

# PINELLAS COUNTY COMMUNITY HEALTH ACTION TEAM

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May 5, 2016



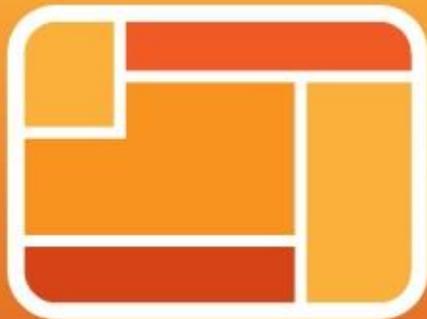
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# DOH-PINELLAS UPDATES

- **Bayside Clinic**
- **Agency Strategic Plan**
- **Public Health Accreditation**
- **Community Health Assessment**



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**County Health  
Rankings & Roadmaps**

A Healthier Nation, County by County

# CHIP Quarterly Updates – 2016 Q1

- **Objective AC 1.1.1 – Insurance, Resource Bus**
- **Objective AC 1.3.1 – CLC Cohort**
- **Objective AC 2.1.1 – IT Workgroup**
- **Objective BH 1.3.1 – Suicide data**
- **Objective HPDP 1.2.1/1.2.2 – Fun Bites**



# FUN BITES INITIATIVE



*Healthy, Fun Choices*





# Why Target Concessions?

- The food environment contributes to poor nutrition
  - With rising rates of child and adult obesity-related chronic diseases, supporting positive nutrition choices in public buildings, including recreation facilities, has become increasingly important



# Why Target Concessions?

- Contradicting messages
  - Recreational facilities and sport leagues encourage physical activity and healthy living; however, many offer foods inconsistent with recommendations for healthy eating.





# Why Target Concessions?

Traditional snacks offered at concession stands, snack bars, vending machines, and/or events are often high in:

- Calories
- Fat
- Sugar
- Salt

		<b>PARKS &amp; RECREATION</b> Lexington, Kentucky			
Drinks	\$ 1.25	Nachos	\$ 2.00		
<small>(Pepsi, Diet Pepsi, Mt. Dew, 7-up, Dr. Pepper)</small>		Fries	\$ 2.00		
Water	\$ 1.50	Hot Dog	\$ 1.50		
Gatorade	\$ 2.00	Hamburger	\$ 2.50		
Pizza	\$ 2.00	Grilled Cheese	1.50		
Candy	\$ 1.00	Nuggets	\$ 3.00		
Chips	\$ .50	Basket	\$ 4.00		
Popcorn	\$ 1.50	Freeze Pop	\$ .50		
Slushies	\$ 1.25	Ring Pops	\$ .75		



# Why Target Concessions?

- Lack of Data
  - In one study of recreation facility patrons, many noted the abundance of unhealthy choices, poor food quality/variety, and cost as reasons not to purchase food at concession stands
  - However, not many interventions target this setting



# What is Fun Bites?

The Fun Bites Initiative was developed to provide healthier options at concession stands, snack bars, vending machines, and/or events.

The goal is to make healthy living easier and more affordable where people live, learn, work and **play**.

Fun Bites are snacks that are:

- Lower in calories, fat, sugar and salt
- Are richer in nutrients, and must contain one or more of the following: calcium, protein, fiber, vitamins



# Locations Where **Fun Bites** Can Be Implemented:

- Pool Concession Stands
- Indoor Snack Bars
- After-School Programs
- Youth Sports Complexes
- Little League, Soccer Clubs, etc.
- Corner Stores
- Vending Machines
- Cafeterias
- Food Pantries
- Community Events



# Fun Bites Implementation:

- Analysis of operations
- Technical assistance for implementing the 4P's
- Signage, promotional materials, and recognition
- Technical assistance to evaluate the effectiveness of the Fun Bites implementation



# The Fun Bites Initiative

## Addresses the 4 P's:

- **Product:** Include snacks and beverages that meet the Fun Bites Nutritional Standards
- **Promotion:** Fun Bites promotional material displayed as well as other signage promoting healthy choices
- **Price:** Encourage healthier options be more affordable than the unhealthy options
- **Placement:** Place healthier items at the top of menus (if applicable) or in close proximity/reach of the consumer



# The Operator must agree to implement:

- **Product:** Offer at least 5 (or minimum of 25%) snacks and beverages that meet the Fun Bites Nutritional Standards\*
- **Promotion:** Promote healthy options by displaying Fun Bites promotional material as well as other signage promoting healthy choices
- **Price:** Make the healthier options more affordable than the unhealthy options (at a minimum 1 healthy snack and/or 1 healthy beverage must be priced competitively)
- **Placement:** Place healthier items at the top of menus (if applicable) or in closer proximity/reach of the consumer





# FUN BITES SNACK BAR MENU

Find this sticker  for healthy, fun choices

## DRINKS

 Vitamin Water	\$1.25
 ICE Water	\$1.00
 Bottled Water	\$1.00
Diet Coke	\$1.50
Coke	\$1.50
Sprite	\$1.50

## SNACKS

 Pirate's Booty	\$1.00
 Keebler 100 Calorie Snacks	\$1.00
 Planters Salted Nuts	\$1.00
 Pretzels	\$1.00
 Smart Mix Variety Pack	\$1.00
 Baked Chips	\$1.00
 Yogurt Dippin' Dots	\$2.50

**Fun Bites support a healthy lifestyle!**

# Energize your game



with

Find this sticker  for healthy, fun choices

This snack bar stocks Fun Bites!

