2016

MAYOR'S FITNESS COUNCIL ANNUAL REPORT

An Overview of our FIT CITY

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Mayor's Fitness Council
City of San Antonio

The Mayor's Fitness Council (MFC) was created in 2010 with a mission to lead San Antonio to be one of the healthiest and most active communities by creating a collaborative effort in which citizens, groups, and organizations work together to achieve targeted health and fitness goals. Today, the MFC thrives throughout our city with demonstrated and proven impact that has become a model for other cities around the country. The Mayor's Fitness Council is supported by City leadership, the San Antonio Metro Health District, and hundreds of volunteer partners, sponsors, and supporters who are dedicated to making San Antonio a healthier and more active city.

Mayor Ivy R. Taylor

"I am so proud of the work the Mayor's Fitness Council has been doing since its inception. Its collective efforts and impact can be seen throughout our entire city and have resulted in our winning the It's Time Texas Community Challenge for four years in a row! It is the Fitness Council's strong and energetic collaborative efforts that are providing more opportunities and healthy guidance with programs such as the Healthy Workplace Recognition Program, the MFC Student Ambassadors and Veg Out!SA. This is all in addition to the great work of so many collaborative partners such as the YMCA, the San Antonio Food Bank, San Antonio Sports and the Witte Museum. I want to thank everyone for leveraging their resources to accomplish this mission. Together, let's continue to build a culture of health for all San Antonians."

-Mayor Ivy R. Taylor

Student Ambassadors

The Student Ambassador Program provides an opportunity for young student leaders to support the mission of the Mayor's Fitness Council by promoting healthy living within their school and community. With representation from nearly every school district in San Antonio, these students participate in leadership development and project management training throughout the year - all in an effort to create health service projects that will have an impact and improve the health of their community.

70 student ambassadors, grades 5-12, were selected from
50 public and private schools in Bexar County
16 Alumni Ambassadors
13 Bexar County ISDs, private and charter schools represented

Fit City SA

The Mayor's Fitness Council's website, **FitCitySA.com**, serves as the community portal for health and fitness.

67,863 site visits in 2016 (**86,233** in 2015)
21,651 individual/unique visitors in 2016
74.06% new sessions, **62.40%** bounce rate

To increase visits in 2017, the website is being revamped to be more appealing, easy to navigate, and mobile-friendly.

Fitness in the Park

The Fitness in the Park program offers free exercise classes in City parks year round, taught by professional instructors. These classes include yoga, Zumba, boot camps, and more.

64,800 total participants (**12%** increase from 2015)
6,688 classes held **80** unique locations

Fit Pass

Fit Pass was designed by the Parks and Recreation Department to motivate the community to stay active. Participants have the opportunity to win prizes for attending a wide variety of free and low-cost wellness activities throughout the city.

11,884 passports distributed
6,060 returned (**9%** increase from 2015)
974 app downloads
2,200 events offered

Mobile Fit

Mobile Fit is a custom vehicle that brings healthy activities to neighborhoods throughout San Antonio. Equipped with a variety of fitness equipment, health kiosks (for screening blood pressure and BMI), and fitness instructors, this vehicle removes barriers and brings fitness opportunities to the entire city.

182 appearances
3,091 health screenings conducted

Siclovia is a free event that happens twice a year in the spring and fall. During these fun events on Sundays, selected streets in San Antonio are closed down for residents' recreational activities.

65,000 attendees in April 2016
60,000 attendees in September 2016

San Antonio Walks!

SA Walks educates, helps initiate, motivates, and inspires ALL residents to walk. SA Walks has over **4,500** walkers (**29**% increase from 2015), **490** walking groups (**35**% increase from 2015), and extensive community partnerships offering more than **32** events with walker recognition.

Walk with the Mayor

Leading the way in our effort to promote physical activity, Mayor Taylor has hosted Walk with the Mayor events in neighborhoods throughout the city. Led by SA Walks, these events have ranged from **40** to **600** participants, with **5** events in 2016.

Healthy Neighborhoods

The Healthy Neighborhoods project focuses on childhood obesity prevention in identified communities with a high prevalence of risk factors. Community health workers improve conditions in neighborhoods based on specific needs to create safe, healthy environments.

10 neighborhoods and **1** school involved; **26,500** residents reached

San Antonio Business Group on Health (SABGH)

SABGH is the Mayor's Fitness Council committee that promotes worksite wellness. It is comprised of leaders from employers throughout San Antonio that are focused on providing their employees with opportunities for healthy living. SABGH hosts **Worksite Wellness Forums**, which are quarterly meetings that focus on educational topics related to worksite wellness. Run by the SABGH, the **Healthy Workplace Recognition Program** recognizes employers for their worksite wellness efforts. **40** worksites participated in this program in 2016.

