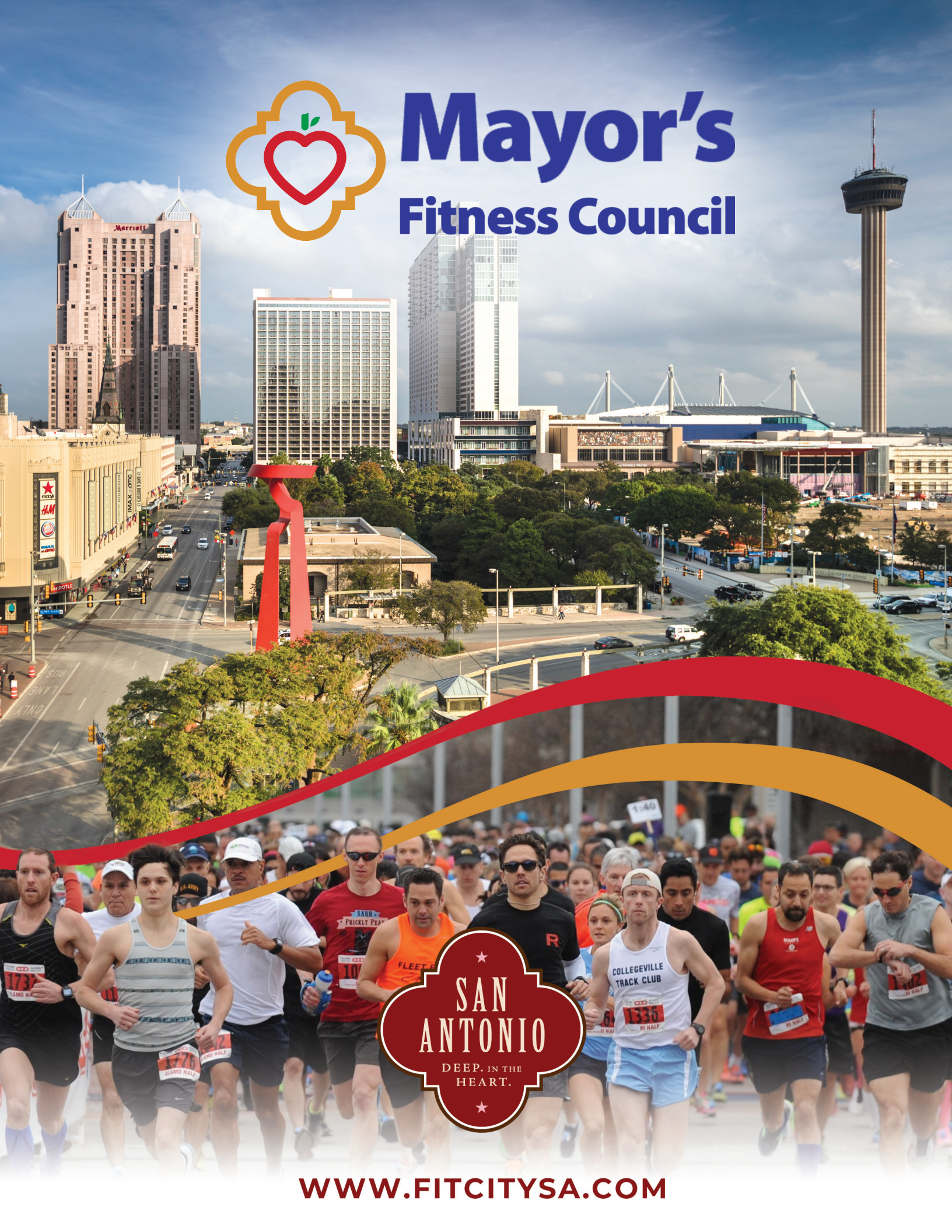




# Mayor's Fitness Council



SAN  
ANTONIO  
DEEP. IN THE  
HEART.

[WWW.FITCITYSA.COM](http://WWW.FITCITYSA.COM)



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# EXECUTIVE MESSAGE





## MAYOR Ron Nirenberg

Welcome to this celebration of the Mayor's Fitness Council 10-year anniversary! For the last 10 years, countless partners in San Antonio have been at the vanguard of the movement to achieve targeted health and fitness goals for all. Local leaders have stepped up to the plate to think of innovative ways to improve awareness of health and wellness, advance equity, and get our residents moving – and they are achieving remarkable results.

The Mayor's Fitness Council was created to lead San Antonio in becoming one of the healthiest and most active communities in the nation by bringing together residents, groups, and organizations to work collaboratively in order to achieve targeted health and fitness goals. Our vision is a San Antonio where residents have opportunities to move more, eat better, and stay connected.

We are excited to share the progress made in San Antonio, but we are even more eager to learn from you. We are thrilled to share the vision of the Mayor's Fitness Council as we continue to move our city forward as a leader in health and wellness into 2020 and the years beyond. Thank you so much for joining us. Thank you for bringing your expertise, your experience and most of all, your passion to this movement.

In health,

Ron Nirenberg - MAYOR  
City of San Antonio



LETTER  
FROM THE MAYOR



A photograph of Mayor Ron Nirenberg, a middle-aged man with grey hair, wearing a light orange button-down shirt and a white apron. He is focused on cutting a purple vegetable with a knife over a white bowl on a stainless steel counter. The apron features a logo with the word 'CHEF' in a blue box, a heart, and the text 'RECIPE FOR LIFE'.

# GET STRONG WITH MAYOR RON

*Get Strong with Mayor Ron* is spearheaded by the Mayor's Fitness Council in conjunction with San Antonio Parks & Recreation and the Mayor's Office. The mission of the Mayor's Fitness Council is to lead San Antonio to be one of the healthiest and most active communities in the nation which residents, groups, and organizations work collaboratively to achieve targeted health and fitness goals.

Since 2017, *Get Strong with Mayor Ron* events have taken place across San Antonio in nearly all of the City Council Districts with the goal of shedding light on health and wellness initiatives and elevating fitness and nutrition programs throughout the city. At each Get Strong event Mayor Nirenberg interacts with participants for a fun, physical, or hands-on wellness activity.

The San Antonio Parks & Recreation Department is an integral part of the Get Strong series, providing support through venues, instructors, and popular classes that showcase the Mayor setting a healthy example. The Culinary Health Education for Families (CHEF) program worked with Mayor Nirenberg in 2018 to host a virtual cooking class that garnered a large online audience who tuned in to learn about the preparation of healthy meals.

In 2020, Mayor Nirenberg is looking forward to finding new ways to engage with the community to promote good physical health, mental health and nutrition.





## CHAIRMAN Eric Cooper

San Antonio has come a long way in 10 years to become a "Fit City". Congratulations to the members of the Council, former and present. The Mayor's Fitness Council was established in 2010 under the then Mayor Julian Castro. The goal of the Mayor's Fitness Council was to take a comprehensive approach to wellness for our City, focusing on good nutrition and physical activity. Under Mayor Ron Nirenberg we expanded to include a focus on mental health.

It has been important to the Mayor's Fitness Council to be inclusive in our approach and be accessible to every San Antonio resident. Our desire has been for every resident to be healthy and live their best life. To do this the Mayor's Fitness Council organized an executive committee and three sub-committees, in addition to the San Antonio Business Group on Health (SABGH) that outreach to corporations, schools, and the community. Our main strategy is to connect residents to all the resources at our website: [FitCitySA.com](http://FitCitySA.com).

Our annual report will share the impact of the Mayor's Fitness Council. Many organizations have been a part of the strategies of wellness. As I think back 10 years, San Antonio was ranked as the fattest city in America; there was no unity in our efforts to change. Today, we share the momentum that is making San Antonio a Fit City and welcome you to join us.

I am personally grateful to everyone who has provided a recipe, sweat at a workout, paused to be mindful, or just showed up. I would also like to thank Metro Health for their continued support and leadership. Lastly, I extend appreciation to Mayor Ron Nirenberg for his support and taking action with "Get Strong with Mayor Ron" to showcase our activities. Together we can make San Antonio a Fit City!