Fun Bites are snacks that have less:

- Calories
- Fat
- Sugar
- Sodium (salt)

than most snacks!

For more fun ideas, visit [www.findthefunnow.com](http://www.findthefunnow.com)



# FIND THE FUN NOW



Find this sticker  for healthy, fun choices

This snack bar stocks Fun Bites!

Fun Bites are snacks that have less:

- Calories
- Fat
- Sugar
- Sodium (salt)

than most snacks!

Fun Bites support a healthy lifestyle!

For more fun ideas, visit [www.findthefunnow.com](http://www.findthefunnow.com)





# Fun Bites Nutrition Standards

USDA **Smart Snacks** in Schools Standards (Alliance for a Healthier Generation supports the use of these guidelines in their Healthy Schools Program). Pinellas County Schools also uses these standards

Limit These:	Snack Criteria
Calories	≤ 200
Fat*	≤ 35% of total calories
Sodium (Salt)	≤ 200 milligrams
Sugar*	≤ 35% of total calories
<b>AND Include One of These:</b>	
Protein	≥ 5 Grams
Calcium	≥ 10% of Daily Value
Dietary Fiber	≥ 10% of Daily Value
Iron	≥ 10% of Daily Value
Vitamin A	≥ 10% of Daily Value
Vitamin C	≥ 10% of Daily Value
Fruit, Vegetable, Dairy, Whole Grains, or Protein Food	Listed first in the ingredients list

**\*Note:** Products containing nuts and seeds will be exempt from the fat guidelines. Products containing dried or dehydrated fruit will be exempt from the sugar guidelines. Yogurt/Frozen Yogurt is allowed 30 grams of total sugar per 8 oz. serving.



# Fun Bites

## Beverage Nutrition Standards

### Beverages

Plain Water (without additives or carbonation)

100% Fruit Juice or 100% Low Sodium Vegetable Juice (8oz serving)

Skim or 1% Milk (8oz serving)

Low Fat or Nonfat Flavored Milk with no more than 22g total sugars

Caffeine-free with exception of natural occurring

Calorie-free flavored water  $\leq$  20 oz (with or without carbonation)

### 20 oz Portions:

- Calorie-free, flavored water (with or without carbonation)
- Other flavored and/or carbonated beverages containing  $<$  5 calories per 8 oz

### 12 oz Portions:

- Beverages with  $\leq$  40 calories per 8 oz or  $\leq$  60 calories per 12 oz



## How it all started:

### 2014 Success Story: City of Largo Highland Aquatic Center: Splash's Snack Bar

- Started with a concerned citizen's letter
- Had no room to add inventory
- Had limited refrigerator space
- Purchased majority of products through retail warehouse club
- Concerned about losing profits



# SPLASH'S SNACK BAR

**Fun Bites** Healthy, Fun Choices

## COMBO MEALS

**Need Photo** 1 Chicken Nuggets, Baked Chips & Drink **\$5.00**

**Need Photo** 2 All Beef Hot Dog, Baked Chips & Drink **\$4.00**

**Need Photo** 3 Pizza Slice, Baked Chips & Drink **\$4.50**

**Need Photo** 4 **Chick-fil-A** THE ORIGINAL CHICKEN SANDWICH Baked Chips & Drink **\$6.00**

## PIZZA



Whole 14" Cheese Pizza ..... \$10.00  
Whole 14" Pepperoni Pizza .....\$12.00

## INDIVIDUAL PRICING

Chicken Nuggets 6 or 8 ... \$3/3.50  
All Beef Hot Dog & Bun ..... \$2.00  
Cheese Pizza Slice ..... \$2.50  
Pepperoni Pizza Slice ..... \$2.75  
Pizza Stick ..... \$1.50  
**Chick-fil-A** THE ORIGINAL CHICKEN SANDWICH ..... \$4.00

## SNACKS

Smart Pop Popcorn ..... \$1.00  
Baked Chips ..... \$1.00  
Frozen Chiller ..... \$1.00  
Dippin' Dots Yodots ..... \$3.50  
Nachos & Cheese ..... \$2.50  
Pretzel..... \$2.00



## DRINKS

Gatorade - G2 .....\$2.25  
Bottled Water .....\$1.50  
Fruit Juice 100% .....\$1.00  
Bottled Drinks .....\$2.00  
Slushie.....\$2.00  
Coffee .....\$2.00

## OTHER

Big Squirt Water Toy .....\$7.00 (various colors)  
Swim Diapers (vinyl reusable) \$3.00

- Product
- Price
- Placement
- Promotion



*Healthy, Fun Choices*



# Success Story: City of Largo Highland Aquatic Center: Splash's Snack Bar

- Very well received by the community
- Revenue increased by **40%** from 2013 to 2014 at the Splash's Snack Bar
- Largo is currently expanding the Fun Bites initiative to other concessions, vending and at community events



