

Healthy Communities, Healthy People Program Success Story

Title	Focusing on ‘The Whole Picture of Health’ in Leon County
Public Health Issue	<ul style="list-style-type: none"> • 95210: <i>The Whole Picture of Health</i> is a mechanism for communication health messaging as well as influencing policy change around nutrition, physical activity, and screen time. • The intervention is broad reaching and applicable across the lifespan, and to diverse populations. • The intervention provides the structure for an overarching, unified community-wide active living and healthy eating strategy to prevent obesity and chronic disease, beginning with early child care centers.
Action	<ul style="list-style-type: none"> • Addressed the five tenants of 95210: The Whole Picture of Health through policy changes and practice in early child care centers’ children, parents, and staff. The tenants are: <ul style="list-style-type: none"> ○ 9: Get at least nine hours of sleep per day ○ 5: Eat at least 5 servings of fruits and vegetables per day ○ 2: Limit recreational screen time to 2 hour or less per day ○ 1: Get at least 1 hour of physical activity every day ○ 0: Eliminate sugar-sweetened beverages and tobacco each day • Four preschools piloted the program in their schools. • Communication of the importance of key behaviors that promote lifelong health through program messaging in a variety of sectors, beginning with the youngest population and their families. • Partners included the ACHIEVE CHART members, the Mayor’s Office, Whole Child Leon, Worksite Wellness Committees, County School District, YMCA, and the Early Learning Coalition.
Impact	<ul style="list-style-type: none"> • One afterschool program and 24 Leon County Schools VPK sites have committed to implement the program in Fall 2011. • There are 3, 077 families participating in the VPK program. • The program was featured at a Working Well Mentoring Meeting as a foundation for incorporation policy changes into all worksite wellness operating plans. • The community personalized and branded a well-established strategy, and the program’s logo has been trademarked; the logo appeals to both children and adults.
Lessons Learned	<ul style="list-style-type: none"> • Copyright/trademark the brand that was collectively created immediately. • Simplicity of the message behind the numbers and the graphic design appeal to diverse populations.