

# Memorandum



DATE January 28, 2011

TO Honorable Mayor and Members of the City Council

SUBJECT Dallas City Council Mayor's Youth Fitness Initiative (MyFi) Briefing

On Wednesday, February 2, 2011 the Dallas City Council Mayor's Youth Fitness Initiative (MyFi) briefing will be presented to you by Michael S. Rawlings, President of the Dallas Park and Recreation Board. The briefing material is attached for your review.

If you have questions or need additional information, please let me know.



Forest E. Turner  
Assistant City Manager

## Attachment

c: Mary K. Suhm, City Manager  
Thomas P. Perkins, Jr., City Attorney  
Deborah Watkins, City Secretary  
Craig Kinton, City Auditor  
Judge C. Victor Lander, Administrative Judge  
Ryan S. Evans, First Assistant City Manager  
A.C. Gonzalez, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Frank Libro, Public Information Officer  
Helena Stevens-Thompson, Assistant to the City Manager – Council Office  
Paul D. Dyer, P.E., Director, Park and Recreation Department



# **Dallas City Council Briefing Mayor's Youth Fitness Initiative (MyFi)**

**February 2, 2011**

# Our Challenge as a City



- **One in every four** Dallas-area high school students is obese or overweight – significantly higher than the Texas and national rates.
- **In 2008, only one in five** Dallas third-graders passed the Texas-mandated FitnessGram® assessment, compared to about one in three statewide.
- **Only one-third** of high school students get the recommended levels of physical activity.
- Many kids don't have access to fruit and vegetables or nutritional meals at school or may live in, what Children's Medical Center calls, **food "deserts"**.
- **Obesity and physical inactivity** are risk factors for more than 20 chronic diseases, including diabetes, heart disease, orthopedic conditions, gallbladder disease, sleep apnea and mental health problems.
- Considering these current trends, **one in three** kids born after the year 2000 will develop Type II diabetes.

# Background



- Oncor stepped forward with a commitment to help with funding and to develop a new initiative for long-term sustainable change.
- Oncor's \$1 million contribution provides seed money for new programs. Additional funding will be needed to expand and sustain programs.
- Recruitment of key leaders and additional funding began late last summer.

# Role of Dallas Parks System



- Existing System is a valuable resource that could be utilized as the Key Delivery System for MyFi in Dallas.
- Key strategy is to deliver real benefits for citizens – this will be a major priority.
- Robust and ample system is already available:
- 18,361 kids already use system.
  - 43 Recreation Centers
  - 16 Pools open
  - 104 Miles of Hike and Bike Trails
- We are reorganizing current programs to do this in the most cost effective manner.

# Why MyFi?



- **Current youth health trends are not acceptable.**
- **There are many groups focused on aspects of youth fitness & health.**
- **Missing Elements:**
  - **Pulling it all together**
  - **A plan for each child**
  - **Periodic assessment**
  - **Rewards & Recognition**
- **Our goal is to change lifestyles in order to change a child's:**
  - **Health**
  - **Self Confidence**
  - **School Performance**
  - **Future**

# Executive Committee Members



- Dallas Mayor – **Tom Leppert**
- Dallas Park and Recreation Board President – **Mike Rawlings**
- Oncor Chairman and CEO – **Bob Shapard**
- Baylor Health Care System President and CEO – **Joel Allison**
- Cooper Institute Chairman and CEO – **Dr. Kenneth Cooper**
- LaLa-USA Chief Executive Officer – **Steven McCormick**
- Combs Produce CEO – **Jeff Partridge**
- Walmart Senior Vice President, Texas Division – **Jeff McAlister**
- Luke's Locker Founder – **Don Lucas**
- Dallas County Commissioner – **John Wiley Price**
- Dallas Cowboys Executive Vice President Brand Management/President of Charities – **Charlotte Jones Anderson**
- Dallas Mavericks President and CEO – **Terdema Ussery**
- FC Dallas - **Clark Hunt**
- Rangers Baseball – **Chuck Greenberg & Rick George**
- Pursuant Sports President – **Robin Blakeley**

# Our Vision: A New Generation Taking Shape



- We want Dallas to have the healthiest kids in the nation. To achieve this goal, the Mayor's Youth Fitness Initiative will help:
  - **Improve** the long-term physical and mental health of children across our city
  - **Improve** scholastic performance
  - **Reduce** the economic impact of health care burden
  - **Create** sustainable opportunities for families to learn a lifetime of healthy habits

# Our Plan



- The Initiative seeks to make a long-term difference—not just a difference through a single program in a single year.
- Our goal is to bring together organizations to set high and achievable standards for youth health and fitness programs and support healthy eating and active living.
- This initiative will also work to make Dallas Park and Recreation Centers a more vibrant and fundamental part of the incremental change to a healthy and productive community, utilizing the centers a primary distribution vehicle for MyFi programs.
- We will use a consistent measurement tool to chart improvement and success.
- MyFi's focus is to engage all kids, including those who aren't involved in activities and sports. Indeed, this is where MyFi stands to have the greatest impact.
- MyFi will also target kids who enjoy sports (especially those who watch more than participate) by leveraging relationships with mayor sports franchises and interests in the area.