# Countryside Little League

Opened Feb 20, 2016

 As Part of the Fun Bites Initiative, Countryside Little League is proud to present some new menu choices

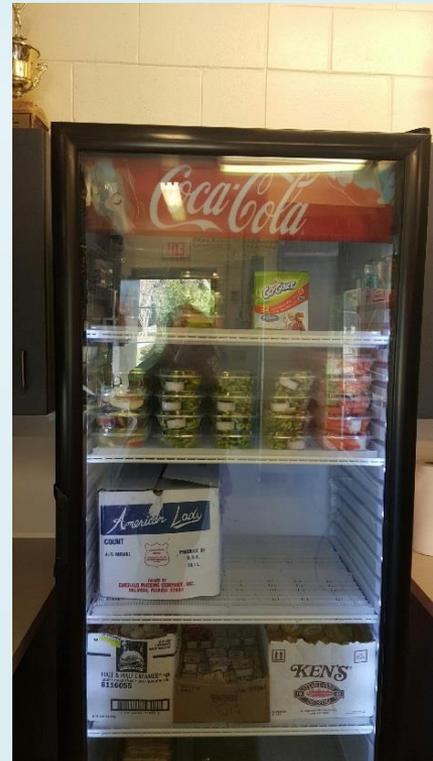
beverages	hot food	snacks
 Juices \$2.00 VB, Apple, Orange	Hamburger \$3.00 with or with out cheese	 Sun Flower Seeds \$1.50
 Water \$1.00	Hot Dog \$2.00	Peanuts \$2.00
Sodas \$1.00	 Grilled Chicken Sandwich \$3.00	Chips \$1.00 inc.  cheddar popcorn
Powerade \$2.00 Regular and  Zero calorie	Pizza \$2.00 Cheese or Pepperoni	 Granola Bars \$1.00
Coffee \$1.00	Pretzel \$3.00 add cheese \$1.00	Hot Pop Corn \$2.00
Hot Chocolate \$1.00	Mac and Cheese \$2.00	 GoGurt \$1.00 cold or frozen
 Protein Shake \$3.00		
	fruits and veggies	
candy	 Apple slices \$3.00 with caramel	
Gum \$0.10	 Carrots & Celery \$3.00 with ranch dressing	
Small Candy \$0.50 Air Heads, etc.	 Celery \$3.00 with peanut butter	
Large Candy \$1.00		



# Countryside Little League



- Between Feb 20 and March 5, Countryside Little League reported a 20% increase in profits
- Added 30% healthier options to their menu





# New locations implementing Fun Bites are:

- City of St. Petersburg has implemented Fun Bites at 10 locations
- Palm Harbor Recreation Center and Little League
- Northwest Little League
- City of Clearwater and City of Largo changed their community events policy
- City of Dunedin and East Lake Little League
- Sunshine Senior Center in St. Petersburg wants to add “Fun Bites” to their cafeteria menu



# Evaluation Strategy

- What we want to learn
  - How many people will this impact?
  - Does “Fun Bites” increase how often people buy healthy drinks and snacks?
  - Does “Fun Bites” increase the healthfulness of menus?
  - Does “Fun Bites decrease the cost of healthier drinks and snacks?



# Evaluation Strategy

- Cross-sectional, mixed-methods, pre and post-test design
- Instruments
  - Food Services Audit
  - Patron Survey
  - Nutritional Content Analysis
  - Cost Analysis
  - Observation Guide



# Food Services Audit

- A member of the PICH staff will meet with the recreation center manager or food service supervisor before modifying anything in the concession stand or snack bar.
- Determine a baseline.
- Instrument includes items about preparation techniques, items in stock, and an overall description of the operations, including photos.



# Patron Survey

- Get an idea of:
  - How many people patronize a recreation facility concession stand
  - Attitudes towards healthy eating in general and specifically in this setting
  - What barriers patrons face when choosing healthy options
  - Demographic information

Instrument was developed by the Stay Active Eat Healthy® program, an evidence-based capacity building initiative developed in British Columbia, Canada, and adapted by FDOH-Pinellas for Fun Bites.



# Nutritional Content Analysis

- Work with a nutrition educator to measure the content of the enhanced menus to determine if they do offer any nutritional benefit



# Cost Analysis

- Measure whether the implementation of Fun Bites results in a reduced cost to consumers who choose to eat healthy



## Data Collection:

- Involved pre and post surveys completed by the community
- Audit of current concession/snack bars
- Focus groups that involves adults and children



# Observation Guide

- Describe activities of the recreation center concession stand in the natural setting
- Provide context for analyzing and interpreting patron surveys, cost analysis, etc.

