



FOR IMMEDIATE RELEASE

NOVEMBER 23, 2011

TWELVE ORLANDO ORGANIZATIONS RECEIVE GRANT FUNDING

Orlando, Fla. – Twelve community-based organizations in Orlando have received grant funding to deliver programs and services that address healthy living and active lifestyles for the Parramore/Holden Heights community in downtown Orlando.

The \$100,000 in funding was made possible through allocations from Blue Cross and Blue Shield of Florida Foundation (BCBSF Foundation) as part of Embrace A Healthy Florida initiative, an ongoing effort to help communities of need access programs and services to adopt healthy lifestyles and reverse childhood obesity.

Members of the community and media are invited to attend a check presentation ceremony at 11am on Thursday, Dec. 8 at the Dr. J. B. Callahan Community Center, 101 N. Parramore Avenue, Orlando.

Approved grantees had to meet rigorous guidelines based on a community assessment that identified needs and gaps in the community. A task force, comprised of local businesses, churches, government, healthcare and community advocates worked with Embrace lead agency, the Health Council of East Central Florida and the R.O.C.K. Consortium – Reduce Obesity in Central Florida Kids - to conduct resident focus groups, examine existing policies and programs and develop a community call to action that would help grant seekers develop programs to meet the community's most pressing needs.

Programs will, for example, provide nutrition counseling and cooking demonstrations to families; offer exercise programs at community access points; provide high school students regular access to a Registered Dietician, and work with the Haitian community to develop a better understanding of the cultural issues and barriers to accessing preventive services. (For a full list of funded projects, see following pages).

The Parramore/Holden Heights community is host to approximately 7,000 households. There are limited transportation options, no access to a full service grocery store and limited outdoor areas considered safe enough for kids to play.

For more information about the BCBSF Foundation, visit online at www.bluefoundationfl.com.

PARRAMORE PROJECTS FUNDED THROUGH EMBRACE A HEALTHY FLORIDA GRANTS

Organization: Orange County School Readiness Coalition Inc. / DBA Early Learning Coalition of Orange County

Service Area: Parramore

Estimated number to be served: 75 families

Contact Info: Nina White, Tel: 407-841-6607

Email: nwhite@elcoc.org

Summary: This project is targeting 25 families 3x per year with Healthy Cooking Demonstrations/Nutrition Education classes provided by partner Hebni Nutrition Consultants (HNC). Three cycles impacts 75 families with children aged infant - 5 years of age.

Organization: East Central Florida Regional Planning Council

Service Area: Parramore

Estimated number to be served: 250 children, ages 5-17; 20 parents or guardians

Contact Info: McCue, Tara, Tel: 407- 262-7772

Email: tara@ecfrpc.org

Summary: The overall project goal is to lead underserved youth in Parramore at risk for overweight/obesity to improved health behaviors, and overall better health for life. GAO partners will facilitate physical activity programs geared to improve health, health literacy, fitness, flexibility, endurance, coordination, and weight-loss.

Organization: Hebni Nutrition Consultants, Inc. (HNC)

Service Area: Parramore

Estimated number to be served: 12 families (approximately 12 adults and 30 children)

Contact: Roniece A. Weaver, Tel: 407-345-7999

Email: hebni@aol.com

Summary: Project Oasis is an 8-week course which includes hands-on cooking classes, and nutrition education that aims to increase consumption of fruits and vegetables by families living in Parramore and Holden Heights. Families will attend 90 minute cooking classes once a week for eight weeks that will teach them how to prepare low-cost, healthy meals. Participants will be given a bag of ingredients which include fresh and frozen produce and recipe cards for meal preparation at home. Class topics include: Family-Style Meals, Nutrition for Young Children, Adolescents and Teens, Shopping for Groceries on a Limited Budget, Engaging Children in Shopping for and Cooking Healthy Foods, and Food and Kitchen Safety. Each class will have underlying themes of weight management and disease prevention. Hebni will use ingredients that are WIC and SNAP-approved.

