



**Mayor's Council on Fitness and Well Being
Minutes for April 3, 2013 Meeting
Conference Room 851, 8th Floor, Ed Ball Building, 214 N. Hogan St**

ATTENDANCE:

Ms. Valerie Feinberg, Chair

Ms. Pat Alexander
Ms. Kelley Boree
Dr. Laureen Husband
Mr. Joel Lamp
Mr. Bo McDougal
Mrs. Carmen Rojas
Ms. Barbara Sanchez-Salazar
Ms. Jennifer Stein
Ms. Charlene Walker
Dr. Danielle White
Ms. Michelle Weinbaum

Health Planning Council of Northeast Florida

Adult Services, City of Jacksonville
Parks and Recreation, City of Jacksonville
Duval County Health Department
Sports and Entertainment, City of Jacksonville
Jacksonville University
Varsity Personal Training, LLC.
Fowler White Boggs, P.A.
St. Vincent's Health
Employee Services, City of Jacksonville
Development After Sports, LLC
Recorder

Guests:

Mrs. Cheryl Riddick
Mr. Marty McEachean
Ms. Tonisha Gaines
Ms. Sharon Watkins
Ms. Karen Coleman

Duval County Public Schools
Communities in Schools
Office of Special Events, City of Jacksonville
Black Hog Farms
Baptist Health

Excused Absences:

Vice Chair Dr. Edward Shahady

Ms. Kimberly Bynum
Mr. Bryan Campbell
Ms. Nancy Crain
Ms. Sandy Ilog
The Honorable Don R. Redman
Mr. George Sanders

Health Local ADA Medical and Diabetes Master Clinician Program

Veterans Affairs, City of Jacksonville
Duval County Medical Society
Baptist Health
Special Events, City of Jacksonville
City Council, City of Jacksonville
Florida State College of Jacksonville

PROCEEDINGS:

I. Welcome

Chair Valerie Feinberg called the meeting to order at 12:38 p.m. and introductions were made around the room.

II. Minutes

A couple of members had not reviewed the minutes from the last meetings and requested to look them over. At the time of the vote, a quorum had been established. Carmen Rojas motioned to approve the minutes (March 6th and March 20th), Joel Lamp seconded and the motion carried. Carmen and other members asked about how meetings were noticed and how the Council could approve minutes for meetings they were not even aware of. The recorder explained how meetings are noticed through the Atrium and now also CITYC. No formal vote was taken, but consensus was reached that, going forward, the MCFWB e-mail distribution list should be copied on meeting notices.

III. Discussion

Valerie distributed a handout featuring an organizational chart for Let's Move featuring four areas: *Awards Criteria* with a vacant Chair; *Official Designation Process* with Valerie Feinberg as lead; *Promotion and Outreach* with a vacant Chair; and *Event Kick-off Program* led by Bryan Campbell. Four handouts about Let's Move entitled *The Facts*, *Programs*, *Get Involved* and *5 Simple Steps to Success* were also distributed. Valerie explained that the MCFWB would need to decide who would work on each committee, passed around sign-up sheets and explained the organizational chart. The sign-up sheets were not finalized during the meeting in order to give absent members the opportunity to sign up during the following week. Valerie discussed the chart, hand-outs, and the Let's Move website. Dr. Laureen Husband asked who would apply to become a Let's Move City and how. Valerie said she would find out who Mia Jones will task with the application and registration and Tonisha Gaines pointed out that it would most likely be either the Office of Special Events or the Department of Parks and Recreation. Valerie stated the importance of having the Mayor's Seal criteria align with Let's Move and Dr. Danielle White mentioned not duplicating efforts. Carmen asked if the MCFWB was changing from the seal judging criteria of adding weight to programs aligned with Let's Move to requiring the programs to be aligned with Let's Move because Let's Move puts so much focus on children. Valerie agreed that the MCFWB does not want to exclude other groups that are doing good work in the community. Tonisha spoke about the *Mayor's Brown Challenge* events including the upcoming Corporate run and the need for a designation inclusive of the whole family and mentioned the Childhood Obesity Coalition. She explained the role of Special Events in pitching the event and taking it to the streets and that, once the MCFWB gets their arms around the

program and kicks off the work, she will want to know what the city is asked to take on. Carmen pointed out that she thought Bryan Campbell was working on the awards criteria and Valerie explained that there were changes and that the MCFWB now needs leads for the awards criteria and promotions/outreach subcommittees. Danielle volunteered for awards criteria, Bo McDougal seconded her motion and it was approved. Carmen volunteered for promotions/outreach because of her consulting group and ability to manage the website, Bo seconded her motion and it was approved. Tonisha asked about the funding structure of the MCFWB and Valerie clarified that the MCFWB has no funding. Joel asked if the date could be changed to combine the event with the Jaguars pre-season in August and to involve them. Danielle asked about the potential to include this event in Play 60 and Joel said that is a possibility and discussed the potential to build the kick off into that event. It was mentioned that this is two weeks before school begins, and plans would need to be in place by the end of May. Carmen asked about the website and the costs for it or if it would be on a city page and Valerie responded that the MCFWB has to look at who wants to fund it and there would have to be an Information Officer for everyone to go through. She suggested it could be set up through the North East Florida Counts website. Joel and Kelley explained that, because Let's Move is a city initiative, the website will need to stay under the city web site. Joel asked about a city website on the National Let's Move site and Kelley explained it is a canned website activated after the city is designated by Let's Move. Carmen asked if MCFWB could sell website presence to sponsors through a sponsorship package.

