



**Mayor's Council on Fitness and Well Being
Minutes for September 23rd, 2013 Meeting
Conference Room 3112, 3rd Floor, Ed Ball Building, 214 N. Hogan St**

ATTENDANCE:

Ms. Pat Alexander	Adult Services, City of Jacksonville
Dr. Audrey Wooten	Northeast Florida Medical Society
Ms. Tonisha Landry Gaines	Special Events, City of Jacksonville
Ms. Michelle Weinbaum, Recorder	City of Jacksonville

PROCEEDINGS:

I. Welcome

The meeting commenced at 1:39 p.m. and Dr. Wooten explained that the group was being called together to discuss Goal One of the Let's Move initiative.

II. Discussion

It was clarified that the intent of these groups' work is to find the existing programs doing the activities required to meet Let's Move requirements and partner with them; the purpose is not to start from scratch on any programs. Ms. Tonisha Gaines read through the sections of Goal One from the attached survey and later passed out copies. The group discussed the work of the Jacksonville Children's Commission as a group already working with the city and monitoring 684 programs providing meals in the community. The group discussed the approaches used to promote the goals (as referenced in the survey) and were supportive of the use of the website being developed for much of this and also having a statement from the Mayor. Ms. Gaines also discussed the Early Learning Coalition of Duval County. There was discussion about the process through the National League of Cities: the MCFWB will need to complete and return this survey through COJ before moving forward, but we do not yet know what the next steps will be. Ms. Gaines did attend a webinar hosted by three cities explaining how they are approaching the Let's Move initiative and she will share this information with the group. Dr. Wooten also referenced the work of the

Healthy Jacksonville Childhood Obesity Prevention Coalition which meets requirements throughout the Goals. The Head Start programs across the city were also discussed. Ms. Gaines suggested using the terms “partner” and “recognize” with these agencies; endorsement brings to mind the Seal program which has not been fully redeveloped. Ms. Gaines explained how leading this collection of information makes the MCFWB stronger as a whole and allows them to encourage the community programs. The group discussed the need for a letter from the MCFWB to community programs requesting their partnership on Let’s Move and explaining what the MCFWB is asking them to do and that members will contact them to seek ongoing information. Dr. Wooten and Ms. Alexander ask that the Chair, Bryan Campbell, draft this letter. Dr. Wooten and Ms. Alexander will spend the time until the letter is drafted determining who it needs to be sent to for their goal. After the letter is sent; subcommittee members will reach out to potential partners for one-on-one conversations. The request will be made to have the letter come as a joint letter from the Chair of the MCFWB and the Mayor. Community members who want to respond to the letter will contact the MCFWB Recorder who will then forward the information to the appropriate MCFWB contact. There is potential to recognize these partnerships on the MCFWB website. Some other potential groups discussed were the group that did a kid centric fitness Friday in Hemming Plaza (My Gym Children’s Fitness Center) and the Shannon Miller foundation. There was discussion of the Chair’s request for a summary of actions. Ms. Gaines clarified that Jacksonville is a Let’s Move City; the work going forward is to answer the survey(s) to be recognized with medals in each category.

III. Public Comment

None.

IV. Adjournment and next Meeting

The meeting adjourned at 2:35 pm. The next regular meeting of the Mayor’s Council on Fitness and Well Being will be held Wednesday, October 2nd.

Respectfully submitted by Michelle Weinbaum, Recorder



**Mayor's Council on Fitness and Well Being
Members Dr. Audrey Wooten and Ms. Pat
Alexander**

The next meeting will be held on:

Date: Monday, September 23, 2013

Time: 1:30 pm – 2:30 pm

**Location: Ed Ball Building, 3rd floor
Conference Room 3112**

**Please call Michelle Weinbaum at 255-7907 for any questions or
concerns.**



Let's Move! Cities, Towns, and Counties Survey

Please fill out the following survey to the best of your ability. We understand you may need time to answer all of the questions, as such, you can submit the survey multiple times. [Click here to review the goals before completing the survey »](#) If you have any questions while taking this survey, please email lmctc@nlc.org or call Elena Hoffnagle at (202)626-3012.

