A photograph of two young girls of African descent smiling and eating from plastic cups. The girl in the foreground is wearing a purple Superman t-shirt and a black headband with a pink flower. The girl in the background is wearing a blue t-shirt and a pink headband. They are both holding clear plastic cups with orange-colored drinks and white straws. The background is a solid blue color.

**A Community Call to Action  
to Address Childhood Obesity  
in Sulphur Springs (Tampa, Florida)**

**CREATING  
A HEALTHIER  
SULPHUR SPRINGS  
FOR KIDS!**





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## DEAR FRIENDS OF SULPHUR SPRINGS,

All across the U.S., childhood obesity rates have soared over the last few decades. Our community in Sulphur Springs has not been immune. In an effort to address this epidemic on the local level, the Tampa Area Metropolitan YMCA along with the residents of Sulphur Springs and a host of community partners present this Call to Action Report. Supported by funding from the Blue Cross and Blue Shield of Florida Foundation, the *Creating a Healthier Sulphur Springs for Kids Call to Action* builds on existing efforts of the Tampa Y aimed to tackle childhood obesity head on using a multi-faceted approach: implementing educational opportunities, policy changes and new programs that promote healthy eating and physical activity.

Obesity is a real threat to health. One in three children are obese or overweight in the U.S. This disease puts children at risk for other chronic conditions that were once only seen in adult populations including cardiovascular disease and type 2 diabetes. Obesity can also lead to increased absences from school, a low self-image and even depression. Overweight and obese youth often don't do as well in school as their healthier, more physically active classmates.

One key to fighting childhood obesity is prevention. That's why the Y has made preventing childhood obesity a priority. We're working arm-in-arm with children and families to identify the resources and support necessary to embrace a healthier lifestyle. Sulphur Springs is a unique, yet highly impoverished community and health challenges have disproportionately impacted kids and families who live here. Our partnership with the Blue Cross and Blue Shield of Florida Foundation offers strategic opportunities for families in Sulphur Springs to learn about and experience healthier food options and increased physical activity. We've engaged residents and community partners in creating solutions that will work specifically for the Sulphur Springs community.

All of our efforts to reduce childhood obesity are centered around the 5-2-1-Almost None campaign. This campaign, developed by Nemours Health & Prevention Services, is an easy-to-remember daily plan for leading a healthy lifestyle—five servings of fruits and vegetables; two hours or less of screen time; one hour of moderate to vigorous physical activity; and almost no sodas and sugary-sweetened sports and fruit drinks. At the Y, our goal is to merge the ideas behind the 5-2-1-Almost None campaign with fun, educational and supportive initiatives and programs that help families realize healthy and sustainable behavior changes.

The bottom line: it's important for families to become more active and to have access to healthy foods. We know that parents' activities play a direct role in how kids approach a healthier lifestyle. That's why the Y is leading the charge to help the whole family become healthier. We're working with more than two dozen community organizations and a variety of neighborhood residents to create programs and support initiatives that help families make the changes together while having fun and developing healthy habits for life.

In Service,



**Tom Looby**  
President/CEO, Tampa  
Metropolitan Area YMCA



**Maureen Chiodini**  
Associate Vice President,  
Tampa Metropolitan Area YMCA



**Cheryl Pollock**  
Senior Consultant, Strategic Projects  
Tampa Metropolitan Area YMCA



**Tom Looby**



**Maureen Chiodini**



**Cheryl Pollock**

## EXECUTIVE SUMMARY



**With nearly 38 percent of Floridians classified as overweight and 25 percent classified as obese, the need for positive change is clear. By focusing on childhood obesity, we can change the tide of this epidemic. Preventing obesity by ensuring those who need services can find them is the first step we must take.**

In August 2010, the Tampa Metropolitan YMCA received funding from the Blue Cross and Blue Shield of Florida Foundation's *Embrace a Healthy Florida* childhood obesity initiative. The goal: To develop a coalition-based model program to address childhood obesity in the community of Sulphur Springs, an urban neighborhood in the City of Tampa. The Coalition in Sulphur Springs, named the Creating a Healthier Sulphur Springs for Kids (CHSSK) Coalition, has brought together various stakeholders including adult and youth residents; staff from non-profit organizations providing services in the neighborhood; local government employees; university students and faculty; and local elected officials to examine the structural factors related to childhood obesity including social, economic, political and environmental causes.

### Convening a Community

The Tampa Metropolitan YMCA took the lead in coordinating these efforts and convening the Coalition. The Tampa Y was uniquely poised to lead a local childhood obesity prevention effort in Sulphur Springs, as it was already running comprehensive programs aimed at obesity prevention including the "Let Me Play" youth running program and the YMCA Diabetes Prevention Program. Additionally, the Tampa Y staff spearheaded the effort to expand early childhood-related efforts with the launch of Layla's House, an early childhood community learning center and has played a critical role in efforts to bring service providers and residents together through the *Neighborhood of Promise* initiative.

The CHSSK emerged from a collaborative process. Early in the first year of funding, the Tampa Y staff attended the meetings of the Sulphur Springs Action League Neighborhood Association as well as other community groups' meetings, and met with local nonprofits working in the neighborhood to raise awareness about efforts related to childhood obesity and to develop the Coalition. Among these stakeholders, a core group that was both passionate about childhood obesity and able to dedicate regular time and effort came together to form a task force that would steer the CHSSK initiative. A full list of task force members can be found in Appendix A (see page 24).

### Our Goal

The overarching goal of the CHSSK initiative is to help ensure a community-based approach. By creating a strong coalition, community members, local children and local service providers are able to play a part in creating an intervention that is specifically tailored to their community. In a community that has had negative experiences with researchers and in

which many feel they are overanalyzed with little to no benefit, the community-based nature of the CHSSK initiative seeks to engage community members in the research and, theoretically, to act upon the solutions identified through the research. In this vein, it was critical for Sulphur Springs' residents to steer the data collection process.

## Steps to Action

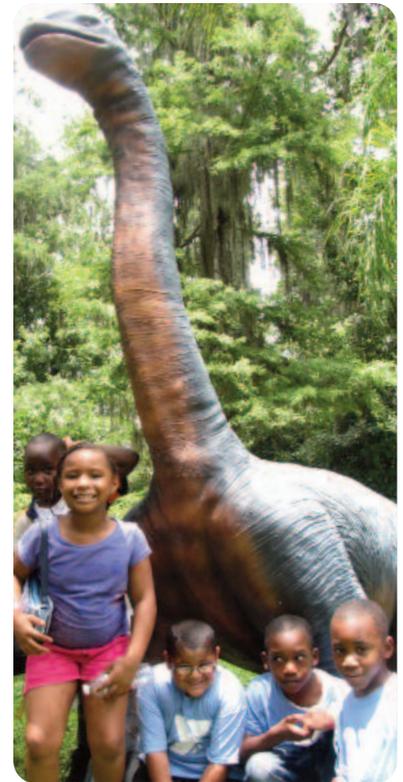
One of the primary steps the task force deemed necessary included a door-to-door canvassing effort to increase awareness about community resources and solicit feedback via a survey to understand the health habits of residents. Over the past few years, many new projects have emerged in Sulphur Springs and the group felt that lack of awareness stifled involvement. The CHSSK initiative would unfold entirely as residents engaged and put forth their ideas to direct it. Working in unison with the Sulphur Springs Action League Neighborhood Association was vital to build upon community assets and the community engagement efforts they had built. There was consensus that resident engagement at an unprecedented level was critical and must be a priority for the initiative. Therefore, residents largely created the content of the door-to-door survey. Further, the Neighborhood Association positioned itself as the "gatekeeper" leadership organization in the community. It was agreed that the survey would include one to two questions about the Neighborhood Association and they would provide specific handouts to elicit involvement and awareness from residents. (For more information on the survey and data collection, see page 18 as well as Appendix D on page 29.)

The community, via the door-to-door survey and a community forum ultimately identified six key areas related to childhood obesity they felt were the most important in Sulphur Springs.

### The six key areas are:

- Food and Nutrition
- Community Outreach
- Child Care, Youth and Families
- Healthy Living
- Access to Care
- Safety, Access and Community Pride

With true community-identified focus in hand, six aligned advisory groups were created to better understand these domains. (For a description of each advisory group, its goals and objectives and list of members, please see Appendix B on page 25.) The advisory groups used various research methods to further examine the health concerns of Sulphur Springs' residents. These methods included secondary data analysis, surveys and focus groups, among others. Using the information from residents and recommendations from the advisory groups, the task force was able to create a series of priorities in the *Call to Action* that will guide the work of the CHSSK initiative.



# ABOUT SULPHUR SPRINGS

Sulphur Springs Demographics  
2005 – 2009 American Community  
Survey, U.S. Census Bureau



## Census Tract 7, Hillsborough County, Florida

### Population: 6,035

- Male: 46.6%
- Female: 53.4%
- Median Age: 26.0 years
- Under 5 years of age: 6.0%
- Under 18 years of age: 40.7%
- 18 years and over: 57.6%
- 65 Years and Over: 1.7%

### Households: 2,056 (estimate)

- Average household size: 2.94
- Average family size: 3.22

### Race/Ethnicity:

- Black or African-American: 66.5%
- White: 30.7%
- American Indian or Alaska Native: 1.0%
- Two or more races: 0.9%
- Hispanic or Latino (of any race): 15.9%

### Social and Economic Characteristics:

- Population 25 and older with:
  - High School Degree or Higher: 77.2%
  - Bachelor's Degree or Higher: 8.0%
- Foreign born: 4.9%
- Speak a language at home other than English: 19.6%
- In labor force (16 and over): 63.8%
- Families below poverty level: 45.0%

### Housing Characteristics:

- Owner-occupied housing units: 33.5%
- Renter-occupied housing units: 66.5%

## OUR GOALS AND OBJECTIVES

The goal of the CHSSK is to promote healthy eating and active living by leveraging the strengths of the individuals who live, work and play in the Sulphur Springs community.

