

PINELLAS CPPW NO-COST EXTENSION – Timeline: 12 months

Objective #1:

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. (objectives #2 and #12 need media to promote activity)

- **Milestone 10** - By September 2012, 25% of survey respondents exposed to media messages will express intention to be physically active or change eating behavior within the next seven days.
- **Milestone 11** - By September 2012, among adults in Pinellas County exposed to campaign messages, there will be a 25% 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.
- **Milestone 12** - Analyze BRFSS data to determine how perceptions on nutrition and neighborhood environment have changed over the course of the CPPW Initiative.

Objective #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.

(City of Largo will re-open their market in the fall however EBT still needs to be placed at the market so TA will need to be provided. Also TA to the City to help locate local farmers to sell produce at the market is still a need.

City of Clearwater Market is still in the planning stages and a location is still to be determined by the City of Clearwater. Once the location is determined then we will be able to move forward. Goal is to open the market in the fall.

PSTA maps will not be distributed until the end of Oct. And data collection will continue throughout the extension with a report at the end)

- **Milestone 11** - Partner with City of Largo, City of Clearwater and the Hispanic Outreach Center to implement two new Farmers Markets that accept EBT in lower income neighborhoods
- **Milestone 14** - Distribute new maps to bus riders countywide
- **Milestone 15** - Collect data on county wide EBT terminals and EBT users.

Objective #4:

By September 2012, Pinellas County government will adopt policies utilizing CDC approved evidence based guidelines for healthy food and beverages in County worksites. (County Gov't is currently working on vending policies for the next contract so movement has happened but more help in writing the policy is needed as well as educating staff on the policy))

- **Milestone 6** - Staff will educate and secure commission support for policy.
- **Milestone 7** - Policy drafted and submitted to commission for approval.
- **Milestone 8** - Policy adopted.
- **Milestone 9** - County employee Wellness Champions will educate/train coworkers on policy implementation.

Objective #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. (2 municipalities (Clearwater and St. Pete have signed policies, still need to educate and work with other cities to do the same. More research needs to be conducted to find out where other cities are with wellness and how much they know about wellness policies etc...)

- **Milestone 7** - Staff will educate and secure city commissions support for policy.
- **Milestone 8** - Policy drafted and submitted to city commissions for approval.
- **Milestone 9** - Policy adopted.
- **Milestone 10** - Contracted staff will assist cities to implement policies.
- **Milestone 11** - Staff will educate/train coworkers on policy implementation.
- **Milestone 12** - 5 municipalities will become a "Lets Move City or Town"

Objective #12:

By September 2012, increase usage of County controlled parks by 15% over baseline through environmental changes. (part of media campaign letting public know about the Rangers, what they do etc...as well as the Adopt a Mile and Adopt a Park. Not sure if the 15% increased has occurred, will need to do more follow up surveys)

- **Milestone 7** - Contracted staff will recruit, train and equip volunteers.
- **Milestone 10** - Contracted staff with local law enforcement agencies will determine priority areas for increased volunteer presence.
- **Milestone 11** - Other local volunteer agencies identified to complement/sustain program.
- **Milestone 12** - Satisfaction survey conducted for park users on safety.

Objective #14:

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. (I added in milestones 6 & 7 because the walk through has been done for secondary but not elementary)

- **Milestone 6** - Walk through assessments of current PE practices

- **Milestone 7** - Analyze data from assessments.
- **Milestone 10** - Revise grading structure for PE to identify student's fitness performance as part of their academic grade in PE.
- **Milestone 11** - In collaboration with State DOE, develop website for Best Practices for PE program instruction.
- **Milestone 12** - Develop policy language adopting NASPE standards for quality PE in PCS.
- **Milestone 14** - School Board approval to implement new policy.
- **Milestone 15** - Continuing education implemented to inform PCS staff of new policy.