



F I F N C
Florida Interagency
Food & Nutrition Committee



SNAP—the Florida Way!

September 2005



What is the Florida Interagency Food and Nutrition Committee (FIFNC)?

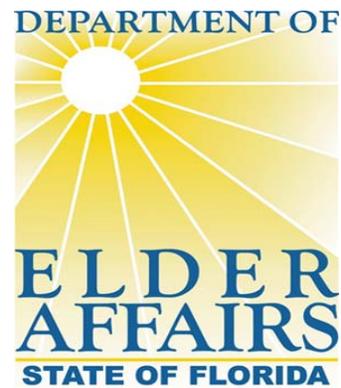
A group of state agencies whose mission is to coordinate the delivery of effective nutrition and food safety programs and services to the public.

Members of FIFNC



**Fresh
from
Florida**

Florida Department of
Agriculture and Consumer
Services

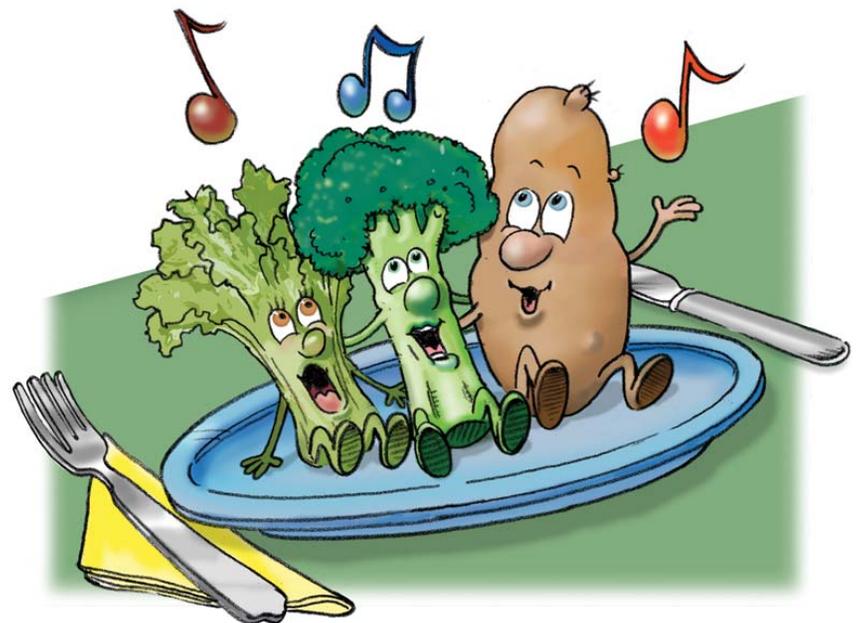


Florida Department of
Education

Southeast Region

Consistent Nutrition Messages Throughout the Agencies

- **Agencies “singing the same tune”**
- **Public hears same message**
- **This message gets reinforced**