To meet this goal, the Coalition has set forth the following objectives:

- Increase healthy food options in Sulphur Springs.
- Increase safety in our play spaces.
- Increase opportunities for people in Sulphur Springs to interact and be involved.
- Promote community health education.
- Increase healthy eating and active living for children and families.

## CHILDHOOD OBESITY: WHAT IS IT?

Childhood obesity as a health concern is generally conceptualized in two ways: overweight and obese. While both overweight and obese refer to a weight significantly higher than the average person, the two terms are not synonymous. Overweight is defined as excess body weight at a particular height due to fat, muscle, bone, water or a combination of these factors. Obesity is defined by excess body fat. In adults, overweight is categorized by individuals having a body mass index (BMI) between 25 and 30, and obesity includes individuals with a BMI of 30 and above. BMI is a measure of weight and height, as weight alone is not enough to determine overweight or obese status.

Determining overweight and obesity in children is a more complicated matter due to the natural patterns of child growth. These patterns can affect body mass due to the way fat and water are stored at different times in children's growth cycle as well as patterns of bone growth and body development. Because of these factors, it is critical to incorporate age into the determination of a child's weight status. By including age in the calculation of a child's BMI, a BMI-for-age score can be calculated. This calculation compares a child to an average and results in a percentile score. Children at the 85<sup>th</sup> percentile for BMI-for-age up to but not including the 95<sup>th</sup> percentile, are categorized as overweight; while children at and above the 95<sup>th</sup> percentile are categorized as obese.<sup>2</sup>

Childhood obesity is a complex issue, and medicine and science are just beginning to understand the full complexity. The root cause of obesity (for children and adults) is a caloric imbalance, that is to say that too few calories are used by the body for the amount consumed.<sup>1</sup> Medicine has long understood the behavioral factors related to childhood obesity, but the genetic, social and environmental factors that cause obesity have only recently come to light. This knowledge has helped show that we cannot place the blame for obesity solely on the individual or the parent. To understand and ultimately reduce childhood obesity, we must look at behavior, society and the environment.



## Preventing Childhood Obesity Using Nemours 5-2-1-Almost None

One key to fighting childhood obesity is prevention. That's why the Y is working to arm children and parents with the resources and support they need to prevent childhood obesity. We do this by providing area families with information about 5-2-1-Almost None. This campaign, developed by Nemours Health & Prevention Services, is an easy-to-remember plan for healthy living. It stands for: 5 servings of fruits and vegetables per day; 2 hours or less of screen time; 1 hour of moderate to vigorous physical activity every day; and 0 sodas and sugary-sweetened sports and fruit drinks.

Perhaps one of the most important aspects of the 5-2-1-Almost None campaign is the physical activity component. Vigorous physical activity for 60 minutes each day can significantly lower a child's chances of becoming overweight or obese. The Tampa Y offers many youth wellness and fitness classes, from kids' yoga to teen spin classes, to increase activity among children as young as four. But families can get moving in many different ways — bike rides, family walks, a game of tag and even a family dance party can provide health benefits as well as quality family time.

## LAYING THE GROUNDWORK

### OUR PURPOSE

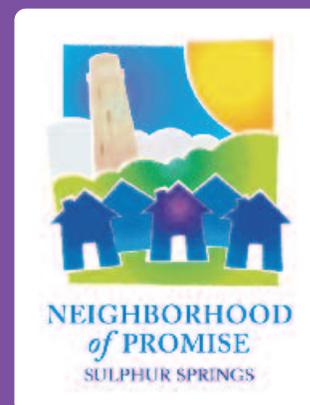
CHSSK is committed to a community-based approach to understanding the role of childhood obesity in our neighborhood, and applying local knowledge and skills to improve the health of our children. From inception, the CHSSK task force has emphasized the importance of our community's knowledge base; efforts took the initiative door-to-door to receive Sulphur Springs' residents input regarding the neighborhood's assets as well as barriers to health. This work was accomplished using a brief survey constructed with resident input and feedback. Many neighborhood residents also serve as members of the task force and have helped to steer the CHSSK initiative from the beginning.

An existing strength of Sulphur Springs is the sheer number of service providers who are passionately working to improve the health and well-being of neighborhood residents. The CHSSK task force is comprised of representatives from many of these groups. Our hope is that by coordinating efforts and leveraging resources, we'll maximize the impact of the collective work going on in our community. Through the efforts of the advisory teams working under the task force, needs have been identified and goals have been created. This collaborative approach has aligned the work of many neighborhood service providers and created a framework and clear path for future efforts.

### CHILDHOOD OBESITY: WHY IT MATTERS

Roughly two-thirds of adult Americans and Floridians are classified as overweight or obese. Obesity is a real health concern for the nation and for our state. Hillsborough County is not immune to this epidemic; in fact, we see slightly higher rates of adult obesity in our county.<sup>1</sup> Research has shown that obese children are far more likely to become obese adults. If we are going to reduce the rate of overweight and obese adults, we need to focus on prevention efforts among our children.<sup>2</sup> With 20 percent of Hillsborough County's children classified as overweight or obese, there is a clear opportunity to improve the health of the community and improve the lives of our children.<sup>1</sup>

Obesity is a complex medical condition that has many harmful effects, especially in children. Health effects in obese children include an increased risk for high blood pressure and high cholesterol, type 2 diabetes, sleep apnea, asthma and joint problems, among other conditions.<sup>3,4,5,6</sup> Ultimately, chronic overweight and obesity among our youth may increase their risk of even more serious health concerns in adulthood, including heart disease and some forms of cancer.<sup>7</sup> Beyond physical health, childhood obesity also takes a social and psychological toll on children. Obese children are more likely to suffer discrimination and poor self-esteem, which not only affects them as children, but can persist into adulthood.<sup>8</sup>



## Neighborhood of Promise

Part of the broader *Neighborhood of Promise* initiatives, the Health & Safety workgroup was boosted by a grant from the Blue Cross and Blue Shield of Florida Foundation. Monies received funded a community engagement process to support the development of a Call to Action that would prioritize programs and resources to reduce and prevent rates of childhood obesity in Sulphur Springs.

Community residents, local providers and other stakeholders came together and formed Creating a Healthier Sulphur Springs for Kids. The year-long community engagement process resulted in six focus areas: Food & Nutrition; Community Outreach; Safety, Access and Community Pride; Healthy Living; Childcare, Youth & Families; and Access to Care. These six areas are led by service providers and residents who are committed to improving the health of youth in Sulphur Springs.

The teams collected data, interviewed neighbors and conducted focus groups with students, parents and practitioners to gather information that ultimately created the *Call to Action: A Community Plan to Reduce Childhood Obesity in Sulphur Springs*. Sulphur Springs is one of only six targeted communities in the state of Florida for which the Blue Cross and Blue Shield of Florida Foundation has committed \$8 million over a five-year period (2010-2015) to improve the health of children and youth.

	US	Florida	Hillsborough County
Adult Overweight	36.3% <sup>1</sup>	38.0% <sup>2</sup>	37.8% <sup>2</sup>
Adult Obesity	27.6% <sup>1</sup>	25.4% <sup>2</sup>	24.1% <sup>2</sup>
Child BMI at/above 95%		11.3% <sup>2</sup> / 11.0% <sup>2</sup>	11.1% <sup>2</sup> / 9.5% <sup>2</sup>
Child Overweight	15.8% <sup>3</sup>	14.7% <sup>3</sup>	
Child Obesity	12.0% <sup>3</sup>	10.3% <sup>3</sup>	
Diabetes	8.7% <sup>1</sup>	6.3% <sup>11,2</sup>	8.7% <sup>2</sup>
Hypertension	28.7% <sup>1</sup>	28.2% <sup>1,2</sup>	22.2% <sup>2</sup>

While researchers have known about the growing epidemic for some time, First Lady Michelle Obama helped to bring national attention to the issue with the “Let’s Move” campaign. The goal of this national movement is to solve the problem of childhood obesity within one generation so that children born today can reach adulthood at a healthy weight. Through this initiative, both private and public sector resources are being mobilized to build effective strategies to help kids become more active, eat better and ultimately, be healthier.

Locally, there are many efforts aimed at preventing childhood obesity. The Hillsborough County Health Department works in tandem with many community partners including the Tampa Y to prevent overweight and obesity. The STEPS program, funded by the Centers for Disease Control & Prevention (CDC) and administered locally by the Health Department, focuses on health disparities and encourages low-income residents to eat well and increase physical activity. The Hillsborough County Health Department also provides several programs at the community level to promote health and prevent and reduce obesity and its comorbidities.

The table above illustrates the widespread nature of the obesity epidemic in the United States and Florida. While childhood obesity (and adult obesity) cuts across economic boundaries, obesity is a health disparity, with low-income individuals more likely to be overweight or obese than those in higher income brackets.<sup>9</sup>



## Sulphur Springs Goes KaBOOM! for Kids

There's a play deficit in America, but children and families attending Layla's House in Sulphur Springs won't be deficient in outdoor, healthy play time thanks to a new KaBOOM! playground and edible garden.

The developmentally-appropriate playground and edible garden will be located on the grounds of Layla's House, and will be accessible for preschool-aged children participating in Layla's House programs. Layla's House is the Tampa Y's early childhood and parent learning center.

