

Foundation for a Healthy St. Pete Community Listening Sessions Summary Report

June 22, 2015

In order to gain insight into the healthy living needs of the St. Petersburg, lower Pinellas County citizens, six “Listening Sessions” were held as follows:

Date	Location & Zip Code	# of Attendees
6/9/15	Faith Assembly of God - 33714	10
6/9/15	Gladden Park Rec Center – 33713	15
6/10/15	SPC Allstate Center – 33711	15
6/10/15	SPC Downtown Center – 33701	30
6/17/15	Sanderlin Family Center – 33712	34
6/18/15	Enoch Davis Center - 33705	33
	Total Listening Session participants	137

In each session, participants were given the opportunity to express **what healthy living means to them**. They were then given a brief introduction to the Foundation for a Healthy St. Petersburg and an explanation of the Social Determinants for healthy living. The participants were then assigned to smaller teams and were asked to answer a series of questions:

- 1) How are we currently doing, in terms of your having what you need to achieve healthy living? This question had three parts:**
 - 1a) What is your **personal experience in healthy living**?
 - 1b) What is your **experience accessing support for healthy living**?
 - 1c) What **barriers do you face in seeking healthy living**?

- 2) What will it take for St. Pete to be the Healthiest City in the US?**

- 3) What is your personal commitment to healthy living?**

Participants were asked to vote for their top choices on items 1c (barriers), 2 (healthiest city) and 3 (personal commitment). The results of those prioritizations appear at the end of this document. The following paragraphs provide general comments made in response to the questions asked of participants.

What Does Healthy Living Mean to You?

Many comments focused on a balance of physical and mental wellness. Eating right, physical exercise, living a long healthy life and living independently were often cited. There were several comments about mental health/managing stress as well.

What is Your Personal Experience with Healthy Living?

Comments under this question covered a wide variety of topics. Many participants cited stress, lack of health insurance, lack of family or community support, and financial concerns as barriers to living a healthy lifestyle. Others cited sleeping well, exercising, buying or growing healthy foods and building healthy habits as a part of their lifestyle. Several mentioned that they tried to provide healthy foods for their children and involve them in sports.

What is your experience accessing support for healthy living?

Again, there was a wide variety of responses. Some participants cited the use of city or county parks and the Pinellas Trail for exercise. Others found it difficult to access nearby facilities that were affordable. Many cited the expense of buying healthy foods or joining a health facility and having adequate, affordable health care as issues. There were several comments about the lack of knowledge about what to do. Finding the time to exercise was often mentioned. Many mentioned a lack of information, while others said they got information from a doctor, the internet, or wellness programs at work. There were a few comments about getting churches more involved in promoting healthy living.

What barriers do you face in seeking healthy living?

Common themes were:

- Financial/Budget concerns. Participants consistently cited the expense of organic and other healthy food choices (healthy restaurants versus fast-food restaurants) as a key barrier.
- Education. Participants often mentioned the lack of public knowledge regarding what healthy foods are and how to prepare them.
- Barriers around physical activity centered on the lack of time and the lack of safe, affordable places to exercise.

What will it take for St. Pete to be the Healthiest City in the US?

While there were many ideas to promote healthy living in St. Petersburg, some common themes surfaced around:

- Providing accessible, affordable, safe areas for individuals/families to exercise.
- Having healthier and affordable shopping resources for food (grocery stores/community gardens).
- Providing incentives for healthy living.
- Educating the public about healthy living through a number of formats (billboards, social media, community workshops)

What is Your Personal Commitment to Healthy Living?

Three of the six sessions ranked “Partially Committed” as their strongest level of commitment to healthy living. Two of the sessions ranked “Highly Committed” as their strongest level and one session ranked “Committed” as their strongest level. None of the sessions ranked “Not Committed” among the top three choices.

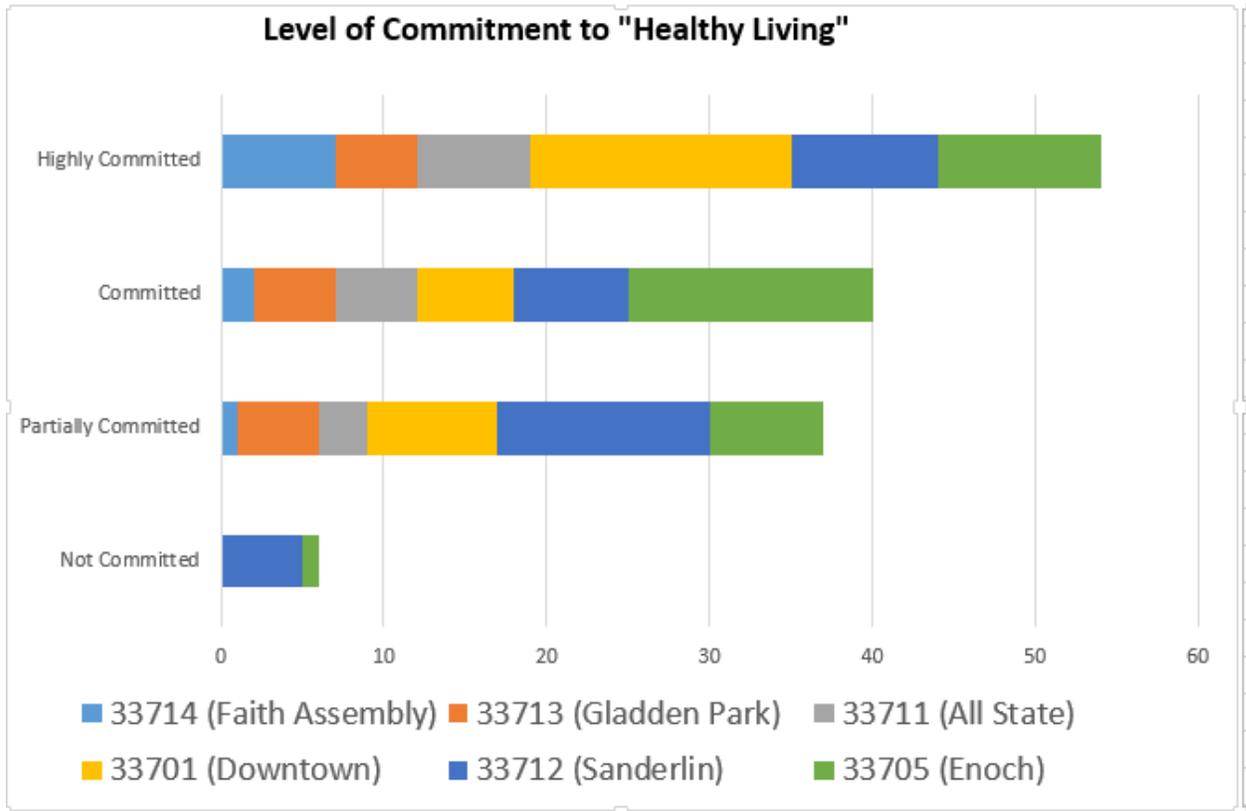
The following tables list, by location, the top three barriers, the top three ideas for becoming the healthiest city in the U.S., and the levels of personal commitment to healthy living.