### Mayor's Fitness Council Executive Committee:

Eric Cooper, Chairman, San Antonio Food Bank	Dr. Ashkok Kumar, Bexar County Medical Society
Mandy Tyler, Vice Chair, ESC Region 20	Dr. Esteban Lopez, Blue Cross & Blue Shield
Jeff Skelton, Immediate Past Chair, Health Advocate	Sophia Malcom, Physical Fitness Community Representative
Mandy Adkins, San Antonio Sports	Sandy Morander, YMCA of Greater San Antonio
Cara Bailey, YMCA	Kim Moten-Bogan, San Antonio Sports
Dr. Bryan Bayles, Witte Museum	Tori Parsons, CHEF
Liesien Benet, YMCA	Bert Pickell, San Antonio Walks
Denise Benoit-Moctezuma, SAMHD	Dr. Amelie Ramirez, Salud America
Andrea Bottiglieri, SAMHD	Nikki Ramos, SA Parks & Recreation
Katy Bowen, CHEF	Dr. Mrudula Rao, Bexar County Psychiatric Society
Stacy Cantu-Pawlik, UTHSCSA	Jackie Rivera, Humana
Beveylon Concha, Judson ISD	Kathy Shields, SAMHD
Kristi Docwra, Stay Well	Lauren Trapane, San Antonio Food Bank
Dr. Robert Ferrer, UTHSCSA	Mary Ullmann Japhet, Japhet Media
Shari Gaiennie, Yoga Seva Institute	Dr. Peter Wald, USAA
Joseph Garcia, ESD & Associates	Dr. Annette Zaharoff, Active Living Council Representative
Mitch Hagney, Food Policy Council Representative	
David Jones, Faith Based Community Representative	





## MFC MISSION

Increase awareness and connect San Antonio residents to opportunities for improved emotional well-being, physical activity, and healthy eating.

## MFC VISION

A San Antonio where residents have opportunities to move more, eat better, and stay connected.

## MENTAL HEALTH AND WELLNESS

A goal of the Mayor's Fitness Council this past year has been to increase our focus on mental health and wellness. To fully reflect our commitment to this goal, the Executive Committee felt it was necessary to update our mission statement, which now reads:

*Increase awareness and connect San Antonio residents to opportunities for improved emotional well-being, physical activity, and healthy eating.*

In addition to the updated mission statement, the Mayor's Fitness Council collaborated with Dr. Mrudula Rao and the San Antonio Health Advisory Board to develop a Mental & Behavioral Health Tool Kit for San Antonio employers. The tool kit provides a comprehensive guide for workplace mental and behavioral health programming as well as local community resources and national organizations that can support these efforts.

To view the tool kit, visit: [www.fitcitysa.com/mental-and-behavioral-health-toolkit/](http://www.fitcitysa.com/mental-and-behavioral-health-toolkit/)

## REBRANDING MAYOR'S FITNESS COUNCIL LOGO

This year the Mayor's Fitness Council took on a new look with an updated logo. As a council, we felt it was important that our logo served to direct the community to our website: FitCitySA.com. From the website individuals can learn about healthy eating, active living, and mental wellness, find local activities to participate in, and also connect with others. We believe that through our website, the mission of our council comes to life.

# MAYOR'S FITNESS COUNCIL CHAIRS



**Tony Canty**  
LABATT FOODS  
2010 - 2011



**Dr. Amelie Ramirez**  
SALUD AMERICA  
2010 - 2011



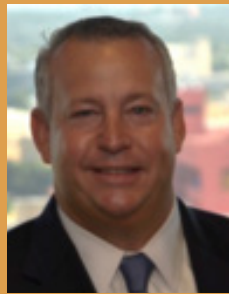
**Wayne McGarity**  
H-E-B  
2010 - 2011



**Mary Ullmann Japhet**  
JAPHET MEDIA  
2011 - 2013



**Kate Rogers**  
H-E-B  
2013 - 2015



**Jeff Skelton**  
HEALTH ADVOCATE  
2015 - 2017



**Eric Cooper**  
SAN ANTONIO FOOD BANK  
2017 - Present



INCOMING MAYOR'S FITNESS  
COUNCIL CHAIR 2020 - 2022

**Mandy Tyler**  
ESC Region 20





# COMMUNITY COMMITTEE



## WELCOME

### FORWARD FROM CHAIRS

Bert Pickell and Vice Chairs

Shari Gaiennie and Kristi Docwra

The mission of the Community Committee is to promote wellness programs and community activities that motivates people of all ages, backgrounds, and abilities to live a healthy lifestyle. Through extensive partnerships and teamwork with public, private, and non-profit leaders, our committee engages and empowers communities to seek physical activity, engage in mindfulness opportunities, and adopt good nutritional traits.

To use an old term from the Sixties, Community Committee meetings are “happenings” as each monthly meeting is an actual community forum of dynamic partners representing all elements of wellness (fitness, nutrition, and mental health) at meeting locations throughout the city. Meetings are extremely informative and, by connecting partners on suggested key issues, “sparks” fly and sometimes programs and activities are developed on the spot. Each session is a proven example of how the Mayor’s Fitness Council can put ideas into immediate action and build a sustaining level of engagement and activism by teamwork!

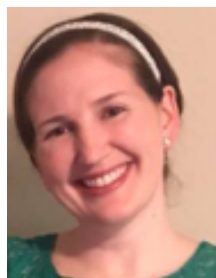
Community Committee (previously known as the Fitness Committee) is an extremely active team of diverse wellness partners who come together to provide education, promotion, motivation, and inspirational opportunities at many city locations. It is primarily comprised of wellness specialists, formal organizational representatives and volunteer wellness advocates. The restructuring offered opportunities for members of the Health Care and Nutrition committees, and the Active Living Council to engage and provide team support. The Community Committee meets on the second Thursday of the month and meetings normally average 35 attendees. Meetings highlight key community programs and provide opportunities for diverse partners to team.



**Bert Pickell**  
SAN ANTONIO  
WALKS



**Shari Gaiennie**  
YOGA SEVA  
INSTITUTE



**Kristi Docwra**  
STAY WELL

- **MFC Endorsements**

Offering a “seal of approval” from the MFC, community partners benefited by getting their programs and activities highlighted on FitCitySA.com. In 2019, the updated application/approval process resulted in 53 endorsements – a significant increase from previous years, along with the opportunity for the MFC to promote activities in social media which increased partner participation and sustained community involvement.

- **Fit City SA Videos**

Initiated in 2017, the MFC-driven FitCitySA video program offers opportunities to highlight unique wellness activities in San Antonio. Thus far, there have been a total of 33 video clips, primarily highlighting Community Committee partners. While promotional ideas still come from the Community Committee, this program has now shifted to the Communications Committee.

- **Mayor Involvement**

Beginning with the Walk With the Mayor in 2017, which resulted in 10 highly successful community walks ranging from 30 to 600 walkers, the Community Committee has assisted in providing venue and trainer support for the current Get Strong With Ron activity sessions. Thus far, there have been eight GSRW events, all focusing on fitness, nutrition, and mental health.



# COMMUNITY COMMITTEE'S KEY PARTNERSHIPS:

With over 25+ core partners (and growing) and an overall membership of hundreds, the Committee has become the premier action group. Some examples:

- **San Antonio Parks & Recreation (SAPAR)** – Fitness in the Park, Fit Pass, GetFitSA, Walk This Way, Cardio Concert, Mobile Fit, youth/senior programs, trail and park development, Get Strong With Ron, Sweat & Serve, Plogging. SAPAR expanded their interaction with more Fitness in the Park trainers, community support, and wellness outreach.
- **San Antonio Sports** – Fit Family Challenge, Corporate Cup, Rock 'n' Roll San Antonio Marathon events. Besides promotional benefits, San Antonio Sports significantly expanded their community roles and volunteer opportunities through the MFC.
- **YMCA** – Síclovía, Teaching Kitchens – Great partnership in providing MFC partners activity stations at the Spring and Fall Síclovía. Helped share wellness information and activity traits to thousands. Enriched nutrition education opportunities to more locations and added to the developing nutrition links within the Committee and Council.
- **Recreation Equipment Inc. (REI)** – Strong leadership at Síclovía and teaming with many partners, REI has offered much opportunity for folks to get healthy. Through leadership with the cycling and outdoor active communities, REI helped SAPAR, South Texas Off-Road Mountain Bikers (STORM), Ghisallo Cycling Initiative, and others enrich a growing wellness team for San Antonio.
- **Yoga Seva Institute** – Optimizing city and community contacts, the Institute's yoga professionals built a phenomenal International Day of Yoga program which emphasizes specific elements of our communities such as the military and children. Not only did the efforts lead to mayoral involvement but strong district ties which expanded the one day into a full week! With so much demand for yoga, the Institute has been able to build a healthy core of yoga trainers offering continual yoga training.
- **Centro Med** – Providing a great venue for our 2018 MFC Forum, Centro Med expanded wellness further by providing a new wellness community facility offering many free activities. Their leadership in building three (3) Walk With A Doc groups in a short time has shown other locations the benefits of group walking with medical professionals.
- **San Antonio Roadrunners (SARR)** – Leading the way with MFC endorsements SARR has provided many opportunities for communities to get involved in training and events. In the past two years, SARR has trained 900 new runners. Its Women's 5K in 2019 (which the MFC filmed for a promotional video) increased to over 700 runners. SARR was recently named top July running club by the Road Runners Club of America.
- **San Antonio River Authority (SARA)** – By team interaction with many partners, SARA has provided many opportunities for residents to enjoy the San Antonio River and its supportive venues as San Antonio residents strive to become healthier. Through River Flotilla, Mission Kayak, Bat Loco, San Pedro Creek, and various river-opening events, SARA has worked to help our city become healthier.
- **San Antonio Walks** – Initiated by the MFC in 2012, this volunteer-support effort has built over 750 walking groups with over 3,000 registered walkers. The growing attention to walking has led to more running and non-profit partners to offer walking recognition, and provided emphasis through SAPAR's Walk This Way and Texas A&M Agri-Life's Walk Across Texas. San Antonio Walks enriched recreational walking with the American Volkssport Association and over five (5) new Walk With A Doc volunteer groups. The highly successful ten (10) Walk With the Mayor events in 2016-2017 brought to light the power of city leaders emphasizing personal commitment to wellness.