IV. New Business

Bo handed out informational packets about the Jacksonville University Sports Management and Medicine Conference to be held on April 10, 2013 which the MCFWB previously endorsed. Karen Coleman reminded the group of the First Coast Worksite Wellness event to be held on May 15th at the Hyatt. Cheryl Riddick let the group know that the first day of school would be August 19th. The recorder reminded the group of the ethics office presentation and need to have publicly noticed meetings, and answered a question on what constitutes a discussion. Chair Valerie Feinberg reminded the group of the Hale and Hearty race in June and of Community First Saturdays. Carmen asked if the website and graphic design would have to go through procurement and Kelley explained that it doesn't have to if there are no funds,

but that a zero dollar award can be granted. If the MCFWB were going to raise funds, they would need to go through the procurement process. Joel advised getting a zero dollar award.

V. New Committees

Recorder asked about the Chairs for the new sub-committees which Bryan, Valerie, Carmen and Danielle had volunteered to chair. Joel moved to approve these groups and chairs, Carmen Rojas seconded the motion and it carried.

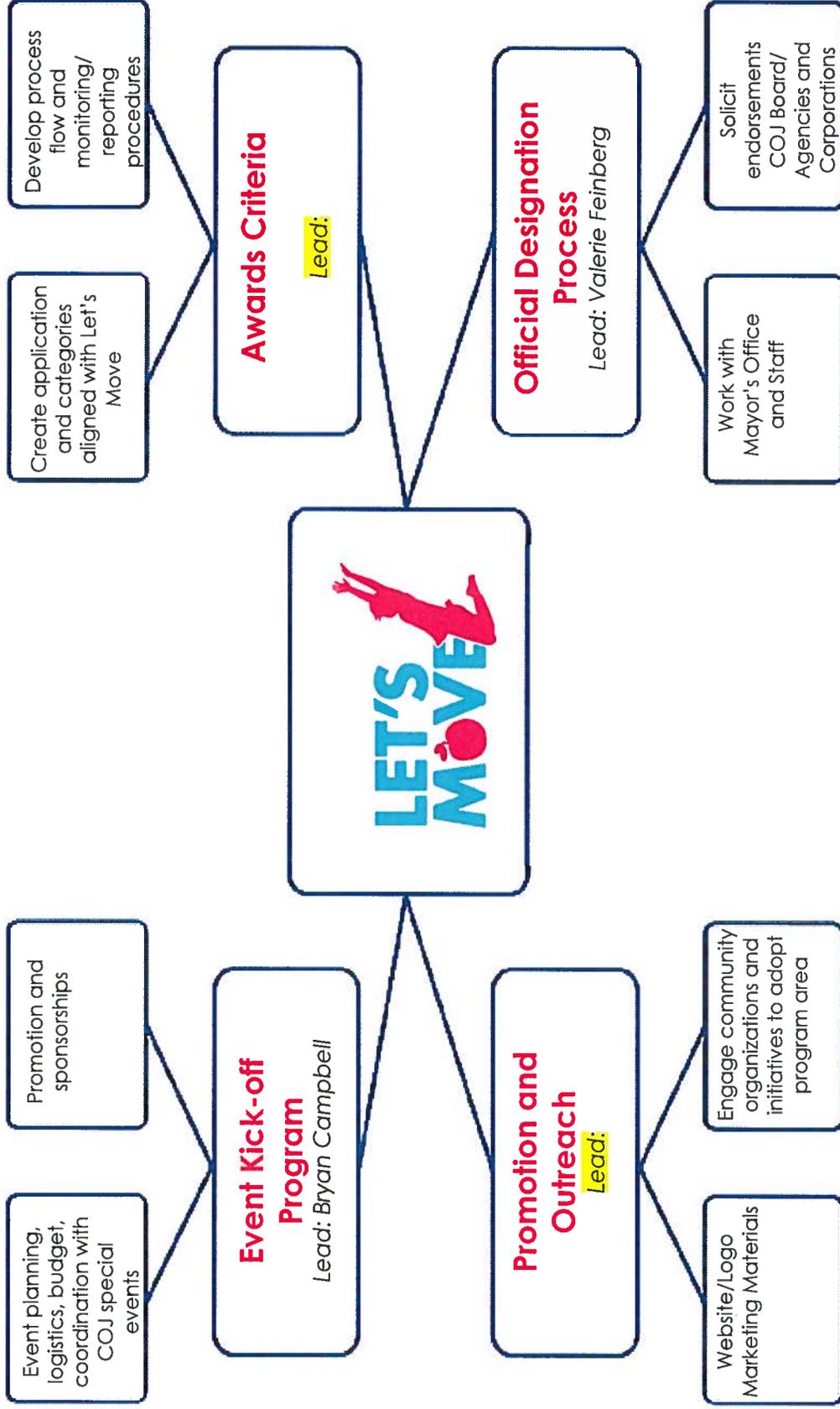
VI. Adjournment and next Meeting

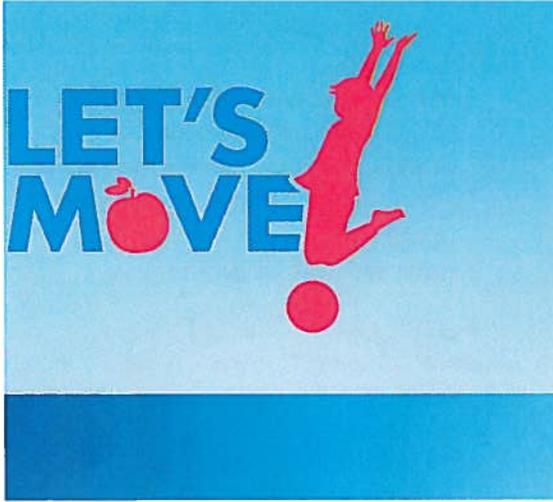
The meeting adjourned at 1:35 pm. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, May 1st.

