

Mayor's Council on Fitness and Well Being
Minutes for September 6, 2017 Meeting
Conference Room 459, 4th Floor, Ed Ball Building, 214 N. Hogan St



*Minutes Approved by a quorum in
the Dec 2017 MCFWB meeting*

ATTENDANCE: [QUORUM OF 7 ACHIEVED]

Name of Council Member	Company / Affiliation	Attended?
Joseph Bergman	COJ, OED Sports and Entertainment	Yes
Hon. Aaron Bowman	COJ, City Council VP [or designated representative]	No
Tim Burrows [CHAIR]	YMCA of Florida's First Coast	Yes
Bryan Campbell	Duval County Medical Society	No
Ms. Nancy Crain	Baptist Health	Yes
Ms. Heather Crowley (Albritton)	Duval County School Board	No
Dr. Johnny Gaffney	COJ Council Rep, Boards & Commissions Liaison	No
Dr. Heather Hausenblas [VICE CHAIR]	Jacksonville University	Yes
Ms. Alicia Hinte	UF Health Jacksonville (previously Shands)	Yes
Daryl Joseph	COJ, Director, Parks, Recreation & Community Services	No
<i>Ms. Robin Mantz</i>	<i>City of Jacksonville – Recorder (Non-voting)</i>	Yes
Mark Owens	American Heart Association	No
Ms. La'Dora Taylor	Parks, Recreation and Community Services, COJ	Yes
Dr. Christina Wilson (replace G. McNair)	Florida Department of Health – Duval County	No
Guests		
Ms. Tammy Chaney	DCMS Foundation	
Dr. Ellan Duke	River Hills Clinic	
Ms. Valeria Gonzalez-Kerr	Jacksonville University [vgonzal5@ju.edu]	
Ms. Jennifer Martin	US Preventative Medicine [jmartin@uspm.com]	
Mr. Don Redman	Former Council Member	
Mr. Mark Smilek	SoFitco FL/GA [mark@so-fitco.com]	
Mr. Chad Walters	Lean Blitz Consulting [chawalte@gmail.com]	
Ms. Charlene Walker	Employee Services, City of Jacksonville	
Ms. Megan Williamson	Parks, Rec and Community Services, COJ	
Ms. Sherene Moore	Duval County Medical Society	
Ms. Elizabeth DeWitt	Florida Beverage Association	

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PROCEEDINGS:

I. Welcome

The Meeting was called to order at 12:35PM by Chair, Tim Burrows. Quorum of [7] members was achieved by attendance and June and August 2017 draft minutes were approved with the 1st motion by Joey Bergman and 2nd motion by Nancy Crain.

II. *Balanced Calories Initiative* – Florida Beverage Association Presentation

Patrice Webb, VP of Social Commitment for the Florida Beverage Association and Nick Carton of the American Beverage Association presented the *Balance Calorie Movement* presentation the MCFWB. The movement endeavors to amend public school beverage guidelines so that 90% fewer caloric beverages are sent to schools. Another initiative is that cans and bottles as well as point of sale displays have a clear calorie count on the packaging or display to show the full caloric count for the entire product. They also have a campaign called “Drink Up”, which is a movement to consume more water. The movement also endeavors to reduce caloric intake by the year 2025 by increasing the awareness level. Impactful sectors involve more choices, smaller packaging, less calories and community-level programs in high obesity areas. There will be increased awareness by engaging via advertising, coupons and sampling of products. Some examples of new innovation are sweetening with stevia and creating beverages from a coconut base, watermelon base and adding protein to drinks by using bone marrow. There are approximately thirty beverage categories per company available. The initiative is being measured in five markets across the U.S. in California, Mississippi, Arkansas, New York and Alabama, all of which are very different demographics and marketability. Some of the insights available so far are that people are not ready for lower calorie beverages but bottled water consumption has had a dramatic increase.

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Community-level programming involves many national partnerships such as “Cooking Matters” which helps those who are on public assistance navigate the grocery store and their caloric intake. The World Health Organization [WHO] added the beverage aisle to their educational curriculum. Another organization is the Derek Lewis Foundation, which provides community health programming and strives to prevent childhood obesity. The National Urban League focuses on local programming and programs such as Old and Young Grocery Trips and Creating Gardens. The Florida Beverage Association created a beverage aisle insert to help the consumer make smarter choices and to be aware of their sugar consumption. They also aspire to have an independent evaluation company help the industry meet the goal a 20% reduction in calories by 2025. Tim Burrows asked what the trends are in NE Florida. Liz DeWitt said so far they have accomplished a successful market study and new product tastings in the area. Dr. Hausenblas asked if there is a plan to delineate products that are healthy from those that are not such as items marked ‘diet’. Patrice Webb said they’re not really nutritional experts and the campaign is really focused on caloric intake at this point. Tim Burrows asked who is on the partnering list for our five county area to which Patrice Webb replied: Duval County Public Schools, Betty Burney “I’m a Star” Foundation, YMCA, Chamber of Commerce and Operation New Hope.

III. 904 Mission One Million Update

Tammy Chaney gave an update that 904M1M has 4,400 registered users and has logged 80,000LBS lost to date. They have participated in the Florida Blue Employee Health Fair, the Weigh-In Wednesdays at the Winston YMCA and News4Jax broadcasts every two weeks. They have also been involved with Jacksonville University’s health behavior lectures and a 5K event. She asked that anyone having health related events to please contact her to add them to the 904M1M event calendar. The team is also available for speaking engagements.

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IV. Public Comments / New Business

Tim Burrows asked if there were any Public Comments or New Business and none was mentioned, so he moved to adjourn.

V. Adjournment and Next Meeting

At 1:30PM Chair Tim Burrows adjourned the meeting with a motion by Dr. Hausenblas and a 2nd motion by Joey Bergman. The next regular meeting of the Mayor's Council on Fitness and Well Being will be held Wednesday, October 4, 2017 at 12:30pm in Conference Room 851 in the Ed Ball Building at 214 N. Hogan St.

Respectfully submitted by Robin Mantz, Recorder