986 and 1998, the prevalence of obesity increased 120 percent among African-Americans while it increased 50 percent among non-Hispanic whites (Strauss and Pollack, 2001). Currently, 35.9 percent of African-American children, ages 2-19, are overweight or obese, compared with 31.7 percent of all children within that age group (Ogden, 2010). Among young African-American children, 11.4 percent of those ages (2-5 years) already are obese (Ogden, 2010). Over two decades, the prevalence of obesity climbed from 10.5 percent to 18.1 percent among all adolescents (age 12-19). The statistics are even more alarming for African-American adolescent girls (ages 12-19). By 2007-2008, 29.2 percent were obese. By comparison, less than one in five non-Hispanic adolescent girls were obese (Ogden, (2010). Thirty-four percent of Hispanic children (ages 3-15 years) are overweight and 13 percent are obese. Thus, disparities in the prevalence of obesity in children are particularly acute in African American and Hispanic populations.

### *National Perspective*

Childhood obesity poses a serious threat to our nation's health, health care system and economy. In the United States, the obesity rate is more than four times higher among children ages 6-11 than it was a generation ago. During that same period, the rate has more than tripled among adolescents ages 12-19 and more than doubles among children ages 2-5. Today, nearly one-third of our nation's children and adolescents are either overweight or obese, placing them at increased risk for heart diseases, Type 2 diabetes and many other serious health conditions. This problem is exacerbated in African-American children. In the landmark report, *F as in fat: How Obesity Policies are Failing in America*, from the Trust for America's Health (TFAH), more than one-third of children (ages 10-17) are obese (16.4 percent) or overweight (18.2 percent). Obesity rates, in this age group, ranged from a high of 21.9 percent (Mississippi) to a low of 9.6 percent (Oregon). Nine states, plus D.C., have childhood obesity rates greater than 20 percent: Arkansas, Georgia, Illinois, Kentucky, Louisiana, Mississippi, Tennessee, Texas and West Virginia. Nine of the 10 states with the highest rates of obese children are in the South, as are nine of 10 states with the highest rates of poverty. In Mississippi, nearly 44 percent of children are overweight and obese. Nationwide, less than one-third of all children, ages 6-17 engage in vigorous activity, defined as at least 20 minutes of physical activity that makes the child sweat and breathe hard.

Social and environmental changes over the past few decades have resulted in less activity in children's daily routines. For instance, there has been a decrease in children's access to safe places to walk, bike and play. Fewer than 4 percent of elementary school offers daily physical education, and there has been a significant decrease in the number of children who walk or bike to school. In addition, children are spending more sedentary time using electronic media, such as television, computer games and the Internet. As a result, few children and



adolescents get the 60 minutes of moderate-to-vigorous physical activity per day recommended by the Centers for Disease Control and Prevention for healthy growth and development.

### *State Perspective*

According to the *F as in Fat Report*, Florida joined 15 other states that saw a rise in adult obesity over the last year. Overall, Florida ranked 29th, about midway between the most obese state, Mississippi, and the least obese state, Colorado. If you add in those who are also overweight, Florida's combined score soars to 62.6 percent. Thus, two out of every three adults is overweight or obese. In 1995, Florida's obesity rate was 14.3 percent. Florida's obesity rate has gone up 80 percent in 15 years.

Florida ranks 21st in the Nation for the prevalence of childhood obesity. 32.5 percent of Florida's children (ages 10-17) are overweight or obese. More than two of five of Florida's children, who are poor, are obese (43.1 percent), on public health insurance are obese (40.8 percent), and is black non-Hispanic are obese (45.3 percent). The 2007 Florida Youth Risk Behavior Survey indicates that, among high school students, 62 percent did not meet recommended levels of physical activity, 62 percent did not attend physical education classes, 77 percent did not attend physical education classes daily, and 40 percent watched television three or more hours per day on an average school day. Among Florida's high school students, 62 percent did not meet recommended levels of physical activity.

### *Local Perspective*

Poor health is a major concern for African-American families and children in Leon County (Tallahassee, Florida). In Leon County, 30.4% of adults are overweight and 14.7 percent of Leon County high school students have a body mass index (BMI) above the 95th percentile. Available data for African-Americans in Leon County show high proportions are overweight or obese (59.1 percent) consume less than 5-a-Day servings of fruits and vegetables (82.6 percent), and no vigorous physical activity (75.2 percent). Local community health clinics and physicians have documented an increase in the number of morbidly obese children and youth within their clientele. Type 2 diabetes and heart disease are on the rise. Thus, African-American children and youth are at risk of developing debilitating chronic diseases. Collaborative and partnerships, member organizations and agencies of Tallahassee.

### *Premise for the Development of the Tallahassee COPE Coalition*

The capital city of Tallahassee, Florida, has a wealth of expertise and a plethora of individuals, agencies, and organizations committed to reducing childhood obesity. Over the years, substantial and invaluable research has resulted in a number of needs assessments, strategic plans and activities that have informed resource needs regarding the need for healthy living including the need for access to healthy foods, increased activity and stronger and sustainable policies that influence and guide our childhood prevention programs. As a result of this commitment, the promotion of healthy living and reduction in childhood obesity is a priority of Tallahassee's early childhood development programs, local school and afterschool programs, university research and community outreach programs, state and local health agencies, community health centers, local businesses, community-based organizations, and state legislators. Despite the current and past phenomenal and pioneering work on reducing childhood obesity in Tallahassee, there was a strong need to form, develop and implement a **community-wide coalition**, consisting of all city-wide stakeholder member agencies, organizations, institutions, and individuals, to: (1) identify existing resources, data, and information; (2) identify data needs and challenges; (3) identify priorities (as informed by data needs



Success Athletics Training



and challenges); and (4) develop a **plan of action** for reducing childhood obesity in Tallahassee predicated on these priorities. Thus, the Tallahassee **Hope Thru Childhood Obesity Prevention Education (COPE) Coalition**, funded by the Blue Cross and Blue Shield Florida Foundation, was formed and will serve as a **model** of best practices in addressing childhood overweight and obesity and to truly illustrate how a formula for success can and will be: Community Engagement (with true partnership in development, implementation, and evaluation) + Community Education (that is culturally appropriate and sensitive to the health literacy needs of its most impacted populations) = **Community Empowerment** (with achievement of meaningful measures of success and positive long-term outcomes).



**African Caribbean Dance Theatre (ACDT)**

## African Caribbean Dance Theatre, Inc.

The African Caribbean Dance Theatre (ACDT) is a nonprofit youth and adult cultural education organization based in Tallahassee. Its mission is to provide participants a program that ensures a high level of self-respect, self-esteem, self-confidence, discipline, community and cultural pride through African dance and drumming traditions. By consistent participation in the program, ACDT aims to transform the individual through its weekly year-round program activities, and enrich its other audience members via workshops, performances and the annual Florida African Dance Festival (FADF).