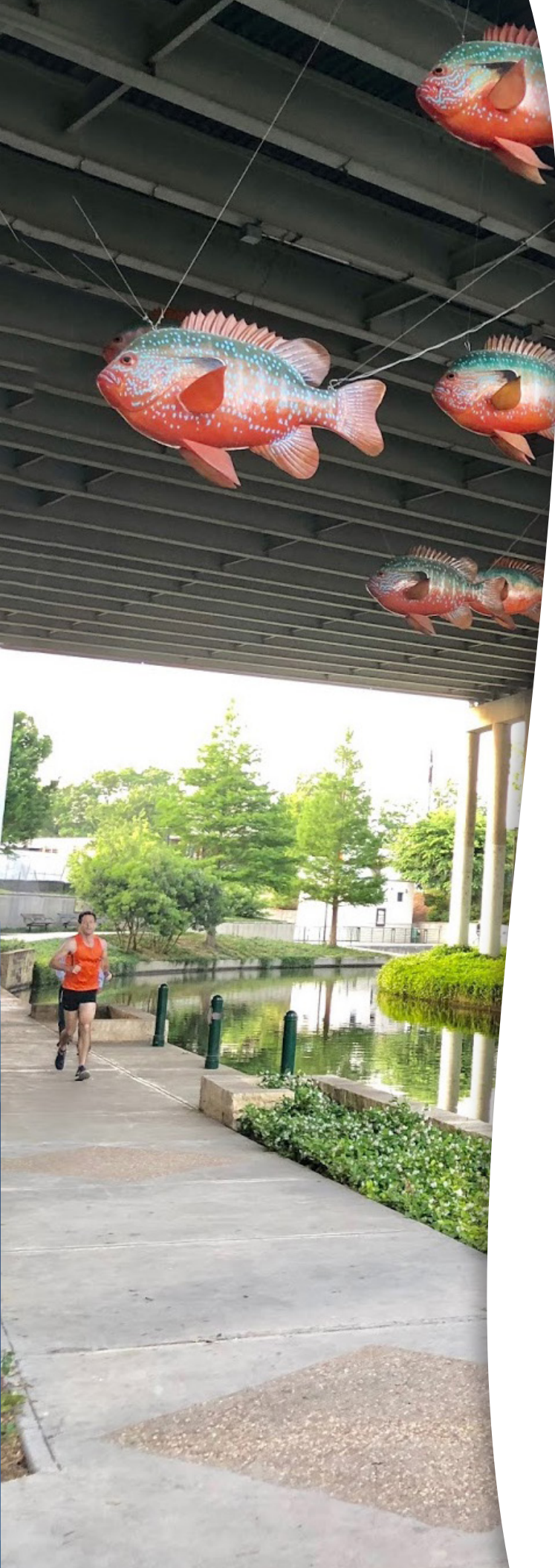
# GROWING COMMITTEE PARTNERSHIPS:

The Committee benefited by outstanding support from many more partners starting with awareness then activism. While highlighting all would take too long, here are a few key groupings that should be recognized:

- **Cycling:** STORM, Ghisallo Cycling Initiative, Bike SA, Bronko Bikes, SW Cycle (previously B-Cycle), SAPAR, Ride For Reading, and the transportation specialists at the Alamo Area Metropolitan Planning Organization. Teamwork has resulted in more attention to park and trail safety, and has helped educate the public on bike usage.
- **Nutrition:** Metro Health, Culinary Health Education for Families (CHEF), San Antonio Food Bank, San Antonio Botanical Gardens, Natural Grocers, YMCA, Texas A&M Agri Life, HEB, and various dietitians and nutritionists. Teamwork has led to awareness of healthy eating habits, great community promotional events such as Get Strong with Mayor Ron, ¡Por Vida!, Healthy Neighborhoods, Viva Health, Master Chef Jr., and a focus on providing nutritional support at community events.
- **Endurance:** SARR, San Antonio Walks, Street 2 Feet, Solers Sports, Purnell Racing, Free Spirits Track, Run SA Youth, Airrosti, SAPAR, Kinetic Kids, CKO Kickboxing, Alamo Run-Fest, Fleet Feet, and many other partners have come together to provide community support so that all residents can experience endurance training and develop their own wellness regimen. All have grown significantly and work cohesively as a team at meetings and in the community.
- **Mental Health:** Raising awareness of mental issues and concerns, various partners have built strong community connections through The Committee resulting in more understanding and involvement to get folks more connected. American Foundation for Suicide Prevention (AFSP) grew their annual Out of Darkness Walk from a Get Strong with Mayor Ron activity in 2018 to the largest one in 2019, almost quadrupling their participation and community activism. AACOG, Clarity Child Guidance Center, Healing Song, and Endeavor Family Clinic were part of this great team process. The MFC's Mental Health Toolkit provides employers tools in focusing on workforce wellness.







Sub-networks that are also making a difference:

- **Education:** Trinity University, UTSA, University Health, Alamo Colleges (all 5 locations), Our Lady of the Lake, St Mary's. More involvement and support!
- **Military:** JBSA Lackland, Randolph, and Ft. Sam Houston. Expanding opportunities within and outside their facilities. Partnership with military focused volunteer groups like Team Red White & Blue (Team RWB) and Project Phoenix have also spread the word.
- **Exercise and Activities:** Airrosti, Good Spirit Tai Chi, Jazzercise, Dance Fit, Pure Barre, Cane Fu, Stretch Lab, San Antonio Cricket Association, San Antonio Pickleball, and many fitness partners have expanded the understanding of wellness training.

Unique examples of teamwork in immediate action:

- **Safe 2 Save** – a unique phone application which awards incentive points for undistracted driving. OS Statement shared this at one meeting which led to promotion from our media partners, and ultimately resulted in a \$100K grant from University Health. Safe 2 Save is now involved in the Healthy Schools committee, is frequently in the media, and expands its vendor connections offering lots of wellness benefits.
- **San Antonio Cricket** – organization of over 800 cricket enthusiasts who came to our committee requesting support for a safe playing field. Immediately SAPAR teamed to strengthen the existing field and shared concerns with the media and city leaders. This ultimately resulted in the future development of a cricket-only field to be built at OP Schnabel with \$50K funds.

Further examples of partners coming together to make San Antonio healthy:

- AFSP and STORM offered urgent suicide assistance then provided education and community opportunities in Ride For Life, Hike For Hope, and Out Of Darkness Walk supported by REI and SAPAR.
- Numerous non-profit and partner wellness leaders such as Child Rights and Youth (CRY), Now U See Me, American Health Association, Cardiology Specialists of San Antonio, Arthritis Foundation, Texas Medical Association; and fraternal organizations such as Texas Indo-American Physician Society and Volunteering Together for Service.
- Growing teamwork with media partners such as KSAT, KENS, Cox Media, etc., who look for opportunities to showcase great wellness programs, whether "home grown" or from large organizations. Too many wellness program partners to mention here! We also thank our county and city government managers who occasionally attend to offer support and opportunity!



# SÍCLOVÍA

Initiated by the Communities Putting Prevention to Work (CPPW) grant in 2010, Siclovía is now hosted by the YMCA. This community event, which encourages residents to safely "play in the street" on two Sundays each year, now attracts thousands on foot, on bicycles and scooters. Through the dynamic leadership of the Community Committee, the number of MFC partners has increased 300% from late 2018. Thank you to all for the amazing work!







SABGH  
SAN ANTONIO  
BUSINESS GROUP  
ON HEALTH



## WELCOME

### FORWARD FROM CHAIR

Lauren Trapane

### MISSION

The SABGH is a membership-based organization of local employers and providers of worksite wellness programs and services. The SABGH aims to improve the health of the San Antonio workforce by providing the business community with opportunities to network, discuss best practices, promote worksite wellness initiatives, and recognize local employers for their efforts to improve employee health and wellness.



"Local businesses can implement change in the overall health of their community by encouraging a culture of wellness in their organization. The SABGH takes pride in helping to push the needle in the direction of good health in San Antonio through workplace wellness programming and education."

