

An Overview of our FIT CITY

Mayor's Fitness Council Annual Report FY 2012



Message from San Antonio Mayor JULIÁN CASTRO

Through the SA2020 visioning process, San Antonio residents identified health and fitness as top priorities for the long-term vitality of San Antonio. In response, the Mayor's Fitness Council spearheaded a series of initiatives with the goal of transforming San Antonio into a healthier, more active



community.

I am pleased to tout the accomplishments of the Mayor's Fitness Council, and their dedication to helping San Antonio reach its health and fitness goals by 2020.

This year alone, the Mayor's Fitness Council has launched the Student Ambassador Program to involve San Antonio youth in my initiative to improve the overall health of our city, promoted SAbalance.org – renamed FitCitySA.com – as a community portal for accessible health and fitness resources, initiated city-wide walking groups with San Antonio Walks!, organized public exercise classes with Fitness in the

Park, and - perhaps most importantly - proved how far San Antonio has come by catapulting the city to first place in the Healthy at H-E-B Community Challenge!

The efforts of the Mayor's Fitness Council have been met with overwhelming support from the residents of San Antonio. In particular, Síclovía, under the direction of the Mayor's Fitness Council and its lead partner, the YMCA, was met with such popularity that it will be expanding in 2013.

It is my hope that the Mayor's Fitness Council will continue to work toward providing opportunities for physical activity and healthy eating,

ensuring that the healthy choice is the easiest – and best – choice for San Antonio.

Thanks to all our business, public, and non-profit partners for their sponsorship and support of these very important priorities. I look forward to our continued success in making San Antonio the healthiest city in the nation.

Sincerely,

JULIÁN CASTRO
Mayor

Priorities for FY 2013

The Mayor's Fitness Council will continue to provide opportunities for physical activity and healthy eating through continued

investment in its current initiatives. The Mayor's Fitness Council will leverage FitCitySA.com as an opportunity to connect

people to these opportunities and register individuals to track their participation. The Mayor's Fitness Council continues

to seek opportunities for partnership in order to coordinate obesity prevention efforts in San Antonio.



Mayor's Fitness Council
City of San Antonio

SA2020

TRANSFORMING SAN ANTONIO

The Mayor's Fitness Council (MFC) was formed in 2010 at the direction of Mayor Julián Castro and with the assistance of a Department of State Health Services grant.

The MFC is housed under SA2020, a non-profit organization established by Mayor Castro to transform San Antonio into a world class city by the year 2020 in eleven key vision areas. The MFC is the lead party for the SA2020 health and fitness vision area.

The mission of the Mayor's Fitness Council is to transform San Antonio

into a healthier and more active community.

The goals of the Mayor's Fitness Council are to reduce adult and childhood obesity by increasing physical activity, healthy eating, and overall health status.

FitCitySA.com serves as the community portal for health and fitness.

24,358 visitors, October 2011—September 2012

FITNESS IN THE PARK

Fitness in the Park...

offers free exercise classes in city parks. Classes include fitness conditioning, yoga, rotengo, zumba, cardio, hiking, and more.

219 Fitness in the Park classes held in 21 parks in spring 2012

1800 Fitness in the Park attendees in spring 2012

Fall classes are September 27 – November 23, 2012 with over 350 classes scheduled.



STUDENT AMBASSADORS and HEALTHY SCHOOLS SUMMITS

The purpose of the **Student Ambassador Program** is to allow students the opportunity to represent the Mayor's Fitness Council by promoting and encouraging healthy living at their campus and in their communities.

35 student ambassadors, grades 5-12, were selected representing 35 public and

private schools in Bexar County

150 students joined the Mayor's Fitness Council student wellness club

Healthy Schools Summits

The MFC has partnered with local school districts to host three Healthy Schools Summits. The purpose of the summits is to share best

practices in healthy school policies, school nutrition, engagement of student leaders, and physical activity programs.

85 people attended the Fall Healthy Schools Summit, "Texas Ahead of the Curve!" hosted by San Antonio ISD on October 28, 2011

The next Healthy Schools Summit will be held January 18, 2013 hosted by Northside ISD.

ACTIVE LIVING PLAN FOR A HEALTHIER SAN ANTONIO



The Active Living Council of San Antonio developed an **Active Living Plan for a Healthier San Antonio** to help local private and public institutions and

organizations create and reinforce policies, environments,

and programs to promote active living.

The MFC endorsed the Active Living Plan in August 2012.

FOOD POLICY CONFERENCE

The Food Policy Council of San Antonio sponsored the first Annual **San Antonio Food Policy Conference**, May 10 - 11, 2012. The conference was designed to educate, organize, mobilize, and support local community

efforts to enhance our food system.