In February 1993, ACDT rooted its beginnings at the Lincoln Neighborhood Service Center, a historical African American site in the Tallahassee community. With only 10 youths ages 7 - 12, the company began establishing a training ground for African dance and drumming techniques. Now in its 18th season and having served several thousands through the years, ACDT is uniquely positioned to influence families because it utilizes the intrinsic physical benefits of its program design to provide health and wellness activities to a client base with high numbers of parent/student pairs.

## Astoria Park Elementary School Community Garden

Desmond Cole, Principal  
Merlin JnBaptiste, 21st Century After  
School Coordinstor



Accenture Volunteers Making a  
Difference for Earth Day



Leon County Schools, Master Gardeners and  
Leon County Extension Services



Partnerships and Collaborations



# COPE VISION

*Healthy Children! Healthy Future!  
Healthy Tallahassee!*

# COPE MISSION STATEMENT

*The mission of the Tallahassee COPE  
Coalition is to develop and implement a  
plan of action to decrease childhood  
obesity in Tallahassee, Florida*

Tallahassee Hope Thru Childhood Obesity Preven-  
tion Education (COPE) Coalition: A Community  
Call To Action To Reduce Childhood Obesity is the  
result of a committed coalition of diverse community  
stakeholders made up of individual citizens, represen-  
tatives from academic, local and state health depart-  
ments, community health centers, city and county  
government officials, early childhood development  
centers and organizations, health plans, local school  
district officials, elementary, middle and high schools,  
local businesses, community-based organizations,  
local media, and the faith-based community.

Kayaking competition at the Corporate  
Cup Challenge sponsored by Working Well, Inc. (CCC)



## COPE CALL TO ACTION SPECIFIC AIMS

- To educate and increase awareness of Tallahassee community stakeholders of the impact of childhood obesity and overweight on the health and future of Tallahassee
- To recommend a plan of action with salient themes, recommendations and activities that will ultimately result in a decrease in childhood obesity and overweight in Tallahassee
- To engage community stakeholders in the implementation of the plan of action through the promotion and support of community-based initiatives that encourage healthy lifestyles and activities consistent with the tenets of the plan
- To evaluate (process and outcome) development and implementation of plan of action activities (as informed by the COPE Logic Model)
- To regularly update and disseminate plan of action updates (e.g. website, fact sheets, brochures, media) in order to inform best practices for reducing overweight and obesity in Tallahassee children

## COPE PROCESS AND INFRASTRUCTURE

### *The Process*

In September of 2010, the Tallahassee Hope Thru Childhood Obesity Prevention Education (COPE) Coalition, celebrated the announcement and award from the Blue Cross and Blue Shield Florida Foundation to the Florida A&M University Institute of Public Health and the Florida Family Network, Incorporated. The celebration was, in partnership with the Leon County Health Department, Office of Minority Health's recognition of Take a Loved One to the Doctor program, to establish a community-wide coalition committed to decreasing childhood obesity in Tallahassee, Florida. The celebration was held at the Lincoln Neighborhood Services Center in the historic Frenchtown Community of the city – a predominantly African-American community once referred to as the “Harlem of Tallahassee” as a result of a tremendous cultural and affluent history regarding the arts and predominantly thriving African American owned businesses.

The community action plan was primarily directed by the lead-

ership of the COPE Leadership Team: Florida A&M University Institute of Public Health, Florida Family Network, Incorporated, Florida State University Center on Better Life and Health in Underserved Populations, and the Greater Frenchtown Revitalization Council. In the prior development of the proposal and coalition planning (April 2010), there was tremendous outreach to a diverse group of public and private sector agencies, organizations, institutions and individuals, years of expertise in addressing risk factors that impact childhood health and wellness to serve as coalition members. Prior to the first full planning meeting (October 28, 2010), COPE Leadership Team members outreached to community stakeholders (invitation) to be active coalition members. Thus, the COPE Leadership Team actively engaged the input of all coalition members in plan development, prioritization of themes and recommendation, and review. In addition, there was full participation of coalition members in the implementation and evaluation of the community action plan. COPE Coalition membership is a dynamic process in that community stakeholders, from various sectors, continue to express interest in this work and, subsequently, new coalition members are added and engaged.

### *The Infrastructure, Roles, and Responsibilities*

The COPE Coalition consists of the COPE Coalition Leadership Team, COPE Community Advisory Committee, and COPE Priority Area Teams (see COPE Coalition Organizational Chart). The leading agencies of the COPE Coalition are Florida A&M University (FAMU) and the Florida Family Network (FFN), Incorporated. FAMU is the fiduciary agent of the Tallahassee COPE Coalition. The COPE Coalition Leadership Team consists of: FAMU (Dr. Cynthia M. Harris – Co-Lead) and FFN, Inc. (Ms. Sokoya Finch – Co-Lead), who serve as co-chairs of the COPE Leadership Team, Florida State University (FSU) Center on Better Health and Life for Underserved Populations (Dr. Penny Ralston), and the Greater Frenchtown Revitalization Council – Front Porch Initiative (Ms. Miaisha Mitchell).

The COPE Coalition Leadership Team (CLT) provides overall coordination and technical assistance to COPE Priority Area Teams. The CLT oversaw the development of the Tallahassee COPE Call to Action document, development and administra-

tion of the Tallahassee COPE Community Request for Proposal (RFP) mini-grant process and the grant renewal process.

The COPE Coalition Community Advisory Committee consist of members from multiple sectors in the City of Tallahassee. In addition, there is a subcommittee of the COPE Coalition Community Advisory Committee – The COPE Coalition Youth Leadership Advisory Committee (see Listing of COPE Coalition Community Advisory Committee and COPE Coalition Youth Leadership Advisory Committee). The role and responsibilities of the COPE Community Advisory Committee is/are to: (1) provide advice and counsel to the CLT and the COPE Priority Area Teams regarding the sufficiency of community and family engagement in all COPE Coalition decisions and activities; and

(2) provide input and feedback (early and often) on all COPE documents, reports, and products. The roles and responsibilities of the COPE Coalition Youth Leadership Advisory Committee is/are to: (1) provide effective strategies for inclusion of youth in addressing COPE Coalition Priority Areas; (2) provide suggestions for effective interventions to address childhood obesity in Tallahassee; and (3) provide input and feedback (early and often) on all COPE documents, reports, and products.