Respectfully submitted by Michelle Weinbaum, Recorder

Mayor's Council on Fitness and Well Being

April 2013





The Facts

Let's Move! is a comprehensive initiative, launched by the First Lady, dedicated to solving the problem of childhood obesity in a generation so that kids born today will grow up healthier and able to pursue their dreams. This is an ambitious goal. But it can be done.

Combining comprehensive strategies with common sense, *Let's Move!* is about putting children on the path to a healthy future starting with their earliest months and years and continuing throughout their lives. Giving parents helpful information and fostering environments that support healthy choices. Providing healthier foods in our schools. Ensuring that every community has access to healthy, affordable food. And, helping kids become more physically active.

The Issue

Over the past three decades, childhood obesity rates in America have tripled. Today, almost one in every three children in our nation is overweight or obese. The numbers are even higher in African American and Hispanic communities where nearly 40% of the children are overweight or obese. Rates are estimated to be even higher in American Indian/Alaska Native communities. If we don't solve this problem, one third of all children born in 2000 or later will suffer from diabetes at some point in their lives. Many others will face chronic obesity-related health problems like heart disease, high blood pressure, cancer and asthma.



"In the end, as First Lady, this isn't just a policy issue for me. This is a passion. This is my mission. I am determined to work with folks across this country to change the way a generation of kids thinks about food and physical activity."

—First Lady Michelle Obama

Mrs. Obama began a national conversation about the health of America's children when she broke ground on the White House Kitchen Garden with students from a local elementary school in Washington, DC. Through the garden, she began a discussion with kids about nutrition and the role food plays in living a healthy life. That discussion grew into the Let's Move! initiative, which was launched by the First Lady in February, 2010.



“All Americans, especially young people, should be leading active, healthy lifestyles. We want everyone — regardless of age, background or ability — to get moving, eat right and stay fit for life.”

—Drew Brees, Quarterback,
New Orleans Saints, Co-Chair,
President’s Council on Fitness,
Sports & Nutrition

Find out more

www.letsmove.gov

Learn more about how your family can make healthier choices and get moving.

Find tips on healthy eating.

Discover fun activities you

and your family can do

together. Read the latest

Let’s Move! news. Sign up

for our newsletter, and see

what else you can do to

fight childhood obesity in

your community, or schools.

Additional resources

www.fitness.gov

www.presidentschallenge.org



The Solution

Encourage kids to eat healthier and move more. When children combine physical activity with healthy eating in their daily routine, they help prevent a range of chronic diseases, including heart disease, cancer and stroke—the three leading causes of death. Along with decreasing obesity risk, physical activity helps to control weight, build lean muscle, reduce fat and promote strong bone, muscle and joint development. Physical activity has also been shown to improve academic performance including better grades, test scores, classroom behavior, attention, and concentration. And, of course, healthy eating gives kids the proper nutrition they need to stay energized, active, and maintain a healthy weight.

Let’s Get Moving

Get kids moving and make healthier choices for your children

- Children need 60 minutes of active and vigorous play each day
- Serve fruit or veggies with every meal
- Substitute water or low-fat milk for sweetened beverages
- Pick a vegetable they like and find different, tasty ways to prepare it
- Substitute healthier ingredients such as whole wheat pasta, and lean meats in their favorite recipes
- Eat meals as a family

Earn a Presidential Active Lifestyle Award (PALA)

- When you and your kids commit to an activity five days a week for six weeks—like walking to school together, riding bicycles or taking the stairs instead of the elevator—you can each get an award from President Obama! To join visit: www.presidentschallenge.org

Get everyone in your family screened for obesity

- Make sure every family member gets their Body Mass Index (BMI) checked when they go in for a check-up

Support a community garden

- Find a place to grow a garden with your kids—at school, church or in an empty lot—so they can learn to eat what they grow

Help build a community playground

- Work with your community and other organizations to build a playground so that kids have a place to get 60 minutes of physical activity a day



**LET'S
MOVE!**



Programs

Over the past three decades, childhood obesity rates in America have tripled. Today, almost one in every three children in our nation is obese or overweight. The numbers are even higher in African American, Hispanic, and American Indian/Alaska Native communities, where nearly 40% of the children are overweight or obese. In February 2010, First Lady Michelle Obama launched *Let's Move!*, a comprehensive initiative involving multiple stakeholders, to solve the problem of childhood obesity in a generation, so that kids born today will grow up healthier and able to pursue their dreams. This is an ambitious goal. But together, we can make it happen.

Let's Move Cities and Towns

No city or town is the same, and each one needs its own approach for solving obesity. *Let's Move Cities and Towns* engages communities by focusing on their unique ability to solve the obesity challenge on a local level.

It's designed to encourage mayors and elected officials to adopt a long-term, sustainable, holistic approach to fighting childhood obesity. When elected officials sign up as a prospective *Let's Move City or Town*, they choose to make changes in four areas over the next 12 months: Reduce the risk of obesity in early childhood, provide healthy food in schools, improve access to healthy, affordable foods, and increase physical activity. To find out how your city or town can join, visit: <http://www.letsmove.gov/officials-step-1.php>