The KaBOOM! playground project at Layla's House kicked off in October 2011 with Design Day. This five-hour event provided an hour for kids to draw the playground of their dreams, and more than three hours for adults interested in being part of the playground planning committee to talk about their needs and identify a "wish list" of play equipment.

The kids participating in Design Day were Sulphur Springs Elementary students from the Y's Community Learning Center after-school program. Many of them have younger siblings who will soon be playing in the KaBOOM! playground.

*Continued on adjacent sidebar*

## A COMMUNITY PROCESS

In the one-square-mile neighborhood of Sulphur Springs, there are an estimated 1,500 residences. During the initial planning for the canvassing, information was gathered from the City of Tampa (street listing with residences and the Census Bureau) and the Tampa Police Department (grid maps clearly identifying the neighborhood streets). The information gathered did not provide clarity on vacancies, as the community has a significant amount of foreclosures and vacant properties. Due to the vacancies, and to alleviate safety concerns, safety training was included in canvassing training for volunteers and caution was used when canvassing.

Surveys were completed orally to reduce any issues related to reading ability, as well as to have a person available to answer any questions related to the survey or initiative as a whole. To conduct these surveys in an oral, door-to-door fashion, volunteers were recruited to assist in data collection. YMCA staff conducted training sessions with volunteers to educate them on the survey instrument, data collection protocols and the history and purpose of the CHSSK initiative. Forty volunteers were recruited, trained and utilized in data collection. Of the 40 volunteers, approximately 30 percent were community residents interested and engaged in childhood obesity prevention and health efforts; the remainder were recruited from non-profit organizations active in Sulphur Springs, the University of Tampa and the University of South Florida.

## The Results

On January 30, 2011, 243 surveys were completed (approximately 18 percent of all households in Sulphur Springs). The average number of residents in each household was 3.87. Age breakdowns of the participants who completed the survey: 46.7 percent were ages 18 to 35; 39.6 percent were ages 36 to 55; and only 13.7 percent were age 56 or older, reflecting the large population of young adults (and children) living in the community. The ethnicity of participants was reflective of the overall population with 74.1 percent self-reporting their ethnicity/race as African-American, 14 percent Caucasian and 10.1 percent Hispanic or Latino.

The domain of access to healthy foods included questions about shopping habits, as well as consumption of fruits and vegetables. Most participants shopped at the Wal-Mart Neighborhood Market (about one mile from the center of the community, but requires transport as it is highly unwalkable). While roughly 72 percent shop at this Wal-Mart for groceries in general, and 60 percent for fruits and vegetables, there is only a 50 percent chance that a resident will shop at the same store for produce and groceries. This indicates that price, quality and other factors influence the decision of residents to shop in multiple

## There were six domains assessed in the survey:

- Access to Healthy Foods
- Parents and Families
- Child Care and Schools
- Built Environment
- Marketing
- Health Care

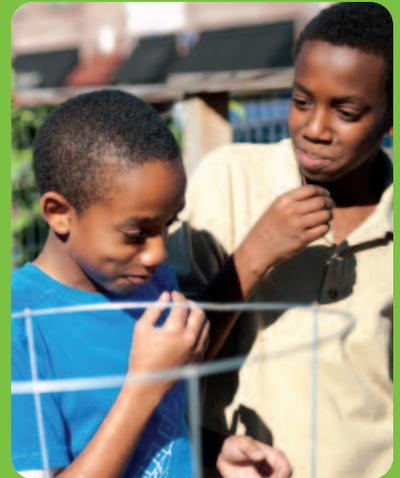
locales for their fresh produce. A surprising 10 percent of residents indicated they shopped at the farmers market that is located five miles from the center of Sulphur Springs. While the vast majority of respondents (75.7 percent) indicated that they perceived fresh fruits and vegetables to be affordable. However, this is likely a socially desirable response since so many stores were frequented when shopping for fruits and vegetables, as well as the fact that only 8.5 percent self-reported meeting the five-a-day fruit and vegetable dietary requirement. This number may seem shockingly low, but it is not far off from the approximate 20 percent of Hillsborough County residents who meet this requirement.

### Healthy Food at Home and School

The domain of parents and families included questions to assess the home food environment. Sixty-five percent of respondents who were the self-reported head of household did the cooking in the home, while 15 percent relied on a spouse to cook and nine percent relied on a parent to do the cooking. Not surprisingly, chicken (prepared baked, fried and other ways) was indicated as the most common favorite food. Macaroni and cheese, greens, and rice and beans were also indicated as favorites. Somewhat surprisingly, and without prompting, broccoli was mentioned as a favorite side dish.

### Healthy Kids at Play

In the domain of child care and schools, it is known from the school district that 94.2 percent of residents are eligible for free or reduced lunch, nearly two times the rate for Hillsborough County and more than twice the rate for the State of Florida and the national participation rate. Hillsborough County Schools offer free breakfast for all students regardless of free/reduced eligibility, and Sulphur Springs has one of the highest participation rates for school breakfast in the county at approximately 90 percent. It is known that green space in Sulphur Springs is limited. While there are several parks in or near the community and sidewalks, in all, the built environment lacks central, large places to be active. While survey respondents were asked how often they are physically active, data are not comparable to national, state or county data, as the level of physical activity



*Continued from adjacent sidebar*

Design Day was also a time to rally the community, get them involved in the planning process and receive their input on the playground design. Past experiences have proven that the more involved a community is at Design Day, the greater their participation throughout the entire project.

The next step in the development of the playground and edible garden is to provide the “wish list” items to manufacturers so they can design three potential playground plans. Once a final design is picked, the playground will be built on January 7, 2012.

The new playground and garden at Layla's House will meet several core goals for the Creating a Healthier Sulphur Springs for Kids initiative by increasing access to safe places for play and healthy foods.

Along with the professional consultation of the nationally recognized playground experts, KaBOOM!, funding partners for the new playground and edible garden include the Tampa Bay Rays and the Tampa Kiwanis Foundation.



(mild, moderate or vigorous) was not assessed. These concepts were difficult to explain in the confines of a brief survey. Previous research by task force members has shown that Sulphur Springs Elementary School students are moderately physically active with an average Physical Activity Questionnaire (PAQ-C) score of 3.2 out of 5. Seventy-two percent of parents reported on the survey that their children play outside. Walkability in Sulphur Springs is somewhat low with a score of 69 out of 100. This is directly related to limited sidewalk access in the community, limited public transit options and the presence of very large thoroughfares on the borders of the community. Approximately 67 percent of residents report their own vehicle as their primary mode of transport and 22 percent rely on public transit.<sup>16</sup>

The domain of marketing was assessed in the survey via a question about screen time, or the amount of time children spend in front of the television (including video games) or on a computer (for non-school purposes) each day. Screen time is important, both as a measure of marketing, as well as an indicator of sedentary behaviors. Current research indicates that screen time is an important measure, not only because it may replace physical activity time,<sup>17</sup> but also because it can lead to increased food consumption and exposure to advertising for “junk foods.” Parent survey responses indicate that Sulphur Springs’ kids exceed the state and national rates of screen time, with 43 percent spending three or more hours in front of the television or computer each day.

## Access to Health Care

The final domain of the survey assessed dimensions of health care. Approximately half of survey respondents indicated they see a private doctor, while 31 percent visit the local health center run by the Hillsborough County Health Department. Eleven percent of respondents relied solely on local emergency rooms and 7.4 percent said they had no access to health care. Most residents reported that they received their health information from their medical provider, but many also utilized magazines, television and the Internet to access health information. Residents were also asked what they perceived to be the greatest health concerns of the community: half of respondents indicated diabetes was a concern; 40 percent also felt that hypertension was an issue; and a third indicated obesity was a concern.



## A Community Collaboration

A key collaborator in the survey process was the Sulphur Springs Action League, which is the official name of the Neighborhood Association. The Neighborhood Association was interested in understanding perceptions and familiarity of the Association in the community, and therefore, two questions about the Association were added to the survey. Roughly 50 percent of residents were aware of the Neighborhood Association, while 50 percent had never heard of it. Of those residents who were aware of the Neighborhood Association, the most common reason to join the group was to help the neighborhood. Of those who were unaware of the Association, the most common reason to join the group was to have a say in what happens in the community.

The survey results paint a clear picture of the health of the community and the concerns that residents feel are the most important. The data collected was used to create the topical advisory groups working under the task force, and advisory group leaders also used it as a starting point to look at strengths and weaknesses in the community. From this starting point, the advisory groups used various research methods to further examine the health concerns of Sulphur Springs residents. Methods used included secondary data analysis, surveys and focus groups, among others. These methods and data are further detailed in the Call to Action section of this document on pages 14 – 15.

Additional data were collected to help determine a name and logo for the Creating a Healthier Sulphur Springs for Kids (CHSSK) initiative. This process began with a small campaign to ask the children at several out-of-school-time care facilities to draw what they thought a healthy Sulphur Springs looked like. While this was happening, the task force, comprised of residents, local service providers, university researchers and local leaders, worked on creating a name for the group. Various iterations of the name were informally brought back to residents via service providers and feedback was brought back to the task force. Finally, a series of names and logos were pre-tested in three focus groups with children from the Tampa Y's Community Learning Center summer program. These focus groups found one name and logo that conveyed the full range of issues that the initiative would work to address, while still reading as "fun" and visually appealing to children.



## Initiative Has Girls Running Toward Better Health

Before joining the Sulphur Springs Elementary Girls on the Run program, running to get healthy was last on Mercedes' list of things to do. But that's all changed now that she's learned how feeling better about herself and living healthier is as easy as, well, running.