Lauren Trapane, SABGH Chair and Worksite Wellness Manager of the San Antonio Food Bank

## MEMBERSHIP AND EDUCATION

The SABGH membership has steadily grown over the years, with 280 business group members among 210 local businesses. SABGH business group members receive the most up-to-date wellness education, program resources, and invites to events relevant to promoting workplace wellness.

The SABGH has increased their education efforts over the years from annual to quarterly education forums that address trending topics in healthcare, programming strategies, wellness, and more. Looking into the future, the SABGH is excited to continue this trend and increase online educational resources for their business group members.



**BECOME A SABGH MEMBER TODAY!**

VISIT THE SABGH PAGE ON [FITCITYSA.COM](http://FITCITYSA.COM) AND  
SIGN UP FOR A FREE MEMBERSHIP.

### SABGH Board of Directors

Lauren Trapane, Chair  
Andy Rangel, Vice Chair  
Abby Ammerman,  
Education Chair  
Una Cuffy, Past Chair  
Jennifer Kester  
Roxanne Leal, HWRP Chair  
Valerie Rueda,  
Communications Chair  
Teresa Saucedo,  
Membership Chair  
Julie Tatum, Past Chair  
Steve Tovar, Past Chair  
Dr. Katherine Velasquez  
Dr. Peter Wald, Past Chair  
David Whitt, Past Chair

### Past SABGH Board Members

Toni Cantu  
Claire Carter  
Justin Cruger  
Christina Dahlstrom  
Kathy Durbin  
Debbie Ewald  
Shelly Faris  
Cordy Foster  
Mark Hardison  
Marica Krolick  
Suzanne Levan  
Stacy Maines  
Gina Patterson  
Kristee Phelps  
Kim Rash  
Sonja Rogers  
Kathy Shields  
Nicole Townsley  
Dr. Barabara Turner



# HEALTHY WORKPLACE RECOGNITION AWARDS

The SABGH strives to be the gold standard for local worksite wellness recognition by publicly recognizing local employers for best practices in workplace health promotion at the annual Workplace Wellness Recognition Awards Ceremony. Each business will receive recognition tools to proudly display their award status for all organizations to see (see below). Over the past 10 years recognition of local businesses have grown from 10 businesses in 2010 to 48 in 2018. Be on the lookout for the 2019 Healthy Workplace Recognition Program application in January 2020 on the FitCitySA.com website.



# 2018 AWARD RECIPIENTS

## BRONZE

CommuniCare Health Centers

ESC Region 20

United Healthcare

## SILVER

Catto & Catto LLP

Embrey

FirstMark Credit Union

Harlendale ISD

One Stop Wellness, Inc.

## GOLD

Acenture Operations

Natural Grocers

SWBC

Capture Rx

Neurosurgery & Spine Consultants

Texas Department of State Health  
Services, Region 8

City of Schertz

NuStar

Valero Energy Corporation

Cox Manufacturing

San Antonio Food Bank

VIA Metropolitan Transit

FBD Partnership, LP

San Antonio ISD

Whatabrands LLC

Generation FCU

Schertz - Cibolo - Universal City ISD

YMCA of Greater San Antonio

Mid-Coast Electric Supply, Inc

Spurs Sports & Entertainment

## PLATINUM

Andeavor

Humana

Southwest Airlines

Bexar County

NatureSweet

The University of Texas at San  
Antonio

City of San Antonio

North East ISD

YMCA of Greater San Antonio

CPS Energy

Northside ISD

Trinity University

ESD Marketing

Our Lady of the Lake University

University of the Incarnate Word

Frost Bank

Randolph-Brooks Federal Credit  
Union

USAA

Harland Clarke

San Antonio Water Sysytem

UT Health San Antonio

H-E-B

Security Service Ferderal Credit  
Union

Higginbotham

2019 Healthy Workplace Recognition Program Award application opens in January of 2020. Apply online at [www.FitCitySA.com](http://www.FitCitySA.com) through the SABGH tab. 2019 Healthy Workplace Recognition Awards will take place on March 27<sup>th</sup>, location to be announced. To stay up-to-date on all invitations don't forget to become an SABGH member.





# HEALTHY SCHOOLS COMMITTEE



## WELCOME

FORWARD FROM CHAIRS

**Mandy Adkins & Bevelyon Concha**

### MISSION

The mission of the Healthy Schools Committee is to improve nutrition and physical activity through school-based programs and through the promotion and support of the MFC Student Ambassador Program.

### SUMMARY

The Healthy Schools Committee is celebrating successes of 2019 and looking forward to continuing to help lead the charge in improving health in San Antonio schools. The committee is made up of 55 individuals; 28 of those members represent school districts and 27 members represent community organizations dedicated to healthy children. Every school district in Bexar County is represented on the committee as well as private and charter schools.

Healthy Schools Committee members kicked off the school year with participation in the It's Time Texas Community Challenge. Although San Antonio didn't bring home the overall community title, Northeast ISD won the challenge for metro school district. The committee also hosted a Mental Health in Schools Forum in 2019 that was attended by 130 individuals. Guest Speakers for the Forum included, Dr. Jeannie Von Stultz, Deputy Chief of Mental Health Services for Bexar County Juvenile Probation, Terri Mabrito, Executive Director of NAMI San Antonio, Mike Hannan, Communications Director for Clarity Child Guidance Center and Joe Tedesco, Mindfulness Teacher with Northside ISD. The Forum covered relevant topics and provided key takeaways for all attendees.



**Bevelyon Concha**  
JUDSON ISD



**Mandy Adkins**  
SAN ANTONIO SPORTS

### Roster of Healthy Schools Committee Members:

Bevelyon Concha – Co-Chair	Sandra Hernandez
Mandy Adkins – Co-Chair	Keith Higginbotham
Mandy Tyler – MFC Vice Chair	Pam Kniffin
Quiana Abner	Danielle Leon
Dr. Frank Alfaro	Dr. Sandra Lopez-Morales
Patricia Alvarez	Terri Mabrito
JudyAnn Armijio	Dyanne Martinez-Munoz
Dorothea “Dolly” Armstrong	Cynthia Moczygemba
Veronica Ball	Veronica Montalvo
Denise Benoit-Moctezuma	Jennifer Montes
Andrea Bottiglieri	Rachel Naylor
Katy Bowen	Tori Parsons
Nancy Britton	Bert Pickell
Adela Castillo	Isabel Ramos-Lebron
Dr. Langston Clark	Debra Rice
Alfredo Concha	Roger Rodriguez
Nicole Davis	Caroline Roffidal-Blanco
Randy Escamilla	Roxanne Ruiz
Robert Ferdin	Monica Ruiz-Morin
Lana Frantzen	Raul Salazar
Dr. Michael Fischbach	Rachel Salinas
Nadia Gaona	Holly Stojanik
Annette Gettinger	Dr. Robert Trevino
Sharon Glosson	Andrea Wagner
Tina Guerro	Peter Wagner
Angie Gutierrez	Colin Williams
Cara Hausler	Robert Zamora
Leticha Heflin-Word	



# STUDENT AMBASSADOR PROGRAM

The mission of the Mayor's Fitness Council Student Ambassador Program is to improve the health of San Antonio. The purpose of the Student Ambassador Program is to provide students with the opportunity to represent the Mayor's Fitness Council by promoting and encouraging healthy living at their school campus, at home, and in their surrounding communities.

## PROGRAM HISTORY

The Mayor's Fitness Council Student Ambassador Program is currently in its seventh academic year. Launching in 2012, the Student Ambassador Program has worked with all 15 Bexar County Independent School Districts, the Archdiocese of San Antonio, as well as numerous private and charter schools. Since 2012, the Mayor's Fitness Council Student Ambassador Program, with the assistance of the Baptist Health Foundation, has launched a total of six Kids School Health Advisory Councils (KSHACS) within Bexar County Independent School Districts that serve as a companion to the School Health Advisory Council (SHAC) that each district is required to maintain, providing students the opportunity to participate on a council and interact with school district leadership. Each KSHAC allows students the opportunity to have a voice at the table and to help determine how health, wellness, physical fitness and nutrition needs should be prioritized and addressed, whether by the school district leadership or by the KSHAC implementing a district-wide service project to help meet the need(s) that they have set as their goal. Since 2012, the ambassador program has worked with over 500 students across Bexar County.

## CORE COMPETENCIES OF THE STUDENT AMBASSADOR PROGRAM

Students who serve as Mayor's Fitness Council Student Ambassadors are learning the benefits of:

- 🍏 Physical activity
- 🍏 Peer education
- 🍏 Advocacy and civic engagement
- 🍏 Nutrition choices and overall wellness
- 🍏 Service learning
- 🍏 Participation in school wellness councils



## PROGRAM OVERVIEW

Student Ambassadors are required to dream up, evaluate, present on and execute service projects at either their school campus or in their surrounding community such as a local library, community center, or with the faith-based community. The goal of a service project is for Student Ambassadors to better educate their peers and members of the community about the importance of being more physically active, making better nutrition and lifestyle choices and consuming water as a healthy alternative, as well as working to meet a real health, wellness, physical fitness or nutrition need.