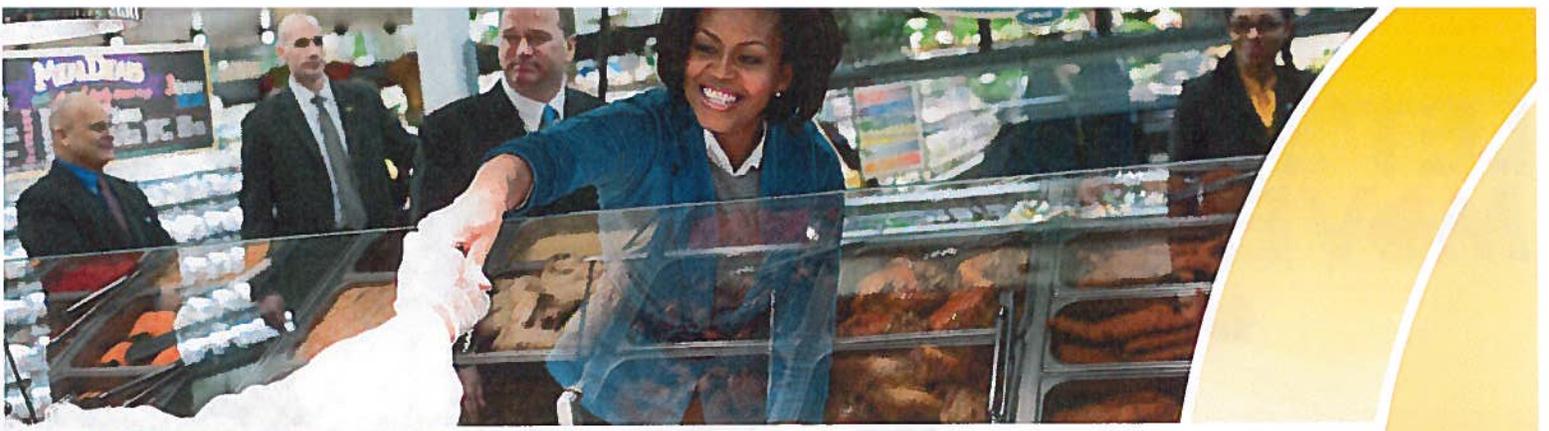
Chefs Move to Schools

Good nutrition at school is more important than ever. Over 31 million children participate in the National School Lunch Program, and over 11 million participate in the National School Breakfast Program. *Chefs Move to Schools*, administered by the U.S. Department of Agriculture (USDA), matches chefs with school districts to help schools improve health and nutrition.

The chefs adopt a school and work closely with teachers, parents, school nutritionists and administrators. They teach new techniques and recipes for healthier meals that meet the schools' dietary guidelines and budgets. And, they engage young people in learning about nutrition and making balanced and healthy choices. By creating healthy meals that are also delicious, chefs have a unique ability to make good nutrition fun and appealing. To get involved or learn more, visit: <http://www.letsmove.gov/chefs-step-1.php>

"We are going to need everyone's time and talent to solve the childhood obesity epidemic and our Nation's chefs have tremendous power as leaders on this issue because of their deep knowledge of food and nutrition and their standing in the community. I want to thank them for joining the *Let's Move!* campaign"

—First Lady Michelle Obama



Find out more
www.letsmove.gov

Learn more about these programs and discover what other communities and organizations are doing. Learn how to incorporate ideas and information into your efforts, and see what else you can do to fight childhood obesity.

Additional resources
www.fitness.gov
www.presidentschallenge.org

An important component of *Chefs Move to Schools* is the HealthierUS School Challenge — a program that has spurred schools all across the country to raise their standards and transform classrooms and cafeterias into places where healthy eating and nutrition is learned and experienced. Schools that are doing the very best work to keep kids healthy will be recognized, and high-achieving schools will even receive monetary incentives. Sign up for the HealthierUS School Challenge at: <http://www.fns.usda.gov/tn/healthierus/index.html>

Let's Move Faith and Communities

As trusted community members, faith-based and community-based organizations are critical partners in solving childhood obesity. Many lessons on healthy living and well-being are learned in faith- and community- based settings.

Join *Let's Move Faith and Communities* to inspire healthy eating, physical activity, and respond to hunger. To learn more about how you can further awareness and prompt action in communities across the country visit: <http://www.whitehouse.gov/sites/default/files/microsites/Lets-Move-Toolkit-Faith-Communities.pdf>

Let's Move Outside

Regular exercise in nature is proven to improve children's physical and mental health. Outdoor activity helps kids maintain a healthy weight, boost their immunity and bone health, and lower stress. *Let's Move Outside*, administered by the Department of Interior, was created to get kids and families to take advantage of America's great outdoors, which abound in every city, town and community.

Let's Move Outside Junior Rangers, a part of the *Let's Move Outside* program, promotes healthy outdoor activities in 50 national parks across the country by highlighting existing junior ranger programs that have a strong physical activity component. For ideas on what to do, what to bring and where to go in the great outdoors, visit: <http://www.letsmove.gov/letsmoveoutside.php>

Let's Move in the Clinic

Health care professionals directly impact children's health. Each encounter is an opportunity to help children understand the importance of good nutrition and physical activity—from their earliest moments of life through adulthood. That's why, by working together with children and their families in clinics, practices, homes, schools and neighborhoods, health care professionals can make a real difference in solving the problem of childhood obesity. To find out what you can do as a health care professional, including how to print out our prescription for a healthy life to share with patients, visit: <http://www.letsmove.gov/healthcareproviders.php>





**LET'S
MOVE!**



Get Involved

The Issue

Over the past three decades, childhood obesity rates in America have tripled. Today, almost one in every three children in our nation is obese or overweight. The numbers are even higher in African American, Hispanic, and American Indian/Alaska Native communities, where nearly 40% of the children are overweight or obese. If we don't solve this problem, one third of all children born in 2000 or later will suffer from diabetes at some point in their lives. Many others may face chronic obesity-related health problems like heart disease, high blood pressure, cancer and asthma.

The Solution is Moving Together

In February 2010, First Lady Michelle Obama launched *Let's Move!* to solve the problem of childhood obesity in a generation, so that all children will grow up healthier and able to pursue their dreams. This is an ambitious goal. But with your help, we can do it.

