



Exercise, Nutrition, & Weight

2019 Collaborative CHNA Health Issue Key Findings

The 2019 CHNA and a new study published in the Journal of Nutrition, Education and Behavior reflected the ongoing struggle of food insecurity, wellness and physical activity impact on disadvantaged children and their families at a

disproportionately higher rate. Improving health and achieving health equity will require broader approaches to address social determinants of health such as social, economic and environmental factors.

PROPOSED OBJECTIVES

1. Expand meal and food programs by establishing My Mobile Markets or mobile food pantries in at least three areas identified as food deserts and/or food swamps in Pinellas County by Dec. 31, 2022.
2. Improve children’s nutrition and increase children’s physical activity by partnering with school and community organizations to improve/upgrade food and physical activity policies by Dec. 31, 2022.
3. Review the needs and barriers of Pinellas County families in accessing health-related programs, services and initiatives, by Dec. 31, 2022.

- 33.5% of community survey respondents with children in the home self-reported food insecurity.
- An alarming percentage, 27.9%, of parent survey respondents noted that their children are not getting “at least three servings of fruits and vegetables every day.”
- The community survey also found that about 31% of children are not getting at least 60 minutes of exercise a day.

Outcomes-Driven Activities

Establishing My Mobile Markets

Establish innovative, convenient pathways to access healthy, nutritional food to serve areas that are underserved and impacted by barriers like food costs, mobility, transportation and language. One innovative idea is a “pop-up style market/mobile grocery store that provides access to nutritious foods (both fresh and shelf stable).

Increase Physical Activity & Nutrition

Advance a community where a health culture links exercise with a well-balanced diet built on knowledge and behaviors to restore, protect and strengthen both

personal and public health through implementation of innovative programs and/or initiatives to address need.

Access to Health-Related Programs

Kick start healthy lifestyles by introducing accessible evidence-based fitness and nutrition programs for children in resource needy communities.

