

# Miami-Dade Community Action Plan



Communities Putting Prevention to Work

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## Goal One: Enhance/ Strengthen Consortium

**Goal One:** Enhance and strengthen the Consortium for a Healthier Miami-Dade leadership.

**Consortium Committee:** Executive Board

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**Strategy 1:** Increase the number of high-level community leaders that enact and support evidence-based policies related to increasing healthy eating and physical activity in Miami-Dade County through the establishment of a Leadership Team.

**Target Population:** Miami-Dade County Leadership in schools, government, healthcare, key stakeholders

**Outcome Objective:** By September 2010, a Leadership Team consisting of 10 to 12 high-level community leaders will pledge through a formal agreement to oversee the strategic direction and enact policies related to healthy eating and increasing physical activity in Miami-Dade County.

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**Strategy 2:** Engage and expand representation in the Consortium that addresses obesity prevention/nutrition/physical activity to diversify its membership base and make the Communities Putting Prevention to Work a standing agenda item.

**Target Population:** Miami-Dade County Leadership in schools, government, healthcare, key stakeholders

**Outcome Objective:** By February 2011, the collective membership base of the four Consortium Committees responsible for accomplishing proposed Community Action Plan will have increased by 25%.

## Goal Two: Mass Media Campaign

**Goal Two:** Raise awareness of the importance of healthy eating and promote consumption of healthy foods/drink choices and increased physical activity.

**Consortium Committee:** Marketing Committee

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**Strategy 1:** Develop a mass media campaign based on social marketing principles that promote healthy foods/drink choices and increased physical activity among Miami-Dade County residents.

**Target Population:** Miami-Dade County residents and visitors

**Outcome Objective:** By January 2011, implement a mass media/social marketing campaign that will reduce obesity and change subjective norms, beliefs, self-efficacy, and perceived behavioral control of unhealthy choices:

- a. By January 2011, 40% of those exposed to messages will believe that choosing healthier food is reasonably priced and more available.
- b. By January 2011, 40% of those exposed to messages will believe that they can adopt a healthier lifestyle by engaging in physical activity opportunities through the built environment, parks and recreation, and school.

## Goal Three: Child Care Centers

**Goal Three:** Increase access to and promote consumption of healthy foods and beverages and reduce availability of nutrient poor, calorie dense foods; and require daily physical activity, and reduce screen time among children 2-5 years of age through the adoption of policy, environment, and system changes in child care centers across Miami-Dade County.

**Consortium Committee:** Children Issues

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**Strategy 1:** The Department of Children and Families (DCF), state's licensing agency for child care centers and child care family programs, will adopt nutrition-related policies.

**Target Population:** Child Care Centers and Child Care Family Programs throughout Miami-Dade County

**Outcome Objective:** By January 2012, legislation will have been introduced at the public policy level that proposes to enact nutrition standards for child care centers in Florida including mandating low or fat-free milk for children 2 years of age and older; provision of whole fruits and vegetables (fresh, frozen, or canned) five days week at breakfast and snack time.

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**Strategy 2:** The Department of Children and Families (DCF) state's licensing agency for child care centers and child care family programs, will adopt physical activity and screen time policies.

**Target Population:** Child Care Centers and Child Care Family Programs throughout Miami-Dade County

**Outcome Objective:** By January 2012, legislation will have been introduced at the public policy level that proposes to enact physical activity standards for child care centers in Florida including mandating 0-hour screen time for children under 2 years old and 2-hour screen time limit (1 hour for TV-video and/or 1 hour computer) for children 3 years and older.

## Goal Four: Farm-to-School Nutrition

**Goal Four:** Improve the access and knowledge of nutritious/healthy food and beverage choices.

**Consortium Committee:** Children Issues

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**Strategy 1:** Invest needed resources into increasing the availability and access to nutritious meals in public schools.

**Target Population:** The target population includes Pre K- 12th grade students, representing over 345,150 students throughout 356 school sites within Miami-Dade County Public Schools. The student population represents the following ethnic groups: 8.9% White Non-Hispanic; 25.1% Black Non-Hispanic; 64.3% Hispanic; and 1.7% other

**Outcome Objective:** By July 2012, the School Wellness Advisory Committee (SWAC) will revise the school wellness policy to include nutrition standards for foods in schools, in accordance to IOM standards.