Everyone has a role to play in reducing childhood obesity, including elected officials from all levels of government, schools, health care professionals, faith-based and community-based organizations, and private sector companies. Your involvement is key to ensuring a healthy future for our children.

How To Get Moving

Mayors and Local Officials

- Start a conversation about childhood obesity. Bring together everyone who has a role — city departments, faith-based and community-based organizations, schools, parks and recreation departments, businesses, childcare facilities and hospitals. Then, work together to make neighborhoods healthier by creating opportunities for physical activity and access to healthy, affordable food.
- Become a *Let's Move!* City or Town. Every city and every town is different, and each requires a distinct approach to this issue. *Let's Move! Cities and Towns* emphasizes the unique ability of communities to solve the challenge locally, aided by the crucial leadership of mayors and elected officials to provoke action. To learn more and to access tools and resources visit: <http://www.letsmove.gov/officials-step-1.php>

"We're going to need you to add your energy and your passion to this cause. We need you to go back home and start the conversation, to roll up your sleeves and get more people involved. We need you to once again raise your voices on behalf of our children."

—First Lady Michelle Obama

Let's Move! combines comprehensive strategies with common sense. It's about putting children on the path to a healthy future starting with their earliest months and years and continuing throughout their lives. Giving parents helpful information and fostering environments that support healthy choices. Providing healthier foods in our schools. Ensuring that every community has access to healthy, affordable food. And, helping kids become more physically active.



Find out more
www.letsmove.gov
Discover what other
organizations and
communities are doing.
Learn how to incorporate
ideas and information into
your own community, and
see what else you can do to
fight childhood obesity.

Additional resources
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Schools

- Principals, teachers, and parents can help make schools healthier places to learn by providing quality food and teaching children about the importance of nutrition and embracing a healthy, active lifestyle.
- Join *Chefs Move to Schools* to match your schools with a local chef to incorporate new techniques and healthy recipes into your school meals and show kids that eating right is delicious and fun. Learn more at: **<http://www.letsmove.gov/chefs-step-1.php>**
- Sign up for the HealthierUS School Challenge – a program that has spurred schools all across the country to transform their environments into places where healthy eating and physical activity is learned and experienced. Schools that are doing the very best work to keep kids healthy will be recognized, and even receive monetary incentives. To sign up for the HealthierUS School Challenge visit: **<http://www.fns.usda.gov/tn/healthierus/index.html>**

Faith-based and Community-based Organizations

- As trusted community members, faith-based and community-based organizations are critical partners in solving childhood obesity. Many lessons on healthy living and well-being are learned in faith- and community- based settings.
- Join *Let's Move Faith and Communities* to inspire healthy eating, physical activity, and respond to hunger. To learn more about how you can further awareness and prompt action in communities across the country, visit: **<http://www.whitehouse.gov/sites/default/files/microsites/Lets-Move-Toolkit-Faith-Communities.pdf>**

Health Care Professionals

- Health care professionals directly impact children's health and can make a real difference in solving the problem of childhood obesity. Each encounter with a parent or caregiver is an opportunity to help families understand the importance of optimal nutrition and physical activity from the earliest moments of life through adulthood. Make BMI screening a standard part of your care, talk to your patients about first foods and breastfeeding, and consider sharing your expertise with community groups or organizations that support childhood health and wellness.
- To learn more about how you can support *Let's Move!* visit: **<http://www.letsmove.gov/healthcareproviders.php>**

Private Sector Companies

- Look for ways in your community to improve access to healthy, affordable foods and increase physical activity. Consider building or revitalizing playgrounds, providing transportation for children to safe play areas, particularly after school and on weekends, or partnering with a youth organization to expand programming and increase capacity.

TAKE
ACTION

MAYORS & LOCAL OFFICIALS

5

simple steps TO SUCCESS

Elected officials offer the unique ability to spur action and bring communities together in this movement. Mayors and municipal officials are encouraged to adopt a long-term, sustainable, and holistic approach to fighting childhood obesity. This movement recognizes that every city is different, and every town will require its own distinct approach to the issue.



1

Become a Let's Move City or Town

The First Lady is calling on mayors and elected officials across the country to join her *Let's Move!* campaign. *Let's Move Cities and Towns* engages mayors and other municipal leaders in the campaign to solve the problem of childhood obesity within a generation. *Let's Move Cities and Towns* emphasizes the unique ability of communities to solve the challenge locally, and the critical leadership mayors and elected officials can provide to bring communities together and spur action.

Let's Move! Cities and Towns is designed to encourage mayors and elected officials to adopt a long-term, sustainable, and holistic approach to fight childhood obesity. This initiative recognizes that every city is different, and every town will require a distinct approach to the issue. Once an elected official signs up as a prospective *Let's Move City* or a *Let's Move Town*, he or she will choose at least one significant action to take over the following twelve months in each of the four pillar areas:

1. Help Parents Make Healthy Family Choices
2. Create Healthy Schools
3. Provide Access to Healthy and Affordable Food
4. Promote Physical Activity

REQUIREMENTS:

Let's Move Cities and Towns must submit a first quarter and end-of-year update, describing the city's or town's plan, timeline, and actions. These reports will be posted online. Then, a city or town may become a *Let's Move City* or *Let's Move Town*.

Let's Move Cities and Towns for a given year may be recognized in the following ways:

- Let's Move! Intergovernmental Affairs representatives will seek out cities and towns to highlight and celebrate initiatives.
- Accomplishments and ideas for future action may be highlighted on the *Let's Move!* website.