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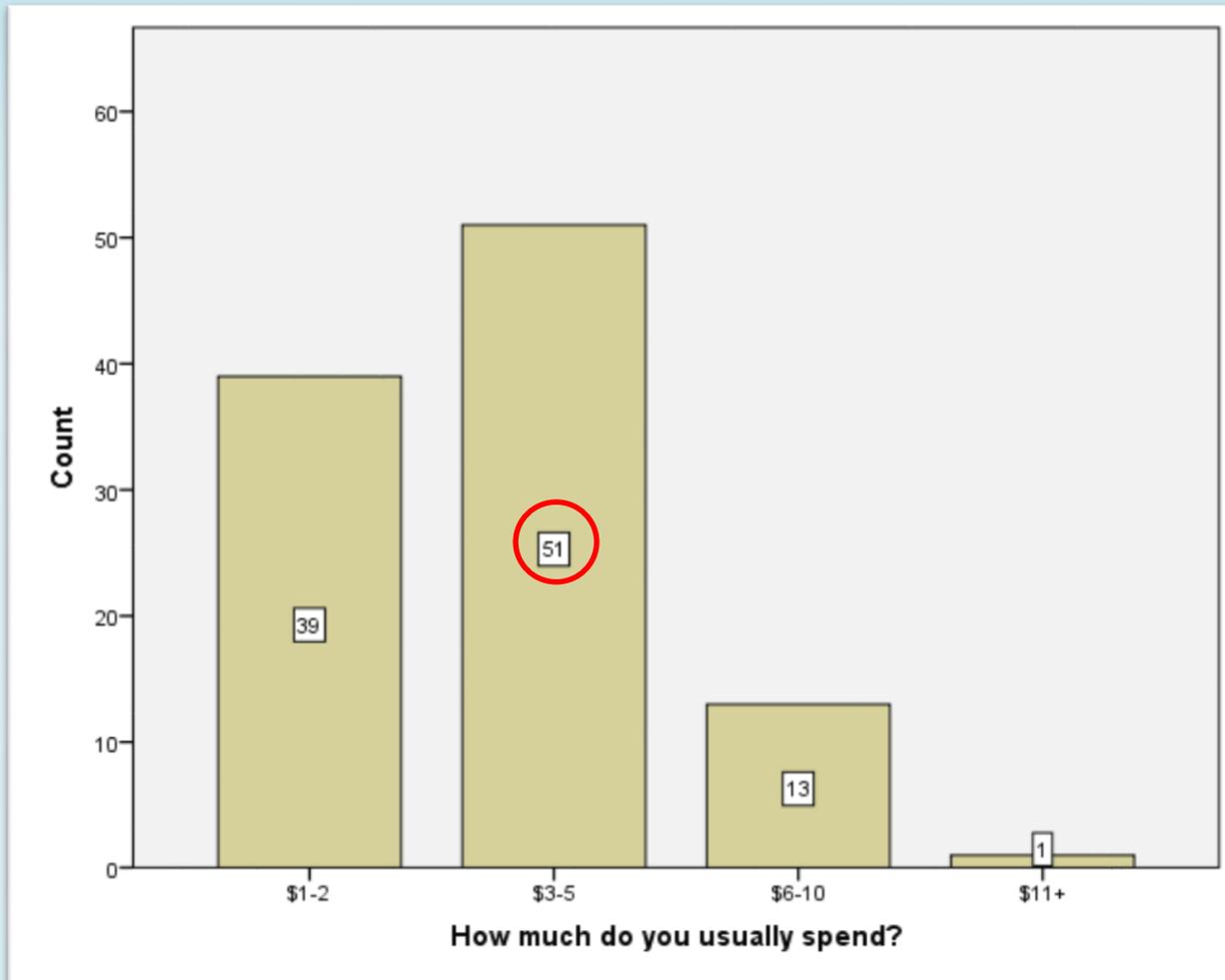
# Fun Bites: Some Preliminary Data

150 “pre” surveys entered into database

- 6 different sites
- 68 females, 50 males (6 no response)
- 65% of respondents were under 18 years old



# Patrons usually spend about \$3-5 at the concession stand





# Patrons value healthy eating





# Barriers to healthy eating

Of those who identified a barrier to healthy eating, **lack of selection, cost, and disliking the selection available** were the most common

Barrier	Number of Respondents	Percent of Respondents
<b>Lack of Selection</b>	<b>68</b>	<b>55%</b>
<b>Cost</b>	<b>27</b>	<b>22%</b>
<b>Dislike Selection</b>	<b>17</b>	<b>14%</b>
I Already Buy Healthy, No Barriers	15	12%
Unclear Which Options Are Healthy	9	7%
Options Do Not Seem Fresh	2	1%
Nowhere to Sit and Eat	1	1%



# What healthy products do people want?

The most desired healthy products were **fruit**, **nuts/trail mixes**, **veggies & dip**, and **fruit juice**

Product	Number of Respondents	Percent of Respondents
<b>Fruit</b>	<b>79</b>	<b>64%</b>
<b>Nuts/Trail Mixes</b>	<b>37</b>	<b>30%</b>
<b>Veggies &amp; Dip</b>	<b>35</b>	<b>28%</b>
<b>Fruit Juice</b>	<b>34</b>	<b>27%</b>
Yogurt	20	16%
Frozen Yogurt	20	16%
Whole grain products	12	10%
Diet Drinks	8	7%
Caffeine Free Drinks	7	6%
Plain Milk	6	5%
Flavored Milk	6	5%
Vegetarian Options	5	4%



# THANK YOU!

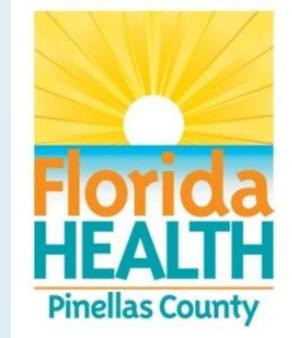
## QUESTIONS?

