



**Mayor's Council on Fitness and Well Being
Seal Committee
Minutes for November 30, 2012 Meeting
Duval County Medical Society Building**

ATTENDANCE:

Mr. Bryan Campbell

Dr. Ellan Duke
Dr. Laureen Husband
Ms. Beth Mehaffey
Ms. Jennifer Stein

Ms. Karen Coleman
Mr. Patrick McSweeney
Ms. Laura Townsend
Ms. Sharon Watkins

Duval County Medical Society

River Hills Chiropractic and Wellness Center
Duval County Health Department
Baptist Health
St. Vincent's Health

Baptist Health
St. John & Partners
Duval County Medical Society
Black Hog Farms

PROCEEDINGS:

I. Introduction

Committee Chair Bryan Campbell called the meeting to order.

II. Needs Assessment

The result of the three month Seal Task Force review of the use of the Mayor's Council Seal determined that the best use of the Seal is to serve as a "Gold Standard" for health related initiatives in the City. Simultaneously, the Mayor's office has encouraged the Council to align priorities with the national "Let's Move" campaign to help Jacksonville become and maintain status as a "Let's Move" city. Dr. Laureen Husband reviewed the Let's Move" criteria and determined that there are specific areas of need the city will need to meet to achieve and maintain this designation. These include:

- Programs which help parents make healthy choices for their children
- Healthy School programs
- Access to healthy and affordable food

- Physical activity programs
- A city-run website that serves as a resource for these and other healthy initiatives.

III. Proposal

Determining that the needs of the council and the needs of the Mayor's office have significant overlap, with congruent gaps, the Task Force recommends the following action for submission to Mayor Alvin Brown for approval. The Mayor's Council will establish a "Best-in-Class" Awards program to be inaugurated in 2013 and done annually thereafter. This program would be managed by the Mayor's Council with specific support from the city. The plan would rely on partnerships with local media, business groups, civic organizations and individuals to execute successfully. Again, these partnerships would be administered by the Mayor's Council.

IV. Program Description

The Awards program would take place in September and coincide with a declaration of "Healthy Jacksonville" week. Award winners, chosen from applications submitted in the late Spring and early Summer, will be highlighted on local television through the media partnership. Each day there will be a specific award category and winners in four submission groups. The Award categories are chosen to specifically coincide with the "Let's Move" criteria:

Programs which help parents make healthy choices for their children

- Healthy School programs
- Access to healthy and affordable food
- Physical activity programs
- Best Program for Jacksonville's Health

The submission categories would be:

- Individuals
- Businesses
- Community Leaders
- Schools

The ask from the Task Force to the city would be that the city provide the IT resources to create and maintain the website for the initiative. This specifically supports the "Let's Move" requirement for the city to

have a healthy community website. The Task Force also requests that the city plan an event at the culmination of this week, celebrating the winners of the awards, and the efforts to make Jacksonville healthier.

V. Process

The Mayor's Council, upon approval of the initiative from the Mayor's Office, will work to establish the partnerships needed to make this initiative a reality with minimal impact to city finances or staff requirements. This includes forging the media partnership, working with the Jacksonville Chamber of Commerce, and advertising the initiative to prospective partners and applicants.

- The Task Force will work to establish the exact award criteria and branding, hopefully in partnership with a leading local PR, Marketing or Advertising agency. Promotion for the program and launching of the website should occur no later than April 1, 2013, with nominations opening on May 1, 2013. There will be a 10 week period for entries to be submitted, with a built-in grace period for extending the submission deadline if necessary.
- Judging of the Awards will be facilitated by the Mayors' Council Task Force, with whatever representatives from the administration who would like to be involved. Judging will begin on August 1, 2013, and conclude no later than August 15, 2013. Awardees would be notified in August to allow for their profiles to be created for the media partnerships.
- We hope that this week of celebration would be capped with a city celebration honoring the winners and supporting the "Let's Move" initiative. The optimal scenario would be for First Lady Michelle Obama to attend this celebration and bestow the "Let's Move" city designation.

VI. Task List

To be accomplished prior to January meeting:

- Approval of Program from Mayor's Council
- Presentation of Program and Asks to Mayor Brown and Rep. Mia Jones
 - Approval of Program
 - Designation of the Healthy Jacksonville Week
 - Approval of IT/Web Request
 - Approval of City event request

- Finalize Award Criteria
- Establish Media Partnership
- Establish Chamber Partnership

VII. Next Meeting

The meeting adjourned. The next full Council meeting will be on December 5, 2012.

Respectfully submitted by Michelle Weinbaum, Recorder