The Girls on the Run initiative began in 1996 in North Carolina and has spread to 150 cities across the U.S. The program at Sulphur Springs and Bay Crest Elementary Schools is a partnership between the Tampa Metropolitan Area YMCA and Frameworks, formerly The Ophelia Project and Boys Initiative of Tampa Bay. The goal is to help girls build confidence, self-esteem and other life skills while training to run a 5K race (3.1 miles).

*Continued on adjacent sidebar*

## COMMUNITY ENGAGEMENT

### Developing a Community Resource Map

As a fundamental step in the initial process, the members of the CHSSK Coalition decided to create a map of existing resources in Sulphur Springs and frequently-accessed services on the outskirts of Sulphur Springs. To expedite this project, a university partner used Google Maps to initiate the creation of the map. Our partner conducted a physical assessment of assets using research skills, and the United Way of Tampa Bay supplied a listing of all providers that submitted an overview of services they offer in Sulphur Springs. Additionally, the phone book was used to identify businesses and medical resources within or near the community. Finally, in a task force meeting, residents and providers were given the opportunity to add or retract resources as they saw fit. Many of these community resources were incorporated into a map with support from the Tampa Y's Marketing and Communications department. Since it became apparent that we could not fit every resource on this tool, a more comprehensive mapping exercise was deemed necessary for the community action plan.

The final piece was printed in color and clearly labeled the most frequently accessed resources in Sulphur Springs (see page 34).

### The Healthy Habits Survey

A survey was developed that would help CHSSK gain a better understanding of the perceptions, habits and intentions of Sulphur Springs' residents as related to creating a healthier community. The survey tool from War on Poverty-Florida's efforts in Opa-Locka was used as a model for the Sulphur Springs Healthy Habits Survey. The Y staff started with the Opa-Locka survey and removed any questions they felt were not applicable or of interest to Sulphur Springs. Additionally, new topic areas were identified to address within the survey.

With the staff recommendations in hand, a graduate student working with the project was tasked with drafting the survey. Questions for themes not addressed in the Opa-Locka survey were identified from validated survey instruments, in particular the Youth Risk Behavior Surveillance System<sup>1</sup> and Behavioral Risk Factor Surveillance System.<sup>2</sup> Once a draft was completed, the Y brought the survey to the CHSSK Coalition and community residents to receive their feedback during two meetings. The feedback was then incorporated into the final draft of the survey.

## Community Canvassing

The YMCA spearheaded the CHSSK Coalition's community canvassing plans. The first objective was to identify a date. The MLK Day of Service was quickly agreed upon and planning commenced to conduct a large-scale, door-to-door canvassing on January 17, 2011, with two purposes: (1) increase awareness about Sulphur Springs' resources via an easy-to-use map and pamphlets; and (2) conduct a brief survey about residents' health habits.

With support from Tampa Y staff, the community coordinator embarked on a plan to recruit volunteers using personal contacts and flyers via e-mail. A series of mini-trainings were scheduled during the winter holidays and the beginning of January. The trainings were specifically prepared for block leaders, as well as individual canvassers. More than 75 volunteers were recruited and ready to canvass at the conclusion of trainings.

Severe weather was predicted for the day of service. So, on the evening of January 16, the team made the difficult decision to postpone the canvassing effort due to torrential rains and thunderstorms expected the next day. A subsequent date was selected and the canvassing effort took place on January 30. Though a Sunday, careful consideration was taken to avoid major community events happening on the two Saturdays following January 17.

On January 30, 2011, approximately 40 volunteers participated in the first-ever, broad-based Sulphur Springs community canvassing effort. It was a success on many levels. Approximately 250 people completed a healthy habits survey and were engaged in conversations about health with our volunteers. More than 100 residents completed community interest cards indicating their desire to be involved in future work of the CHSSK initiative. Finally, valuable data was collected that would ultimately help steer the Coalition's efforts. Partners who made it a reality and sponsored specific aspects of the canvassing included Whole Foods Market, United Way of Tampa Bay, Sulphur Springs Neighborhood Association, The Norma and Joseph Robinson Partnership Library, Community Stepping Stones, the Hillsborough County Health Department, Devereux Kids Youth Advisory Council, the Drug Abuse Comprehensive Coordinating Office (DACC), students from the University of South Florida and the University of Tampa, Sulphur Springs residents and a host of individuals who share the concerns the canvassing hoped to address. A debriefing occurred to identify strengths and opportunities for improvement.

**SULPHUR SPRINGS COMMUNITY INVOLVEMENT INTEREST CARD**

Name: \_\_\_\_\_  
Contact Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Yes, I am willing to participate by serving on a workgroup. My interest area(s) include:

Early Childhood     Elementary School     Middle School/Teen  
 High School Programs     College/Career Programs  
 Family, Social Service, Health Programs     Economic Stability Services  
 Sulphur Springs Neighborhood Association

**WE LOOK FORWARD TO YOUR INVOLVEMENT AS WE  
WORK TOGETHER TO CREATE A PROMISING FUTURE!**



*Continued from adjacent sidebar*

Encouragement comes from coaches and adult running buddies who work side-by-side with the girls throughout their training.

“The program trains girls to run, but also to set goals and use physical activity to manage stress caused by life,” said Jason Grooms, Director, Sulphur Springs Community Learning Center. “Many of these students are beginning to transition into middle school—a very vulnerable time—and this program helps them build a healthy mind, body and spirit in preparation for the next stage of their lives.”

## CALL TO ACTION

The discussions by the advisory teams and key stakeholders along with the data collected have contributed to concrete priorities for the *Call to Action to Address Childhood Obesity in Sulphur Springs*. Each workgroup created their own processes to better understand the strengths and weaknesses of the community and the desires of residents, and to ultimately prioritize the areas of focus for further work by the CHSSK initiative. Various methods were used such as surveys and focus groups. For example, the Healthy Living Advisory Team created a survey to better understand healthcare provider perceptions of services in the Sulphur Springs community and used informal interviewing with residents about the level of care available within Sulphur Springs. On several occasions, the Child Care, Youth and Families Advisory Team convened large groups of providers to better understand what services were currently being provided and where potential gaps in service may lie. Additionally, they held a parents' night and used a community forum as a large focus group that could identify parent perceptions of health and the services provided in Sulphur Springs.

## WORK GROUPS

The work of the advisory teams culminated in the selection of priority areas for future work of the CHSSK Coalition. Priorities that address childhood obesity while encompassing the concerns of community members are as follows:

### Food and Nutrition Goal: Increase healthy food options within the community.

- Community gardens
- Healthy cooking classes
- Farmers markets
- Food bank services

### Community Outreach Goal: Increase opportunities for resident engagement.

- Communications strategy
- Volunteer involvement plan

### Safety, Access and Community Pride Goal: Improve neighborhood health and safety.

- Access to safe play spaces
- Community beautification projects
- Pedestrian safety
- Home health inspections



### **Healthy Living Goal: Promote community health education.**

- Community health workers
- Healthy eating and active living programs
- Community health directory and literature

### **Child Care, Youth and Families Goal: Increase healthy eating and active living for children and families.**

- Childcare-and school-based programs
- Organized sports and community activities
- Family education
- Community partnership

### **Access to Care Goal: Ensure a medical home for children and families.**

- Healthcare delivery partnerships
- Health benefits and eligibility workshops

Through the natural collaborative processes of each advisory team, the CHSSK task force was able to identify these key areas for future work and funding in mini-grant cycles. Initially, the list of priorities created by each advisory team appeared vast and disparate, but it quickly became apparent there were many issues of common concern. These include community gardens; better linkages among nonprofits, as well as nonprofits and residents; community pride; increased health knowledge; and engagement among residents. The wide range of focus is a strength of this process, noting that one of the only evidence-based practices to reduce obesity is multi-component interventions.<sup>19</sup> By focusing on these diverse issues related to childhood obesity, it is the hope of the task force that sustainable change can be achieved.

# DEFINING AND MEASURING SUCCESS

## Taking Action

To better understand the many factors related to childhood obesity, the CHSSK used the Social Ecological Model (SEM) as a conceptual framework for the CHSSK initiative. The SEM shows the relationships between various spheres of influence from the individual through the policy levels. The overlapping spheres of influence of the SEM provide a way to conceptualize the interdependence of people, their behavior and the environment, while acknowledging that all of these levels influence whether or not an individual adopts a health behavior.<sup>2</sup> The model includes five levels, or spheres of influence, ranging from the most internal to the most external. These levels include the Individual, Interpersonal, Organizational, Community and Policy.<sup>2</sup>

## Individual Level

The Individual level of the SEM refers to all the processes that happen within an individual. These consist of knowledge, attitudes and beliefs. In order to prevent obesity, it is important to educate individuals to increase their knowledge as well as to foster healthy attitudes and beliefs. For many years, this was seen as the only means of obesity prevention and treatment, but we now realize that individuals are greatly affected by those around them and the environment in which they live.

## Interpersonal Level

From an Interpersonal perspective, the people in our lives play an important part in our health and they can affect behaviors that we adopt as well as our attitudes and beliefs. These people include our family members, friends, teachers and even doctors. The messages we receive from others and what we perceive to be cultural norms will affect the actions we take in regard to our health. These messages are affected by many things including the organizations to which we belong.

## Organizational Level

The Organizational level of SEM recognizes that the organizations we belong to play an important part in our health. Examples of organizations include our schools, places of work and worship, and where we play, among others. Organizations are important to our health as they can provide information that helps us make better choices, such as healthy food options and safe places to be physically active, and they can even advocate to improve our health and the health of our community.

## Community Level

Communities, much like large organizations, play an important part in our health. From the groups in our community who set cultural norms to the places for physical activity, to places to buy healthy foods, the communities we live in are critical to our health. As communities advocate for healthy change, we can see changes on the highest level of the SEM — the Policy level — including changes in zoning ordinances, improved parks and recreation facilities, and many other changes.

