



**Mayor's Council on Fitness and Well Being  
Minutes for August 27, 2014 Strategic Planning Meeting  
Conference Room 3112, 3<sup>rd</sup> Floor, Ed Ball Building, 214 N. Hogan St**

**ATTENDANCE:**

**Mr. Bryan Campbell, Chair**

Mr. Tim Burrows

Ms. Nancy Crain

Dr. Ellan Duke

Ms. Alicia Hinte

Ms. Jennifer Jones Stein

*Ms. Wendy L Jones, Recorder*

**Duval County Medical Society**

YMCA of Florida's First Coast

Baptist Health

River Hills Clinic

UF Health of Jacksonville

St. Vincent's Health

*City of Jacksonville*

**PROCEEDINGS:**

**I. Welcome**

Chair, Bryan Campbell, called the meeting to order at 2:10 p.m. He opened with a brief note regarding using GOST planning:

Goal: (What does winning look like)

Objectives: S.M.A.R.T

Strategies: How do we achieve Objectives?

Tactics: What are we doing?

After brainstorming with the group the following plan was put together to be presented to the Committee during the September meeting.

**Goal:**

To make Jacksonville the healthiest city in the United States.

**Objectives:**

1. Facilitate one million pound weight loss in Jacksonville community by December 31, 2016.

2. Jacksonville will be a Let's Move Gold Star city by December 31, 2016.

### **Strategies**

1. Influence city policy to encourage and promote healthy lifestyle.
  - a. Food labeling legislation
  - b. Monitor city policies and make appropriate suggestions regarding public wellness.
2. Lead a public initiative to lose one million pounds.
  - a. Promote informed choices – Restaurants
  - b. Promote business sales/incentives
  - c. Unified public relations effort with website and app
  - d. Public event/sports of Play 60
3. Facilitate recognition of existing programs which are improving access and awareness to healthy lifestyle choices.
  - a. Work with First Coast Worksite Wellness Council on potential expansion of existing program.
4. Proactively solicit and advise Duval County School Board on meeting Let's Move criteria.
  - a. Creation of a Let's Move Task Force
  - b. Improve coordination with Mayor's Office for the purpose of expanding and reporting city activities which support Let's Move criteria.
5. Utilize Mayor's Seal and Mayor's office to recognize and promote healthy lifestyle options
  - a. Give to businesses which have healthy lifestyle options
  - b. Use in conjunction with Awards and Million Pound Initiative

Bryan Campbell closed the meeting at 4:10 p.m.

*Respectfully submitted by Wendy L. Jones, Recorder*