The COPE Coalition Priority Area Teams (PATs) consist of members from multiple sectors across the City of Tallahassee (e.g., academia (universities), state government, local governmental agencies, health care institutions, community-based organizations, school board foundation, non-profit organizations, civic organizations, faith-based organizations, students, fraternal organizations, and local residents) (see COPE-PAT membership and templates). The COPE-PAT has a designated team leader. The roles and responsibilities of the COPE-PATs were to: (1) identify and inventory existing sources of information and data, pertinent to the priority area, relative to distinct age groups (0-5 years, 6-10 years (K-5), 11-14 (6-8

### Tallahassee Childhood Obesity Prevention Education (COPE) Coalition Model

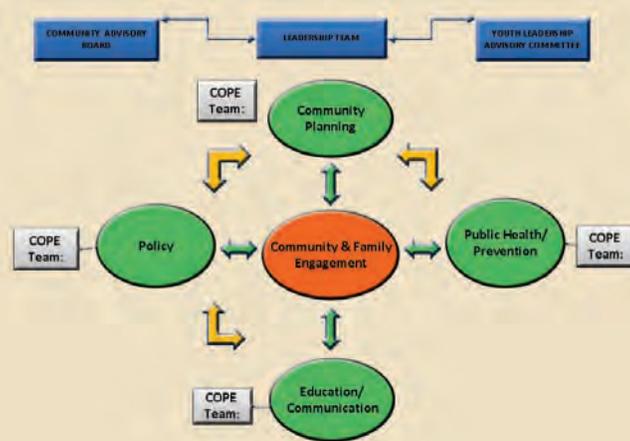
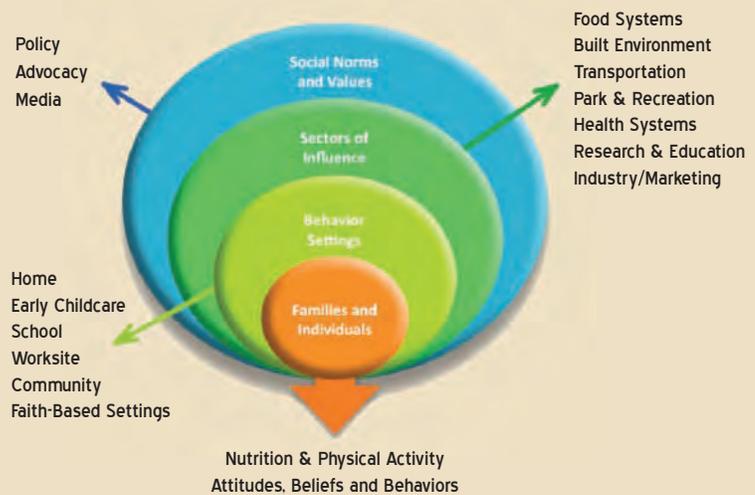


Figure 1

### SOCIAL ECOLOGICAL MODEL - INFLUENCERS OF OBESITY



Adapted from Koplan JP, Liverman CT, Kraak VI, editors. Preventing Childhood obesity: health in the balance. Washington, D.C.: Institute of Medicine. National Academies Press 2005.

*\*See COPE Logic Model Chart, page 26*

grades), 15-17 (high school); (2) identify existing data and information gaps/concerns based on the results of (1); and (3) provide salient actions and recommendations to address concerns pertinent to this priority area. The work of the COPE PATs informed the Tallahassee COPE Coalition Call to Action.

## COPE GUIDING PRINCIPLES

During the first full COPE Coalition meeting, a set of **guiding principles** were drafted that would inform the tenor of our work and partnership:

- Embrace the “WE” – Not the “Me”
- Embrace the “US” – Not the “I”
- Embrace the “Our” – Not the “Yours”
- **TOGETHER** – The “WE”, “US”, and “OUR” of The

Tallahassee COPE Coalition will collectively ensure *Healthy Children! Healthy Future! Healthy Tallahassee!!*

## COPE TIMELINE

The community action plan process consisted of 10 monthly coalition meetings from October 2010 through August 2011. Due to the holiday season, there was no scheduled meeting for the month of December of 2010. These meetings are held the last Tuesday of each month and the meeting venue is the Lincoln Neighborhood Services Center, in the heart of the historic Frenchtown Community. There were 12 COPE Leadership Team COPE-CLT meetings (September 2010 – September 2011), held on the third Monday of the month. These meetings were typically held the week prior to the full coalition meeting. The venue(s) for the COPE-CLT meetings are the Florida A&M University Science Research Center Library Conference Room and the Greater Frenchtown Community Revitalization Office. COPE Priority Area Team (COPE-PATs) meetings commenced in November of 2010 through April 2011 and were held in the meeting offices and residences as deemed by the COPE-PAT Team Leaders.

The COPE *Call to Action Plan Executive Summary* was presented and released during a community-wide event (“Jazz Jams for Good Health”) on May 20, 2011 in Tallahassee, Florida at the Kleman Park Plaza. The full and final *Call to Action Plan* was completed and released in October of 2011.

## COPE METHODS/CONCEPTUAL FRAMEWORK

Identifying Key Data Gaps and Priority Areas During the initial full working coalition meeting (October 28, 2011), coalition members were oriented on the background of the Embrace a Healthy Florida Program and expected coalition goals, process, timeline and outcomes. A cadre of over 65 diverse stakeholders, from the public and private sector, constitute the Tallahassee Hope Thru COPE Coalition. The Coalition brainstormed on identifying the key priority areas of most significance in addressing childhood overweight and obesity in Tallahassee. During this meeting, it was also clear that the Social Ecological Model was the appropriate conceptual framework to inform this work (see Social Ecological Model - page 13) with a focus on the significance of the individual, interpersonal groups, organizations, communities and society in addressing the magnitude of childhood overweight and obesity in Tallahassee. It will take a “village” of diverse and committed stakeholders to promote healthy lifestyles and eventually reduce childhood obesity. It was determined, by the COPE Coalition, that there were essentially four major areas of focus for the Tallahassee Hope Through COPE Coalition: (1) Public Health/Prevention; (2) Community Planning; (3) Education/Communication; and (4) Policy. These areas were finalized during the November meeting (November 30, 2010). On February 3, 2011, it was determined that Policy should be incorporated into each area and Community and Family Engagement should also be the CORE focus and result of each priority area. Thus, a model (schematic) was developed to represent this discussion and determination (see Fig. 1 – COPE Organizational Chart). During the February 22, 2011 COPE Coalition meeting, nominations for the COPE Coalition Community Advisory Committee were received and a decision was made to form the Youth Leadership Advisory Subcommittee of the Community Advisory Committee. The significance of community and family engagement, as well as the inclusion of youth and fostering youth leadership in this area was, since the inception of the Tallahassee COPE Coalition, and continues to be, an active area of discussion and enthusiasm.