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**Strategy 2:** Invest needed resources into increasing the availability and access to nutritious meals in public high schools.

**Target Population:** The target population includes approximately 101,762 senior high school students in 45 Miami-Dade County Public Schools (MDCPS). The student population represents the following ethnic groups: 9% White Non-Hispanic; 25.4% Black Non-Hispanic; 63.6% Hispanic; and 1% other

**Outcome Objective:** By December 2011, 45 reimbursable Healthy Food Vending Machines will be installed throughout 45 senior high schools, based on National School Lunch Program Nutrition standards.

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**Strategy 3:** Developing a Farm to School Program in Miami-Dade County Public Schools to procure locally/regionally grown fresh fruits and vegetables for inclusion in the school lunch and breakfast program.

**Target Population:** The Farm-to-School Program will target all Pre K- 12th grade students, representing over 345,150 students throughout 356 school sites within Miami-Dade County Public Schools. The student population represents the following ethnic groups: 8.9% White Non-Hispanic; 25.1% Black Non-Hispanic; 64.3% Hispanic; and 1.7% other

**Outcome Objective:** By March 2012, the Miami-Dade Public School Board will have adopted a policy that assures Farm-to-Schools programs connecting at least 30% of MDCPS sites to local farms. Schools will be selected based on highest burden of obesity, high risk groups, and/or greatest impact or reach.

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**Strategy 4:** Implement a Healthy Vending Machines Policy for the Miami-Dade County Parks and Recreation Facilities.

**Target Population:** Residents and visitors of Miami-Dade County Parks and Recreation Facilities

**Outcome Objective:** By March 2012, Miami-Dade Parks and Recreation will adopt policies requiring 100% of vending machines managed by Miami Dade Parks and located at park sites, to be in accordance to Parks Healthier Vending guidelines. Healthy vending machines placed at parks and recreation facilities will be selected, based on highest burden of obesity, high risk groups, and/or greatest impact or reach.

## Goal Five: Physical Activity in Miami-Dade County Public Schools

**Goal Five:** Encourage and increase the opportunities to engage in physical activity, through the adoption of policy, environment, and system changes in public schools across Miami-Dade County.

**Consortium Committee:** Children Issues

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**Strategy 1:** To increase the number of High School students who engage in physical activity, utilizing evidence-based policies that will work towards increase physical education for all students.

**Target Population:** Students in grades 9-12 will have an opportunity to take an additional credit of physical education after school through Adult Education

**Outcome Objective:** By January 2012, the Miami-Dade School Board will approve an elective physical education course (1.5 credits).

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**Strategy 2:** To increase the number of schools who implement the SPARK curriculum from 40 to 240 schools district wide.

**Target Population:** Elementary School Students (Grades 2-5, 112,888 students) and Parents

**Outcome Objective:** By January 2012, there will be a 20% increase in the number of students (i.e. high risk populations) engaging in physical activity, through implementation of the SPARK curriculum.

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**Strategy 3:** To sustain, promote, and build the Miami-Dade County Public Schools capacity to improve healthy eating and physical activity.

**Target Population:** Students, coaches, and employees

**Outcome Objective:** By March 2012, 30 schools will have adopted the Healthy Schools Program. Selected schools will be based on the highest burden of obesity, high risk groups, and/or greatest impact/reach. Implement policy that supports physical activity and nutrition and build a sustainability model/capacity of the county, ongoing support to school.



## Goal Six: Access and Consumption of Healthy Foods via Convenience Stores

**Goal Six:** Increase community access and consumption of healthy and affordable foods by providing financial/nonfinancial incentives to WIC- and/or SNAP-approved convenience stores to be able to store, market and successfully sell fruit and vegetables to low-income individuals in underserved communities.

**Consortium Committee:** Health Promotion and Disease Prevention

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**Strategy 1:** Convenience stores participate in Healthy Food Hub Initiative, improving access, point of purchase/ promotion and sale of healthier foods (fruits, vegetables, whole grains, low fat milk, etc.) at a competitive price.

**Target Population:** Miami-Dade residents residing in underserved, uninsured and underinsured areas of the County

**Outcome Objective:** By January 2012, 50% of the 40 participating WIC and/or SNAP approved convenience stores will adopt a policy to place fresh fruits and vegetables where they are highly visible to customers, in a manner that is "attractive and appealing."