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# COUNTY INFANT MORTALITY ANALYSIS

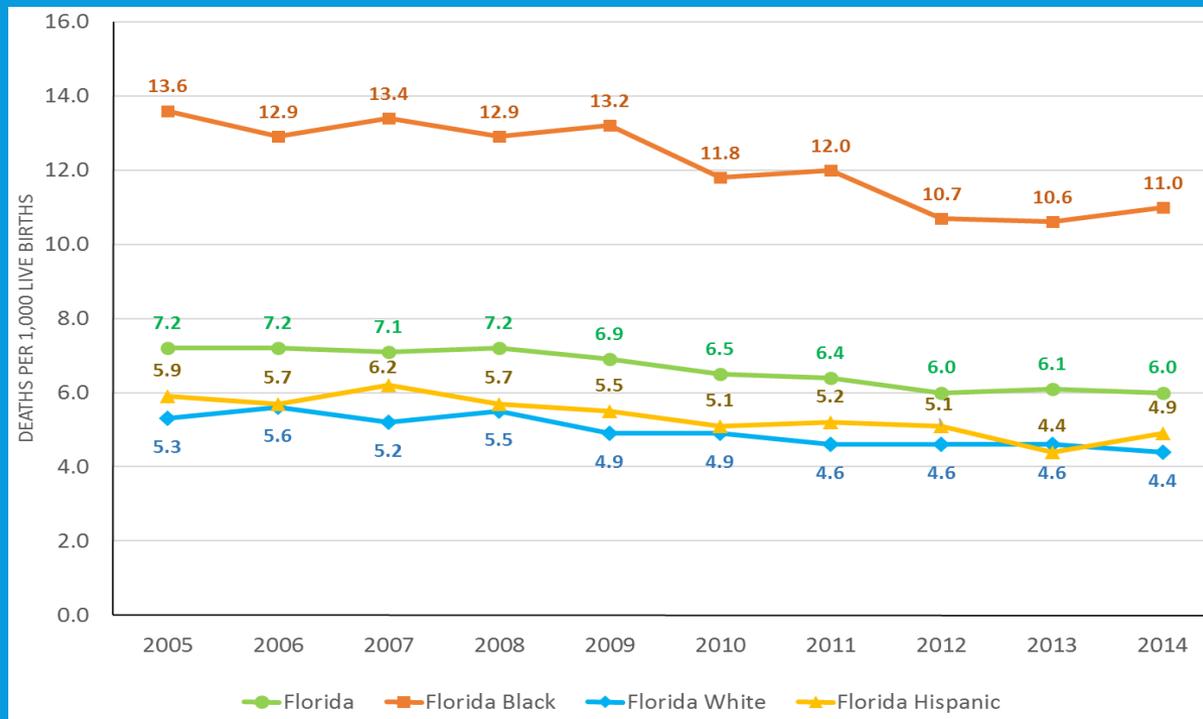
Eliana Aguilar

*Florida DOH- Pinellas*



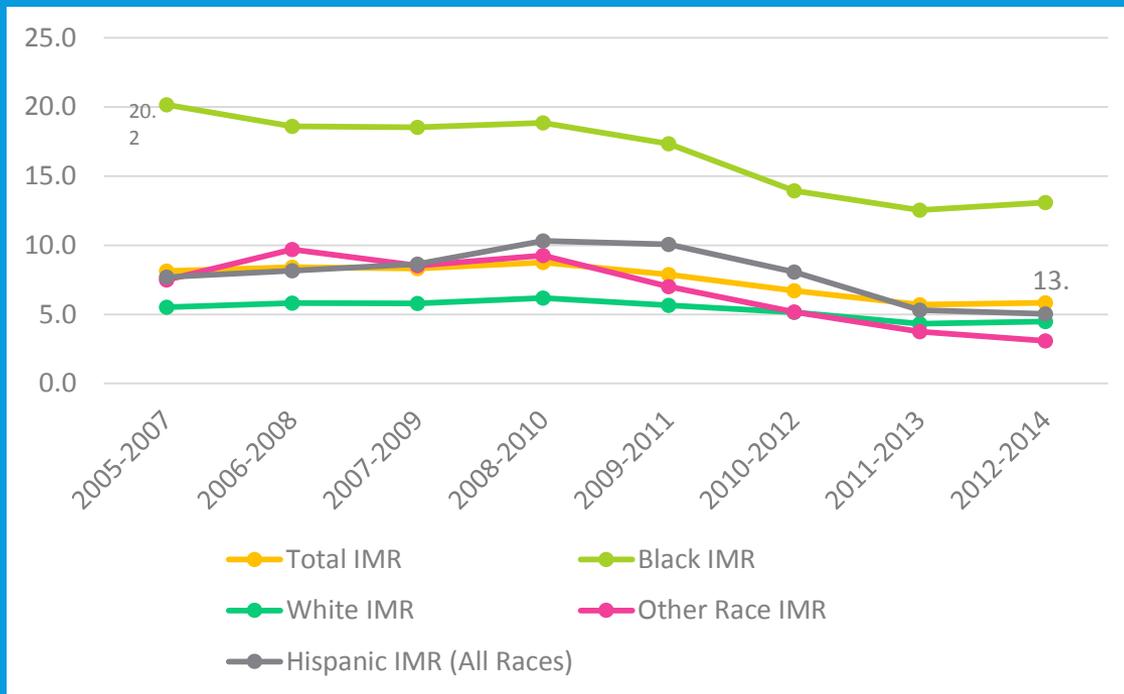
- **Priority:** Healthy moms & babies
- **Goal:** Eliminate infant mortality
- **Strategy:** Eliminate racial disparity in infant mortality
- **Objective:** Reduce black-white infant mortality gap to less than 2.0 by December 31, 2018