Mandatory fields in red

What is your municipality name?

What is your municipality's State?

What type of municipality are you? City Town County

What is the name, title, and contact information for the Elected Official leading the *Let's Move!* efforts?

- Mayor
- Town Administrator/City Manager
- City Council Member
- Alderperson
- County Executive/Commissioner
- County Supervisor
- County Council Member

Name	
Address 1	
Address 2	
City/Town	
State	
Zip Code	
Email	
Telephone	

Do you have a lead person who will coordinate your community's *Let's Move!* activities and be responsible for reporting progress to *Let's Move!* on healthycommunitieshealthyfuture.org?

Yes No

Name, Organization	
Email	

Have you established a *Let's Move!* Task Force or work group? Yes No

What is your municipality's or county's childhood obesity rate?

I don't know this statistic.

In order to be recognized as a *Let's Move!* City, Town, or County, a local elected official must be willing to commit to the five goals of *Let's Move!* Cities, Towns, and Counties and regularly update *Let's Move!* on your progress by completing an initial survey and providing updates to the survey over time. [Click here to review the goals before completing the survey »](#)

I am willing to commit to the five goals of *Let's Move!* Cities, Towns, and Counties and do what I can to further combat childhood obesity in my community.

Goal I: Start Early Start Smart

Let's Move! Child Care is a nationwide effort to empower early care and education providers to make positive changes for children's health that can last a lifetime by focusing on good nutrition, limited screen time, and regular physical activity.

Are you partnering with your state's Child Care Resource and Referral Agency? (The Child Care Resource and Referral Agency is a key partner in *Let's Move!* Child Care.) Yes No

Are you familiar with the five goals of *Let's Move!* Child Care?

1. **Physical Activity:** Provide 1-2 hours of physical activity throughout the day, including outside play when possible.
2. **Screen Time:** None under age 2. For 2 and up, work to limit to 30 minutes/week during child care.
3. **Food:** Try to serve fruits or vegetables at every meal. Eat meals family-style whenever possible. Avoid serving fried foods.
4. **Beverages:** When you can, give water during meals and all day. Avoid sugary drinks. For children aged two and up, serve low- or non-fat milk and 4-6 ounces max of 100% juice a day.
5. **Infant Feeding:** Provide breast milk to infants of mothers who wish to breastfeed.

Yes No

Do you have an active interagency collaboration on early care and education programs?

Yes No

What approaches are you using to promote the five goals of *Let's Move!* Child Care to local early care and education (ECE) providers?

- Your city's, town's, or county's website.
- Your city's, town's, or county's public service agency's newsletter.
- A local elected official's press announcement.

- A state of the city or state of the county address by a mayor or county executive.
- City or county official statements supporting *Let's Move!* Child Care and encouraging participation by ECE providers.
- Local media stories and ads (television, newspapers, radio)
- Visits made to local ECE providers.
- Community events and other opportunities for ECE providers to sign up for *Let's Move!* Child Care.
- Opportunities for public recognition of ECE providers who are implementing *Let's Move!* Child Care best practices.
- I am not promoting the five goals of *Let's Move!* Child Care to ECE providers.

How many professional development trainings for early care and education providers do you provide per year? How many incorporate the goals for *Let's Move!* Child Care?

Goal II: MyPlate, Your Place

MyPlate is the new United States Department of Agriculture's (USDA) icon replacing the food pyramid to empower families and individuals to make healthy nutritious choices.

Are you familiar with the USDA MyPlate and the free resources available to communities?

Yes No

Are you currently a Community Partner with USDA for Choose MyPlate? Yes No

How many municipally- or county-owned or operated venues do you have where food is offered or sold (i.e., city hall, parks and recreation, libraries, department of motor vehicles, police departments or fire stations, juvenile detention centers, or public medical facilities/clinics)?