The Student Ambassador Program is managed and supported by the Mayor's Fitness Council's Healthy Schools Committee, along with City of San Antonio staff member, Andrea Bottiglieri who serves as the Program Coordinator and with Program Facilitator, Isabel

Ramos-Lebrón. Since the Mayor's Fitness Council is an initiative of the Mayor's Office, the City of San Antonio works closely with the Council to provide staff support and city leadership presence on the Council.

The Healthy Schools Committee is comprised of Bexar County ISD administrators and district representatives, as well as representatives from private and charter schools and relevant community partner organizations that support Bexar County schools. Healthy Schools Committee members help promote the Student Ambassador Program within their school districts at an administrative level ensuring that the Student Ambassador Program has a wide selection of student applicants from schools across Bexar County and to ensure that we have a diverse and equitable spread that contributes to overall community impact.

## PROGRAM ENHANCEMENTS

At the start of the 2018-2019 academic year, the Healthy Schools Committee held a strategic planning session to discuss opportunities to provide more structure and guidance to the elementary student ambassadors. A partnership with CHEF - Culinary Health Education for Families - was formed to provide more in-depth guidance and support to the elementary student ambassadors.

As a result of the Mayor's Fitness Council's partnership with CHEF, a position funded by CHEF was created. Tori Parsons was hired in 2018 to serve as the Mayor's Fitness Council Program Specialist. Tori works directly with elementary student ambassadors on their service projects, which are a basic introduction into learning about full service project planning and implementation. The elementary student ambassadors are guided through

an eight-week CHEF Bites curriculum that takes place at the school campuses, either during school or after school, and impacts students, faculty, and families.

In the 2018-2019 academic year, the MFC/CHEF elementary student ambassadors were selected from ten school campuses. They reached approximately 2,000 students who directly were introduced, tried, and tasted a new fruit or vegetable and easy-to-make recipes each week for eight weeks. In the 2019-2020 academic year, CHEF will work with an additional ten elementary school campuses.

## PROGRAM FUNDING

In 2012, the Student Ambassador Program was initiated by a seed funding grant from USAA and NuStar Energy to partially fund one academic year that covered 2012-2013. In 2013, the Baptist Health Foundation provided a program grant for \$100,000 that covered two academic years, 2013-2014 and 2014-2015. During the 2015-2016 academic year, H-E-B partially supported the Student Ambassador Program until the Baptist Health Foundation invited the Student Ambassador Program to apply for the next grant opportunity. The program was awarded \$150,000 that covered an additional two academic years, 2016-2017

and 2017-2018. In 2018, the Student Ambassador Program was once more awarded a grant from the Baptist Health Foundation for \$150,000 that covers the current award time frame of 2018-2019 and 2019-2020 academic years. The Baptist Health Foundation has funded six of eight years of the student ambassador program. Through the Baptist Health Foundation a third-party evaluation of the Student Ambassador Program is currently being conducted, and seed funding grant awards totaling \$28,494 have been awarded for the 2019 academic year.



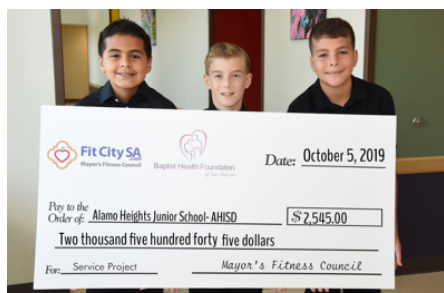


## PROJECTS IN PROGRESS



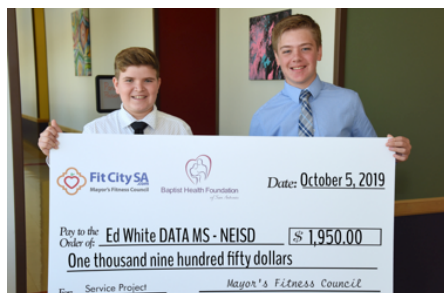
### Legacy Middle School - East Central ISD Project Title: Hydration Station

Increase water consumption for students, faculty and staff and to help create a healthy environment for the school campus and all guests.



### Alamo Heights Junior School - Alamo Heights ISD Project Title: Promoting Biking To School

The team hopes to educate kids on bike safety and its importance. There can be dangerous situations or emergencies that occur when riding a bike, and we hope to equip kids with the knowledge to react and deal with their bikes in these instances. The team would also like to provide bikes to kids who may not have one and teach them about repairs and maintenance to keep them safe on the road. The team would like to install two bicycle racks and have funds to purchase supplies for repairs for bicycles.



### Ed White DATA Middle School - North East ISD Project Title: Hydroponic Garden

The team is planning to build a hydroponic garden at Ed White MS. So far our campus principal and the Director of DATA have said that they are in support of our idea and are looking forward to having a community garden on campus.



## CHEF PARTNERS WITH THE MAYOR'S FITNESS COUNCIL TO DRIVE HEALTHY EATING IN SAN ANTONIO SCHOOLS

During the 2018-2019 academic year, the culinary health education program known as CHEF proudly partnered with the Mayor's Fitness Council to provide elementary school children with the inspiration, knowledge, and skills they need to achieve better health through better dietary habits.

Conceived and created by the San Antonio-based Goldsbury Foundation, CHEF (Culinary Health Education for Families) provides an effective and culturally relevant pathway for individuals to adopt and sustain healthy eating habits by promoting nutritious food and home cooking as key ingredients in the recipe for life-long health and wellness. This large-scale, highly engaging program features an array of community-based partners offering Culinary Health Education programming in CHEF Teaching Kitchens as well as in local schools and after-school programs.

With generous funding from the Silver and Black Give Back Foundation, CHEF and the Mayor's Fitness Council were able to introduce the nutrition education program to ten elementary schools in six San Antonio school districts during the 2018-2019 academic year. A highlight of the program involved the training and mentoring of 33 fifth-grade Student Ambassadors so that they, in turn, could confidently support the CHEF instructors and act as outstanding role models for their fellow students.

"The CHEF program was born out of a concern for the growing rates of childhood obesity and diet-related chronic disease in our community," said Suzanne Mead Feldmann, CEO of CHEF.

**"We are proud to partner with the Mayor's Fitness Council and other passionate advocates to teach children about good nutrition and empower them to create healthy meals at home."**

The collaboration with the Mayor's Fitness Council and CHEF directly impacted the lives of 2,000 students in the 2018-2019 school year. "We know that those CHEF graduates are on their way to achieving better health," said Feldmann. An impact analysis of the program indicated that CHEF participants not only liked the program, but also experienced statistically significant improvements in nutrition knowledge and healthy eating habits. However, according to Feldmann, "it will be important to ensure that school children have the opportunity to continue participating in the CHEF program and carry on their learning journey toward better health."

With that in mind, CHEF is maintaining its programming in the schools that were included in the 2018-2019 initiative even as they add new Mayor's Fitness Council schools during the 2019-2020 academic year.







## PROGRAM PARTNERSHIPS

Continuous in-kind partnerships that have greatly benefited the Student Ambassador Program and have served the program in addition to the Baptist Health Foundation grant funding are:

### **The City of San Antonio's San Antonio Metropolitan Health District (Metro Health)**

The Healthy Neighborhoods Program serves students and families living in the areas with the highest obesity rates and often who are also the most economically challenged/disadvantaged. Through this partnership, the Student Ambassador Program will have a greater reach into school campuses that are located within these at-risk areas of the city where the Healthy Neighborhoods Program staff work and will provide a more equitable selection of students to participate in the program. Many of the school campuses located within the Healthy Neighborhoods boundaries are Title I schools.

### **YMCA of Greater San Antonio**

Provides an estimated value of \$150,000 in memberships, and YMCA staff support in helping to highlight and promote the Student Ambassador Program via the FitCitySA website and social media platforms. The YMCA provides complimentary memberships to all student ambassadors, student mentors and their immediate families as well as all campus mentors who serve to assist the student ambassadors at the school campus.

### **PreK4SA, Cafe College and the Witte Museum**

Provide workshop and training space for the student ambassadors. The Witte Museum provides student ambassadors access to participate in the H-E-B Body Adventure.

**San Antonio Food Bank** - Provides the student mentors space for meeting and for their kickoff event that includes a full day Health IQ training and numerous SAFB staff members and training supplies/giveaways at no cost to the Student Ambassador Program.

**CHEF** - Culinary Health Education for Families (see detailed partnership under Program Enhancements)

## STUDENT MENTORS

In the 2018-2019 academic year, the Student Ambassador Program introduced Student Mentors - a new leadership opportunity for former student ambassadors to continue participating in the Council. Student Mentor's role is to serve as a mentor to incoming student ambassadors and provide peer-to-peer support in a way that no others could, as the student mentors have once been exactly where the student ambassadors are in their service project process.

