Creating Healthier Communities

Winter Park ● Eatonville ● Maitland
Our Roots...

Winter Park Health Foundation

The Winter Park Memorial Hospital Association was founded in 1951. Winter Park Memorial Hospital opened in 1955.

For nearly 40 years, our organization operated and expanded Winter Park Memorial Hospital to serve the health and wellness needs of local residents in Winter Park, Maitland, Eatonville and nearby communities.
1994 – Winter Park Memorial Hospital Association forms partnership with Columbia/HCA Healthcare Corporation to co-own and manage Winter Park Memorial Hospital

The Association begins doing business as the Winter Park Health Foundation focused on the operation of the Crosby Wellness Center and development of the Miller Center in Winter Park and a second wellness center in Oviedo.
Today…

Winter Park Health Foundation

2000 – The Winter Park Health Foundation sold its remaining interest in Winter Park Memorial Hospital to Columbia/HCA. In turn, the hospital was sold to Florida Hospital and returned to not-for-profit status.

An agreement between the Foundation and Florida Hospital ensures that Winter Park Memorial will continue to offer a 24-hr. emergency room and be a full-service, acute-care hospital. The Foundation and the Hospital are separate, but complementary entities.

Today, the Winter Park Health Foundation continues to support special projects at the hospital while it focuses on funding a wide variety of grants, programs and partnerships to serve children, youth and older adults in Winter Park, Maitland and Eatonville.
In December 1999, the Winter Park Health Foundation formed a special partnership with the Central Florida YMCA. The Foundation would continue to own the Crosby Wellness Center and Center for Health and Wellness, but the YMCA would operate each facility through a $1/year lease agreement.
The Winter Park Health Foundation has also formed a special partnership with Easter Seals Florida to operate the programs and services offered at The Miller Center for Older Adult Services. Services include Day Break at Winter Park - an adult day care program, and LifeLine - a personal emergency response system.
To make a positive difference in people’s lives by creating the healthiest community in the United States.

www.wphf.org
WPHF Efforts to Create Healthier Communities

- **Geographic scope:** Eatonville, Maitland and Winter Park
- **Focus areas:** Children & Youth, Older Adults, Community Health
- **Our approach:**
  - Research Needs ➤ Identify Best Practices ➤ Form Partnerships ➤ Commit ➤ Evaluate ➤ Spread
Examples of WPHF Community Initiatives

- **Children & Youth:**
  - Coordinated Youth Initiative – focusing on healthy schools and student health & wellness

- **Older Adults**
  - Boost Your Brain – focused on promoting a brain-healthy lifestyle through physical activity, nutrition, socialization, spirituality & mental stimulation

- **Community Health**
  - ACHIEVE – focused on health-promoting policies and places making the “healthy choice the easy choice”
Coordinated Youth Initiative Partnership

- Orange County Public Schools and its Winter Park Consortium of Schools
  - Winter Park High School
  - Winter Park 9th Grade Center
  - Glenridge and Maitland Middle Schools
  - Aloma, Audubon Park, Brookshire, Cheney, Dommerich, Hungerford, Lakemont, Lake Sybelia Elementary Schools
Coordinated Youth Initiative Programs

- School Nurses
- School Based Health Centers
- CHILL Counseling Program
- Healthy School Teams
- Healthy Kids Today

www.healthykidstoday.org
Click on “About CYI” to learn more
Based on CDC’s Coordinated School Health framework integrating eight critical components.

Coordinated Youth Initiative
Healthy Kids Make Better Students, Better Students Make Healthy Communities.

Student health services
Nutrition services
Physical education and activity
Health education
Emotional health and social services

Health promotion for staff
Family and community involvement
Healthy school environment
WPHF Supports Healthy Living for All Ages

Community gardens

Bike racks

Fitness trails

Walking programs

Senior exercise programs

Healthy places & policies
Introducing: Our newest initiative

healthy central florida
Why?
Definitions:

• Obesity: Body Mass Index (BMI) of 30 or higher.