How many municipally- or county-owned or operated venues that serve food are currently displaying MyPlate?

Goal III: Smart Servings for Students

Municipal and county leaders have an important role to champion federal nutrition programs. The School Breakfast Program and National School Lunch Program are federally-assisted programs offered by USDA to provide balanced, low-cost or free meals. To help you complete this section, a potential resource for you may be your state education agency's child nutrition program director, which can be found by visiting: www.fns.usda.gov/cnd/Contacts/StateDirectory.htm

Are you aware of the federally-assisted school breakfast and lunch programs? Yes No

Are you aware that providers of these programs can be reimbursed? Yes No

How many public schools are in your jurisdiction?

Elementary	
Middle	
High	
Total	

How many students attend those public schools?

Elementary	
Middle	
High	
Total	

Are you currently working with schools to implement a school breakfast program? Yes No

How many public schools participate in the school breakfast program?

How many students currently participate in the school breakfast program?

Are you currently working with schools to implement a school lunch program? Yes No

How many students currently participate in the school lunch program?

Elementary	
Middle	
High	
Total	

Goal IV: Model Food Service

Health and sustainability guidelines for food services can influence better food choices, improve the quality of food consumed, and create greater market demand for healthier foods.

Are you familiar with using food service guidelines as a strategy to promote health and sustainability? Yes No

Are you aware of the U.S. Dietary Guidelines for Americans? (U.S. Dietary Guidelines for Americans are the standards used for federal food and education programs to help people choose an overall healthy diet.) Yes No

Have you identified all the vendors and contractors for municipally- or county-owned or operated venues that serve food and when contracts can be amended or renegotiated? Yes No

Has your municipality or county finalized model food service guidelines that align with the standards of the *U.S. Dietary Guidelines for Americans* for municipal- or county-owned or operated venues that serve food? Yes No

What percentage of your municipally- or county-owned or operated venues implement food service guidelines that align with the standards of the *U.S. Dietary Guidelines for Americans*?

Goal V: Active Kids at Play

Providing safe, convenient places to play and be physically active can improve the health of residents, including reducing childhood obesity.

Are you familiar with KaBoom!'s tool to map your municipality's or county's playspaces? Note: playspaces are publicly accessible parks and recreation places (i.e., playgrounds, fields, skate parks). Yes No

Have you mapped the playspaces in your community using KaBoom!'s tool or another tool? Yes No

Using the map of your playspaces, have you assessed the need for safe, convenient places to play and be physically active in your community, and developed a plan to address those needs? Yes No

Have you implemented at least three actions to increase access to safe, convenient places to play and be physically active? Yes No

- Joint use agreements
- Recess policy in schools
- Zoning ordinances
- Strategies for walking and biking to school or work

- Providing multi-modal transportation options
- Creating or revitalizing parks and recreation facilities
- Increasing the number of playgrounds
- Periodic closing of public streets for play
- Physical activity requirements for city- or county-funded youth programs
- City Master Plan includes provisions to encourage walking and biking

General question

What technical assistance do you think is most important for you as the municipality contact to be a successful *Let's Move!* City, Town, and County? Please select all that apply:

- Online tool/community
- Webinars
- Newsletters
- Site Visits
- Models/templates
- Access to subject matter experts
- Other

Affirmation of Complete Survey

I affirm I am completing this survey as the *Let's Move!* local elected official, or because my *Let's Move!* local elected official has empowered me to do so on his/her behalf.

Permission to Use Data

We would like to use the information you submitted, with your agreement, to highlight the progress your municipality is making over time. Please check the box below indicating you allow us to use your data for public purposes.

- I allow my lead person's name and email address to be displayed publicly for the purposes of local elected officials, their staff, or the public to directly learn more about our LMCTC activities from my lead person.
- I grant permission for the use of the data I provided in an aggregate fashion and for purposes of *Let's Move!*, National League of Cities, or others determined appropriate, to highlight my municipality.