

Mayor's Fitness Council

Annual Update

June 12, 2012

An Epidemic

- **Obesity in USA** (CDC figures)
 - Adults – 35.7%
 - Children – 17%
 - These figures have tripled since 1980
- **Diabetes** (CDC figures)
 - 6.5% of US population has received an official diagnosis
 - 9.8% of Nueces County population has been diagnosed
- **Health, Social and Economic Implications**
 - CDC estimates annual cost of diabetes - \$174 billion
 - \$116 billion in direct medical costs
 - \$58 billion in disability, lost work and production, etc.



HEALTHY

Corpus Christi

- Created in May 2010
 - Thirteen member, cross-sectoral team
 - 3 At-Large
 - College/University
 - Community Outreach
 - Corporate Initiatives
 - Disability Networks
 - Faith Based Partners
 - Health Care and Medical
 - Senior Citizen Networks
 - Veteran's Wellness
 - Worksite Wellness
 - Youth and After School
- * Parks & Recreation and Health Departments and Mayor's Office personnel serve as ex-officio members
- To advise city officials regarding the promotion of healthy living through increased everyday activity, organized sports or events and balanced nutrition.

Governor's Fitness Grant

- \$80,000 awarded to MFC in (2010)
- Over \$55,000 granted to Community Partners for Program Based Initiatives
 - Youth health education and physical activity programs
 - Senior exercise programs
 - Community fitness events and educational programs
 - Special needs program support and equipment
 - Corpus Christi Paddle Prix and Rally



ACHIEVE Grant

- \$40,000
 - Center for Disease Control
 - National Recreation & Park Association
- Community Action Plan to address chronic disease via
 - Policy
 - Environmental & System Changes
- CHANGE Assessment
 - Survey 13 entities throughout community
 - Data Collection Project
 - Heart and Stroke Survey

Community Action Plan

- **Vision**

Living Health through physical activity, balanced nutrition and elimination of tobacco use will be a way of life for all residents in Corpus Christi, Texas.

- **Mission**

The Mayor's Fitness Council will collaborate with community leaders in all sectors to develop and implement policy and environmental improvement strategies that will help the healthy choice be the easy and natural choice for residents.

Community Action Plan

- **Project Goal 1.0:** Increase the miles of paths that support bicycle and pedestrian transportation.
 - Hike and Bike Trails and Lanes
 - Bold Future Initiative – Hike and Bike Trail Master Plan
- **Project Goal 2.0:** Increase the number of community venues that are tobacco free.
 - City Council Youth Advisory Commission
- **Project Goal 3.0:** Increase the number of community venues that provide healthy food options.
 - Lindale Park Community Garden - \$25,000 Grant



**Walk-ability Audit
of SEA District on
May 24, 2012**



**The EDGE
Community Garden
at Lindale Park**



What's next

- Enhance Marketing Strategies
- Formal Partnership Tiers
 - Individuals
 - Organizations/Businesses
- Expand Programs
 - Prescription Pads
 - Hydration Stations