

# Notice of Instruction

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## Notice of Instruction Number: 061614 –Living Healthy in Florida Campaign-kp

**TO:** All OAA Nutrition Provider Agencies  
**FROM:** Katie Parkinson  
**DATE:** June 16, 2014  
**SUBJECT:** Living Healthy in Florida Campaign

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The purpose of this notice is to provide guidance to our OAA Nutrition Providers 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.

As Nutrition providers, please be sure 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. We also encourage that you place the website link for Living Healthy in Florida on your agency's website so that consumers have access to the toolkit. The State Nutrition Workgroup will include the campaign on its agenda, for ongoing discussion.

WCFAAA appreciates your prompt attention and cooperation in regards to this directive. Thank you for your continued commitment to Florida's elders. Should you require additional program information, please contact your WCFAAA Program Manager.