• Body Mass Index (BMI): A measure of an adult’s weight in relation to his or her height, specifically the adult’s weight in kilograms divided by the square of his or her height in meters.
Source of the data:

- The data shown in these maps were collected through CDC’s Behavioral Risk Factor Surveillance System (BRFSS). Each year, state health departments use standard procedures to collect data through a series of telephone interviews with U.S. adults. Height and weight data are self-reported.
Obesity Trends* Among U.S. Adults

BRFSS, 1985

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults
BRFSS, 1986
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults

BRFSS, 1987

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults
BRFSS, 1988
(*BMI ≥30, or ~ 30 lbs. overweight for 5′ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults
BRFSS, 1989
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults
BRFSS, 1990
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults
BRFSS, 1991
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults
BRFSS, 1992
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults
BRFSS, 1993
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults
BRFSS, 1994
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults
BRFSS, 1995
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults

BRFSS, 1996

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 1997
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults
BRFSS, 1998
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults
BRFSS, 1999
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults

BRFSS, 2000

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults
BRFSS, 2001
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults
BRFSS, 2002
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults

BRFSS, 2003

(*BMI ≥30, or ~30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults
BRFSS, 2004
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults
BRFSS, 2005

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults
BRFSS, 2006
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults
BRFSS, 2008
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults

BRFSS, 2009

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)

Source: Behavioral Risk Factor Surveillance System, CDC.
Obesity Trends* Among U.S. Adults
BRFSS, 2010
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 1990, 2000, 2010
(*BMI ≥30, or about 30 lbs. overweight for 5’4” person)

1990

2000

2010

No Data        <10%        10%–14%        15%–19%         20%–24%        25%–29%         ≥30%

Source: Behavioral Risk Factor Surveillance System, CDC.
Building on the ACHIEVE framework (CDC Model) and Healthy People 2020 goals, we will focus on 3 domains:

• Increase Physical Activity
• Eat more fresh fruits and vegetables
• Increase happiness/well-being & social cohesion
Target Communities/Advisory Structure

Start Small – Expand to Other Communities Later

Healthy Central Florida
Advisory Board

Healthy Winter Park
Leadership Team

Healthy Eatonville
Leadership Team

Healthy Maitland
Leadership Team
Ground Strategy:
B2B/Gov’t /Community Partners

HCF Teams
POLICY & ENVIRONMENTAL CHANGE

Social Marketing Campaign
MESSAGING & MEDIA

Air Strategy:
Engage Citizens/Influence Attitudes and Behavior

Long Term Strategy:
Healthy People. Happy Place.

Healthy Central Florida
Healthy Community Leadership Teams

- Healthy Eatonville, Healthy Maitland & Healthy Winter Park

- Train in ACHIEVE Model - Policy/Environmental Change (Complete Streets; Smoke Free Parks; Workplace Wellness Policies, etc.) & CDC Change Tool – community policy and program assessments in worksites, schools, healthcare, community organizations and institutions.

- Each community will develop its own policy priority agenda and action plan.
Additional Partners: Healthy 100 Schools, Churches, Companies; Boys & Girls Clubs, Enzian Theater, Full Sail University, Maitland Chamber of Commerce, RDV Sportsplex, Rollins College, UCF Medical School and many more to come…
Social Marketing Campaign

• Uses public health model, behavior theory and strategic marketing & advertising to CHANGE BEHAVIOR.

• Examples of successful social marketing campaigns: Click It or Ticket; Friends Don’t Let Friends Drive Drunk; Truth Campaign

• Salter Mitchell retained to develop campaign for Healthy Central Florida
Public Launch – Early 2012

- Introduce Healthy Community Leadership Teams & community partners
- Announce results of research currently underway to determine health needs and status of residents in Winter Park, Eatonville and Maitland
- Nationally renowned guest speaker
- Unveil media/social marketing campaign
- Invite everyone to get involved