# FLORIDA INFANT MORTALITY RATES BY RACE AND HISPANIC ETHNICITY (2005-2014)

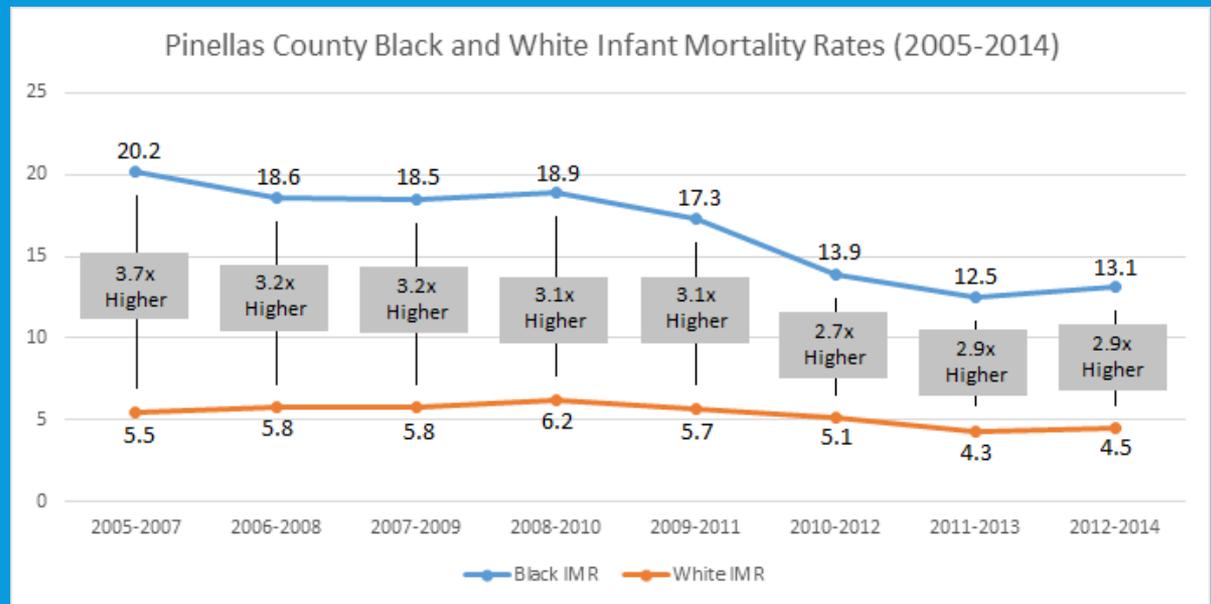
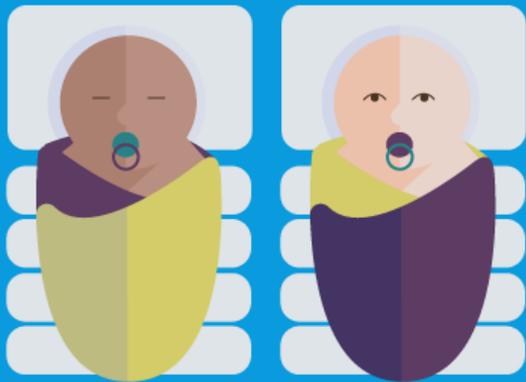


# PINELLAS INFANT MORTALITY RATES BY RACE AND HISPANIC ETHNICITY (2005-2014)

- On the rise from 2005-2010, general decrease from 2010-2014
- Overall decline in black IMR
- Slight increase in white, black, and total IMRs 2012-2014
  - Flattening out or building back up?