1

Become a Let's Move City or Town **CONTINUED**

- Mayors from *Let's Move Cities and Towns* will be invited to participate in conference calls with White House and federal agency staff to share ideas, discuss barriers, celebrate progress.
- *Let's Move Cities and Towns* will receive a certificate of acknowledgement confirming qualification as a *Let's Move City* or *Let's Move Town*.
- Mayors from *Let's Move Cities and Towns* may be invited to attend events to celebrate collective success in combating childhood obesity.

A CALL TO ACTION

Over the past three decades, childhood obesity rates in America have tripled, and today, nearly one in three children in America are overweight or obese. One-third of all children born in 2000 or later will suffer from diabetes at some point in their lives; many others will face chronic obesity-related health problems like heart disease, high blood pressure, cancer, and asthma. A recent study put the health care costs of obesity-related diseases at \$147 billion per year. This epidemic also impacts the nation's security, as obesity is now one of the most common disqualifiers for military service.

In an address to mayors in January, 2010, First Lady Michelle Obama called them to take a leadership role in the *Let's Move!* campaign to solve the epidemic of childhood obesity within a generation. "The idea here is very simple: to put in place common sense, innovative solutions that empower families and communities to make healthy decisions for their kids," stated Mrs. Obama.

1

Become a Let's Move City or Town **CONTINUED**

STEPS FOR MAYORS AND ELECTED OFFICIALS

To become a prospective *Let's Move City* or *Let's Move Town*, mayors and elected officials can make an impact by:

1. **Helping Parents Make Healthy Family Choices:** Offer parents tools, support, and information to make healthier choices for their families.
2. **Improving the Health of Schools:** Promote healthier food in schools.
3. **Increasing Physical Activity Opportunities:** Promote physical activity in your schools, city, or town.
4. **Making Healthy Food Affordable and Accessible:** Eliminate food deserts in your community and improve the affordability of healthy food.

Mayors and elected officials are encouraged to take action in each of the four areas. The following pages outline ideas for strategies and programs to take a leadership role. These are some ideas to get started —this program should be tailored to the characteristics and needs of the particular city or town. *Let's Move Cities and Towns* welcomes your ideas, input, and feedback on efforts that are really working and those that aren't. Mayors and elected officials can be the

2

Help Parents Make Healthy Family Choices

Parents play a key role in making healthy choices for their children and teaching their children to make healthy choices for themselves. In today's busy world, this isn't always easy.

Mayors and elected officials can offer parents the tools, support, and information they need to make healthier choices for their families in the following ways:

- Launch a city website with information for parents on healthy living.
- Create a healthy food promotional campaign, and offer a "healthy eating" designation to restaurants who offer healthier food and beverages and reasonably-sized portions.
- Form a community coalition tasked with identifying local barriers to healthy living.
- Promote local community organizations that provide access to healthy activities.
- Through public service announcements and community events:
 - Serve as a role model in your own community by adopting a healthy lifestyle.
 - Encourage parents to become healthy role models for their children.
 - Encourage parents to help children get off to a good start by promoting breastfeeding.

3

Improve the Health of Schools

More than 31 million children participate in the National School Lunch Program, more than 11 million participate in the National School Breakfast Program, and many children are consuming up to half of their daily calories at school. As families work to ensure that kids eat right and have active play at home, mayors and elected officials can take steps to ensure kids have access to healthy meals in schools.

The HealthierUS Schools Challenge establishes rigorous criteria for schools' food quality, participation in meal programs, physical activity, physical education, and nutrition education—the key components that make for healthy and active kids—and provides recognition for schools that meet these criteria.

Over the next school year, the U.S. Department of Agriculture, working with partners in schools and the private sector, is committed to doubling the number of schools that meet the HealthierUS Schools Challenge and adding 1,000 schools per year for two years after that.

Mayors and local officials can promote healthier food in schools in the following ways:

- Encourage local school districts to participate in the HealthierUS School Challenge.
- Encourage all schools to provide a school breakfast program.
- Support the development of a summer food service program.
- Support upgrades or exchanges of school cafeteria equipment. For example, swap out a deep fryer for a salad bar.
- Promote the expansion or improvement of nutrition education in schools.
- Work to ensure that school cafeterias are designed to encourage children to choose healthier snacks and meals, including a free or reduced price lunch or breakfast.
- Promote school gardens.
- Promote farm to school programs and the incorporation of fresh food into school meals.

3

Improve the Health of Schools CONTINUED

- Encourage participation in school lunch and breakfast programs to address the needs of low-income children.
- Encourage schools to implement the nutritional standards recommended by the Institute of Medicine for foods sold outside of school meals and in vending machines.
- Promote healthy food in other facilities where young people are being educated, including juvenile correction.

4

Increase Physical Activity Opportunities

Children need 60 minutes of active play each day. Yet only a third of high school students get the recommended levels of physical activity, and the average American child spends more than 7.5 hours a day watching TV and movies, using cell phones and computers, and playing video games. Through public-private partnerships, and reforms of existing programs, Mayors and community leaders can help address this imbalance.

Mayors and community leaders can promote increased physical activity in the following ways:

- Participate, and encourage other groups and organizations to participate, in the Presidential Active Lifestyle Award program.
- Establish a local fitness challenge that sets goals for physical activity.
- Encourage daily, high-quality physical education for students in kindergarten through grade 12 (150 minutes per week for elementary schools and 225 minutes per week for secondary schools)
- Encourage schools to incorporate daily recess, in addition to physical education classes.
- Work with school officials to develop joint-use agreements so that community residents can use school facilities for physical activity, and school officials and students can use community facilities for physical activity.
- Build physical activity into classroom lessons.
- Encourage schools to offer physical activity opportunities before or after school hours.
- Promote safe routes to school.
- Incorporate physical activity into the planning and design of every physical improvement to the city—from municipal buildings and new parks to streets and sidewalks.
- Incorporate pedestrian and bicycle lanes into street development.
- Promote spaces for community members to be active—including parks and green space, outdoor sports fields and facilities, walking and biking trails, public pools, and community playgrounds—and prioritize the development of these spaces in underserved areas.