Student Mentors are provided the opportunity to learn more extensively about the Mayor's Fitness Council as well as the Student Ambassador Program from a programming perspective. Informative and interactive trainings are provided to the Student Mentors before the incoming student ambassadors begin their academic term.

Student Mentors attend all student ambassador workshops/trainings and encourage the student ambassadors to identify a need that they can meet at their school campus or in their surrounding community. Student Mentors help to drive home the Student Ambassador Program's model and message of service leadership by educating and serving others. During the 2018-2019 and 2019-2020 academic years, 25 Student Mentors have participated in the program.







# COMMUNICATIONS COMMITTEE





## WELCOME

FORWARD FROM CHAIRS

Liesien Benet and Joseph Garcia

### MISSION

To increase awareness and connect San Antonio residents to opportunities for improved emotional well-being, physical activity, and healthy eating.

### SUMMARY

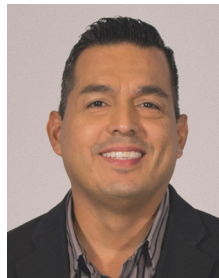
The purpose of the Communications Committee is to support and promote the projects and objectives of the entire Council and its committees through public relations and marketing work. A key objective is to develop the brand of the MFC and FitCitySA. We are currently working on developing a structure for sponsorship opportunities, continual refining and updating of the FitCitySA.com website, and regular posting on FitCitySA social media platforms.

### FITCITYSA

FitCitySA.com is the main community portal for health and fitness in San Antonio and is powered by the Mayor's Fitness Council.



**Liesien Benet**  
YMCA



**Joseph Garcia**  
ESD MARKETING

### Communications Committee Roster

Liesien Benet, Co-Chair  
Joseph Garcia, Co-chair  
Angi Aramburu  
Cara Bailey  
Samantha Beard  
Andrea Bottiglieri  
Katy Bowen  
Jean Cheever  
Kristi Docwra  
Shari Gaiennie  
Dianne Glover  
Rita Hernandez  
Jeanette Honermann  
Bonnie Osterhage  
Esmeralda (Mela) Perez  
Rita Petersen  
Bert Pickell  
Valerie Rueda  
Elizabeth Stauffer  
Mary Ullmann Japhet

### Communications Committee Partners

CHEF  
Community CIO  
ESC Region 20  
ESD & Associates  
Grok Interactive  
Go Fetch Run  
Inspiration4Life  
Japhet Media  
San Antonio Metropolitan Health District  
Sweat SA  
YMCA of Greater San Antonio



# COMMUNICATIONS HIGHLIGHTS

## 2019

- Purchased large supply of promotional items as well as event tents via a grant from Humana

## 2018

- Get Strong with Mayor Ron launches
- Co-branding of MFC and FitCitySA including new logo and branding standards

## 2017

- Resources page on FitCitySA built out with support from Humana
- Walk with the Mayor launched
- Website rebuilt with support from Geekdom developer GROK and Community CIO
- Choose Healthier app from It's Time Texas launched in San Antonio

## 2016

- Healthy Video production program launch with support from the City of San Antonio production studio

## 2015

- VegOutSA campaign - school age art contest to create a poster that encourages fruit and vegetable consumption

## 2014

- Healthy Heroes campaign
- Million Pound Challenge (we won!) An app was launched to support this campaign
- Healthy Schools Summit

## 2013

- New FitCitySA.com website built with City funding

## 2012

- FitCitySA launched
- Rebranding of sabalance to FitCitySA.com (with a brief flirtation with livehealthysa)
- Weight of the Nation film screenings

## 2011

- YMCA agrees to acquire sabalance website

## 2010

- sabalance website was built with CPPW grant funding

# FITCITYSA SOCIAL MEDIA STATS



**5,460** fans  
@FitCitySA



**1,360** followers  
@FitCitySA



**2,858** followers  
@FitCitySA



# FITYCITYSA VIDEOS

In December 2016 the first FitCitySA show debuted with hosts, Jeff Skelton and Tatum Rebelle. Prior to the debut a dedicated Communications Committee was working behind the scenes to learn storyboarding, copywriting and editing. Former Full Council Chairman, Jeff Skelton worked diligently with the City of San Antonio to reach an agreement to have the FitCitySA show produced by the City's Government & Public Affairs Department. Presently, the FitCitySA show is now broken down into FitCitySA video segments that highlight, raise awareness or champion a healthy cause or behavior. The lead on all FitCitySA videos production is Francisco Navarro, Senior Video Producer with the City's Government & Public Affairs Department.

## FITCITYSA VIDEO TIMELINE

### 2016

#### FitCitySA Episode 1 Features:

- Inspiration Segment, Brandy Shipman: Cancer Survivor
- Triathletes
- San Antonio Walks

#### FitCitySA Episode 2 Features:

- Project Phoenix
- UTSA Coordinated Program of Dietetics
- San Antonio Sports i Play! Afterschool Program

### 2017

#### FitCitySA Episode 3 Features:

- Alpha Warrior Course and Stars at Retama Park
- La Presa Cafe and their Por Vida participation
- Ramiro Russell's tips for the New Year
- San Antonio B-Cycle

#### FitCitySA Episode 4 Features:

- Work Out Help Out
- It's Time Texas Community Challenge
- CHEF - Culinary Health Education for Families at the Children's Hospital

#### FitCitySA Episode 5 Features:

- San Antonio Parks & Recreation Fitness in the Park
- San Antonio Food Bank's Mobile Mercado

#### FitCitySA Episode 6 Features:

- Witte Museum's H-E-B Body Adventure
- Inspiration Segment: Regina Sanders
- San Antonio Sports Fit Family Challenge

#### FitCitySA Episode 7 Features:

- SATX Social Ride
- MFC Student Ambassador Program
- San Antonio Sports Corporate Cup

#### FitCitySA Episode 8 Features:

- Special Round Table: Motherhood Discussion
- Trinity University Tobacco Free Campus
- S.T.O.R.M. Riding Group

#### FitCitySA Episode 9 Features:

- Girls on the Run
- Dorris Griffin Senior Center
- Go Fetch Run!

### 2018

#### FitCitySA Episode 10 Features:

- Walk with a Doc
- Disc Golf in SA

### 2019

#### FitCitySA Episode 11 Features:

- 2018 Fall Síclovía
- MFC Community Forum
- Acupuncture Feature
- SARR Women's 5K





# MFC HEALTHY CHAMPIONS



## SAN ANTONIO METROPOLITAN HEALTH DISTRICT

The San Antonio Metropolitan Health District (Metro Health) is responsible for protecting and improving the health of the 1.9 million people that reside in San Antonio and Bexar County. Our vision of Healthy People Thriving in a Healthy Community is achieved by promoting healthy lifestyles, preventing injury and disease, detecting and responding to infectious diseases, enforcing public health laws and advocating for equity.

Metro Health has proudly served as a member of the Mayor's Fitness Council (MFC) since 2010 and has provided continual staff support since then. Preventing chronic diseases such as diabetes and obesity have been a strategic priority for Metro Health since 2012, and will continue to remain a priority area through 2023.

More than ever, we must mobilize community partnerships including the Mayor's Fitness Council and act together to identify and tackle the chronic disease burden. This will involve dynamic relationships and dialogue between Metro Health staff, MFC members and the community. Metro Health is committed and ready for continued promotion of the MFC goals of increasing physical activity, increasing healthy eating, and supporting mental health.

San Antonio Metro Health District manages a few healthy eating and active living programs for families. For more information, please visit their web site at <https://www.sanantonio.gov/Health/HealthyEating> or call 210-207-8421.

### Metro Health Chronic Disease Leadership

Gabe Aguilar  
Coordinator, Diabetes Prevention

Haley Amick  
Coordinator, Community Nutrition

Andrea Bottiglieri  
Senior Management Analyst,  
Mayor's Fitness Council

Soila Barraza  
Administrative Assistant

Dr. Colleen Bridger  
Assistant City Manager  
Oversees Metro Health and  
San Antonio Parks & Recreation

Dawn Emerick, Ed. D  
Incoming Director of Health

Jennifer Herriot  
Interim Director of Health

Anna Macnack  
Senior Management Analyst,  
Healthy Neighborhoods  
Program

Denise Benoit-Moctezuma  
Chronic Disease Program  
Manager

Kathy Shields  
Interim Assistant Director  
Communicable Disease  
Division



CITY OF SAN ANTONIO  
**METROPOLITAN  
HEALTH DISTRICT**





### The Mayor's Fitness Council (MFC):

It was formed in 2010 with the goal of making San Antonio's residents among the healthiest in the nation. The MFC is made up of 130 member organizations and focuses on increasing physical activity, healthy eating, and improving mental health.