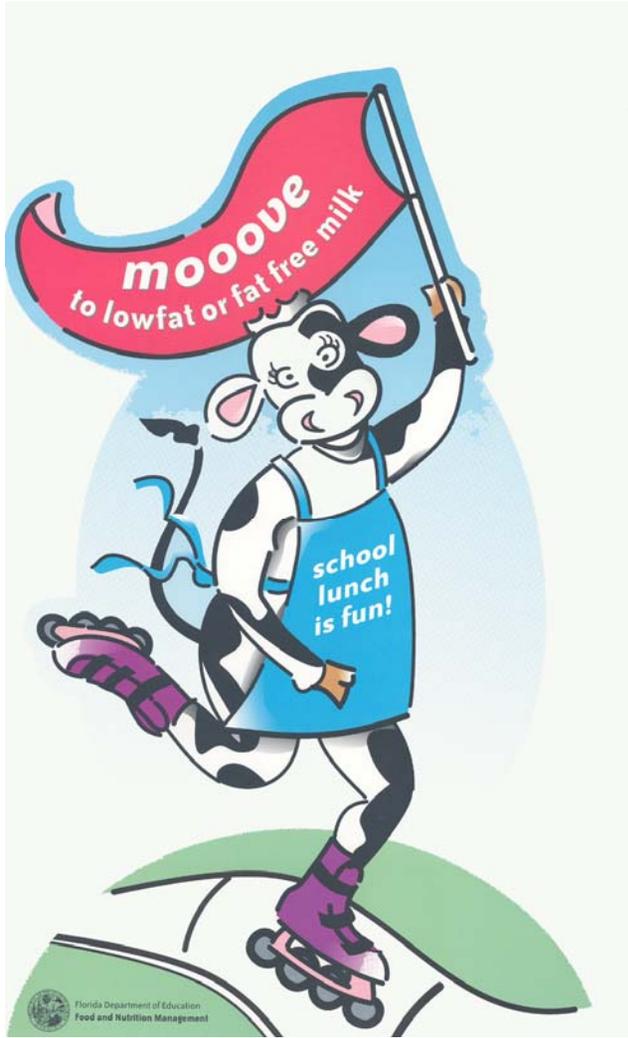
SNAP—the Florida Way! (or...How Florida puts SNAP into action)

- Meetings - 3 times a year in strategic locations
- Conference calls
- Subcommittees
- Phone follow up
- E-mails



Nutrition Education Campaigns
that FIFNC
has sponsored:

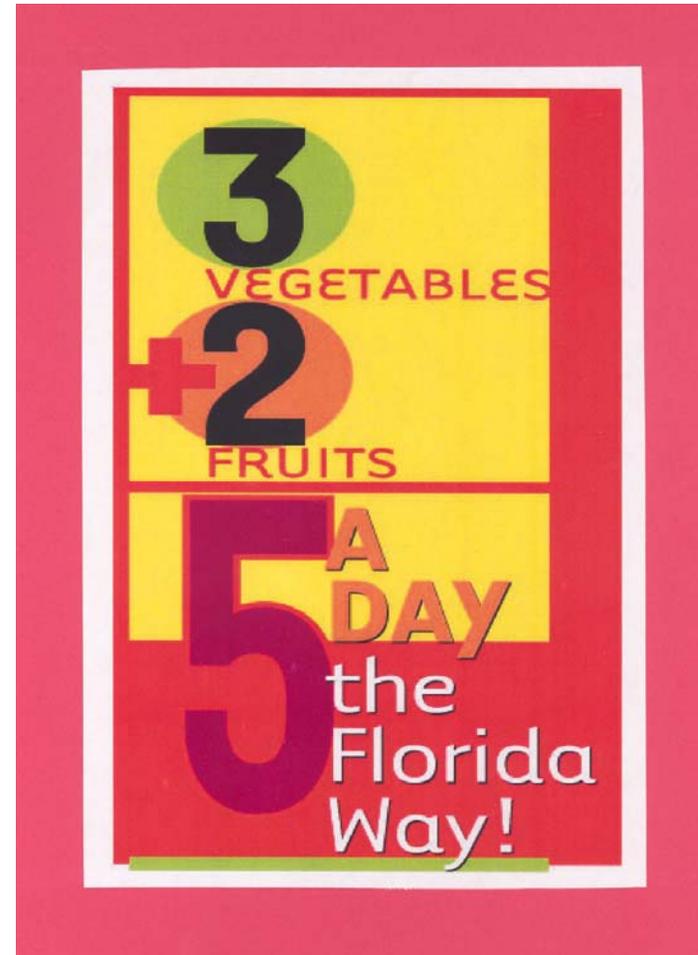
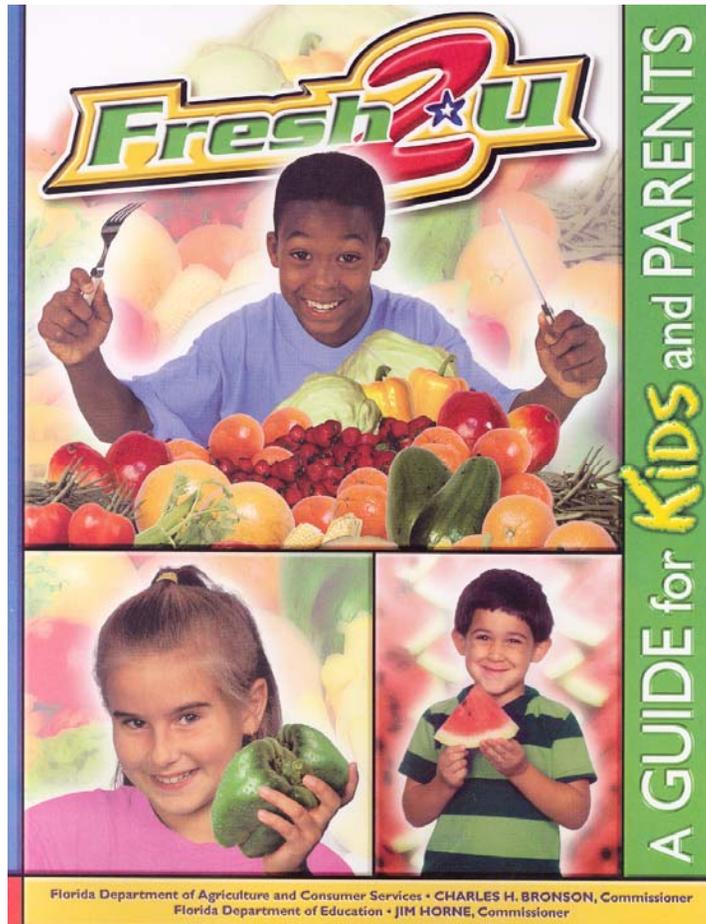