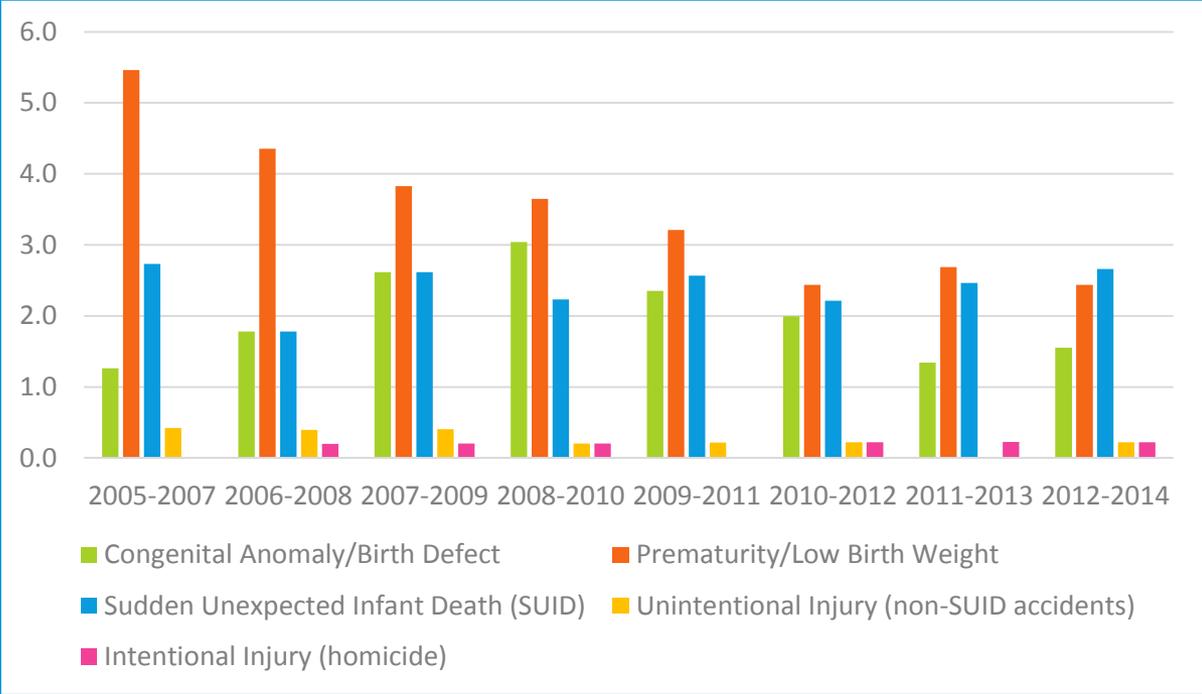
# BLACK/WHITE INFANT MORTALITY GAP



# SELECT CAUSES OF INFANT DEATH

- 2012-2014
- Total
  - **Highest:** Sudden Unexpected Infant Death (SUID) & Prematurity/Low Birth Weight
- Black
  - **Highest:** SUID
- White
  - **Highest:** Congenital Anomaly/Birth Defect
- Hispanic
  - **Highest:** Prematurity/LBW

# CAUSE-SPECIFIC BLACK INFANT MORTALITY RATES (2005-2014)

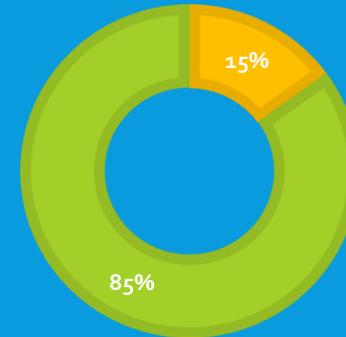


# SAFE SLEEPING

- SUID categorization comprised of
  - SIDS
  - Undetermined
  - Asphyxia (in bed or elsewhere)



■ Non Sleep-related Infant Deaths



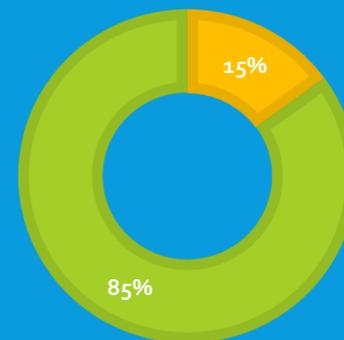
**PINELLAS/PASCO INFANT DEATHS  
(2014)**

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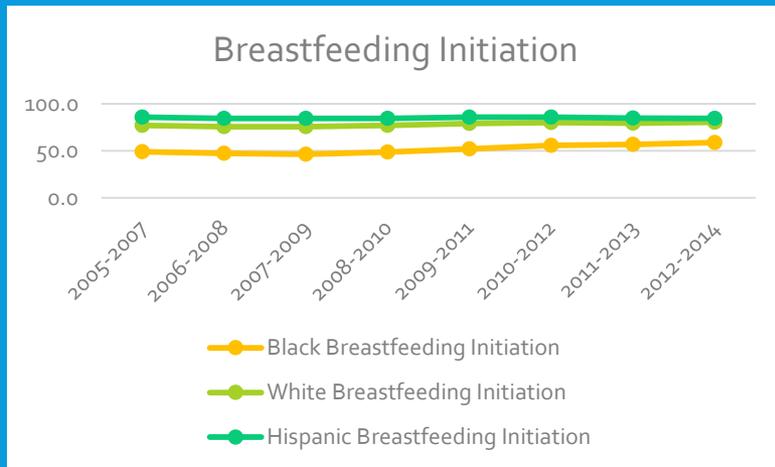