4

Increase Physical Activity Opportunities CONTINUED

- Enhance public safety near parks and other public spaces.
- Develop a “park deserts map” that indicates the distance from population centers to parks and green spaces.
- Offer physically active intramural sports for students of all skill levels and make sure that it is free and affordable for all children.
- Foster partnerships within the community among schools, business, and nonprofit organizations to encourage physical activity.
- Join with amateur and professional sports teams to promote physical activity.



5

Make Healthy Food Affordable and Accessible

More than 23 million Americans, including 6.5 million children, live in low-income urban and rural neighborhoods that are more than a mile from a supermarket. These communities, where access to affordable, quality, nutritious food is lacking are also known as food deserts. Lack of access is one reason why many children are not eating recommended levels of fruits, vegetables, and whole grains. Food insecurity and hunger among children is widespread. A recent USDA report showed that in 2008, an estimated 49 million people, including 17 million children, lived in households that experienced hunger multiple times throughout the year.

Mayors and municipal officials can expand the availability of affordable, healthy food in their communities by taking the following steps:

- Offer incentives to new and/or existing food retailers to offer healthier food and beverage choices in underserved areas.
- Pass food policies that require food and beverages purchased with government funds to meet certain nutrition standards.
- Support the sale of local foods across the community by offering incentives and encouraging the establishment of farmers' markets.
 - Encourage local food retailers and farmers markets to accept SNAP (food stamps) and WIC Program benefits.
 - Encourage local foundations to sponsor Electronic Benefit Transfer matching programs at farmers markets.
- Establish a policy to apply nutrition standards to all food sold (e.g., meal menus and vending machines) within local government facilities.
- Require access to free and safe drinking water in public places.
- Ensure that residents can access healthy and affordable food through public transportation—by realigning bus routes, providing free shuttles, or other means.

5

Make Healthy Food Affordable and Accessible

CONTINUED

- Promote policies that support and protect community gardens. For example, mayors can work with local neighborhoods to convert blighted areas into green spaces that can be used for community gardens.
- Connect families with nutrition programs like SNAP and the emergency food system.
- Form a local food policy council or participate in an existing one.



Resources

For more ideas, strategies and guides, take advantage of these recommended resources:

1. Action Strategies for Healthy Communities
The Robert Wood Johnson Foundation Leadership for Healthy Communities
<http://www.leadershipforhealthycommunities.org/content/view/352/154/>
2. Combating Childhood Obesity” Action Plan for Municipal Leaders
The National League of Cities
http://www.nlc.org/ASSETS/FC9AD61015584D1789198583E6C888E8/IYEF_Action_Kit_Childhood_Obesity.pdf
3. Local Government Actions to Prevent Childhood Obesity
National Academies, Institute of Medicine
<http://www.iom.edu/Reports/2009/ChildhoodObesityPreventionLocalGovernments.aspx>
4. Mayors Guide to Fighting Childhood Obesity
The U.S. Conference of Mayors
<http://usmayors.org/chhs/healthycities/documents/guide-200908.pdf>
5. Recommended Community Strategies and Measurements to Prevent Obesity in the United States
Centers for Disease Control and Prevention
<http://www.cdc.gov/mmwr/pdf/rr/rr5807.pdf>



**Jacksonville University and the Jacksonville Sports
Medicine Program Presents:**

Sport Management and Medicine Conference 2013

Wednesday April 10, 2013

10:00 am—5:00 pm

**Featuring Mark Lamping — President, Jacksonville Jaguars
Keynote Speaker for our Luncheon**

Athletic Directors: 10:00 AM - 5:00 PM
High School Principals 11:00 AM - 12:00 PM Luncheon (12:00—1:00)
High School Coaches 3:00 PM - 5:00 PM

SAVE THE DATE: mark your calendar for this special event open to:

High School Principals

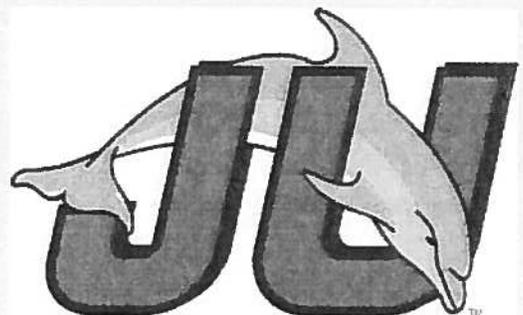
High School Athletic Directors

Middle School Athletic Directors

High School Counselors

High School Varsity Head Coaches:

Football, Volleyball, Cross Country and Basketball



**Jacksonville University & Jacksonville Sports Medicine Program
Sport Management and Medicine Conference 2013
April 10, 2013**

Schedule of Events

10:00 am - 10:55 am

Panel 1: Sports Related Concussion (Davis Student Commons – Conference Room AB)
[Audience: Open to All]

Panel 2: Have v. Have Nots (Davis Student Commons – Conference Room AB)
[Audience: Open to All]

11:00 am - 12:00 pm

Panel 3a: General Organization and Administration of Athletic Department
(Davis Student Commons – Conference Room A)
[Audience: High Schools, Principals, Athletic Directors]

Panel 3b: FHSAA (Davis Student Commons – Conference Room A)
[Audience: High Schools, Principals, Athletic Directors]

11:00 am - 12:00 pm

Panel 4a: Grounds and Maintenance of Your Facility
(Davis Student Commons – Conference Room B)
[Audience: Middle Schools]

Panel 4b: Institutional Control (Davis Student Commons – Conference Room B)
[Audience: Middle Schools]

