

Pinellas CPPW Objectives 06-12-2011

1. By September 2012, among adults exposed to campaign messages, there will be a 20% increase in those who believe that availability of healthy food and beverages and safe access to outside recreational activities is an important health issue requiring community action. Revised by Salter Mitchell to read: By September 2012, more people will say they intend to engage in more regular physical activity and eat healthier foods than they did a year ago as reported in the BRFSS surveys for Pinellas County, Florida.
2. By September 2012, increase by 20% over baseline the # of EBT terminals in farmers markets and produce stands in areas of highest potential usage.
3. By September 2012, six of eight Neighborhood Family Centers servicing low income neighborhoods will install community gardens.
4. By September 2012, Pinellas County government will adopt policies utilizing CDC approved evidence based guidelines for physical activity and healthy food and beverages in County worksites.
5. By September 2012, 5 municipalities within the county with the greatest proportion of minorities will adopt policies using CDC approved evidence based guidelines for healthy food and beverages in city worksites.
6. By September 2012, the county licensing agency for child care centers will adopt policies using CDC approved evidence based guidelines for healthy food and beverages in child care centers.
7. By September 2012, agencies will adopt policies using CDC approved evidence based guidelines for healthy food and beverages in after school programs.
8. By September 2012, agencies will adopt policies using CDC approved evidence based guidelines for healthy food and beverages in summer programs.
9. By September 2012 five Faith-based Organizations with a focus on African American congregations in high risk areas will adopt national nutrition policies/guidelines for food and beverages.
10. By September 2012, agencies will adopt policies using CDC approved evidence based guidelines for physical activity and limits to screen time in after school programs.
11. By September 2012, agencies will adopt policies using CDC approved evidence based guidelines for physical activity and limits to screen time in summer programs.
12. By September 2012, increase usage of County controlled parks by 15% over baseline.
13. By September 2012, the State legislature will pass a special act creating a countywide planning and coordinating council to be known as the "Pinellas Planning Council," having common membership and function as a single, unified board with the Pinellas County Metropolitan Planning Organization ("MPO").

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- 14. By September 2012, CPPW partners will do minor renovations to county bike and pedestrian infrastructures in 15 locations throughout the county serving low income residents.**
- 15. School Board will adopt nationally recognized standards (NASPE) for quality physical education K through 12 that will teach life-long adoption of a physically active lifestyle.**
- 16. By September 2012 School District will increase by 15% joint-use agreements for community groups to access recreation facilities within the county.**
- 17. By September 2012, School District will implement Alliance for Healthier Generation guidelines that address product placement, promotion and appeal of healthy options, pricing strategies, and signage prompts for healthy choices.**
- 18. By September 2012, School District will enhance, update and market web-based Nutri-Café program for school menu choices.**
- 19. By September 2012, 5 municipalities or other recreation/fitness venues will amend policies governing access to recreational facilities, including pricing incentives to increase access by underserved communities.**
- 20. By September 2012, breastfeeding policies will be implemented in partner worksites affecting at least 10,000 women.**
- 21. By September 2012, the School District will pass policy guidelines supporting the five components of Safe Routes to Schools for Pinellas Elementary Schools.**