## Policy Level

The Policy level is the highest level of the SEM. Within this level there are many layers or types of policies: from local school district policies providing universal free breakfast to statewide policies that increase physical activity requirements, to national policies attempting to decrease food deserts. When changes are made at this level they can affect sweeping change, but these types of changes are often the result of great amounts of time and effort spent advocating and coalescing groups at the various other levels of the SEM.

## Applying the SEM to CHSSK activities helps ensure a comprehensive plan to improve the health of children in Sulphur Springs

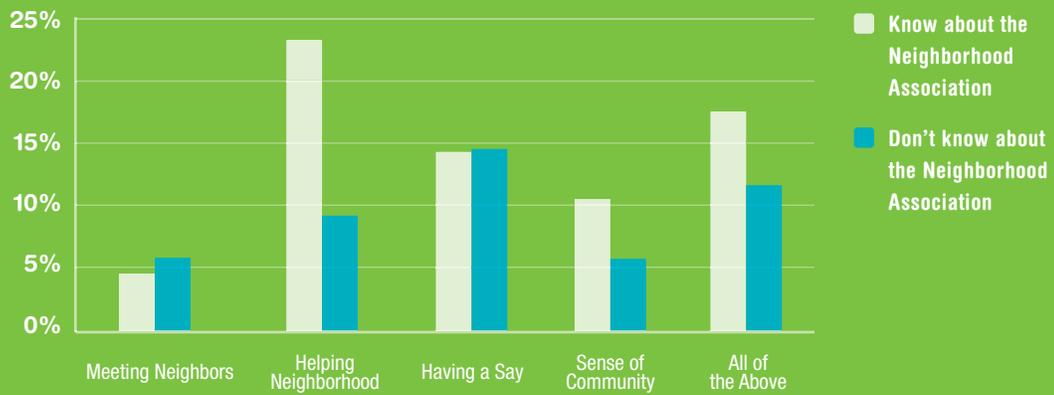
In order to create a logic model for CHSSK program activities, the Y staff utilized the SEM to make sure that all levels of influence related to childhood obesity would be addressed. Additionally, the SEM was used to verify that the Community Survey would provide enough variety in the data to help the Coalition better understand obesity in Sulphur Springs. This was an especially critical aspect as the output of the Community Survey was used to create the main working groups of the Coalition. Each group coincides with various levels of the SEM: the Food and Nutrition Working Group addresses all levels; the Community Outreach Working Group addresses the Interpersonal, Organizational and Community levels; the Safety, Access and Community Pride Working Group addresses the Community and Policy levels; the Healthy Living Working Group addresses the Individual, Interpersonal and Organizational levels; the Childcare, Youth and Families Working Group addresses the Individual, Interpersonal and Organizational levels; and the Access to Care Working Group addresses the Organizational, Community and Policy levels. From this list you can see a focus from the Individual to the Policy level, with overlap at each level, demonstrating the comprehensive nature of the CHSSK initiative.



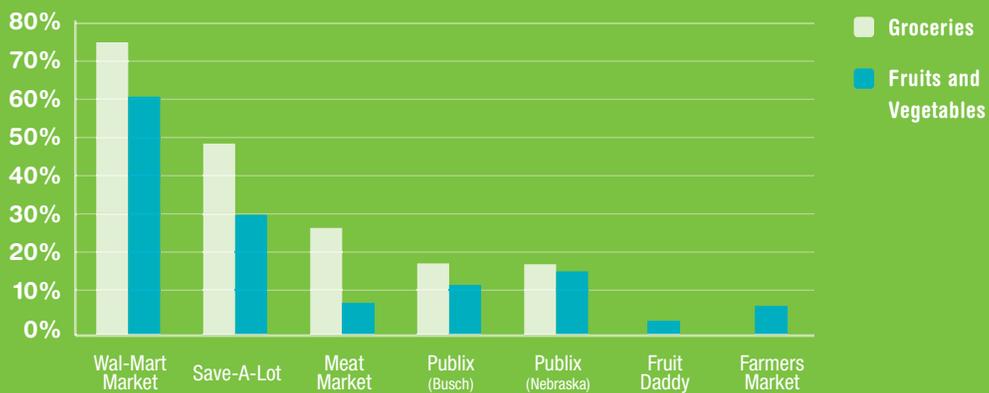
## DATA CHARTS

The Healthy Habits Survey, which has been previously discussed in the community engagement and data collection sections of this document, provided key insights into the mindsets of residents not immediately clear from national, state and regional data. The following charts help to explain various aspects of the Sulphur Springs community.

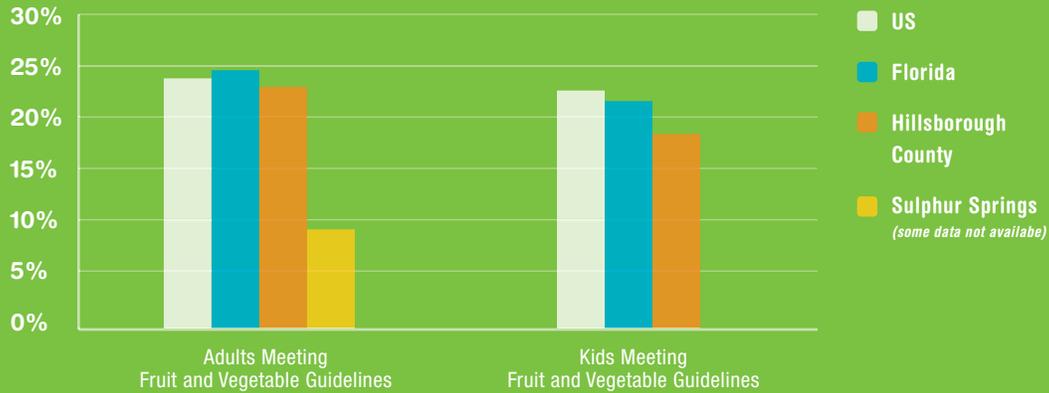
**Community Engagement: Why would residents want to get involved?**



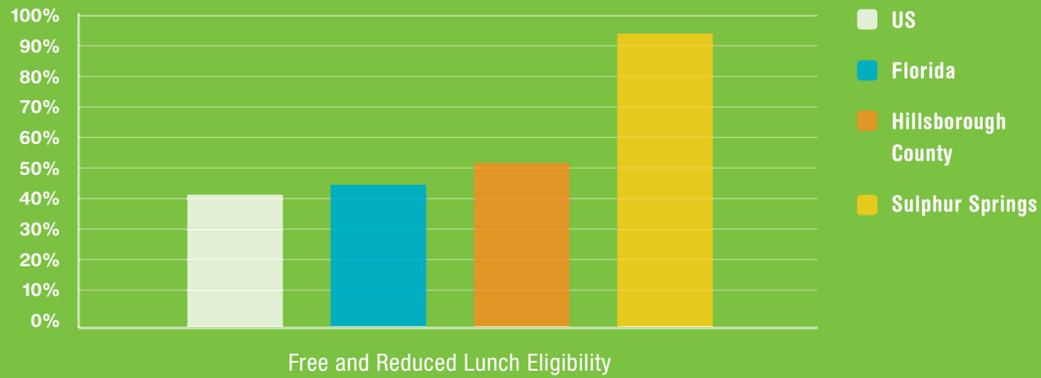
**Access to Healthy Foods: Where are people shopping?**