12:00 pm - 1:00 pm

Luncheon at the Kinne Center sponsored by JSMP - Keynote Speaker Mark Lamping
(President, Jacksonville Jaguars)
[Audience: Open to All]

1:00 pm - 2:40 pm

NCAA Compliance Panel (Davis Student Commons – Conference Room AB)
[Audience: Open to All]

1:10 pm - 3:00 pm

Sport Business Panel (Davis College of Business Conference Room A)
Sport Medicine Panel (Davis College of Business Conference Room B)
Women's Issues in Sports Lecture (Davis College of Business Conference Room C)
[Audience: Open to All]

3:00 pm - 5:00 pm

Coaching Panels (Davis College of Business Conference Center)

4 th and 1	3:00 – 3:10
Emergency on My Field	3:10 – 3:30
Strength Training On a Limited Budget	3:30 – 3:50
Nutrition for Youth Athletes	3:50 – 4:10
Concussion Prevention	4:10 – 4:30
The Head Coach	4:30 – 5:00

[Audience: All Coaches]

5:00 pm – 8:00 pm

CPR And First Aid for Coaches (Davis College of Business Conference Center)

[Audience: Open to All]



Free NCAA/NAIA/JUCO Eligibility and Recruiting Webinar

<http://www.floridacoaches.org>

The Florida Athletic Coaches Association (FACA) is proud to provide a new nonprofit service designed to assist families in being properly educated about the athletic collegiate recruiting process. The Recruiting Education Foundation Inc., a 501(c)(3) nonprofit venture, is providing FACA with free recruiting webinars for Florida high school athletes and their families.

What Topics are Covered?

The one hour webinar empowers Florida parents and student-athletes to take control of the recruiting process by addressing the most common recruiting issues and questions.

Topics include:

- Scholarships, do they differ?
- Scholarship myths and facts
- NCAA core course requirements
- NCAA & NAIA Eligibility Centers
- Three rules of being a parent
- National Letter of Intent
- Where are the scholarships?
- Cooperative Education
- Recruiting Services
- The Name Game
- Dangers of Social Networking
- NAIA and JUCO options
- and more...

Where do I view the Webinar?

The webinar is recorded and may be viewed 24/7/365 on the FACA website at:

<http://www.floridacoaches.org>

"All too often our families are being tempted to spend money in order to have their child recruited. FACA feels families should listen to our recruiting webinar prior to allocating any sum of money into recruiting. FACA feels this service will go a long way in properly educating families about the recruiting process and assist them in making proper recruiting decisions."

***Shelton Crews,
FACA Executive Director***

**Jacksonville University
Sport Management and
Medicine Conference**

APRIL 10, 2013

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Jacksonville Let's Move Program Summary

Executive Summary

The Mayor's Council for Fitness and Well-being was created to promote healthy lifestyles and improve the health of Jacksonville's citizens. In order to bring together many excellent but unconnected efforts to improve these outcomes, the Council, with the full support of Mayor Alvin Brown, is creating a best-in-class awards program. This awards program (name pending) will incentivize participation from local groups, and highlight their efforts to improve health outcomes.

The program will begin with a Call for Entries in June. In August, the winners will be selected and notified that they have won. Winners will be featured in a story on Action News during the official "Healthy Jacksonville" week, designated by Mayor Brown in September (or October, date pending). Twenty winners will be selected in five categories, one for each day of the week. The four winners in each category will represent different communities (businesses, organizations, individuals). In addition to the recognition, each winner will be able to promote their program as a "2013 Award Winner", and we hope to negotiate support for a cash prize for each of the winners.

At the culmination of the week, there will be a public celebration of "Healthy Jacksonville." This event is tentatively planned for Hemming Plaza, but there is a possibility of creating a Health Fair at either Metro Park or the Prime Osborn. Details on this event are currently in negotiations.

The program will be a public-private partnership relying on the participation of local businesses and organizations to support the program and encourage participation in the awards submissions. The lynchpin partnerships will be with Action News (CBS 47/FOX 30) and its six affiliated COX Radio stations in the market, along with a partnership with the Jacksonville Chamber of Commerce. Many additional partnerships will be necessary to ensure that the program is a success.

This program is not intended to be a one-time event. The goal is to create an annual program that not only awards the best of the best, but encourages others to get involved and help improve health outcomes in Jacksonville. Ideally, the celebration at the end of the week could be as impactful as the KUSA Health Fair in Denver or the NBC-4 Health Fair in Washington, D.C..

Sign-up for Let's Move Work Group: Official Designation Process
April 2013

Name	Address	Phone	Email
Laureen Husband		904-253-2976	Laureen.husband@doh.state.fl.us
Matty McEachean		" 449-3367	mmceachean@cisjax.org
Sharon Watkins		904 484-6931	Sharon@blackhogfarm.com

Sign-up for Let's Move Work Group: Promotion and Outreach
April 2013

Name	Address	Phone	Email
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Charlene Walker	117 W. Duval Street, Rm 100	904-630-1718	chwalker@coj.net
Pat Alexander	117 W. Duval St., Ste 210	(904) 630-4908	PALEX@coj.net
Joel Lamp		304-2067	jlamp@coj.net

**Sign-up for Let's Move Work Group: Awards Criteria
April 2013**

Name	Address	Phone	Email
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Jennifer Stein		904-308-8612	jennifer.jones@jaxhealth.com
Barbara Sanchez-Salazar		904 398 6171	b.sanchezsalazar@Fowlerwhite.com

**Sign-up for Let's Move Work Group: Event Kick-off Program
April 2013**

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Joel Lamp		304-2067	jilamp@cojinet
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Valerie Feinberg		
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Event Kick-off Program	Chair: Bryan Campbell	
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