



COMMUNITIES PUTTING PREVENTION TO WORK

Monthly Update

August 2011

MIAMI-DADE CPPW UPDATES

- A training was conducted with CPPW staff on August 1st for the observational assessments that will take place for the various goals between September 2011 and February 2012.
- The Leadership Team convened to discuss CPPW progress and the policy/strategies plan.
- The unveiling of the reimbursable healthy vending machines at Miami-Dade County Public Schools took place on August 19th at Miami Beach Senior High School.
- A teleconference call with other CPPW Florida communities (Pinellas County, Orange County, State) took place to discuss the progress of the various CPPW initiatives.
- Several meetings took place to start planning for the Make Healthy Happen Showcase that will take place on September 30th. Providers will be showcasing their efforts through presentations and posters.
- The Child Care Centers (Goal 3) and WalkSafe (Goal 10) policy brief have been completed with the assistance of Public Health Law and Policy.
- The Breastfeeding Providers worked collaboratively with Baby Friendly USA to conduct 40 hours of train-the-trainer with employees from 10 different hospitals.

MEDIA CAMPAIGN

- CPPW Media Providers continue to promote Make Healthy Happen Miami through TV, radio, print ads and attendance at various events.
- Additionally, news releases were recently submitted to various media outlets to highlight specific efforts in the Spanish and Haitian communities.

NATIONAL CPPW HIGHLIGHTS

Philadelphia, PA: Executive Order for Worksite Lactation Support Policy Signed for City of Philadelphia Employees
On August 9, 2011, Mayor Michael Nutter signed an Executive Order for Worksite Lactation Support for City of Philadelphia Employees. The Executive Order addresses the following:
1) Lactating employees are allowed to use break time and leave to express breast milk; 2) All City buildings are required to have lactation rooms, or lactation rooms located in readily accessible City facilities; and 3) City worksites are to have designated space in refrigerators or freezers for storing expressed breast milk. All new employees and employees leaving and returning from maternity leave will be informed of the City's breastfeeding policy by the department HR manager. The Order was effective immediately and will impact about 25,000 City employees.

Douglas County, NE: "Fruitful" Start Neighborhood Stores
Omaha store owners have partnered with Douglas County's Healthy Neighborhood Stores (HNS) initiative to increase both healthy options and profits. JNJ Grocery and JND Grocery (whose customers are mostly African-American, single female heads of households, and families in north Omaha) have found simple, workable way to increase the availability of low-fat milk, fresh fruits and vegetables, whole grains and lean meats. Both stores are now consistently selling out of produce by pre-packaging fruits and vegetables in grab-and-go containers. Customers with only a small amount of money available (including WIC participants) like the lower cost commitment and not having the guesswork of price per pound. Changes are supported by in-store education opportunities, which have been provided to more than 1,000 individuals on how to prepare, store and cook healthy food items. The stores involved with this initiative are located in the East Northeast section of Douglas County, which has a population of over 44,000.

PROGRESS CPPW GOAL 5: PHYSICAL ACTIVITY IN MDCPS

Alliance for a Healthier Generation

- Established a cadre of coaches to build capacity to sustain the Healthy Schools Program
- 75 MDCPS will be receiving funding through mini-grants later this year
- 4 coaches and their schools received bronze and silver recognition as part of the National Recognition Program.

Miami-Dade County Public Schools (MDCPS)