The priority areas informed the formation of COPE Priority Area Teams (COPE PATs). Through the work of these teams, the genesis and framework of the Tallahassee Hope Thru COPE Coalition Call to Action Plan was achieved. Success indicators and the evaluation of Coalition processes and outcomes are predicated on meeting the objectives outlined in the Tallahassee Hope Through COPE Coalition Logic Model (see Tallahassee COPE Logic Model - page 27).

#### COPE PRIORITY AREA TEAMS

- PUBLIC HEALTH/PREVENTION
- COMMUNITY PLANNING
- EDUCATION/COMMUNICATION
- POLICY

Each COPE Priority Area Team engaged in a scope of work that involved three major needs: (1) to identify, assess, and provide an inventory of existing resources and activities related to childhood obesity; (2) to identify pertinent data gaps and concerns as informed by the assessment of existing resources and activities related to childhood obesity; and (3) to identify specific salient recommendations and action items, based on related data gaps and concerns, to decrease childhood obesity in Tallahassee. Due to some age-specific differences, each of these areas was addressed for the following age groups: age 0-5 (pre-school), 6-10 (elementary school), 11-14 (middle school), and 15-17 (high school).

The recommendations of the COPE Priority Area Teams informed the Tallahassee Hope Thru COPE Call to Action Plan. The initial COPE Call to Action Executive Summary was presented and distributed on May 20, 2011 to the Tallahassee Community. Following this event and additional review by the COPE-LT and the full COPE membership, the Healthy Kids, Healthy Jacksonville – A Community Call to Action to Reduce Childhood Obesity (2009) was chosen, with some revisions, as the preferred format for our plan.

## References

- Strauss and Pollack. *Epidemic Increase in Childhood and Overweight (1986 – 1998)*. JAMA 286 (22): 2845 – 2848 (2001).
- Ogden, CL, Carroll, MD, Curtin, LK, Lamb, MM, and Flegal, KM. *Prevalence of High Body Mass index in US Children and Adolescents, 2007 – 2008*. JAMA 303 (3): 242-249 (2010).
- F as in Fat: How Obesity Threatens America's Future 2011*. Trust for America's Health (Robert Wood Johnson Foundation) (2011).

## FOOD DAY in Tallahassee

OCTOBER 14, 2011

FOOD DAY is an over-arching banner, a common rallying-call to celebrate and further the many events, efforts and initiatives already going on amidst our local food movement. In our area, Food Day would more aptly be named “Food Week” or “Food Month.”

Nathan Ballentine, Tallahassee Food Network  
The Man in Overalls

Leon County Cooperative Extension  
Demonstration Garden  
**Fall Open House**  
615 Paul Russell Road  
Saturday, October 15, 2011  
9:00 am - Noon

- Tour the Demonstration Gardens
- Ask Master Gardeners Questions
- Door Prizes

*Learn about*

- Propagation
- Wildlife Habitat
- Fall Vegetable Gardening
- Invasive Plants
- Micro-Irrigation
- Floral Arrangements using plants in your yard
- Build a \$100 Greenhouse

#### FOOD DAY ACTIVITIES

Tallahassee Food Day Film Presentation  
"Forks Over Knives"  
Friday, October 14, 7:00 PM  
Friday, October 14, 7:00 PM

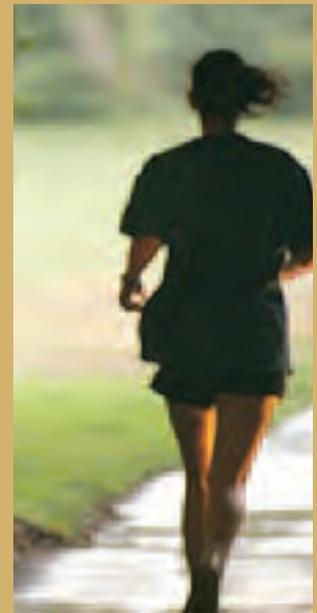
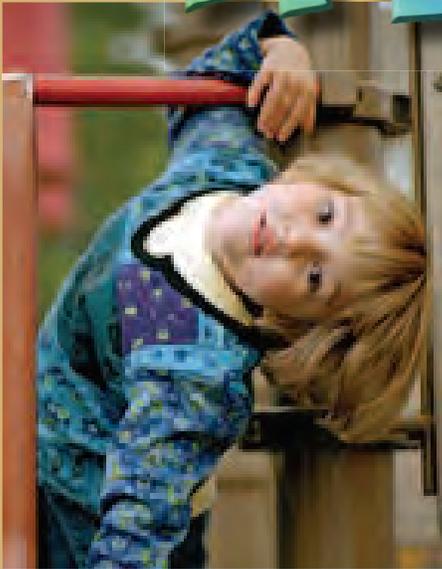
**FORKS OVER KNIVES**

NEW LEAF 4th Annual Farm Tour!  
October 15 & 16, 2011  
32 Farms • Hayrides  
Goods for Sale!

# HEALTHY LIVING

## MOVE TO

## IMPROVE





## Frenchtown Heritage Market Place

### Providing access to fresh fruits and vegetables for the community



Featuring Farm Fresh Fruits and Vegetables, Hand Made Items  
 Cooked Food Miaisha 224-8404, Jim 850 559-3687 or Jennifer Taylor, Ph.D.  
 Florida A&M University Small Farms Project 850-241-3873, Darryl 222-8432

#### Marketplace Vendors



- Frenchtown Heritage Market Place Partners
- Frenchtown Community Development Corporation
- Florida A&M University Small Farms Division
- Greater Frenchtown Revitalization Council
- City of Tallahassee Community Redevelopment Authority
- Project FOOD
- Cultural Arts Natural Design International-CANDI

#### Fresh Fruits and Vegetables



Left: Jim Bellamy, President Frenchtown Neighborhood Improvement Association, Inc.

Far left: Families growing food together



Tequila's niece warm up before the kickoff of the Corporate Cup Challenge sponsored by Working Well, Inc. (CCC)



Planting School Gardens at the Day of Action at Ruediger Elementary: Sponsored by Florida Department of Health, Leon County Schools, Man-in-Overalls, and the Foundation for Leon County Schools



Kids Obstacle Course at the Corporate Cup Challenge sponsored by Working Well, Inc. (CCC)

# The Whole Picture of HEALTH

9

Get at least 9 hours of sleep



5

Eat 5 servings  
of fruits  
and vegetables



2

Limit screen time  
to 2 hours or less



1

Get at least 1 hour  
of physical activity



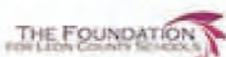
0

Eliminate sugary drinks and tobacco

95210™

A WELLNESS & NUTRITION INITIATIVE  
CHAART (Community Health Action Response Team)

95210 is a community-wide strategy for promoting child health and life-long healthy habits for all individuals. With simple health messages behind each number, 95210 communicates key behaviors that promote healthy weight and overall good health. 95210 makes it easy to remember some of the most important steps families, community organizations and worksites can take to prevent childhood obesity and chronic diseases.



