

Consortium Connection

“Healthy Environment, Healthy Lifestyles, Healthy Community”

Welcome to the first issue of the **Consortium Connection**! The purpose of this newsletter is to provide information on the efforts and activities of the Consortium, as well as to promote healthy living in Miami-Dade County.

A Year in Review

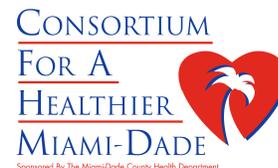
During the past year, the Consortium has had wonderful accomplishments, such as:

- Increasing physical activity and access to nutritious foods in day care centers and schools.
- Supporting policies that promote active living and access to healthy foods.
- Hosting and coordinating education forums, programs, and screenings.
- Creating and implementing a program for “Baby Boomers” which promotes healthy lifestyles, care giving and retirement planning.
- Promoting and facilitating the expansion of Farmers Markets in the county.
- Supporting and facilitating smoke-free policies in universities, hospitals, etc.
- Honoring companies for their worksite wellness programs in the Annual Awards Ceremony.
- Awarded the \$14.7 million Communities Putting Prevention to Work Grant (CPPW) to combat obesity in Miami-Dade County.

We look forward to all the great ways we will serve and improve the health of the community in the coming year. We will be engaging in a collaborative approach to identify and implement policies, systems, and environmental change that will encourage and support healthy lifestyles.

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Congratulations New Chairs and Vice-Chairs!

We are excited to welcome the new Chairs and Vice-Chairs! We look forward to all the work you will accomplish during your two-year term.

At the same time, we would also like to thank the former Chairs and Vice-Chairs for all their hard work, dedication, and wonderful accomplishments.

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Children Issues

Marylin Rey
Elder Issues

Tori Gabriel
Worksite Wellness

Javier Berezdivin
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Marketing & Membership

Anamarie Garces de Marcilla
Health & the Built Environment

Presenting: Communities Putting Prevention to Work! (CPPW)

\$14.7 million awarded to prevent obesity in Miami-Dade!

As members of the Consortium for a Healthier Miami-Dade, we are aware of the alarming prevalence of obesity within our state. According to national survey data, 65% of adults in 2007¹ and 26% of teenagers in 2009² were considered overweight or obese in Miami-Dade County. To combat this growing epidemic, the Miami-Dade County Health Department (MDCHD) was awarded \$14.7 million to carry out the CPPW project.

A Tie into Obesity

Each of the CPPW goals directly relate to the prevention of obesity.

Strengthening the Consortium will allow it to become a focal point of the community in promoting healthier living.

The mass media campaign will help disseminate important messages regarding healthier lifestyles throughout Miami-Dade County, including culture specific messages focused on our Hispanic and Haitian populations.

Expanding breastfeeding practices in workplace environments and

implementing baby-friendly policies in hospitals will ensure that mothers and newborns improve their health. In addition, we will reinforce these positive beginnings in the day care and school settings by increasing physical activity, consumption of healthier foods and limiting screen time.

CPPW is a two year, federally funded, grant project designed for obesity and tobacco prevention through the implementation of policy, systems and environmental changes. MDCHD will focus CPPW efforts solely on obesity prevention. The project is being carried out by several Consortium member organizations within Miami-Dade County to accomplish our community's eleven CPPW Goals.

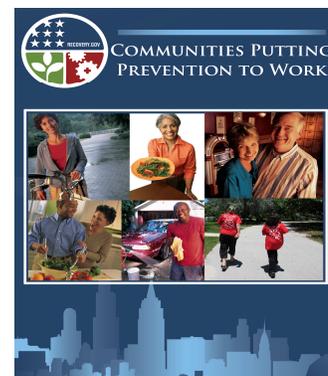


The built environment plays a large role in the prevalence of disease and without an environment conducive to obesity prevention our initiatives will not have lasting effects. Unfortunately, several of our neighborhoods do not have access to grocery stores or safe parks within

close proximity, nor an environment that promotes active transportation participation; which is why improving our built environment will be key in reducing and preventing obesity here in Miami-Dade County.

CPPW Goals

- Goal One: Enhance/Strengthen Consortium
- Goal Two: Mass Media Campaign
- Goal Three: Child Care Centers
- Goal Four: Farm-to-School Nutrition
- Goal Five: Physical Activity in Miami-Dade County Public Schools
- Goal Six: Access and Consumption of Healthy Foods via Convenience Stores
- Goal Seven: Farmer's Markets and Farm-to-Institutions
- Goal Eight: Breastfeeding Practices and Facilities
- Goal Nine: Active Transportation and Recreation
- Goal Ten: Safe Routes to Schools
- Goal Eleven: Worksite Wellness





Bike Month: Miami!

