



**Request for City Council Committee Action
From the Department of Health & Family Support**

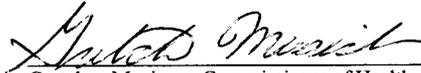
Date: November 20, 2006
To: HEALTH, ENERGY & ENVIRONMENT COMMITTEE
Subject: SOLITATIONS FOR "GET FIT" CAMPAIGN

Recommendation:
Receive and file.

Previous Directives:
None

Prepared or Submitted by: Becky McIntosh, Director of Planning & Administration
Phone: x2884

Approved by:


Gretchen Musicant, Commissioner of Health

Permanent Review Committee (PRC): Approval _____ Not Applicable X
Policy Review Group (PRG) Approval _____ Date of Approval _____ Not Applicable X

Presenters in Committee: Patty Bowler, Director of Policy & Community Programs

Financial Impact (Check those that apply)

X Other financial impact (Explain): Discussion on future request to solicit funds and other donations.

Background/Supporting Information Attached

The department is requesting Committee review of the attached memorandum for solicitations for the "Get Fit" campaign, a large scale community oriented health and fitness campaign being developed for the first four months of 2007. Today's discussion will be followed by a resolution to Council next cycle.

Memorandum

To: Health, Energy and Environment Committee members
CC: Gretchen Musicant
From: Patty Bowler, Director of Policy and Community Programs
Janelle Peralez, Project Coordinator, Steps to a Healthier Minneapolis
Department of Health & Family Support
Date: 11/20/2006
Re: Solicitations for Get Fit Campaign

In January the Department of Health and Family Support and St. Paul-Ramsey County Public Health will initiate a large scale community oriented campaign called "Get Fit Twin Cities". This initiative is a fun, team-based, four month health and fitness challenge designed to jump start healthy habits among adults in Minneapolis and St. Paul. This challenge is part of the Steps to a Healthier Minneapolis initiative, a federally funded program focused on the prevention of diabetes, obesity and asthma and addressing related risk factors of poor nutrition, physical inactivity and tobacco use and exposure. Steps is guided by a Community Consortium which voted to undertake this campaign. The target communities for the campaign are residents living in the communities of North Minneapolis, Northeast and Phillips where the disparities related to obesity and diabetes are greatest. However any Minneapolis resident will be able to participate. This campaign is modeled after a successful fitness challenge currently active in 15 other states. Last year in Iowa, 33,000 people logged 76 million minutes of physical activity and lost 138,872 pounds.

As part of this campaign, we envision contacting potential partners to solicit funds to organize and promote the campaign. For example, we would like to solicit companies and organizations to sponsor kick-off events, provide incentives for teams and team captains, and promote the event through electronic and other media. We are seeking permission from the Council to solicit donations, both cash and in-kind to support this effort. In addition, we would like to obtain one-time permission to accept the donations for this campaign so that we can readily access these resources without waiting quarterly for council approval.

Our goal is to present this issue for discussion today and ask for a council approval via a resolution on December 11.



January 10 – May 10, 2007

Get Fit Twin Cities is a fun, team based, health and fitness challenge designed to jump start healthy habits that will help adults feel better, look better and live longer, healthier lives.

Addressing a Growing Problem

Fewer than half of adults get the recommended 30 minutes of physical activity a day and most don't eat enough fruits and vegetables (Source: SHAPE 2002). These behaviors have serious health complications. Obesity and related diseases such as diabetes are on the rise at alarming rates throughout America. These health problems negatively impact individuals, communities and employers. The Twin Cities are not immune to these troubling trends.

Especially disturbing are the significant health disparities that exist among low-income and ethnic groups. For example, the rates of obesity and diabetes in North Minneapolis are double the rates of obesity and diabetes in Southwest Minneapolis (Source: SHAPE 2002).

Reversing The Trends

Luckily, these health problems can be reversed. Get Fit Twin Cities is modeled after a successful fitness challenge currently active in 15 states across the country. Last year in Iowa, 33,000 people logged 76,842,495 million minutes of physical activity and lost 138,872 pounds.

How it Works

The Teams

To be involved, participants form teams of 2-10 people to motivate and support each other. They select a captain who will register the team and share Get Fit information with their members. Get Fit Twin Cities is easy to implement in worksite settings because the free Get Fit Kit provides all the tips and materials needed to implement a successful challenge.

The Challenge

Teams may participate in the **Minutes of Activity** Division and/or the **Weight Loss** Division. In either case, teams track and report minutes of physical activity or team weight. Monthly tallies will allow teams to see how their progress compares to others. Friendly competition among teams, neighborhoods, and between cities is encouraged. Any activity counts – walking, dancing, shoveling snow – as long as participants are moving.

The Perks

Get Fit Twin Cities provides a fun, easy and supportive way for friends, families and co-workers to support each other in improving their health. All Get Fit teams will receive:

Ideas: A Captain's Handbook and weekly emails with tips for healthy living and information about local fitness opportunities.

Incentives: The chance to win prizes for registering, reporting monthly and completing the challenge; grand prizes to teams who log the most minutes or lose the highest percentage of weight. Prizes include fitness equipment, gift certificates and more.

Access: A **Get Fit Passport** to access free or reduced-rate fitness opportunities and nutrition resources in Minneapolis and St. Paul.

The Cost

The cost is \$5 per participant but the first 10,000 Minneapolis and St. Paul residents or worksite participants register for free!

Registration

Starting in December, participants will have the option to register online at www.getfittwincities.org or mail in their registration sheets. More information on how to register will be sent in December.

For More Information

Minneapolis residents e-mail:
Minneapolis.Steps@ci.minneapolis.mn.us

St. Paul residents e-mail:
Steps@co.ramsey.mn.us



Get Fit Twin Cities, an affiliate of Lighten Up America, is a program of Steps to a Healthier Minneapolis & Steps to a Healthier St. Paul and their many community partners.