Five daily habits  
can help children  
and adults live  
healthier lives and  
sustain a healthy  
body weight.

Learn more at [www.WholeChildLeon.org](http://www.WholeChildLeon.org)

## CALL TO ACTION #1

Engage local public and private sector stakeholders in the **identification of best practices and development and implementation of existing and new policies** to reduce and prevent childhood obesity in Tallahassee

- Identify, research and develop successful models of childhood obesity prevention and intervention.
- Establish, develop, and support uniform nutrition curriculum in local schools.
- Create a centralized database and repository of existing and emerging local data to analyze trends and measure success in reducing and preventing childhood obesity.
- Establish and convene an annual city-wide workshop to communicate progress on the implementation of COPE Call-to-Action strategies and achievement of specific aims.
- Increase investment in neighborhood infrastructure (built environment) with a focus on access to sidewalks, adequate lighting, increased green spaces, bike lanes, crosswalks, particularly in divested communities.
- Utilize existing policy recommendations, resulting from local initiatives, in building and sustaining effective community health models (e.g., Leon County Health Department's ACHIEVE Program).
- Identify, review and support public and private strategic plans and research to support community wellness (e.g., Florida A&M University, Florida State University, Tallahassee Community College, City of Tallahassee (Mayor's Health Initiative and City Commission), Leon County Commission, Leon County School Board).
- Identify, review, and collaboratively work with the Leon County School Board to remove unhealthy food and drink items and increase healthy foods in school cafeterias.



## CALL TO ACTION #2

Engage local community-based organizations, faith-based organizations, and business and work-site communities in the **design, implementation, evaluation and support of local health**

**and wellness programs** to reduce and prevent childhood obesity in Tallahassee.

- Strengthen and establish new linkages with faith-based organizations in promoting child and family health and wellness programs.
- Strengthen and establish new and sustainable linkages with community-based organizations within and with adjacent counties and municipalities in promoting best practices to promote health and wellness programs.
- Develop and implement a speakers' bureau of community experts and residents to promote healthy living with the goal of reducing and preventing childhood obesity.
- Identify and utilize the media as advocates for community health and wellness messages with a focus on children and youth.
- Recruit and support corporate participation in child-based wellness initiatives.
- Strengthen and support local businesses and work-site initiatives that contribute to the support of health and wellness programs for youth.



## CALL TO ACTION #3

Engage, develop, and support **school-based health and wellness programs and youth leadership initiatives** that inform and promote the reduction and prevention of childhood obesity in Tallahassee.

- Promote and infuse education on healthy lifestyles in local after school programs
- Engage and support university/college-based educational and service mentoring programs and initiatives (targeting elementary to high school students) with a focus on health and wellness (e.g., FAMU, FSU, TCC health, education, agricultural, environmental and social work programs, healthy eating/cooking initiatives (Lively-Kaiser), step teams, fraternities and sororities, athletic departments (coaches and trainers)).
- Establish and pilot (5) academic/community-based advisory councils to promote local health education and wellness initiatives (e.g. COPE-PTO School Advisory Councils).

- Engage, develop and support local and civic youth
- health leadership initiatives and teams (e.g., Teens on Point, YELDA, Rickards YHL Program)
- Engage, develop and support area health and wellness brain bowls, health education competitions (e.g., essays) in school, church, and community center venues.
- Establish annual COPE Health Champion Awards to recognize local agencies, organizations, institutions sponsoring stellar, sustainable school-based and youth leadership health and wellness initiatives.
- Establish annual COPE Scholarship Awards for youth who exemplify a commitment to sustainable health and wellness amongst their peers.
- Design, implement and evaluate health and wellness education programs that target existing community-based youth groups (e.g., YMCA, faith-based youth organizations, Tallahassee Boys Choir, Teen Center).



## CALL TO ACTION #4

*Engage and support early childhood development and education programs and family and parental involvement in childhood and youth programs to reduce and prevent childhood obesity in Tallahassee.*

- Promote increased engagement of parents in health and wellness initiatives in early learning and child care programs (initial pilot of (5) programs).
- Engage, develop and support initiatives focused on early pre-natal care (e.g., Whole Child Leon, Capital Area Healthy Start).
- Engage, develop and support initiatives that support and communicate shared benefits regarding breast feeding.
- Promote and support programs and initiatives to decrease racial and ethnic disparities related to premature births and local infant mortality rates (pertinent to lack of prenatal care, poor maternal health status, and social determinants of health).
- Develop and support intergenerational engagement models to reduce and prevent childhood obesity (e.g., healthy food choices and preparation).
- Develop strategies and programs to increase and sustain

*parental involvement and education in family health and wellness programs.*

- Identify and develop initiatives and programs to address family and parental barriers to addressing health and wellness (e.g., language barriers, physical and mental disabilities, work schedules, socioeconomic factors, health literacy barriers).
- Engage and incentivize family involvement thru health and wellness educational challenges and activities.

American Second Harvest and Youth Empowerment Leadership Development Academy a working partnership to feed the hungry and families in need in North Florida

### YELDA Harvesting and Planting



Mike hard at work



YELDA TEAM Work..... grows Cabbage



Gardners Come in All Sizes



Kelvin and Michael  
Radishes for weighing



Growing Greens and Bellpeppers in the Fall



## CALL TO ACTION #5

*Engage and support best practices for increased access to local healthy foods to reduce and prevent childhood obesity in Tallahassee.*

- *Integrate and expand school-based health education efforts in understanding healthy food choices, nutrition, and food labeling.*
- *Identify, engage, and support farmers markets and local gardeners/farmers to help establish school-based gardens and community gardens.*
- *Engage and support efforts to demonstrate healthy eating choices and food preparation and food demonstrations for families.*
- *Engage and support faith-based and school-based efforts to teach gardening skills by the building of raised beds, composting skills, and the planting of healthy foods (e.g., healthy herbs and fruit trees (e.g., Nathan/AKA Man in Overalls, Tallahassee Food Network).*
- *Expand and support food desert mapping and recommendations to increase access to healthy foods in food desert communities (e.g., establishment and sustainability of farmers' markets).*