<p>Top 3 Barriers – Faith Assembly of God</p> <ul style="list-style-type: none"> • Increasing cost of eating healthy/cost to eat healthier • Community support and resources including budgeting • Limited access to safe neighborhoods and safe activities/safe places to exercise when you can't afford a gym.
<p>Top 3 Barriers – Gladden</p> <ul style="list-style-type: none"> • Expense • Time/Work interferes. Time • Cultural pull
<p>Top 3 Barriers – Allstate</p> <ul style="list-style-type: none"> • The lack of education in the household of what healthy living is; children are following in the footsteps of parents that don't practice it themselves / lack of education or knowledge in the household about healthy living; the children follow in their parents footsteps and they must be the example. • Time, transportation, safety, motivation and money. • Family income vs. the cost of healthy living / lack of income and cost of living being out of budget.
<p>Top 3 Barriers – SPC Downtown</p> <ul style="list-style-type: none"> • Financial / Financial Issues • Time and energy • "YOU" Are THE #1 BARRIER! / Lack of willpower • Lack of awareness
<p>Top 3 Barriers - Sanderlin</p> <ul style="list-style-type: none"> • Education (the lack of knowledge how to prepare healthy food) • Finding the funds for healthy living / Money, Budgeting correctly / Finances • Changing your mindset / Mindset / excuses
<p>Top 3 Barriers - Davis</p> <ul style="list-style-type: none"> • Poverty / Finances /affordability • Education ... knowing what is out there and available • Access to healthy, affordable food sources

Top 3 Ideas to become the Healthiest City

<p>Top 3 Ideas to become Healthiest City – Faith Assembly</p> <ul style="list-style-type: none"> • Community group exercise programs free or minimal charge • Open to faith-based partnerships • Incentives for adults to participate in healthy living activities and exercise
<p>Top 3 Ideas to become Healthiest City - Gladden</p> <ul style="list-style-type: none"> • Everyone needs reasonable access to healthy food, through more community gardens, co-ops, and getting the community more involved. Turn Williams Park into an edible garden. • Create opportunities for families to exercise together. Fitness centers where I can take my kids. Family exercise opportunities. Partner with local sports teams to launch exercise programs for families and kids. • Take advantage of our beaches. Become the stand-up paddleboard capital of the U.S., or beach volleyball. Host family fitness activities at the beach, like obstacle courses / Get kids to stop playing video games and become more active.
<p>Top 3 Ideas to become Healthiest City - Allstate</p> <ul style="list-style-type: none"> • Make healthy living a household norm and priority / Begin teaching healthy living habits during early childhood. • Affordable healthy food. • Better support in the schools and workplaces for healthy living / Putting physical education back into the school system.
<p>Top 3 Ideas to become Healthiest City - Downtown</p> <ul style="list-style-type: none"> • Form a partnership with grass roots organizations to promote healthy living. • Publicity campaign to let the public know about X / Educate our citizens as to what services are available / Education • Total community involvement including the citizens and governments • Public access to wellness programs, information and healthy food. • Funding partnerships with local community and government
<p>Top 3 Ideas to become Healthiest City - Sanderlin</p> <ul style="list-style-type: none"> • Education / Educating the parents about changing shopping habits and talking to kids about life skills and values. • Coming together / more involvement / community support to be united. • Politicians buy into the idea of healthy living / city offer incentives for healthy living.
<p>Top 3 Ideas to become Healthiest City - Davis</p> <ul style="list-style-type: none"> • (2 tied for first place) Finding the way to break the cycle of generational apathy • Individual accountability • Safer neighborhoods • Having good mental health services and taking away the stigma

How Committed are you to Healthy Living?



Zip Code	Total Participants	Not Committed	Partially Committed	Committed	Highly Committed
33714 (Faith Assembly)	10	0	1	2	7
33713 (Gladden Park)	15	0	5	5	5
33711 (All State)	15	0	3	5	7
33701 (Downtown)	30	0	8	6	16
33712 (Sanderlin)	34	5	13	7	9
33705 (Enoch)	33	1	7	15	10
Totals	137	6	37	40	54