



**Mayor's Council on Fitness and Well Being  
Awards Criteria Subcommittee  
Minutes for April 24, 2013 Meeting  
Conference Room 3112, Ed Ball Building at 214 N. Hogan St.**

**ATTENDANCE:**

**Chair, Dr. Danielle White**

Mr. Bryan Campbell

Dr. Ellan Duke

Ms. Barbara Sanchez-Salazar

Ms. Michelle Weinbaum

**Guests:**

Ms. Emily Whritenour

**Development After Sports**

Chair Duval County Medical Society

River Hills Chiropractic Clinic

Fowler White

Recorder

Student, MPH Program at UNF

**PROCEEDINGS:**

**I. Welcome**

The meeting began at 12:05.

**II. Purpose**

Dr. Danielle White explained that the first purpose of her meeting would be to explain that the subcommittees could not move forward until they all met on the upcoming Friday. Her second purpose was to emphasize that this subcommittee's project would be to set the stage for *Let's Move* by aligning the application with becoming a *Let's Move* city. She asked what would happen if an organization previously approved for the Seal did not fall in line with the focus on what provides the data needed for Jacksonville to become a *Let's Move* city. Dr. Ellan Duke explained that this had already been tabled and that the eligibility would be extended to all, but that those which aligned would be weighted more highly. Bryan Campbell gave the example of access to healthy foods in schools as a *Let's Move* requirement, but that the MCFWB needs to be inclusive of the entire population.

### **III. Application**

Bryan noted that they can't have a four page dissertation. Danielle said they would need a standard application to fill out and asked if this subcommittee would document the application process. Bryan answered yes, and that they would also transition into judging. Dr. White also noted that, closer to the day of the event, lines would meld together as subcommittees helped each other out. Ms. Emily Whitenour asked for the game date. Bryan replied it would be either the 1<sup>st</sup> of August or in November. Danielle explained that the Jaguars are either really on board or they are not and that the plan is for the recipients to be honored either at game time or at half time. Bryan noted that the league mandates the team do a certain number of Play 60 hours. Emily brought up the city semi-pro soccer team, the First Coast Jacksonville Destroyers, as a potential partner. Danielle said that they play at Jacksonville University, and they may want to apply for an award once the criteria are put together. Danielle asked the group if they agreed with putting together training on how to apply for something like this and acquire the status. Bryan said that was a brilliant idea and brought up the town hall style meetings held before One Spark. Danielle agreed with having those and with having people vote on a name during the meetings, but emphasized that people need to know about the meetings and posting them on the atrium public notice board at City Hall will be insufficient. Emily asked about what the interns will be doing and Danielle explained that the subcommittee chairs will have a full understanding by Friday of what is expected from each group.

### **IV. New name/logo and voting**

Ellan said she had been trying to think of words that could be used to name the event; Bryan explained that the options were due by May 1<sup>st</sup>. Ellan asked about Danielle putting out a memo to the schools for them to pick a name and Danielle confirmed that this was part of her plan. Barbara Sanchez-Salazar asked if the children would come up with names, or just vote on them. Danielle explained that they would just vote and gave the example of when students had voted to name a UNF Honors program. Emily asked if Mrs. Michelle Obama would be able to attend the event. Ellan suggested sending the information on what the MCFWB is doing now to her office. Bryan suggested locking in the date first, and Ellan suggested sending an update by e-mail after that. Ellan asked if someone would be bringing a list of titles in May. Bryan explained that it would be put out through all channels: the Chamber of Commerce, First Coast News, the Duval County Medical Society and UNF to vote and let people know about the application

process. Danielle confirmed that the meeting would be on May 1<sup>st</sup>. Bryan explained that the MCFWB will have to ensure the list for the public is an appropriate number; for example, if 30 are brought to the table, the MCFWB may need to narrow it to three for public choice. Barbara asked if Mrs. Obama had set a specific timeframe for when cities would finish with becoming *Let's Move* cities. Bryan explained that her plan referenced the Healthy 2020 program from the CDC and Department of Health but this plan is not aligned with the Affordable Care Act. Eilan asked if the MCFWB could get the logos from the National Initiative to use in the Jacksonville MCFWB logo. Bryan explained that Jacksonville would have to be a *Let's Move* city first in order to use the logo. Eilan suggested getting logos from Community Health groups as well to look at incorporating into the MCFWB logo. Emily asked if the city would be creating an original logo. There was discussion about whether or not the logo voting contest would need to be on a city website with the recommendation that it be hosted by Action News Jax. Danielle also suggested using the city's Twitter, Facebook and other social media. Bryan said that the Mayor would need to do a YouTube video which he had already committed to. Barbara suggested having the Mayor do something active during the video. Recorder Michelle Weinbaum suggested someone from the MCFWB contact JCCI to get data on what words and ideas the public most associates with their healthy community subject and the health goals the citizens want the city to reach. Bryan said that this may not be a good option but that he will reach out to them. Emily asked about getting a Food Core presence in Jacksonville; Food Core is a group that sponsors community gardens but they are not active in Florida. Bryan reviewed what the seal is and the past procedure versus the new plan to give Emily an overview and the two discussed the internship at the Duval Medical Society.