150 people attended the Food Policy Conference



SICLOVIA

Síclovía is a free family event that temporarily makes selected San Antonio streets available to residents for recreational and sports activities...

15,000 people attended San Antonio's inaugural Síclovía in October 2011

40,000 people attended Síclovía in March 2012

45,000 people attended Síclovía in October 2012

200 volunteers participated in each síclovía

Future Síclovías will be hosted three times per year by the YMCA. The next Síclovía will be on April 7, 2013.



SAN ANTONIO WALKS!

San Antonio Walks!

Metro Health, in partnership with the Mayor's Fitness Council, awarded a \$50,000 grant to the South Texas Walking Club.

The grant will fund the San Antonio Walks! program to enroll 10,000 walkers throughout San Antonio, as well as develop partnerships with local agencies

to establish and promote walking groups.

The program will also train individuals to serve as leaders within each walking group and provide group support to maintain participation levels.



SAN ANTONIO BUSINESS GROUP ON HEALTH (SABGH)

The **SABGH** aims to improve the health of the San Antonio workforce by providing the business community with opportunities to network, discuss best practices, and promote worksite wellness initiatives.

67 members participate in the SABGH

120,737 local employees are represented by members in the SABGH

The **Healthy Workplace Recognition Program** was created to recognize employers for their worksite wellness efforts.

32 worksites participated in the Healthy Workplace Recognition Program in 2012

89,616 employees are represented by worksites that participated in the Healthy Workplace Recognition Program



Worksite Wellness Forums

The SABGH hosts quarterly meetings and forums on worksite wellness efforts.

272 people attended the meetings and forums in 2012

FY 2012 MFC Endorsements



- Active Living Plan for a Healthier San Antonio
- Any Body Can
- Copa Univision San Antonio
- Corporate Cup
- Fight for Air 5K Run/Walk
- Fit Family Challenge
- Food Policy Conference
- Healthy at H-E-B Community Challenge
- Healthy Business Summit
- Healthy Kids Project
- It's Time School Summit
- Kidney Action Day
- Kids Fun Day
- National Walking Day
- Neighborhood Conference
- San Antonio Heart Walk
- San Antonio Walk for PKD
- Síclovía 5K
- Shape Up San Antonio! Eat – Move – Be Fit
- Shooting Starts NFL Flag Football League
- Spurs & Silver Stars Basketball Camps
- Step Out: Walk to Stop Diabetes
- Stomping Out Childhood Obesity – It Starts with You!
- Tour for Children
- Unase Al Reto – Join the Challenge Walking Event
- Walk Like MADD
- Walk MS
- Walk'n Stroll For Kidneys
- 5K/10K Walk for Compassion
- 8th Annual Walk for Autism
- Por Vida! A Better Choice For Life



FY 2012 Executive Committee and Appointed Members

Executive Committee

Tony Canty—Chair
Labatt Food Service

Mary Ullmann Japhet—
Vice Chair
San Antonio Sports

Darryl Byrd
SA2020

Eric Cooper
San Antonio Food Bank

Robert Ferrer, MD
UTHSCSA

Liset Leal-Vasquez, PhD, RD
Alliance for a Healthier Generation

Robert Maggiani
Food Policy Council

Sandy Morander
YMCA of Greater San Antonio

Amparo Ortiz
Univision 41

Amelie Ramirez, PhD
UTHSCSA

Kate Rogers
H-E-B

Jennifer Shaw, PhD
UT School of Public Health

Jeff Skelton
Personalized Prevention

Peter Wald, MD
USAA

Annette Zaharoff, MD
Active Living Council

Frances Gonzalez
Mayor's Office

Thomas Schlenker, MD
Metro Health

Xavier Urrutia
Parks and Recreation

Appointed Members

Anna Aguirre

Brett Beach-Kimball

Amy Birnbaum

Gina Castro

Jean Cheever

Elizabeth de la Fuentes

Dawn Dixon

Sean Elliott

Linda Farr, RD

Danny Ferry

Lana Frantzen, PhD

Dianne Glover

David Goldberg

Lynn Hickey

Louis Lopez

Braymond McClinton

Suzy Monford

Rachel Naylor

Luz Myriam Neira, PhD

Michele Nicholson-Flores

Terri Pitts

Melinda Rodriguez, DPT

Roger Rodriguez

Elizabeth Rosenblum

Linda Seewald

Elizabeth Tobias

Melanie Villalobos

Lora Watts

Chef Andrew Weissman

Claudia Zapata-Elliott