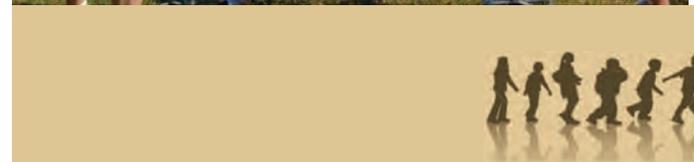


## CALL TO ACTION #6

*Engage and support increased physical activity and access to visual and cultural performing arts for local youth in the reduction and prevention of childhood obesity in Tallahassee.*

- *Increase access to viable transportation options of youth and families to venues to support increased physical activity (e.g., recreational centers, gymnasiums).*

- *Engage city and county officials in advocating and supporting the provision and sustainability of an effective built environment for increased physical activity particularly in those communities that lack safe walkways, bike trails, and parks.*
- *Engage, support and collaborate with existing city, county, school-based, clinical programs, and local businesses that champion increased physical activity for area youth (Capital Health Plan Champion Program, Titus Academy, Success Athletic Training, and Institute of African-American Health).*
- *Increase provision and access to equipment (e.g., playground equipment, gym equipment) in neighborhoods that lack or have minimal recreational resources regarding physical activity.*
- *Engage and support university-based and community youth organizations in increasing recreational physical activity through step shows and dance demonstrations (e.g., fraternities and sororities (strolling), stepping).*
- *Engage and support local talent and civic and community-based organizations in increasing physical activity for families through dance demonstrations and routines (e.g., Zumba, The Wobble, Salsa, African-Caribbean dance) for families.*
- *Engage and support visual arts and theater with a focus on programs (plays, readings) that communicates health and wellness themes (ex. FAMU Essential Theater play “Sugar” a play for youth about diabetes and associated risk factors).*



## COPE PARTNERS

*African Caribbean Dance Theatre, Inc.*  
*American Second Harvest of the Big Bend*  
*Astoria Park Elementary School*  
*Bicycles of Tallahassee*  
*Blue Cross and Blue Shield of Florida Foundation*  
*Bond Community Health Center*  
*Boy Scouts of America*  
*Brandon's Place, Kids Incorporated-Calvary Baptist Church*  
*Capital Area Healthy Start Coalition*  
*Capital Health Plan*  
*Center for Advocacy and Research on Health Equity (CARHE)*  
*Church of Christ Written in Heaven*  
*City of Tallahassee (Office of the City Manager)*  
*City of Tallahassee (Office of the Mayor)*  
*City of Tallahassee (Parks and Recreation)*  
*City of Tallahassee (City Commission)*  
*Cultural Arts Natural Design International (CANDI)*  
*Damayan, Inc*  
*Edible Landscapes*  
*Florida A&M University College of Education (Health Education)*  
*Florida A&M University College of Engineering Sciences, Technology, and Agriculture*  
*Florida A&M University College of Pharmacy and Pharmaceutical Sciences*  
*Florida A&M University Community Health Alliance*  
*Florida A&M University Department of Social Work*  
*Florida A&M University Division of Research*  
*Florida A&M University Environmental Sciences Institute*  
*Florida A&M University Institute of Public Health*  
*Florida A&M School of Journalism*  
*Florida Department of Health (Office of Minority Health)*  
*Florida Department of Health (Women's Health Program)*  
*Florida Family Network, Inc.*  
*Florida Guest Registry*  
*Florida State University Center on Better Health and Life for Underserved Populations*  
*Foundation for Leon County Schools*  
*The Children's Campaign*  
*Frenchtown Community Development*

## ACKNOWLEDGEMENTS

**THE TALLAHASSEE HOPE THRU COPE CHILDHOOD OBESITY PREVENTION EDUCATION COALITION (COPE) WOULD LIKE TO THANK ALL THOSE MEMBERS WHO MADE THIS PLAN POSSIBLE.**

### COPE LEADERSHIP TEAM

*Cynthia M. Harris, Ph.D., DABT, Florida A&M University  
Institute of Public Health*

*Sokoya Finch, Florida Family Network, Inc.*

*M. Miaisha Mitchell, Greater Frenchtown Revitalization Council*

*Penny D. Ralston, Ph.D., Florida State University, Center on Better Health and Life for Underserved Populations*

### COPE PRIORITY AREA TEAMS

*Public Health/Prevention Team*

*Chaired by: Glenda Atkinson*

*Education/Communication Team*

*Chaired by: Kristina Abernathy*

*Community Planning*

*Chaired by: Miaisha Mitchell*

*Policy*

*Chaired by: Jennifer D'Urso*

### Writing Team

*Cynthia M. Harris, Ph.D., DABT, Florida A&M University, Insitute of Public Health*

*Sokoya Finch, M. A., Florida Family Network, Inc.*

*M. Miaisha Mitchell, Greater Frenchtown Revitalization Council*

*Penny D. Ralston, Ph.D., Florida State University, Center on Better Health and Life for Underserved Populations*

### Editing Team

*Christine Robinson, Stillwaters Consultation*

*Michael Hutton, Woodland Associates*

### Photography and Graphic Designer

*Thanks to the COPE Coalition membership, Florida Department of Health Office of Minority Health and DeNise Gordon, Graphic Designer - for the design of our report. Contributing photos, courtesy of William Joshua, Joyce Brown of CANDI, Patty Kousaleos and Keith Pope*

### COPE Meeting held on October 2010

*Right: Wes Shaffer,  
Paul Beich, Rebecca  
Siplak, Bobbie Bates*

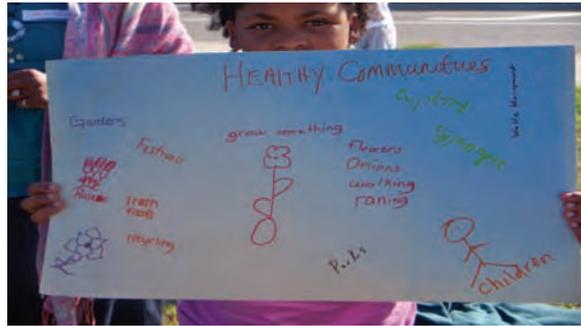


*Far right: Carol Graham, Yvonne Nelson-Langley,  
Glenda Atkinson, Janele Parrish, Courtney Atkins*