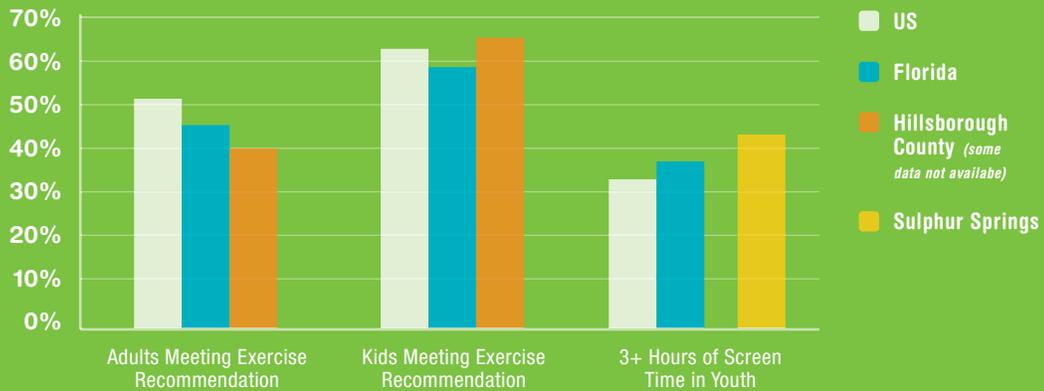
## Fruit and Vegetable Consumption



## School Food

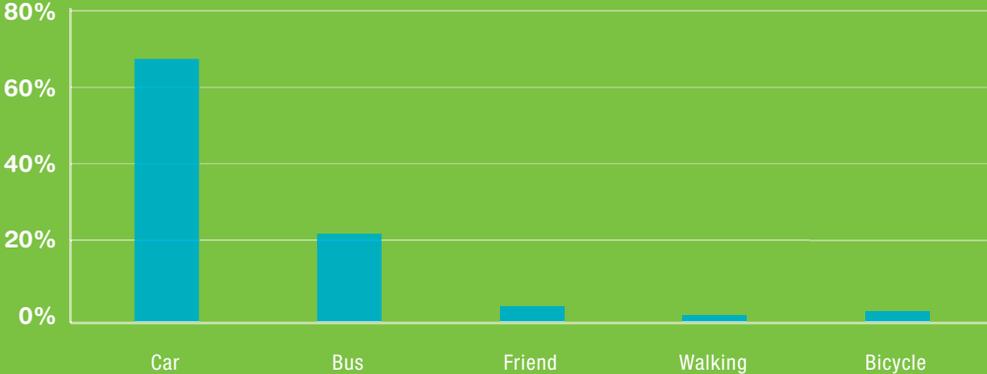


## Physical Activity



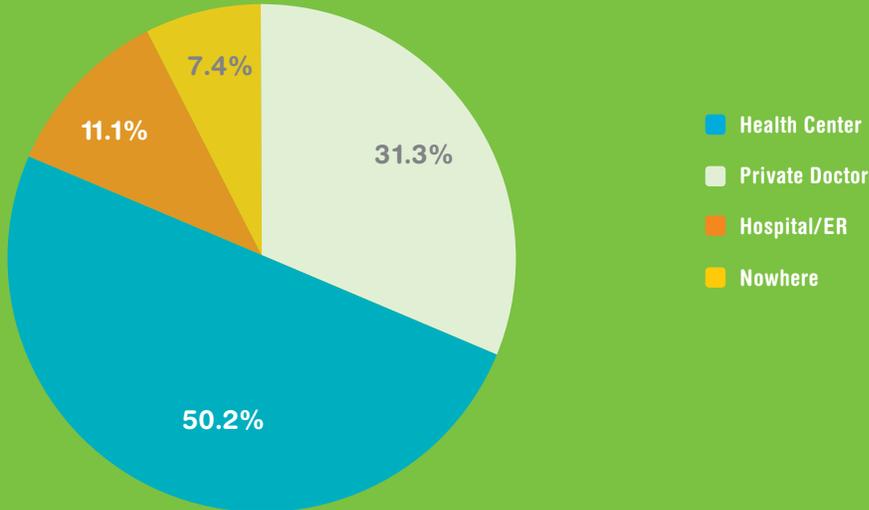
# Transportation

### Primary Mode of Transportation of Sulphur Springs Residents



# Health Care

### Where Sulphur Springs Residents Access Health Care



## ACKNOWLEDGEMENTS

The Creating a Healthier Sulphur Springs for Kids Coalition would like to thank the following individuals and groups for their support of our initiative. Without the help of countless volunteers, our work would not be possible.



## **ACKNOWLEDGEMENTS** *(continued)*

### **Community Partners**

- Sulphur Springs Residents
- Sulphur Springs Action League Neighborhood Association
- Tampa Metropolitan YMCA
- Hillsborough County Public Schools
- City of Tampa Parks & Recreation
- Children’s Board of Hillsborough County
- United Way of Tampa Bay
- Hillsborough County Department of Health
- University of South Florida, Department of Anthropology
- University of South Florida, Department of Community and Family Health
- Florida Prevention Research Center
- Healthy Together Tampa Bay
- Boys & Girls Clubs of Tampa
- Prime Time Sister Circles
- Feeding America Tampa Bay
- Tampa City Council
- Devereux Kids
- PCAT (Parents and Children Advance Together)
- Hillsborough County Cooperative Extension
- Whole Foods Market
- Bay Coffee & Tea Co.
- Moses House
- Community Stepping Stones
- Hillsborough County Homeless Coalition
- All Nations Outreach Center
- Mission Tampa Bay
- Girl Scouts of West Central Florida
- Frameworks-Girls on the Run
- Events by Suzette
- Many dedicated people throughout Hillsborough County



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**Harold Hart**

City of Tampa, Parks &  
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Sulphur Springs Resident

**Sigrid Tidmore**

Healthy Together/Community  
Stepping Stones

## B. Advisory Working Group

Member	Affiliation	H	O	S	F	Y	C
Adrienne Mael	University of South Florida Anthropology					X	
Alisha Beavers	Frameworks - Girls on the Run					X	
Alyse Griffin	Sulphur Springs Resident				X		
Brenda Williams	Sulphur Springs Resident		X				
Carolyn Riggins	Feeding America Tampa Bay				X		
Charlene Cannon	Sulphur Springs Resident				X		
Cheryl Pollock	Tampa Metropolitan Area YMCA						
Christene Worley	Parents and Children Advance Together (PCAT Literacy Ministries, Inc.)					X	
Cindy Hosking	Hillsborough County Health Department	X					X
Cory Crocker	Sulphur Springs Resident			X			
Deborah Hoopes	Tampa Metropolitan Area YMCA		X			X	
Diana Kyle	Community Stepping Stones					X	
Earl Silas	Tampa Police Department						
Eloise Williams	All Nations Outreach Center	X					
Enethenia Lango-Salmon	Norma & Joseph Robinson Partnership Library		X				
Gwen Burgess	Sulphur Springs Resident		X				
Harold Hart	City of Tampa, Parks & Recreation Department					X	
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Herb Colvin	Bay Tea & Coffee Co.				X		
Jacklyn Epter	Community Stepping Stones					X	
Jacqueline Coffie Leeks	Devereux Kids		X				
James Jackson	United Way of Tampa Bay			X			
Jamila Davison, MD	Community Volunteer						X
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Jay Washington	Sulphur Springs Resident		X		X		
John Trainor	University of South Florida Anthropology					X	
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Joseph Robinson	Sulphur Springs Action League Neighborhood Association			X			
Kaitlin Brennan	Watermark Church		X				
Kayren Lovett	Boys & Girls Club of Tampa Bay					X	
Keith Babb	Devereux Kids					X	
Kesha Buie	All Nations Outreach Center					X	
Kim Miller	Devereux Kids		X				
Lance Arney	Moses House & USF Anthropology				X		
Mae Allen	Prime Time Sister Circles/Healthy Together Tampa Bay	X					
Manny Rivera	Jim Walter Partnership Center/USF		X				X
Martha Guzman	Children's Board of Hillsborough County					X	
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Norma Robinson	Sulphur Springs Museum and Heritage Center					X	
Pamela Bradford	Hillsborough County Cooperative Extension				X		
Paula Kay	United Way of Tampa Bay						
Pastor Tim Bonzelaar	All Nations Outreach Center		X				
Richelle Fertig	University of South Florida					X	
Ricky Gallon	Boys & Girls Clubs of Tampa Bay					X	
Rodney Luckie	Sulphur Springs Resident				X	X	
Ryan Iacovacci	Sulphur Springs Resident				X		
Sandra Delgado Corrales	Familia Sana Foundation				X		
Scott McMoneagle	Hillsborough County Public Schools				X		
Sean Scott	New Life Baptist Church				X		
Shannon Richardson	Family Child Care Home					X	
Sigrid Tidmore	Healthy Together/Community Stepping Stones						
Sylvester Powell	Sulphur Springs Resident		X				
Tomeka Steadman	Sulphur Springs Resident			X			
Tracey Crocker	Hillsborough County Homeless Coalition			X			
Trevon Williams	Sulphur Springs Resident					X	
Wendy Hathaway	Moses House & University of South Florida Anthropology				X		

Healthy Living = **H**    Community Outreach = **O**    Safety, Access and Community Pride = **S**  
 Food and Nutrition = **F**    Child Care, Youth and Families = **Y**    Access to Care = **C**