## Goal Seven: Farmer's Markets and Farm-to-Institutions

**Goal Seven:** Increase community access to healthy foods, particularly in underserved communities and high-risk populations, by promoting efforts to provide fruits and vegetables through farmers' markets, including farm-to-institution.

**Consortium Committee:** Health Promotion and Disease Prevention

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**Strategy 1:** Improve and enhance accessibility and availability of healthy foods through direct marketing opportunities, farmers' markets and community gardens combination program, and participation in the Miami-Dade Healthy Food Hub Initiative.

**Target Population:** Miami-Dade residents living in underserved, uninsured and underinsured areas of the County

**Outcome Objectives:** By March 2012, at least two identified sites will be selected based on greatest impact and high risk population, for a farmers' market location and will be coupled with a community garden combination program, which would allow for provision of products to the market.

## Goal Eight: Breastfeeding Practices and Facilities

**Goal Eight:** Increase breastfeeding practices & breastfeeding facilities in Miami-Dade County.

**Consortium Committee:** Children Issues

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**Strategy 1:** To establish a worksite policy that supports a lactation program based on U.S. Department of Health and Human Services [Business Cases for Breastfeeding].

**Target Population:** MDCHD employees, Healthy Start Contract Providers, and South Florida Hospital & Healthcare Association Core Members

**Outcome Objectives:**

1. By March 2012, Healthy Start Coalition and 24 core contracted providers that are members of the Healthy Start Coalition would have adopted the Breastfeeding Friendly Worksite Policy, in accordance to the U.S. Department of Health and Human Services, Business Cases for Breastfeeding. Core contract providers consist of Avanti Support & Services, Children Home Society of Florida, University of Miami (NICU & SESS), Citrus Health Network, Dr. Rafael Peñalver Clinic, etc.
2. By March 2012, the MDCHD would have adopted the Breastfeeding Friendly Worksite Policy, in accordance to the U.S. Department of Health and Human Services, Business Cases for Breastfeeding.
3. By March 2012, 2 out of 9 core members of the South Florida Hospital & Healthcare Association would have adopted the Breastfeeding Worksite Policy, in accordance to the U.S. Department of Health and Human Services, Business Cases for Breastfeeding. SFFA Institutional Members includes Baptist Health South Florida, Tenet Health Systems Florida Region, Jackson Memorial Hospital, University of Miami Hospital & Clinics, and independent facilities.

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**Strategy 2:** To increase breastfeeding rates and encourage and increase opportunities for birthing centers and hospitals to become baby-friendly, throughout Miami-Dade County.

**Target Population:** Birthing centers, Hospitals, Obstetricians/Gynecologists, Pediatricians, Midwives, Doulas, Nurses, and other Professional Support staff

**Outcome Objectives:** By March 2012, 13% of the local birthing centers and hospitals will initiate two out of four pathways of the 4-D Pathway to Baby-Friendly Designation. The two pathways and the related steps are: Discovery (Pathway I) - 1) register with Baby-Friendly USA, 2) obtain CEO support letter, 3) complete self appraisal tool; Development (Pathway II) - 1) bridge to development phase-registry of intent award, 2) BF Committee or Task Force, 3) BFHI work plan, 4) hospital breastfeeding policy, 5) staff training curriculum, 6) prenatal/postpartum teaching plans, and 7) data collection plan.

## Goal Nine: Active Transportation and Recreation

**Goal Nine:** Increase active transportation and recreation through improvements in the built environment such as enhancing facilities, planning, zoning and transportation policies, as well as developing a county wide-signage system.

**Consortium Committee:** Health and the Built Environment

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**Strategy 1:** Parks and Open Space and Recreation Activities will be Accessible and Equitable according to the level of service standards.

**Target Population:** All residents and visitors of Miami-Dade County

**Outcome Objective:** By March 2012, the County will have established from the Open Space Master Plan for the Miami-Dade County Parks and Recreation Department, a level of service standards for parks and recreational open spaces that are intended to encourage equitable access to local (neighborhood) parks and open space as well as area-wide recreational activities for all County residents.

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**Strategy 2:** Improve Urban Design Manual Volume I (Private Development), Pattern Book, Safe Routes to Parks (SRTP) and Way-finding Signage.