**Corporation**  
**Frenchtown Neighborhood Improvement Association, Inc.**  
**Fringe Benefits Management Company (FBMC)**  
**Front Porch Florida**  
**Gold's Gym/Women's World**  
**Goodbread Community Association**  
**Greater Frenchtown Revitalization Council**  
**Health Equity Alliance of Tallahassee (HEAT)**  
**Leon County Board of Commissioners**  
**Leon County Extension Services**  
**Leon County Health Department (ACHIEVE Program)**  
**Leon County Health Department (Office of Minority Health)**  
**Leon High School**  
**Leon County School Board**  
**Lincoln Neighborhood Service Center**  
**MGT of America, Inc.**  
**Nathan/AKA Man in Overalls**  
**Neighborhood Health services (NHS)**  
**New St. John A.M.E. Church**  
**Parents Empowerment**  
**ProjectFOOD**  
**ProjectHEALTH**  
**Ron Sachs Communications**  
**Sanguon's Organic Fresh Produce**  
**Sisters Alive of the American Cancer Society**  
**St. John Missionary Baptist Church**  
**Success Athletics Training, Inc.**  
**Tallahassee Chapter of The Links, Inc.**  
**Tallahassee Fitness Company**  
**Tallahassee Food Gardens**  
**Tallahassee Food Network**  
**Tallahassee Sustainability Group**  
**The Children's Campaign**  
**The STOP Organization**  
**Three R's Academy, Inc**  
**Titus Academy**  
**Way Ministries/Big HITS Foundation**  
**Whole Child Leon**  
**Wise Adviser, LLC.**  
**Working Well, Inc.**  
**YMCA-Minority Achievers Program**  
**Youth Empowerment Leadership and Development Academy (YELDA)**

## Youth Leadership Team on the Move in Jacksonville



Right: Container Gardening



Future Growers



# iGrow

iGrow is a Frenchtown-based youth empowerment and urban agriculture project, named and largely run by the youth themselves. The iGrow Youth are responsible for the community garden at Second Harvest Food Bank and for manufacturing iGrow Garden Buckets. They aspire to launch a youth-run urban farm in the Frenchtown Community. iGrow is an initiative of the Tallahassee Food Network.

The purpose of iGrow is threefold, to:

- 1) Grow healthy food for the community
- 2) Provide meaningful employment to youth
- 3) Grow youth leaders, leaders capable of teaching peers and the broader community the basics of raising food.

**Tallahassee Food Network Youth Symposium**  
**St. John Missionary Baptist Church Healthy Helper Champions and Raised Bed Gardens**  
 (1) Reverend Leroy Simmons;  
 (2) **Statewide children's campaign on the neighborhood food environment, hunger and poverty**, Youth advocacy group share their work on childhood hunger;  
 (3) **Youth Empowerment Leadership Development Academy (YELDA)**, The gardening team discuss the American Second Harvest of the Big Bend Partnership-Greater Frenchtown YELDA Program;  
 (4) Garden built in partnership with Volunteer Leon BEST Project and the Veterans Village Memorial Homes;  
 (5) Growing Raised Bed gardens to feed the hungry.--NOTE: one in every four children go to bed hungry at night;  
 (6) **The Healthy Helper Champions**;  
 A group of young people working to understand, promote conversation and to take action regarding the link between food and childhood obesity/health.  
 7) **Multicultural Education and Engagement**  
 Diverse group of approximately 150 people gathered to hear youth 7-22 present their research, ideas and recommendations on childhood obesity, food insecurity, hunger poverty, and public policy;  
 (8,9) Physical Activity Hip Hop Style;  
 (10) **The League of Women Voters of Tallahassee**, Childhood Obesity Prevention Education Coalition (COPE), Mary Brogan Museum of Art and Science, Department of Environment Policy and Energy Resources, City of Tallahassee, Tallahassee Food Network, Greater Frenchtown Revitalization Council;  
 (11) **Childhood Obesity (COPE) Partners**, **95210 Campaign** • Getting at least 9 hours of sleep each night, • Eating five servings of fruits and vegetables each day, • Limiting recreational screen time to 2 hours or less (TV, computers, video games, etc.), • Getting at least 1 hour of physical activity, • Eliminating sugary drinks/zero tobacco exposure, • Jennifer D'urso, Leon County Health Department and-ACHIEVE moving towards "health in every policy" • Courtney Atkins, Whole Child Leon; **City Gardening Application**, (COPE) members partnered with Tallahassee Food Network and the City of Tallahassee to design a process for citizens to build gardens on public property. City Commission passed ordinance to use city property for community gardens with provisions to access for water... Find application online at Talgov.com-  
 Planning Department- Community Garden Application, Zach Galloway, City of Tallahassee Planning Department speaking with Dr. Butler, Florida State University College of Social Science and Public Policy



**Community Convenient Stores**  
 In 2010, several teenagers who are members of the Youth Empowerment Leadership Development Academy (YELDA) in Tallahassee were trained to conduct research in the Southside and Frenchtown neighborhoods. This research was conducted to understand how convenience store owners were feeling about food and the food environment.

This was the beginning of connecting with store owners and building a relationship with them. We learned techniques of interviewing and how to probe to get answers to questions we asked. We interviewed 25 food store owners and managers; Each interview was recorded.

**This is what we found:**  
 \*Many decisions are made at the corporate level  
 \*Healthier foods often cost more  
 \*There are fewer customers who are interested in healthy foods  
 \*Perishable items increase the financial loss for store owners  
 \*Community factors challenge businesses like loitering, criminal behavior (theft, drug sales, etc.)  
 \*There is interest in improving access to healthy food choices, but the stores need support.  
 \*Customer demand matters. The stores carry the food items that customers want.



(1)



(2)



(3)



(4)



(5)



(6)



(7)



(8,9)



(10)



(11)



(12)



# JAZZ JAM IN Kleman Plaza

## Tallahassee Local COPE Coalition Partners with Tallahassee Chapter of The Links, Incorporated in Celebration of its *60th* Anniversary

On May 20th the Tallahassee Chapter of The Links, Incorporated kicked-off its 60th Anniversary weekend celebration with a "Tallahassee Childhood Obesity Prevention Education (COPE) Coalition Call to Action/Jazz Jams" community service program directed Dr. Cynthia M. Harris. The Tallahassee Chapter partnered with Blue Cross and Blue Shield of Florida Foundation in sponsorship of this community public forum that assembled public officials including Tallahassee Mayor and Connecting Link John Marks, First Lady and First Lady Jane Marks, forty-four (44) community organizations, more than 200 community participants, Florida A&M University (FAMU) student fraternity and sorority members and also the FAMU Strikers who were all unified with a clarion call in message and demonstrations regarding the urgent need for collective community action to combat and prevent childhood obesity.

This 60th Anniversary public forum and community service was opened to all. Faculty of the FAMU Jazz Studies Program treated the crowd with smooth sounds that kept the audience swaying. The evening's finale, "Let's Move, Tallahassee!" engaged the mass in Zumba and The Wobble as led by Tallahassee Gastroenterologist, Dr Joseph Webster. When every bone ached and the summer sun was lowering, the crowd disassembled with increased commitment, appreciation and unity regarding the potential impact and benefits made possible when the community brings collective efforts to bear in reducing and eradicating Childhood Obesity.



