



RICK SCOTT
GOVERNOR

CHARLES T. CORLEY
SECRETARY

MEMORANDUM

NOTICE #: 060414-1-I-SWCBS

TO: Area Agencies on Aging (AAAs)
FROM: Charles T. Corley, Secretary
DATE: June 2, 2014
SUBJECT: Notice of Instruction: Living Healthy in Florida Campaign

The purpose of this Notice is to provide guidance to the AAAs regarding the Living Healthy in Florida campaign. Living Healthy in Florida is a multi-agency campaign to promote healthy lifestyles in the state to provide a common conversation around health and wellness. The goals of the campaign are:

1. To disseminate the materials to a broad audience through the area agencies' many channels;
2. To have the materials utilized by the customers of the agencies; and
3. To have the materials utilized through the agencies' own campaigns.

Living Healthy in Florida campaign messages are to:

1. Enjoy Florida's abundance of fresh produce to eat healthier;
2. Live at your healthiest weight;
3. Utilize Florida's natural resources to increase your wellness through exercise and relaxation; and
4. Talk to your family, children, and friends about what it means to live healthy.

A toolkit has been developed to provide state agencies and community partners with information and media resources to promote a healthy lifestyle. The toolkit for Living Healthy in Florida is located on the Florida Department of Agriculture and Consumer Services website: <http://www.freshfromflorida.com/Divisions-Offices/Food-Nutrition-and-Wellness/Living-Healthy-in-Florida>. The toolkit provides links to learn about Florida produce, Florida seasonal growing calendar, videos, newsletters, dates to celebrate (i.e., National Cancer Prevention Month, American Heart Month, etc.), MyPlate, and partners and resources. The toolkit is continually being updated with new information and new tools are being added to promote healthy lifestyles.

4040 ESPLANADE WAY
TALLAHASSEE, FLORIDA
32399-7000

phone 850-414-2000
fax 850-414-2004
TDD 850-414-2001

<http://elderaffairs.state.fl.us>

Living Healthy in Florida Campaign

June 2, 2014

Page 2

The AAAs are required to include the Living Healthy in Florida campaign materials in the toolkit via nutrition education required for Title III-C, nutrition counseling, and incorporate the materials that providers use to promote health and wellness in elders in Florida. The website link for Living Healthy in Florida should be placed on the AAAs' websites so that consumers have access to the toolkit. The State Nutrition Workgroup will include the campaign on its agenda, for ongoing discussion.

If you have any questions concerning the information provided in this Notice, please contact the Nutrition Program Manager, Craig McCormick, at (850) 414-2031 or via email at mccormickc@elderaffairs.org. Thank you.