**Target Population:** All residents and visitors of Miami-Dade County

**Outcome Objective:** By March 2012, Miami-Dade County will update the Miami-Dade Urban Design Manual, I and associated county plans and regulations to incorporate where appropriate, the “Great Streets Planning Principles” contained in the Miami-Dade Parks and Open Space System Master Plan and incorporation of “Complete Streets” components.

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**Strategy 3:** Improve Meaningful Open Space in the Public Realm to Encourage Incidental Physical Activities by enhancing the Urban Design Manual Volume 2 (Public Development).

**Target Population:** Populations within high risk areas that rely on modes of transportation including pedestrian, bicycle and transit in lieu of the automobile

**Outcome Objective:** By March 2012, Miami-Dade County will incorporate public spaces for festivals, arts and crafts shows, green markets and other civic activities in the planning and development of libraries, museums, schools, government buildings, transit stations within Transit-Oriented Development (TOD) and stand-alone transit stations, and other civic/institutional places.

**Strategy 4:** Enhance bicycle facilities and signage in order to create a safer and user-friendly network of walking and bicycling routes.

**Target Population:** Populations within high risk areas that rely on modes of transportation including pedestrian, bicycle and transit in lieu of the automobile

**Outcome Objective:** By March 2012, the targeted communities of the Cities of Miami will enhance bicycling opportunities through increasing bicycling facilities by 30%, way-finding signage by 30%, and road-signage by 30%.

## Goal Ten: Safe Routes to Schools

**Goal Ten:** Increase sustainable Safe Routes to school initiative in Miami-Dade County.

**Consortium Committee:** Children Issues

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**Strategy 1:** Develop and implement a county-wide Safe Routes to School (SRTS) policy that requires all elementary and middle schools to document students' modes of transportation.

**Target Population:** All MDCPS elementary and middle school

**Outcome Objective:** By March 2012, the Miami-Dade County School Board will enact a Safe Routes to School policy in Miami-Dade County.

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**Strategy 2:** Develop and implement a policy that requires reallocation of the City of Miami's budget to supply an adequate number of crossing guards in the highest-risk communities of Miami-Dade County.

**Target Population:** MDCPS elementary schools within the City of Miami's high-risk communities (approximately 17,500 students)

**Outcome Objective:** By May 2011, a resolution will have been approved in support of the policy by the Community Traffic Safety Team and endorsed by the Miami-Dade County Public School Board.

## Goal Eleven: Worksite Wellness

**Goal Eleven:** Promote worksite wellness among Consortium member organizations to increase the number of worksite wellness programs that implement nutrition related policies and physical activity.

**Consortium Committee:** Worksite Wellness

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**Strategy 1:** Increase the number of Worksite Wellness programs within the Consortium that support evidence-based practices.

**Target Population:** Organizations within the Consortium (161 organizations) with emphasis on larger employer groups: Miami-Dade County, MDC Public Schools. Organizations with high risk for obesity and greatest impact/reach

**Outcome Objective:** By January 2012, there will be a 10% increase in the number of Consortium member organizations that have implemented a Worksite Wellness program.

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**Strategy 2:** Develop a Worksite Wellness Team within each Consortium Member Organization (CMO) that will evaluate existing policies, procedures and recommend changes to promote procurement of healthy food and beverages options.

**Target Population:** Consortium Member Organization Employees

**Outcome Objective:** By March 2012, two large-scale public service venues (i.e. local government facilities) will have healthier food & beverages options available through vending machines. The selected public service venues serve as a hub for government employees, residents utilizing government services, multiple public transportation sources, and shopping venues.

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**Strategy 3:** Develop a Worksite Wellness Team within the Consortium Member Organizations that will promote physical activity.

**Target Population:** Consortium Member Organization Employees and Public Service Employees (i.e. local government facilities)

**Outcome Objective:** By May 2011, 40% of the Consortium Member Organizations will adopt a policy that meets recommended strategies adopted from the CDC guidelines for Worksite Wellness in reference to nutrition and physical activity.

**Strategy 4:** Increase the number of Miami-Dade County Public Schools (MDCPS) staff/faculty/administrators engaging in regular physical activity, by establishing a Worksite Wellness Center for the MDCPS Administrative Complex.

**Target Population:** Miami-Dade County Public Schools Employees

**Outcome Objective:** By March 2010, improve the MDCPS Worksite Wellness Program by increasing the available opportunities to engage in physical activity.