2002



To encourage healthy adults and children two years of age and older to choose to drink lowfat or fat free milk.



2003 Campaigns Promoting Fruit & Vegetable Consumption



2004

Encourages
Florida citizens
to choose
healthy snacks
and participate
in regular
physical
activity.



2005

**Encourages
Floridians to
be aware of
food portions
& daily intake**

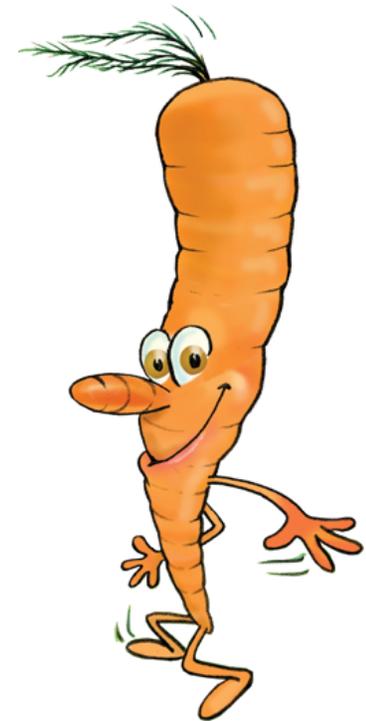
Why are these campaigns important?
Because there IS an obesity epidemic in
Florida:

- **1 in 5 Florida adults are obese**
- **1 in 4 Florida high school students are overweight and/or at risk for obesity**
- **Almost 1 in 3 WIC-enrolled children (ages 2-5) are overweight or at risk for becoming overweight**



All of the campaigns promote:

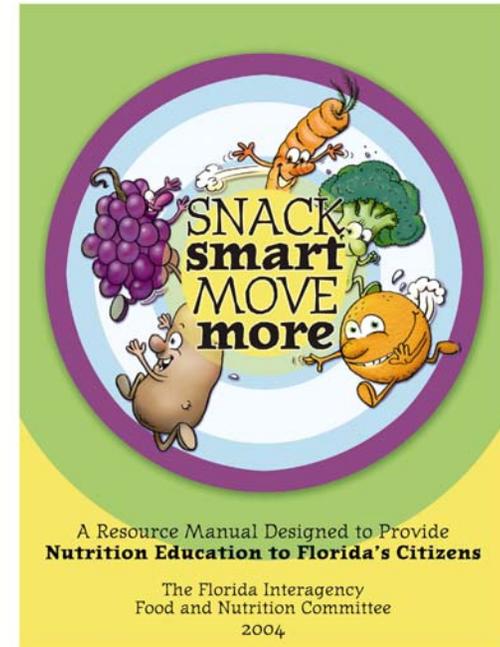
- **The benefits of healthful eating and snacking**
- **The benefits of physical activity**



A Major Product of each campaign is the very popular Resource Manual

Table of Contents:

- Press release
- Literature Review
- Consumer Handout
- Lesson Plans and Activities
- Annotated Websites
- Sample Campaign Evaluation
- Camera Ready Handouts

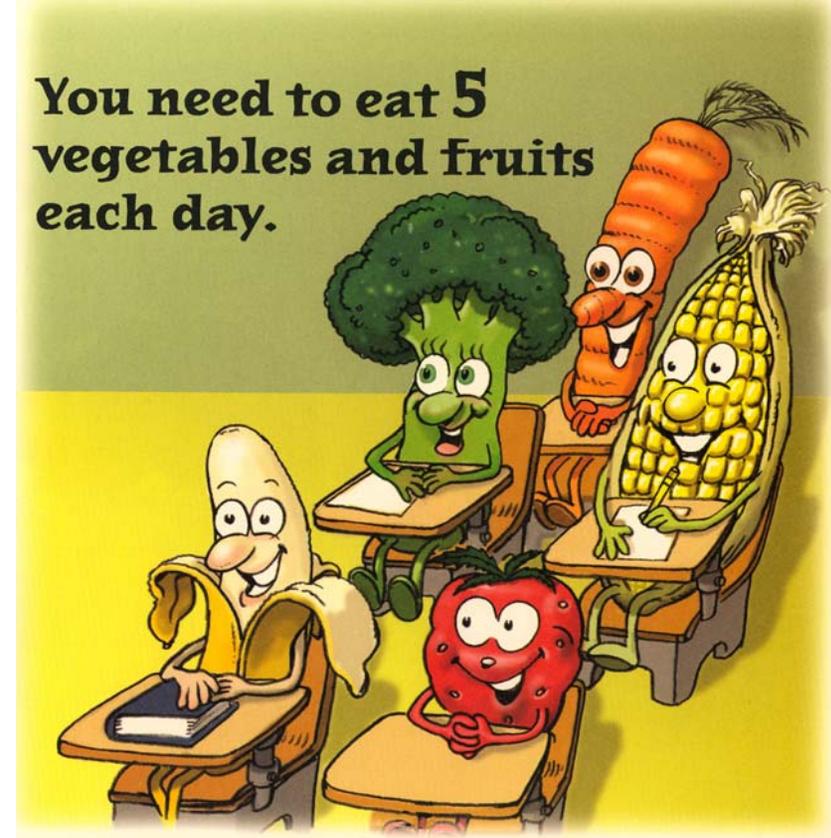


Lesson Plans and Activities are contained in each manual

- **Target audience:**

**Preschool
Elementary
Teens
Adults
Elders**

**You need to eat 5
vegetables and fruits
each day.**



Campaign Websites

F I F N C
Florida Interagency
Food & Nutrition Committee



Member Agencies take turns housing campaign materials on their Websites.

FIFNC will have its own website!!

FIFNC.com

Challenges Faced by FIFNC

- Evaluation and feedback
- Agency involvement
- Funding



Steps to Address Challenges

- Positive reinforcement for feedback
- Maximize resources
- Actively recruit members with similar goals and objectives



The End