Fit Family Challenge

The Fit Family Challenge, offered by San Antonio Sports, is a free, 12-week summer program designed to motivate families to be active and eat healthier by educating them on fitness and nutrition.

6 school districts and **1** church participated

4 city council districts partnered with SA Sports for the challenge

729 free health screenings provided

89 fitness events provided

72% increase in the number of weekdays participants were physically active

Mobile Mercado

The Mobile Mercado (MM) is a mobile mini grocery store, farmers' market, demonstration kitchen and teaching tool that improves access to healthy affordable foods such as locally grown fresh fruits and vegetables, and brings nutrition education to targeted areas of the community.

239 participants educated

19 cooking demos

24 MMs operated

¡Por Vida!

¡Por Vida! is a restaurant recognition program that aims to help residents make healthier food choices by identifying menu items that meet nutritional guidelines. Restaurants work with registered dietitians to identify healthy options.

21 enrolled

135 restaurant locations in SA serving ¡Por Vida! meals

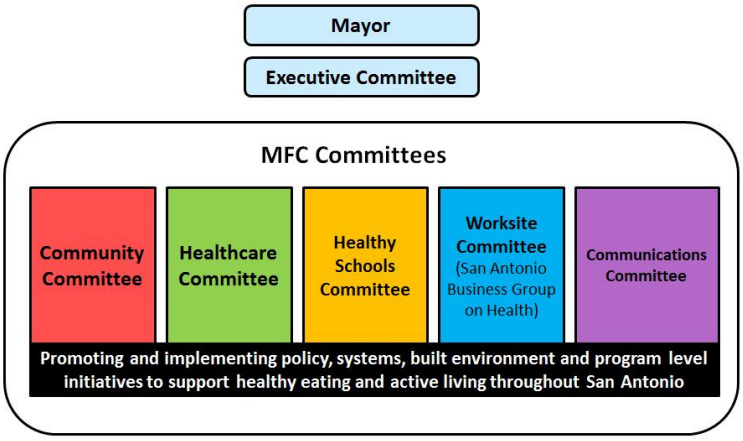
8 worksites/institutions

710 combined menu selections (**84**% increase from 2015)

Executive Committee

Jeff Skelton, *Chair*	Health Advocate
Kate Rogers, *Past Chair*	H-E-B
Amelie Ramirez, PhD	UTHSCSA
Annette Zaharoff, MD	Non-Surgical Center of TX
Ashok Kumar, MD	UTHSCSA
Bryan Bayles, PhD	Witte Museum, UTHSCSA
Dorothea Armstrong	Harlandale ISD
Eric Cooper	San Antonio Food Bank
Esteban Lopez, MD	Blue Cross Blue Shield-TX
Julie Tatum	Whataburger
Liesien Benet	YMCA-San Antonio
Mandy Tyler	Region 20
Mary Ullmann Japhet	San Antonio Sports
Nikki Ramos	SA Parks & Rec. Dept.
Peter Wald, MD	USAA
Robert Ferrer, MD	UTHSCSA
Sandy Morander	YMCA-San Antonio
Stephen Paprocki	Food Policy Council
Steve Tovar	North East ISD
Vincent Nathan, PhD	SA Metro Health
Xavier Urrutia	SA Parks & Rec. Dept.

Mayor's Fitness Council Structure



We would like to recognize and give a special thanks to the Baptist Health Foundation of San Antonio for this generous grant.

Special thanks to Jessica Morano, MFC intern, for compiling this annual report.

2016 MFC Endorsements

- San Antonio Walk for PKD
- Kids to Parks Day
- International Day of Yoga
- Scout Strong Patriot Run
- 2016 Fit Family Challenge presented by Blue Cross Blue Shield of Texas
- 2016 Strides for Life
- H-E-B Alamo Half & H-E-B Alamo Run Fest
- Fun Run for Justice
- Step Out: Walk to Stop Diabetes
- Baby Buggy Walk in the Park 5k & Health/Baby Expo
- VT Service Children's Health Awareness Walk
- River Relay
- Epilepsy Superhero 5k Run and Walk
- Family Health and Fitness Fair- Boone Elementary

JOIN US AT

FitCitySA.com

FitCitySA Video Segments

In November 2016, the Mayor's Fitness Council launched a new series of FitCitySA videos. These video segments highlight the unique opportunities that San Antonio offers to help community members get active and stay healthy.

Episode 1: **639** combined views (YouTube and Facebook)
Episode 2: **1,513** combined views (YouTube and Facebook)