Organization: MichelePuppets Inc.

Service Area: Parramore

Estimated number to be served: 400 Pre-K – 5th grade students and 200 parents

Contact: Tracey Conner, Tel: 407-898-7925

Email: Tracey@micheleuppuppets.org

Summary: MichelePuppets will deliver the nationally recognized "EXTREME Health Challenge" at four locations in the Parramore area of Orlando for approximately 400 K-5th grade students and more than 200 parents and community members at community access points located in the service area.

"EXTREME Health Challenge" is a live, interactive performance featuring puppet characters, humor and audience participation to promote good nutrition and active lifestyles for elementary students. Host sites will also be provided with activity guides, colorful message posters, and our Power Up for Health! DVD.

Organization: The Nemours Foundation

Service Area: Parramore

Estimated number to be served: 30-45 child care providers among 15-20 child care centers

Contact: Lloyd N Werk, Tel: (904) 697-4244

Email: LWerk@Nemours.org

Summary: Expansion of an existing, instrumental program that has already provided training about healthy eating and physical activity to 79 child care providers from 10 child care centers in Orlando (impacting 927 children ages 3 to 5).

This program will be expanded into the Parramore community utilizing existing community networks associated with the community access points to recruit approximately 30-45 child care providers among 15-20 child care centers/family day care homes.

Organization: The Center for Multicultural Wellness and Prevention, Inc. (CMWP)

Service Area: Parramore

Estimated number to be served: 100 survey participants and up to 48 focus group participants

Contact: Janelle M. Menard, Tel: 407-648-9440

Email: Jmenard@cmwp.org

Summary: New project to assess community perceptions of childhood obesity, knowledge of risk factors for childhood obesity, opinions about nutrition and physical activity, and community-defined barriers to health among Haitian residents of Parramore. Using two specific data collection methods to discern participants' knowledge and opinions of issues relevant to childhood obesity and health education learning preferences, the project will ultimately be applied to intervention methods to improve health outcomes and decrease chronic diseases.

Organization: New Image Youth Center Inc.

Service Area: Holden Heights and Parramore

Estimated number to be served: 150 children and adults

Program: Community Gardening and Active Living

Contact: Audrey D. Alexander, Tel: 407-796-6492

Email: Audrey_Alexander@doh.state.fl.us

Summary: New Image Youth Center will provide organic gardening and enhance the greening movement by improving the gardens already established at Parramore Community Garden and the New Image Community Garden.

The gardens will be reconfigured and security elements will be added to preserve them. The program will provide outreach to the youth and families working in the gardens; provide nutrition and cooking classes for the youth and engage youth in activities that promote physical activity. Target participants will come from the existing programs at New Image Youth Center as well as children and youth who participate in the Callahan Neighborhood Center (in Parramore) and adults who reside in the Parramore neighborhoods.

Organization: Central Florida Pharmacy Council Inc. (CFPC)

Service Area: Parramore

Estimated number to be served: 30 adolescent males

Contact: Angela Adams, Tel: 407-647-9339

Email: dra@blackmenshealthsummit.com

Summary: Food 4 Thought (F4T) is a food education series that will teach nutrition to 30 adolescent boys. FT4 is an extension of Crossing Bridges Hip Hop Health. The series will consist of four-2 hour classes for 15 boys. The boys will grow herbs for cooking, create healthy snack recipes and publish them in a journal, and participate in field trips to a grocery and fast food restaurant. The class series will be conducted at community access sites in Parramore.

African American **male** chefs/health educators will instruct all of the classes. The students will learn the importance of making healthy food choices and become familiar with good nutrition principles. The teens will be encouraged to eat a variety of foods to include fruits, vegetables, whole grain, and to eat lower fat food more often. The goal of F4T is to improve Teen's lifelong eating habits.

Organization: Mt. Zion Missionary Baptist Institutional Church Inc.