#### **VI. Adjournment and next Meeting**

The meeting adjourned at approximately 12:51 pm. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, May 1st.

Respectfully submitted by Michelle Weinbaum, Recorder



# Mayors Council on Fitness & Well Being

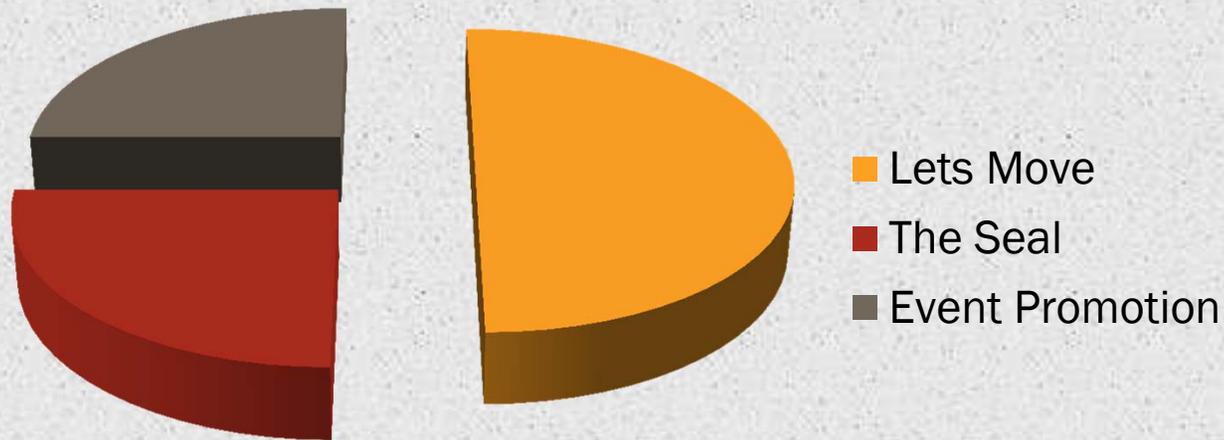
Let's Move Promotion and Outreach Sub  
Committee

# Meeting Purpose

- o What is it?
  - o Who needs to hear about it?
  - o What do we need to say about it?
  - o How do we need to say it?
- 
- o The goal of this meeting is to develop a working knowledge of the answers to these questions.

# 3 Related Projects

## Promotion and Outreach Projects



# Let's Move

- o [Website - www.letsmove.gov](http://www.letsmove.gov)
- o Initiative started by First Lady Michelle Obama.
  - o Stated goal of “Solving the problems of childhood obesity in a generation, so that all children will grow up healthier and able to pursue their dreams’

# Let's Move

- o City Of Jacksonville's Action Steps
  - o COJ will sign up at the website
  - o Agreement to commit to the 5 goals of Let's Move! Cities, Towns, and counties.
    - o Start Early, Start Smart
    - o My Plate, Your Place
    - o Smart Servings For Children
    - o Model Food Service
    - o Active Kids At Play

# Let's Move (cont.)

- o COJ Action Steps
  - o First Quarter and End of Year annual update
  - o 4 action areas (pick one, some or all)
    - o Helping Parents Make Healthy Family Choices
    - o Improving The Health of Schools
    - o Increasing Physical Activity Opportunities
    - o Making Healthy Food Affordable and Accessible

# Ultimate Goal

- o Nationwide recognition for Jacksonville's accomplishments with the initiative.
- o "Local elected officials have the opportunity to earn gold, silver, and bronze medals, as they proceed in accomplishing the five goals."

# The Seal

- o Best In Class Awards Program
- o This awards program (name pending) will incentivize participation from local groups, and highlight their efforts to improve health outcomes.
- o Process
  - o Call For Entries – June
  - o Winner selected – August
  - o Healthy Jacksonville Week – September/October

# The Seal (cont.)

- o Twenty winners will be selected in five categories
- o 4 winners in each category will represent different communities
  - o Businesses
  - o Organizations
  - o Individuals
- o Winners will be able to promote their program as a “2013 Award Winner”
  - o Possible Cash Prize

# “Healthy Jacksonville” Celebration

- o At the culmination of “Healthy Jacksonville Week” there will be a public celebration of “Healthy Jacksonville”.
- o Tentatively planned for Hemming Plaza
  - o Possibility for Prime Osborne
  - o Possibility of Metro Park
- o Ultimate goal of a large scale event similar to the KUSA Health Fair in Denver or the NBC-4 Health Fair in Washington DC

# Who Needs To Hear About This?

- o Who has resources that can help the COJ reach its goal?
- o Who is the audience that will benefit from this?
  - o Children and communities

# What Do We Need To Say

- o What do we want people to do?
  - o Sign up
  - o Get information
  - o Buy/Donate
- o What will give the requested people a “no brainer” positive response to do what we ask

# How Do We Need To Say It

- o What marketing/advertising medium is best to bring what we want to say to the attention of those that need to hear it?
  - o E-marketing
    - o Social Media
    - o E-mail Campaign
    - o Website(s)
  - o Direct Mail
  - o Radio/Television
  - o Mini events



# Thank You For Your Time

Mayors Advisory Council for Fitness and Well-Being  
(Let's Move; Out Reach and Promotions)

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