



Strategic Planning of the Mayor's Fitness Council

Current Strategies

- Provide leadership in supporting and promoting healthy behaviors
- Focus on prevention and employ promising practices or evidence-based elements in all interventions to ensure effective and sustainable results
- Address both the consumer and supplier components of healthy living
- Initiate a local business collaborative on health to disseminate strategies
- Integrate value-based benefits design elements to assist employers with healthcare
- Measure and monitor results and adjust to optimize impact
- Employ values of collaboration, inclusiveness, compassion, sensitivity and commitment

Looking to the Future

The MFC 2011 plan will focus on sustaining major programs while launching additional critical health initiatives, including:

- Continue aggressive deployment of the Partner Certification Program, now with over 18 companies certified
- Alignment with the Austin/Travis County strategic plan to prevent obesity
- Grow and expand the MFC Business Group on Health and Leadership Initiative to disseminate best practice health and wellness strategies and offer on-going capacity building for employers and area organizations, with a focus on Value Based Benefits Design in all interventions
- Actively support the "Let's Move" campaign through a comprehensive messaging strategy and the deployment of community-wide sustainable programming
- Continue to develop and refine a dash board of critical metrics to effectively assess all aspects of MFC initiatives
- Continue to ensure the long-term financial and operational stability and sustainability of the council