**Viva Health:** Nutrition education campaign that encourages healthy eating for individuals and families through the three core messages of:

- 1) Fill ½ your plate with fruits and vegetables at every meal, every day
- 2) Use a smaller plate for better portion control
- 3) Drink water, not sugary drinks.

**¡Por Vida!:** Healthy menu initiative that works with restaurants, corporate cafeterias, food trucks, and catering companies to offer healthy menu items that meet specific nutrition criteria limiting calories, fats, and sodium. There are 22 participating restaurants and 13 business partners involved with the ¡Por Vida! initiative.



### Healthy Neighborhoods:

A place-based childhood obesity prevention program in which community health workers serve as health educators, connectors, and community organizers who empower residents to become more active voices in their community. The CHWs work in ten neighborhoods and one school.

### Racial and Ethnic Approaches to Community Health (REACH):

Culturally-tailored interventions to reduce health disparities and advance health equity programs by promoting tobacco-free living, improved nutrition, and community-clinical strategies in at-risk communities.



### Diabetes Self-Management:





The diabetes prevention program offers free workshops that empower families to enrich their spirit, mind, and body. This past year, about 134 participants attended these diabetes prevention classes over a 12-month period, and 278 individuals participated in the healthy lifestyle workshops.












The San Antonio Food Bank takes pride in fighting hunger, feeding hope in southwest Texas. The Food Bank provides food for today, food for tomorrow, and food for a lifetime through food distribution, programs, education, and advocacy. The San Antonio Food Bank values collaborations with community leaders in health, like the Mayor's Fitness Council (MFC), and has helped to support the goals of the MFC in many facets over the last 10 years.

Eric Cooper, CEO of the San Antonio Food Bank, is the Mayor's Fitness Council Chair for 2017-2019. The San Antonio Food Bank has hosted numerous MFC meetings and events under its roof over the years, including:

-  San Antonio Business Group on Health (SABGH) education forums
-  SABGH 2018 Healthy Workplace Recognition Awards
-  7 years of hosting and educating at the Student Ambassador training
-  MFC Nutrition Summit in 2014

The San Antonio Food Bank has and will continue to support the Mayor's Fitness Council in their mission for a healthier San Antonio. Over the past 10 years the San Antonio Food Bank has strengthened community health and wellness by providing:

-  Classes that reach more than one-third of the local population experiencing poverty
-  Diabetes classes totaling more than 2,000
-  More than a dozen farmers markets each year in neighbors that lack access to fresh produce
-  More than 100,000,000 pounds of fresh produce via a best-in-class mobile pantry program
-  After-school meals to kids totaling in excess of 2,000,000
-  Helped stabilize the homes of more than 10,000 seniors with Project HOPE senior food boxes
-  Worksite wellness to nearly 10,000 individuals

**Website:** [www.safoodbank.org](http://www.safoodbank.org)

## ACTIVE LIVING COUNCIL

The mission of the Active Living Council is to improve quality of life by facilitating positive change in policy, infrastructure, and attitudes that result in a vibrant and healthy community for all Bexar County residents.

The Active Living Council (ALC) for San Antonio was formed in 2010 to influence physical activity within our city and the surrounding areas by developing and promoting a 3-5 year master plan to promote active living, reduce sedentary behaviors, and increase physical activity. The ALC will be working in 2020 to release an updated master plan.

**Website:**  
[www.fitcitysa.com/move-more/active-living-council/](http://www.fitcitysa.com/move-more/active-living-council/)

## FOOD POLICY COUNCIL

The Food Policy Council of San Antonio is a nonprofit organization facilitating the development of a more just, sustainable, and economically vibrant food system. It leverages stakeholders across the community to craft programs and policies in urban agriculture, school nutrition, food waste, farmers markets, and food insecurity.

In 2015, the FPCSA organized amendments to the city's zoning code to guarantee a right to grow crops in every zoning type. In 2017, they sponsored policy changes to ease restrictions on backyard poultry cultivation. In 2019, their Healthy Corner Store Initiative was launched by the city to provide fresh produce to convenience stores throughout food deserts in San Antonio's District 3. Their network of urban farmers, culinary professionals, and nutrition advocates continues to develop targeted strategies to improve our population's health and environment.

**Website:** [www.foodpolicysa.org](http://www.foodpolicysa.org)

# IT'S TIME TEXAS



It's Time Texas (ITT) undertakes a number of activities to support the Mayor's Fitness Council (MFC) of the City of San Antonio. ITT submits grant applications on behalf of the MFC, receives grant funds submitted on behalf of the MFC, and processes payments to project vendors. In addition to acting as serving as the MFC's fiduciary, ITT maintains an ongoing flow of communication with the MFC, developing grant and impact reports, advising the MFC on raised and expended grant funds, and promoting MFC conferences through statewide ITT initiatives and programming.

One of the upcoming ITT initiatives, the ITT Community Challenge, is a statewide healthy living competition that inspires cities and towns across Texas to engage in healthy activities in support of a healthier community. Community members earn points for their cities and towns by making healthier choices, and winning communities receive funds to put towards future health efforts.

Registration is now open for the 2020 Community Challenge, set to occur in January of the new year. Many people across the state have been impacted over the course of 2019 by various ITT initiatives and programming. The 2019 Community Challenge saw 25,603 registrants across the state, with over 350 communities participating. ITT's technology-based applications saw increases in total number of downloads. Choose Healthier, a location-based app that provides free health programming opportunities, increased in total number of downloads to 10,768 during 2019.

Teach Healthier, a free app that provides teachers access to health lessons that can be utilized in classrooms, also increased in total number of users, with the most current number being just under 8,500.

**Website:** [www.itstimetexas.org](http://www.itstimetexas.org)

Go to the It's Time Texas website to register and start earning points for San Antonio.







## YMCA OF GREATER SAN ANTONIO

The YMCA has served as a leading nonprofit committed to strengthening the greater San Antonio community for 143 years. With our doors open to all, we ensure that everyone has access to resources that will help them learn, grow, and thrive.

The Y provides a place for play, learning, healthy lifestyles, and giving back. In 2018, 35,644 individuals were impacted by Y programs and services through financial assistance made available through annual campaign donations. More specifically, these donations gave 17,138 young athletes the opportunity to learn teamwork in youth sports and taught 5,365 children how to swim and be safe around water.

Support from the community also helps us focus on connecting teens to their potential, purpose, and each other. In 2018, we engaged over 900 teens in education and meaningful enrichment, through volunteer work, STEAM programming, a safe place to belong, lifeguard training, and more.

One of our three areas of impact is healthy living which includes focusing on the community's access to healthy food and providing innovative ways to increase nutrition education. Over the past year, we were able to provide 376,286 meals to youth as part of the Y's Food Program, and over 3,100 youth and adults participated in nutrition-based programs through CHEF, Cooking Matters, and counseling.

Additionally, the Y is grateful to bring Síclovía, an open streets event that supports active transportation, healthy living, and community, to San Antonio twice a year. The 17th event was held on September 30, 2019, bringing the event's collective street closure mileage to over 50 and it's estimated participant total to 977,156. The Mayor's Fitness Council has played a significant role in the success of Síclovía since its inception and brings many resources to each event, such as free helmets and bicycle safety.

Thank you, Mayor's Fitness Council, for being our community's connector.

**Website:** [www.ymcasatx.org](http://www.ymcasatx.org)

# THE WITTE MUSEUM

The Witte Museum inspires people to shape the future of Texas through transformative and relevant experiences in nature, science and culture.

The Witte Museum has been an integral leader within the City of San Antonio's major initiatives to improve the health of its citizens. In 2010, when former Mayor Julián Castro appointed the Mayor's Fitness Council challenging San Antonio to be one of the healthiest and most active communities in the nation, the Witte was already underway transforming its popular H-E-B Science Treehouse into the H-E-B Body Adventure to address these issues. From the Mayor's Fitness Council's earliest inception, the Witte Museum has stood shoulder-to-shoulder with a tremendous array of powerful partners to support the City's vision of a healthy, thriving San Antonio.



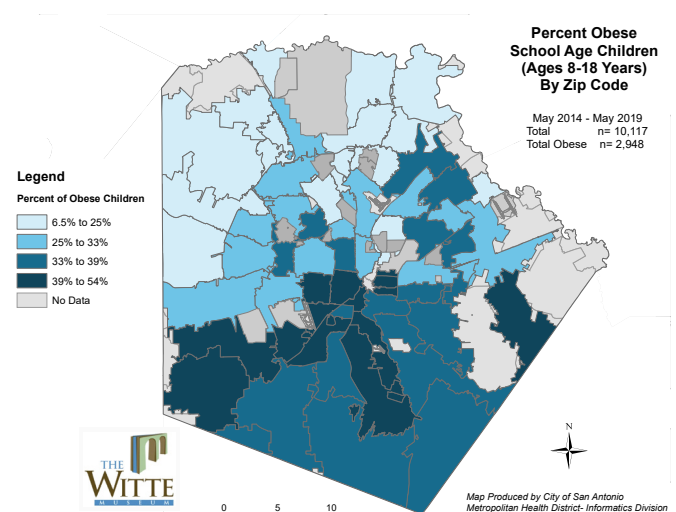
The H-E-B Body Adventure has been well-loved by more than one million people since opening in 2014. Generations of children have been transformed by the Witte Museum they call their own, embracing scientific principles, encountering nature and celebrating cultural diversity and confluence. We are thrilled that the H-E-B Body Adventure has been responsible for policy and budgetary changes at the City of San Antonio's Metropolitan Health District, which in turn helped lead to the City being chosen for the Robert Wood Johnson Foundation's 2018 Culture of Health Award.