Dr. Cynthia M. Harris



25



Miaisha Mitchell

Dr. Sandra Suther



First Lady Jane Marks



Susan Wildes



Dr. Penny Ralston



Sokoya Finch



Photos courtesy of Tony Leavell Photography

The Honorable John R. Marks, Mayor  
City of Tallahassee, FL

## COPE

### **Healthy Children! Healthy Future! Healthy Tallahassee! Hope Thru Childhood Obesity Prevention Education Coalition**

**Project Goal:** To plan, develop, and implement a community-wide coalition focused on *reducing childhood obesity in Tallahassee*

Resources	Activities	Outputs (Deliverables)	Expected Impact Short and Intermediate	Expected Outcomes Long Term	Measurements
<ul style="list-style-type: none"> <li>• FAMU (IPH)</li> <li>• FFN</li> <li>• COPE Leadership Team</li> <li>• COPE PAT Teams</li> <li>• COPE Community Advisory Committee</li> <li>• COPE consultants</li> <li>• Funding</li> <li>• Staff</li> <li>• Administrative Support</li> </ul>	<ul style="list-style-type: none"> <li>• Partner kick-off meeting</li> <li>• Form Leadership Team</li> <li>• Form COPE Teams</li> <li>• Monthly meetings</li> <li>• Review existing practices, programs, and lessons learned</li> <li>• Collect baseline data, including focus groups, surveys, review of literature and other sources</li> <li>• Develop COPE activities</li> <li>• Review existing obesity/chronic disease policies</li> <li>• Review existing strategic plans from partnering Embrace Florida initiatives</li> <li>• Develop COPE Community Action Plan</li> <li>• Determine priority needs/gaps</li> <li>• Prioritize and determine areas for mini-grants</li> <li>• Technical Review Workshops and Training</li> <li>• Grant Writing Workshops</li> </ul>	<ul style="list-style-type: none"> <li>• COPE Leadership team developed by Feb 2011</li> <li>• # of experts identified to represent priority areas</li> <li>• # of monthly meetings held with COPE team</li> <li>• # of conference calls with team</li> <li>• # of programs reviewed for best practices</li> <li>• # of existing policies reviewed for obesity/ chronic disease</li> <li>• COPE Teams developed by Nov 2010</li> <li>• # of strategic plans reviewed from partnering initiatives</li> <li>• # of workshops</li> <li>• # of training sessions</li> <li>• Identification of priority needs/gaps</li> <li>• RFP for mini-grants developed by Jul 2011</li> <li>• RFP Launch Feb 7, 2012</li> <li>• T/A workshops Feb –March 2, 2012</li> <li>• # of mini-grants submitted by March 23, 2012</li> <li>• COPE Call to Action Publication developed by Jan 31, 2012</li> <li>• Launch of COPE C2A- Feb 7, 2012</li> </ul>	<ul style="list-style-type: none"> <li>• Representative identified from each of seven priority areas</li> <li>• Interim reports to Blue Foundation</li> <li>• Goals and Objectives, Minutes</li> <li>• Listing of existing practices and COPE Activity Plan</li> <li>• Listing of existing disparities and COPE Activity Plan</li> <li>• Listing of existing policies and COPE Activity Plan</li> <li>• Meeting Minutes</li> <li>• <i>Call to Action Plan</i> drafts</li> <li>• Development of Mini-Grant RFAs</li> <li>• Meeting notes posted for public view</li> <li>• Programs and policies developed to address needs/gaps</li> <li>• Community Engagement</li> <li>• Listing of outreach programs and development of COPE activities/programs</li> <li>• Listing of best existing best practices and development of COPE Best Practices by May 2011</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Percent</i> increase in Repository of existing activities to reduce childhood obesity</li> <li>• <i>Percent</i> increase in activities contributing to access to healthy foods (e.g., community gardening)</li> <li>• <i>Percent</i> increase in access to enhanced physical activity</li> <li>• <i>Percent</i> increase in existing policies and practices/ COPE TEAM Work Plan</li> <li>• COPE Community Action Plan by Jan 2012</li> <li>• # of mini-grants</li> <li>• HOPE THRU COPE website established</li> <li>• <i>Percent</i> increase in community engagement community education, community empowerment</li> <li>• <i>Sustainable programs and policies to address needs/gaps</i></li> <li>• <i>Percent of mini-grants aligned with 7 success strategies and COPE C2A items</i></li> </ul>	<ul style="list-style-type: none"> <li>• Pre/post documentation of existing activities to reduce childhood obesity</li> <li>• Interviews (priority area team members)</li> <li>• Logs from workshops and training sessions</li> <li>• Peer Review of Web Educational Materials and Community Corner for               <ol style="list-style-type: none"> <li>1) Content</li> <li>2) Literacy levels</li> <li>3) Cultural sensitivity</li> <li>4) Pre-post assessment of community engagement, community education, community empowerment</li> </ol> </li> </ul>

**HEALTHY CHILDREN!**  
**HEALTHY FUTURE!**  
**HEALTHY TALLAHASSEE!**



# HOPE THRU COPE

(CHILDHOOD OBESITY PREVENTION EDUCATION)

A COMMUNITY COALITION TO FIGHT CHILDHOOD OBESITY IN LEON COUNTY

Funding provided grants from Blue Cross and Blue Shield of Florida Foundation

Tallahassee Call to Action...  
**Childhood Obesity**  
Prevention Education  
**2012**

Cynthia M. Harris, Ph.D., DABT  
Florida A&M University  
College of Pharmacy and Pharmaceutical Sciences  
Institute of Public Health  
Frederick S. Humphries Science Research Center  
Tallahassee, Florida 32307  
[www.pharmacy.famu.edu](http://www.pharmacy.famu.edu)

Sokoya Finch, M. A.  
Florida Family Network  
P.O. Box 6129  
Tallahassee, Florida 32314-6129  
[www.floridafamilynetwork.com](http://www.floridafamilynetwork.com)

Penny Ralston, Ph.D.  
Center on Better Health and Life for Underserved Populations  
2010 Levy Avenue, Suite 288  
Mailing: C2200 University Center, Tallahassee, FL 32306-2641  
[www.bhlcenter.fsu.edu](http://www.bhlcenter.fsu.edu)

M. Miaisha Mitchell, B.S.  
Greater Frenchtown Revitalization Council  
A Front Porch Florida Initiative  
421 W. Georgia Street  
Tallahassee, Florida 32301-1011  
850. 224.8404

COPE  
Childhood Obesity Prevention Education  
<http://www.tallycope.org>