March is Florida Bike Month!



Local bicycle signage in a Miami-Dade County community

On February 25th, 2009, former Florida Governor Charlie Crist declared March “Florida Bicycle Month”. His reasoning behind this declaration? Bicycling promotes health and wellness, helps decrease obesity, and may help reduce the risks of various chronic diseases.³

The Consortium for a Healthier Miami-Dade supports Bike Month through

initiatives such as bicycle way-signage, bicycle rack installation, Safe-Routes-to-School, and pathway interconnectivity.

So enjoy the nice weather, get on a bike and take a stroll around your neighborhood or park. Lets show our support by adopting healthy lifestyles!



Safety Tips⁴

1. Always ride with traffic and follow the rules of the road.
2. Don't ride on the sidewalk.
3. Ride on the trail, paved shoulder, bike lane, or bike route.
4. Be predictable and visible.
5. Watch for stuff on the road or trail that might make you fall or swerve.
6. Watch for turning traffic.

The Closest Thing to Flying



In the morning as I leave my house, put on my helmet and get on my bicycle I start to become more aware. Pedaling gets my blood flowing, and interacting with traffic helps keep me alert. Bicycling allows me to experience the outside world, see different people and aspects of my community before working all day in an office building. When I arrive at my office I get the best parking space available as the bike racks are very close to the entrance. If I go out during the day to run errands or attend meetings, I am often able to park my bicycle without having to pay the cost of parking that drivers pay.

After a stressful day at the office, riding my bicycle home helps me relax. It gets my blood flowing, burns off calories, and allows me to put aside the workday. Even in traffic, riding doesn't have the same stressful rigor that auto traffic seems to create. The starting and the stopping does not seem as frustrating. In addition, knowing that I am healthier because I ride my bicycle regularly, and that I'm saving money on gas, gives me a feeling that I'm doing something positive for myself and my community.

-Collin Worth, City of Miami Bicycle Coordinator
Member of the Health and the Built Environment Committee

Fun Fact!

Did you know that national bike month is celebrated in May each year? It began through the League of American Bicyclists in 1956 as Bike-to-Work Day and later expanded to National Bike Month.⁵

Upcoming Events

2011 South Florida Worksite Wellness Awards

The Consortium for a Healthier Miami-Dade is proud to present the 2011 Worksite Wellness Forum and Awards luncheon! The event will be emceed by Miami's own CBS-4 anchor Shannon Hori. Keynote Speaker, Diane M. Canova, JD, Vice President, Policy and Programs of the Partnership for Prevention, will deliver her "Putting Prevention to Work!" address – a theme which complements the \$14.7 million "Communities Putting Prevention to Work" grant from the Centers for Disease Control and Prevention. Awards to small, medium and large businesses will be presented by Lillian Rivera, Ph.D., Administrator of the Miami-Dade County Health Department.

Tickets for lunch including parking are \$62.49 and can be purchased online at: <http://sofloridaworksitewellnessawards.eventbrite.com/>. Hope to see you there!

When: April 8, 2011

Time: 11:00AM-1:30PM

Where: Miami Beach Resort and Spa

4833 Collins Avenue, Miami Beach, FL 33140

Website: <http://www.healthymiamidade.org/Worksite%20Wellness/>

Working Worksite Wellness Into Your Organization

What: A worksite wellness training and forum with information about the Let's Move Miami campaign.

When: March 30, 2011

Time: 1:00PM-4:00PM

Where: Miami-Dade County Health Department
8600 NW 17th Street, Suite 200
Miami, FL 33126

Website: <http://www.healthymiamidade.org/Worksite%20Wellness/>

Kids Eat Miami

What: An event in which well-known chefs from local restaurants share samplings of their menus with the public.

When: April 9th, 2011

Time: 9:00AM-5:00PM

Where: Jungle Island
1111 Parrot Jungle Trail
Miami, Florida 33132

Website: <http://www.kidseatmiami.com/>

A Message from Worksite Wellness!

Create Food Policies!

Establishing nutrition standards for food served at meetings and events is a great way to demonstrate a commitment to employee healthy habits and serve as a model to other local businesses.

Policies could address the following:

1. Inclusion of a variety of fruits and vegetables.
2. Healthful alternatives at all company-sponsored events.
3. Offering 100% juice instead of soda.
4. Cafeteria foods that follow the U.S. Dietary Guidelines.

References

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For additional information or to participate in the Consortium contact us at:

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www.healthymiamidade.org