## APPENDIX C: ASSET MAPS

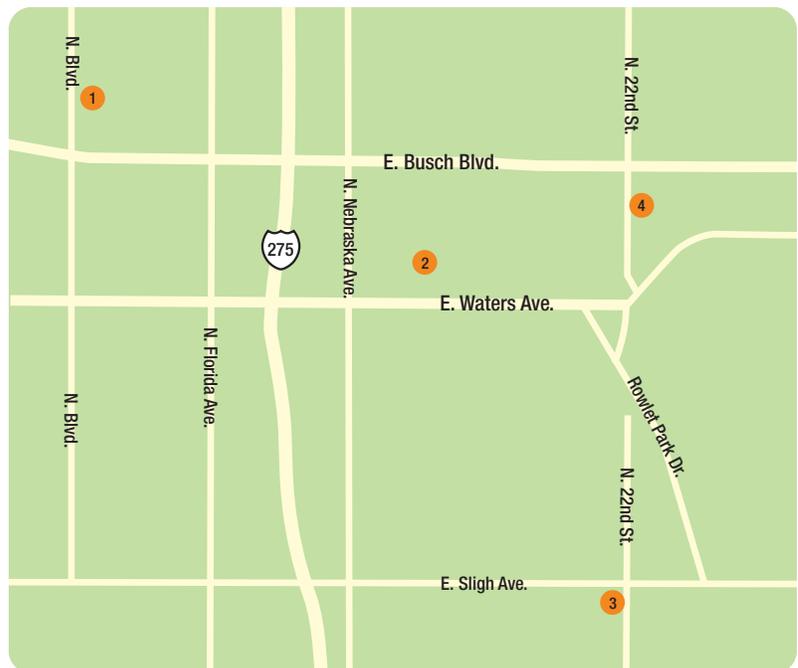
### Sulphur Springs Programs

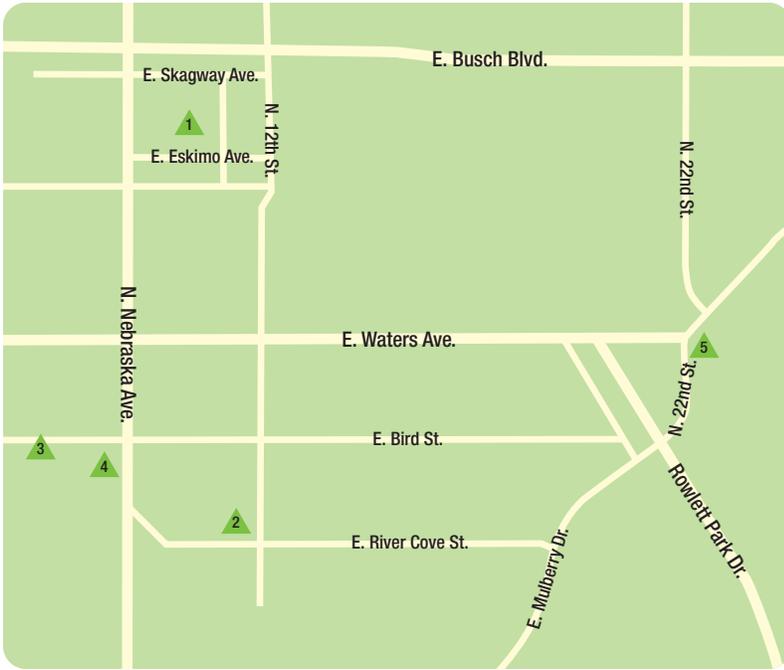
1. Boys & Girls Club
2. Community Stepping Stones
3. Moses House
4. Spring Hill Community Center
5. Bigs in School — Big Brothers & Big Sisters (at SS Elementary)
6. JA More than Money — Junior Achievement (at SS Elementary)
7. Community Learning Center — Tampa Bay YMCA (at SS Elementary)
8. Sulphur Springs Resource Center
9. Partnership Library
10. All Nations Outreach Center
11. R.I.C.H. House
12. Family Learning Center
13. Sulphur Springs Neighborhood Association Action League
14. Healthy Together



### Sulphur Springs Schools

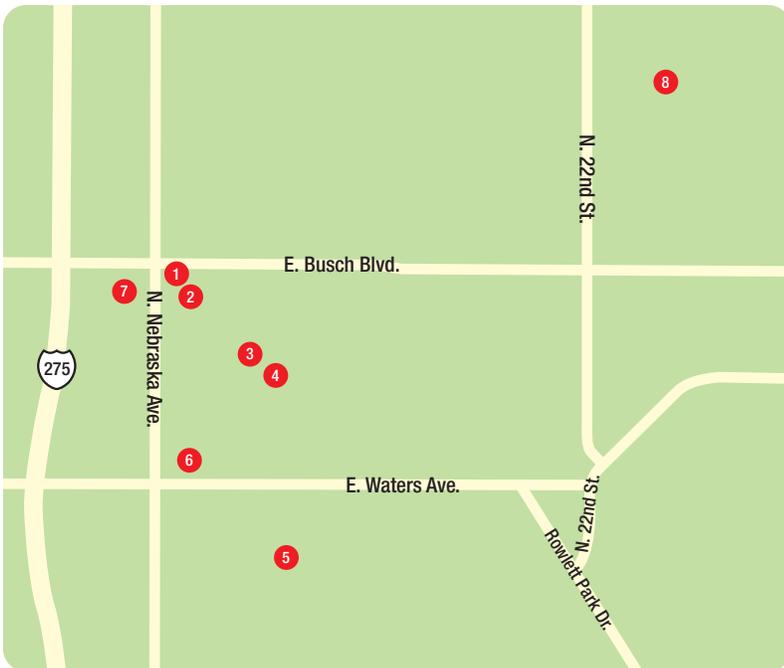
1. Chamberlain High School
2. Sulphur Springs Elementary School
3. Sligh Middle School
4. Van Buren Middle School





## Sulphur Springs Parks

1. Springhill Park
2. Mann-Wagon Park
3. River Tower Park
4. Sulphur Springs Pool
5. Rowlett Park



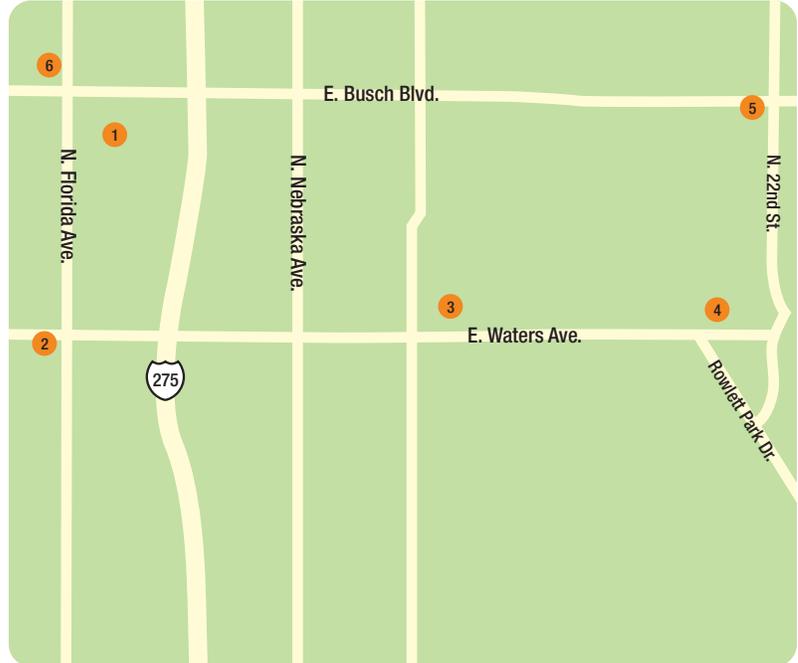
## Sulphur Springs Places of Worship

1. New Millennium Community Church
2. New Bethel AME
3. Emmanuel Tabernacle Baptist Church
4. Assembly of Christian Church
5. Abundant Life Church
6. Centro de Adoración Cantares
7. Iglesia Pentecostal
8. New Life Baptist Church

## APPENDIX C: ASSET MAPS *(continued)*

### Sulphur Springs Food Stores

1. Wal-Mart Neighborhood Market
2. Save-A-Lot Market
3. House of Meat/Discount Food II
4. Short Stop Food Market
5. Walgreens
6. CVS Pharmacy



# APPENDIX D: CANVASSING SURVEY

## Embrace a Healthy Sulphur Springs Survey

To help your family and neighborhood, please complete this survey. This survey is voluntary and you may skip any question you choose not to answer for any reason.

1. Where do you shop for groceries?  
(Check all that apply)

- Wal-Mart Neighborhood Market
- Save-A-Lot
- Meat Market
- Publix (Busch)
- Publix (Nebraska)
- Other: \_\_\_\_\_
- Not Applicable

2. Where do you shop for fresh fruits and vegetables? (Check all that apply)

- Wal-Mart Neighborhood Market
- Save-A-Lot
- Meat Market
- Publix (Busch)
- Publix (Nebraska)
- Other: \_\_\_\_\_
- Not Applicable

3. Do you consider fresh fruits and vegetables affordable?

- Yes  No

4. In the last seven days, how many times did you eat fruits or vegetables?

- I did not eat fruits or vegetables in the last 7 days
- 1-3 times in the last 7 days
- 4-6 times in the last 7 days
- 1-2 times per day
- 3-4 times per day
- 5 or more times per day

5. Do you garden?

- Yes  No

6. Are you aware of community gardens in your neighborhood?

- Yes  No
- If yes, where?  
\_\_\_\_\_

7. If you cook in your home, who does the majority of cooking?

- Yourself
- Spouse or significant other
- Parent
- I don't cook at home
- Other: \_\_\_\_\_

8. What is a meal you enjoy eating regularly?  
\_\_\_\_\_

9. Where do you get information about nutrition and health? (Check all that apply)

- Medical provider
- Newspapers and magazines
- Church
- Internet
- Health Fairs
- Family/Friends
- Television
- No where
- Other: \_\_\_\_\_

10. Where do you go for health care/where is your medical home?

- Health Center
- Private Doctor
- Hospital/Emergency Room
- Nowhere
- Other: \_\_\_\_\_

11. If you have children, about how many hours per day do they watch TV or play video games?

- 3 or more hours per day
- 1-2 hours per day
- Less than one hour per day

## APPENDIX D: CANVASSING SURVEY *(continued)*

12. If you have children, do they play outside?

- Yes  No

13. How often are you or your children physically active?

You:

- Every Day  
 2-3 days per week  
 1 day or less per week.

Your Children:

- Every Day  
 2-3 days per week  
 1 day or less per week  
 Not applicable

14. What is your most common way of getting around town?

- Car  
 Bus  
 Friend  
 Walking  
 Bicycle  
 Other: \_\_\_\_\_

15. Do you know Sulphur Springs has a neighborhood association?

- Yes  No

16. What are the benefits of joining the Sulphur Springs Action League Neighborhood Association?

- Meeting your neighbors  
 Helping in the neighborhood  
 Having a say in what happens in the neighborhood  
 Having a sense of community  
 Other: \_\_\_\_\_

17. Do any of the following health conditions concern you, your family or your community?

*(Check all that apply)*

- Diabetes  
 Obesity  
 Hypertension  
 Substance Abuse  
 Heart Disease  
 Cancer  
 Other: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Age *(circle one)*: 18-35    36-55    56 or older

Number in household \_\_\_\_\_

Ethnicity *(Check all that apply)*

- Black/African-American  
 Caucasian  
 Caribbean/Caribbean-American  
 Asian/Asian-American  
 Hispanic/Latino  
 Other *(please list)*: \_\_\_\_\_

## Appendix E: Focus Groups

### Creating a Healthier Sulphur Springs Pre-testing

**Script:** Hi, my name is XXXXX and I would like to ask you a few questions about some pictures I have brought today for a project that the YMCA is working on. It should take about 10 minutes, and at the end I would like to give you a small gift to thank you for your help. Is that okay?