■ Non Sleep-related Infant Deaths

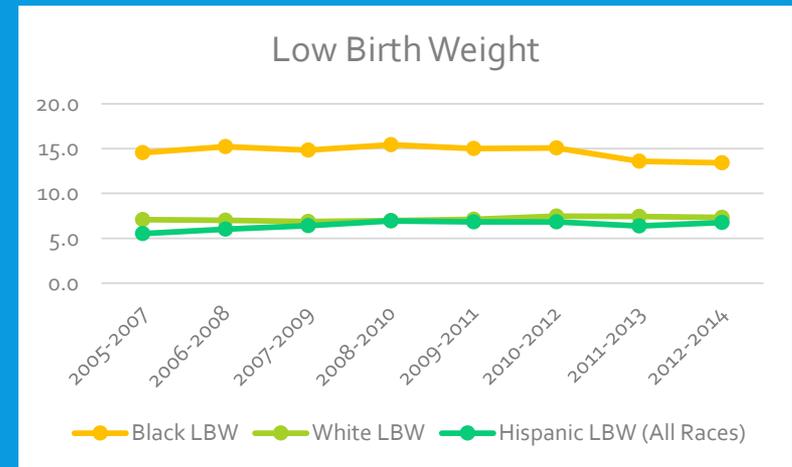


**PINELLAS/PASCO INFANT DEATHS  
(2014)**

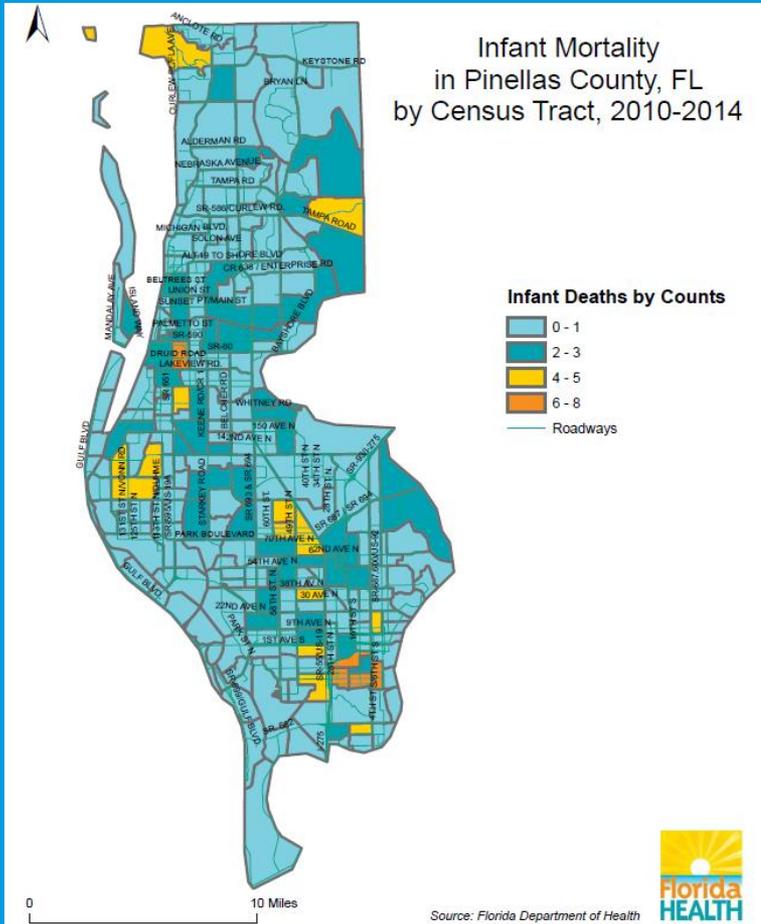
# INFANT HEALTH FACTORS



- Black infant breastfeeding rate 22% lower than white (improvement from 29%)



- Black infant LBW rate 6% higher than white (improvement from 8%)
- Similarly for preterm and VLBW births



# SOCIAL DETERMINANTS OF HEALTH

- Vast array of resources addressing multiple social determinants of health, including:
  - Area hospitals
  - Area churches and life centers (food, clothing, shelter, ESL)
  - Domestic Violence, Community Health, Adult Education, and Neighborhood Family centers
  - Free clinics
  - Early childhood services
  - Pregnancy centers
  - 6 DOH Locations
  - Law, housing, and employment assistance
  - Lactation specialists
  - Parenting education
  - Healthcare navigators
  - Pinellas Urban League
  - Smoking cessation, teen parent, and home visiting programs
  - Transportation services
  - WIC & Nutrition
- Focus efforts on  connecting community members with the appropriate resources

# CONCLUSIONS

- Reduce Black/White IMR Gap
- Address safe sleeping
- Address breastfeeding and preconception/prenatal care
- Connect individuals with available community resources

**Next Step:** Gain community input!

# Roundtable Updates/Q&A/Next Steps

# CONTACT INFORMATION

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