

## AGENDA



Thursday, December 18, 2008

**Health and Human Services  
RECOMMENDATION FOR COUNCIL ACTION**

Item No. 22

**Subject:** Approve an ordinance accepting \$70,000 in grant funds from the Texas Department of State Health Services, Governor's Advisory Council on Physical Fitness; and amending the Fiscal Year 2008-2009 Health and Human Services Department Operating Budget Special Revenue Fund of Ordinance No. 20080908-002 to appropriate \$70,000 for the Austin Mayor's Fitness Council to conduct a community assessment, and develop a work plan to implement a community-wide awareness campaign.

**Amount and Source of Funding:** Funding in the amount of \$70,000 is available from the Texas Department of State Health Services, Governor's Council on Physical Fitness. The grant period is May 1, 2008 through August 31, 2009.

**Fiscal Note:** Fiscal Note is attached

**For More Information:** David Lurie, Director, 972-5010; Rick Schwertfeger, Program Manager, 972-6760; Linda Terry, Agenda Coordinator, 972-5023.

**Prior Council Action:** Council approved Ordinance accepting \$30,000 in grant funds for this project, June 5, 2008; Council approved Fiscal Year 2009 Operating Budget, September 8, 2008.

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**BACKGROUND**

The Texas Department of State Health Services allocated an additional \$70,000 for the Austin's Mayor's Fitness Council(MFC) which is composed of key members of the community. The Council will identify local solutions in the areas of wellness and fitness that are tailored to the needs of the community and develop a work plan to implement community-wide wellness and physical fitness. The Council will bring together organizations, agencies, and businesses that share the vision of a healthier, more physically active community, and leverage these resources into a larger, more visible community-wide effort.

The original contract in the amount of \$30,000 ran from May 1, 2008, through October 31, 2008. The Texas Department of State Health Services has informed the City Health and Human Services Department (HHSD) that it is amending the original contract to extend the term through August 31, 2009, and to increase the funding by an additional \$70,000. The total amount of the contract will be \$100,000.

Corporate Budget Office Required Statement: All department grant application requests are reviewed by the Budget office prior to submission to ensure that the grant minimizes the financial impact to the City.

**PERFORMANCE**

**Related Department Goal**

Promote a healthy community by preventing chronic and communicable diseases and promoting improvements in social/economic/environmental factors that will result in an improved overall health status and a reduction of health disparities.

**Outputs/Outcomes**

Through the Council, conduct a community assessment to identify wellness and fitness needs as well as existing resources within the community.

Development of an initial work plan for a community-wide campaign to enhance access to and awareness of opportunities for physical activity within the community.

Implementation of a marketing campaign promoting brand recognition of the Mayor's Fitness Council Partner Certification Program.

Implementation of the Partner Certification Program Champions Course, a leadership development and corporate partnering for sustainability training and conference. Attendance target: 200 attendees representing 100 agencies.

Implementation of the Certification Program Corporate Partner Sustainable Buddies program: Provide matching funds to corporate sponsors willing to provide small stipends to small organizations (such as schools and faith-based organizations) to make system changes aimed at increasing physical activity and healthy nutrition within their organization.

Conducting the Annual Fit City Summit: a day-long program hosting mayor's fitness councils from other cities and delegations from cities looking to start mayor's fitness councils that will present materials, training and sharing opportunities of best practice models.