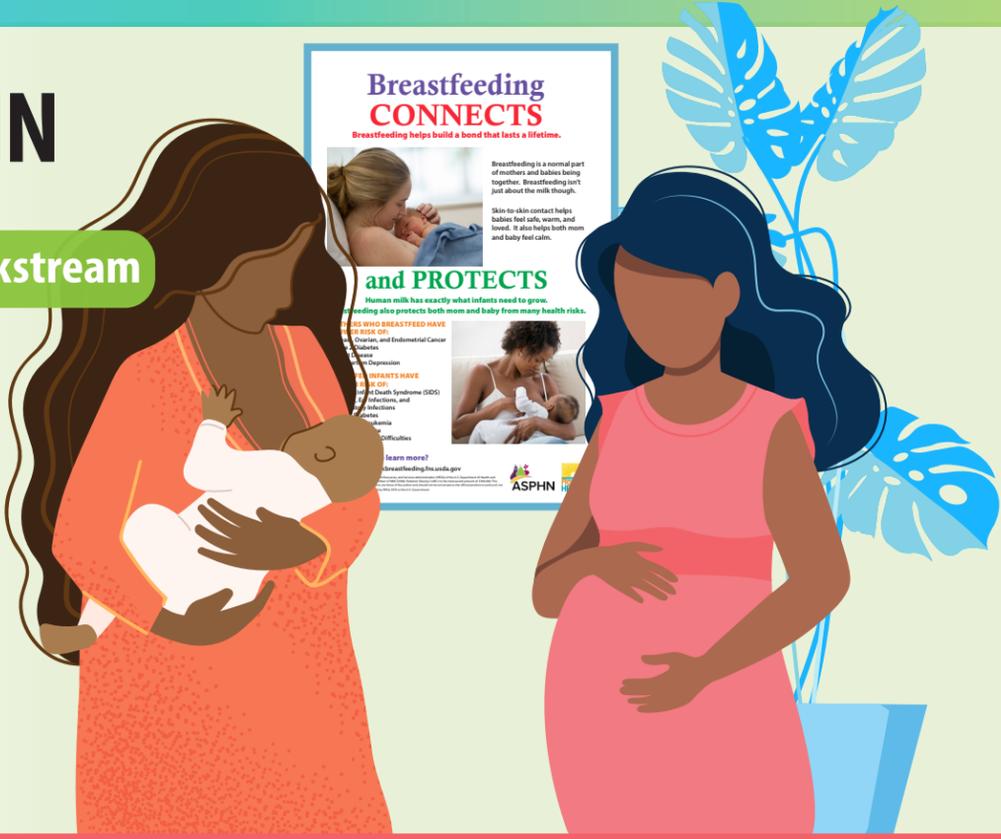


FLORIDA CoIN

Innovative Nutrition Workstream

GOAL:

To promote nutrition best practices for pregnant women and children, and to increase the availability of educational resources.



The Florida Children's Healthy Weight CoIN team sought to promote nutrition best practices that women of childbearing age could incorporate into their lives. Their specific focus areas included pregnancy nutrition and breastfeeding. The team worked in partnership with other programs within the Florida Department of Health to create messaging, identify nutrition resources and create nutrition education posters for pregnant and breastfeeding women.

PARTICIPANTS & PARTNERS

- Centers for Disease Control and Prevention
- Florida Department of Health:
 - Bureau of Childcare Food Program
 - Bureau of Chronic Disease Prevention
 - Bureau of Family Health Services
 - Bureau of Women, Infants and Children Program Services (WIC)

TITLE V PROGRAM CONNECTION

- One Title-V team member contributed to the project
- Two Title-V staff were trained

METHODOLOGY

- Enhanced internal and external partnerships with key bureaus in order to develop and create nutrition education posters for county health departments as well as identify best practices to promote that education
- Leveraged all unique areas of partners' expertise to create the resources and best practices
- Created standard guidelines for nutrition education
- Identified and tailored key health messages for the posters
- Developed a list of nutrition resources for incorporation into the posters

ACCOMPLISHMENTS

- Finalized two educational posters:
 - Breastfeeding Connects and Protects
 - What to Eat During Pregnancy
- Strengthened partnerships in state public health
- Helped increase access to quality nutrition education materials through the printing and distribution of nutrition education posters that will potentially reach 300,000 people throughout the state
- Helping to improve the food environment and nutrition habits of pregnant women to promote healthy weight



“Improving nutrition, decreasing disease.”



ASSOCIATION OF STATE PUBLIC HEALTH NUTRITIONISTS

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