The Witte Museum's H-E-B Body Adventure has successfully demonstrated that museums can galvanize action around critical public health needs. Data captured through the digital resources of the H-E-B Body Adventure have been used by local policy makers to benefit children in low-income neighborhoods and

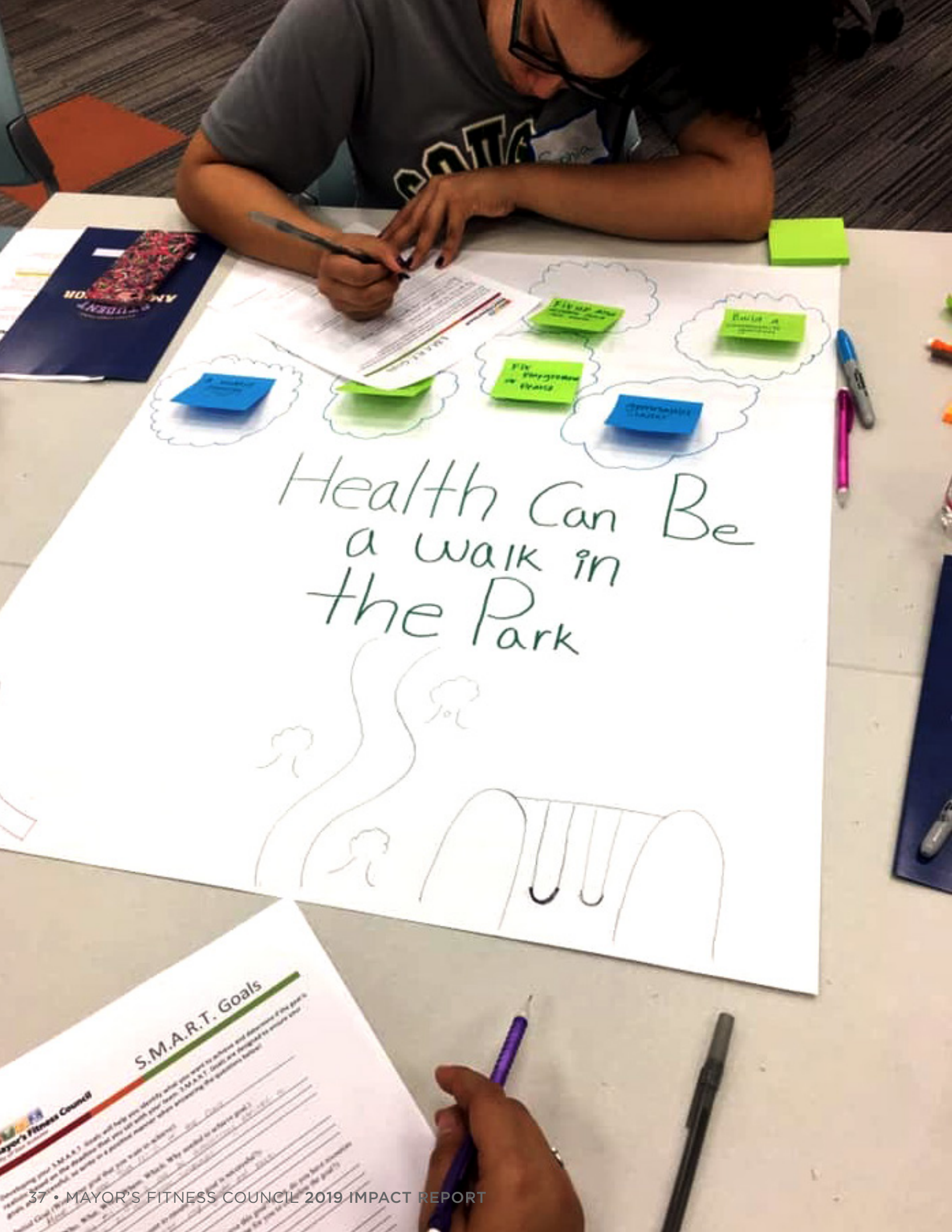
have been recognized by national organizations for innovative approaches to community health, including the prestigious silver MUSE Award for Technology and Community Innovation from the American Alliance of Museums for impactful, revolutionary work in community-based technology and research and the Inaugural Texas Association of Museum's Media Innovation and Excellence Award.

The Witte is proud to be an educational resource for Texas and ensures that all H-E-B Body Adventure curricula (daily live demonstrations, interactive carts, Family Days, sold-out week-long camps and more) are aligned to Texas Essential Knowledge and Skills (TEKS) requirements to supplement classroom learning. Last year alone, over 58,000 youth experienced the Witte's diverse educational programs, with 98% of the program fees and transportation underwritten by generous partners and members. The H-E-B Body Adventure also serves as an experiential learning site for a wide array of ever-expanding community partnerships, including Annual Public Health Camps with the University of Texas School of Public Health, the UT Health San Antonio medical, nursing and allied health schools and Area Health Education Center (AHEC), the American Diabetes Association Project Power Camp, and more. Perhaps most importantly, the Witte's H-E-B Body Adventure has every year served as an annual training site for the Mayor's Fitness Council's flagship Student Ambassadors Program.

**Website:** [www.witemuseum.org](http://www.witemuseum.org)







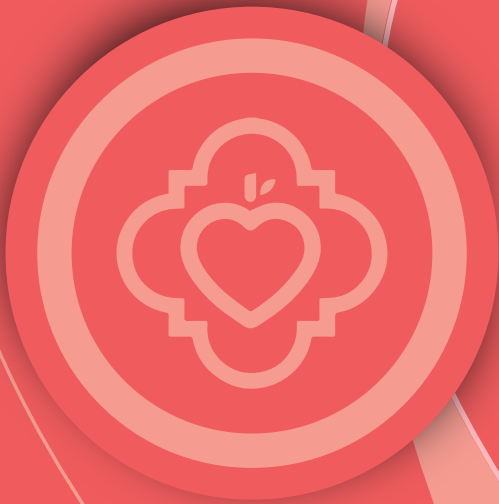
# Health Can Be a Walk in the Park



## S.M.A.R.T. Goals

Mayor's Fitness Council





# MAYOR'S FITNESS COUNCIL MEMBERSHIP



## JOIN A COMMITTEE

Interested in becoming a member of the Mayor's Fitness Council? Join us in helping San Antonio to become a healthier and more active city! Here's how to get involved:

The Mayor's Fitness Council is supported by the San Antonio Metropolitan Health District and is divided into several committees:

### COMMUNICATIONS

The Communications Committee is a small group that works on all things FitCitySA. If you love the idea of a healthier, more active San Antonio and are passionate about marketing, design and event planning visit the FitCitySA.com to learn more about how to apply to serve on the Communications Committee.

### COMMUNITY

The Community Committee is the hub for community collaboration. No committee membership is required to attend Community Committee meetings.

### HEALTHY SCHOOLS

The Healthy Schools Committee seeks to have representation across all 15 Bexar County ISD's, private and charter schools as well as seek relevant community partnership that are aligned with the Healthy Schools Committee work plan. Visit FitCitySA.com to learn more about how to apply to serve on the Healthy Schools Committee.

### SABGH - SAN ANTONIO BUSINESS GROUP ON HEALTH

For more information on how to become a SABGH member visit [www.fitcitysa.com](http://www.fitcitysa.com) and click on the SABGH page to sign up for a free membership.

### VOLUNTEER CORPS

The Mayor's Fitness Council is always in need of passionate, healthy advocates to attend functions and events throughout the city. Some easy ways to volunteer with the MFC are through Síclovía, Student Ambassador events, Community events and SABGH events.

Please sign a pledge card today (provide MFC web site where pledge card will be housed) to let us know how you would like to get involved with the Mayor's Fitness Council.

For more information on committee membership visit [www.fitcitysa.com](http://www.fitcitysa.com) to fill out an online committee application or contact Andrea Bottiglieri at [Andrea.Bottiglieri@sanantonio.gov](mailto:Andrea.Bottiglieri@sanantonio.gov)









**Mayor's**  
**Fitness Council**



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