**If yes:** Thank you! I am going to show you three pictures. I would like to hear what you think about them. I did not make them and will not be upset if you don't like them, so please tell me what you really think.

**Procedure:** Place three logos on the table and ask the participant which one they like the best. Once they choose, remove the other two logos and leave their favorite.

1. What immediately catches your attention?
2. What do you like about the way the logo looks?
3. What do you dislike?
4. What does the name "XXXXXX" mean to you?
  - a. Probe: What do you think this group is about?
5. What do you think about the pictures/illustrations?
6. What other suggestions do you have for improving the logo?

**Procedure:** Place the remaining two logos back on the on the table, removing their favorite.

**Script:** Now I would like to quickly look at the two logos you did not pick.

1. Is there anything about these logos that you do like?
  - a. Probe: Color, imagery, text
2. Is there anything about these logos you really do not like?

**Procedure:** Place the remaining logo back on the table.

1. Could anything from these two logos be added to the first to make it better?
2. Is there anything else you think we should know?

# Sulphur Springs Neighborhood Logic Model



**Program:** Embrace a Healthy Florida - Sulphur Springs Neighborhood Logic Model

**Situation:** Childhood obesity is a real concern in Tampa's Sulphur Springs neighborhood. One in three adults and one in four children in Hillsborough County are overweight or obese. The issue of obesity is more prevalent in low-income areas such as Sulphur Springs. Sulphur Springs is an underserved, low-income neighborhood with limited access to healthy foods, safe places for outdoor activities and access to preventative health care services. The Embrace a Healthy Florida initiative will help us establish a strong coalition of community residents and community-based organizations to turn this epidemic around and, as a result, improve the health of the entire Sulphur Springs community.

## OUTCOMES — IMPACT

### Short

- Increased knowledge and awareness of community assets, strengths, challenges \*D, 1, 4
- Increased knowledge about residents' perception of health- and obesity-related issues \*D, 1, 2
- Increased participation in project and engagement process \*B, C, E
- Increased awareness of childhood obesity as an epidemic \*D, 1, 2

### Medium

- Strong collaborative, informed decision-making (use of data) \*B, C, I
- High level of community engagement beyond the initial level \*B, I
- Community campaign and messaging to turn the epidemic around \*H
- Increased access to fruit and vegetables \*D
- Established farmers market and increase of community gardens
- Established policy changes for systemic changes at school and community level

### Long

- Healthy behaviors and habits instilled and practiced among residents, schools, service providers
- Broad community intervention becomes household name (e.g., 5-2-1-Almost None)

### Data Currently Being Collected:

- a) Staff/Project Leadership Planning Meetings
- b) Sector representation at meetings
- c) Meetings attendance (Task Force, Advisory Workgroups, Community Dialogue, etc)
- d) Community Healthy Habits Survey responses (includes basic demographics)
- e) Community Involvement Interest Cards (includes name, address, phone, e-mail and area of interest to help in community)
- f) Calling Tree Data (outbound call activity/frequency)
- g) Volunteer Participation (w/ outreach activities)
- h) Outreach Presentations (where and when the Embrace team conducts presentations; audience; number of attendees, etc.)
- i) Youth Participants (project naming contest)
- j) Provider Information (assist with asset map)
- k) In-Kind Donations from partners and vendors

### Data to be Collected:

- 1) Parent interviews
  - a. Perceptions of food, health and obesity
  - b. Radimer-Cornell Food Security Questionnaire
  - c. Food Frequency Questionnaire
- 2) Child Photo Voice
  - a. Emic perceptions of health
  - b. Visual data analysis
- 3) Health Report Card Data (from schools)
- 4) Service Provider Interviews
  - a. Etic perceptions of health
  - b. Community collaborative processes

# 2011 RESOURCE CENTER MAP



## Programs & Services (Blue Markers)

1. George Bartholomew North Tampa Community Center Home to Parks & Recreation, Boys & Girls Club Sulphur Springs Branch and Teen Council (8608 N. 12<sup>th</sup> Street)
2. Mann – Wagnon Park Home to Sulphur Springs Museum & Heritage Center, Community Stepping Stones & Moses House (1101 E. River Cove Street)
4. Spring Hill Community Center (1000 E. Eskimo Street)
5. Bigs in School - Big Brothers & Big Sisters (at Sulphur Springs Elementary)
6. Girl Scouts (at Sulphur Springs Elementary)
7. Community Learning Center — Tampa YMCA (at Sulphur Springs Elementary)
8. Sulphur Springs Resource Center (8412 N. 12<sup>th</sup> Street)
9. Partnership Library (8412 N. 13<sup>th</sup> Street)
10. All Nations Outreach Center & PCAT (8405 N. 11<sup>th</sup> Street)
11. R.I.C.H. House (8218 N. Marks Street)
12. Family Learning Center (6501 N. Nebraska Street)
13. Sulphur Springs Action League Neighborhood Association (Currently Meets at Bartholomew Center)

## Parks (Purple Markers)

1. Springhill Park (1000 E. Eskimo Street)
2. Mann-Wagnon (1101 E. River Cove Street)
3. River Tower Park (701 E. Bird Street)
4. Sulphur Springs Pool (713 E. Bird Street)

## Businesses (Yellow Markers)

1. Wal-Mart Neighborhood Market (8885 N. Florida Avenue)
2. Save-A-Lot Market (8320 N. Florida Avenue)
3. House of Meat/Discount Food II
4. Walgreens (2111 Busch Boulevard)
5. CVS Pharmacy (9202 N. Florida Avenue)

## Churches (Red Markers)

1. New Millennium Community Church (905 E. Skagway Street)
2. New Bethel AME (915 E. Okaloosa Avenue)
3. Emmanuel Tabernacle Baptist Church (1110 E. Yukon Road)
4. Assembly of Christian Church (8614 N. 13<sup>th</sup> Street)
5. Abundant Life Church (8117 N. 13<sup>th</sup> Street)
6. Centro de Adoracion Cantares (914 E. Waters Street)
7. Iglesia Pentecostal (808 E. Okaloosa Avenue)
8. New Life Baptist Church (9804 N. 26<sup>th</sup> Street)

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## LOCAL RESOURCES

### Programs for Kids

PROGRAM	DESCRIPTION	AGE REQUIREMENT	COSTS	MORE INFORMATION
All Children's Hospital: Family culinary class	5-week family culinary and nutrition program	Kids 8-12 years of age	Free	5-week family culinary and nutrition program
All Children's Hospital: Physician-based program	Meet once a month for 6 months with a physician; personalized nutrition and physical activity information; referral needed	Kids and teens ages 3 and up	Pricing depends on insurance coverage	Call (727)767-6923 or e-mail Fit4AllKids@allkids.org
More Health Inc. Healthy and Fit Parent and Kid Program	4-week class series; focus on nutrition, obesity, portion control and physical activity; health screenings	Kids	Free	Call Janice Lackey at (813) 287-5032 for more information
TOPS for Kids	Weight-loss support, wellness education	Kids over age 7 through teens	\$13 to join initially (if you don't already receive the news magazine), \$5/month thereafter	See website and ask group leader if the program is also available for kids or teens
St. Joseph's Hospital: Why Weight Program	4-week weight management class focusing on healthy eating and exercising	Kids 8-13 years old	\$200	See calendar
St. Joseph's Hospital: I Can Eat a Rainbow class	Class focusing on how to eat a healthy diet that includes at least 5 servings of colorful fruits and vegetables daily	Preschool-age and young children	\$2/ student with minimum of \$30 per classroom	E-mail Anna Hamby Anna.hamby@baycare.org or call (813) 615-0589 x225 to request health education
St. Joseph's Hospital: Mission Nutrition	Class for students focusing on how to make healthy eating choices daily	Young kids	\$3/ student with minimum of \$60 per classroom	E-mail Anna Hamby Anna.hamby@baycare.org or call (813) 615-0589 x225 to request health education

\* Local listing courtesy of the Florida Department of Health: Hillsborough County Office of Community Health

## ONLINE RESOURCES FOR AFRICAN-AMERICANS

**LIFELINES — CANCER & NUTRITION AWARENESS VIDEO:** <http://www.youtube.com/watch?v=x2IZV4ngJBw>

**HEART-HEALTHY HOME COOKING — AFRICAN-AMERICAN STYLE BOOKLET:**

<http://www.nhlbi.nih.gov/health/public/heart/other/chdblack/cooking.pdf>

**IMPROVING YOUR HEALTH — TIPS FOR AFRICAN-AMERICAN MEN AND WOMEN:**

<http://win.niddk.nih.gov/publications/improving.htm>

<http://www.womenshealth.gov/minority-health/african-americans/obesity.cfm>

**SISTERS TOGETHER:** <http://win.niddk.nih.gov/sisters/index.htm>

## ONLINE RESOURCES FOR SPANISH SPEAKERS

**FOR PARENTS CHAMPIONS OF CHANGE WEBSITE:** <http://www.cachampionsforchange.net/es/index.php>

**FOR PARENTS EAT WELL BE WELL WEBSITE:** <http://www.eatwellbewell.org/padres>

**MORE ONLINE RESOURCES:** <http://www.esls.lib.wi.us/Health%20&%20Nutrition%20Resources...Non-DPH%20Copy-2.pdf>

<http://www.womenshealth.gov/minority-health/african-americans/obesity.cfm>

**DELICIOUS HEART HEALTHY LATINO RECIPES/PLATILLOS LATINOS SABROSOS Y SALUDABLES:** Latino recipes in English and Spanish from the National Heart, Lung and Blood Institute: <http://win.niddk.nih.gov/sisters/index.htm>

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