Service Area: Parramore

Estimated number to be served: 60 children and 40 adults

Contact: Robert M. Spooney, Tel: 407-423-0023

Email: Rmspooney@yahoo.com

Summary: Eating Smart will consist of two-6 week programs annually, plus monthly cooking and nutrition demonstrations for those participating in the existing weekly food giveaway at Mt Zion Missionary Baptist Church. The six week programs will use "Eat Smart Play Hard initiative," developed by the USDA. The monthly cooking demonstrations for the food giveaway will focus on fruit and vegetable consumption and offer participants the chance to prepare/taste the produce received through our food giveaway program, which will increase the probability they will prepare them at home.

Organization: Orlando Health Foundation / The Howard Phillips Center for Children & Families

Service Area: Parramore

Estimated number to be served: 50 youths

Program: Teen Xpress (TX)/Healthy Me Initiative

Contact: Rita M. Soza-Vento, Ph.D. Tel: 407-317-7430 X2154

Email: Rita.Vento@orlandohealth.com

Summary: In collaboration with Orange County Public Schools, middle and high schools with the highest rates of academic underachievement and enrollment in free and reduced school-lunch are identified for service provision.

The initiative provides five components: 1) a six-week nutrition course facilitated by a Registered Dietician (RD); 2) a Community Care Coordinator who coordinates referrals and works with families to implement healthy living strategies; 3) one-on-one access to a RD; 4) food packs that provide nutritionally balanced meal options and; 5) weekly structured physical activities. All of these components teach youth how to make healthy choices within their environment. The ultimate goal is to alleviate obesity and chronic medical conditions, leading to improved health and well-being. Program will provide a Registered Dietician to Jones High School (serving Parramore students) weekly to work individually with youth on dietary habits.

Organization: Bridge to Independence Inc. (BTI)

Service Area: Parramore

Estimated number to be served: 90 youth

Program: Healthy and Physical Fitness Programs

Contact: Nicole Phillips Hollis, Tel: 407-246-8474

Email: nicolephollis@aol.com

Summary: Bridge to Independence (BTI) Private School is located in the Parramore area providing education to K-9 students. It is our goal that BTI students will increase days of participation in physical education weekly. Bridge to Independence School has collaborated with Teen Xpress, HEBNI Nutrition Consultants and Orange County Health Department to provide a series of physical educational fitness program and nutrition classes. BTI will also develop an association of educators and administrators and will utilize and integrate Florida Sunshine State standards and benchmarks to guide policies and procedures that will support each school mission and support of programs.

Organization: Orange County Health Department

Service Area: Parramore

Estimated number to be served: 136+

Contact: David Overfield, Tel: 407-858-1400 ext. 1171

Email: david_overfield@doh.state.fl.us

Summary: Orange County Health Department (OCHD) will incorporate nutrition training; menu planning; and daily physical activity education into pre-existing Early Learning Coalition (ELC) childcare provider inspection visits. In addition, the project will give ELC providers of children ages birth to 5 years (B-5) materials to plant a raised garden bed to teach the children about growing their own food and help provide them nutritional food. This project will target underserved children and their providers in Lake Dot, Callahan, Parramore and Holden Heights communities. The project will also partner with four (4) Orange County Head Start locations in the target area.

Education and activities will center on the garden, health and nutrition and incorporating an active lifestyle. The OCHD Women Infants and Children (WIC) program is a federally funded program that safeguards the health of low-income women, infants, and children up to age 5 who are at nutrition risk. The program provides nutritious foods to supplement diets, information on healthy eating, and referrals to health care. Green Sprouts will consult with WIC staff to provide participating centers nutritional information. In addition, with guidance from WIC nutritionists, we will encourage the implementation of healthy alternatives

where appropriate to improve the overall nutrition of prepared meals. Themes shall focus on US Department of Agriculture (USDA) guidelines and the introduction of “My Plate”.