- “Today, **improper nutrition, along with physical inactivity** and television time, are underlying factors for the approximately 12.5 million cases of childhood obesity...” - *William H. Dietz, Director, Division of Nutrition, Physical Activity, and Obesity, Centers for Disease Control and Prevention*
- More than 80% of Dallas high school students reported eating fewer than 5 servings of fruits and vegetables per day.
- Nutrition and physical activity *must* go hand-in-hand to reap the full benefits.
- MyFi's goal is to help children to make nutritious choices that lead to long term, healthy lifestyle changes.
  - Family farm stands at recreation centers
  - Individual nutritional awards and recognition

# Measuring Our Success



- Regular assessments, rewards and recognition are vital components to the Mayor's Youth Fitness Initiative.
  - Benchmark Assessment: FitnessGram®
  - Activity and nutrition logs
  - MyFi recognition and rewards program
  
- Identifying the appropriate technology to track progress and outcomes will be imperative.

# Organizational Structure - Overview

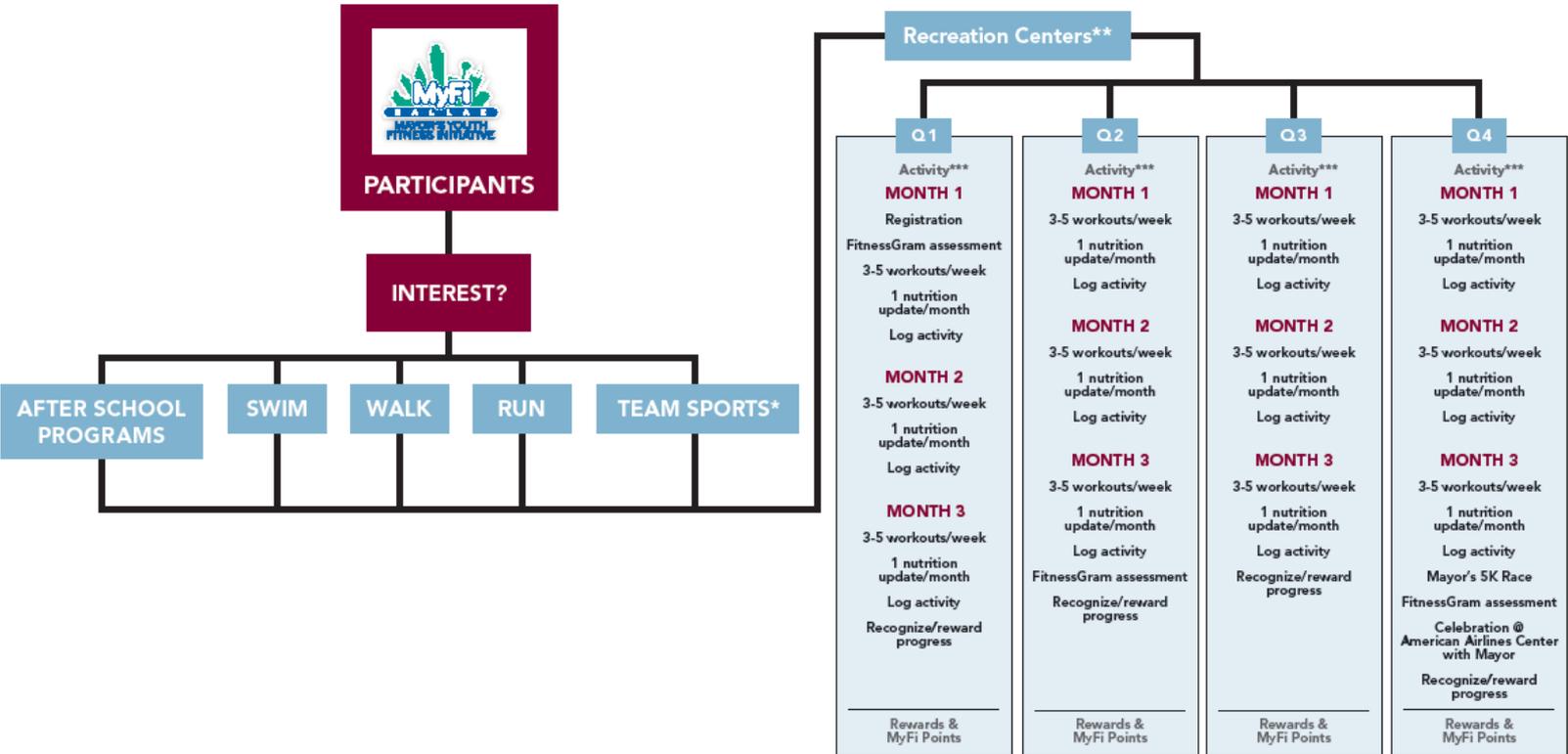


- MYFI is a public/private partnership.
- The Executive Committee will establish a strategic plan.
- An Executive Director and the Park and Recreation Department Director will work closely with the Executive Committee and a Board of key stakeholders and implement the plan and supporting programs.

# Conceptual Program Flow Chart



- DRAFT -

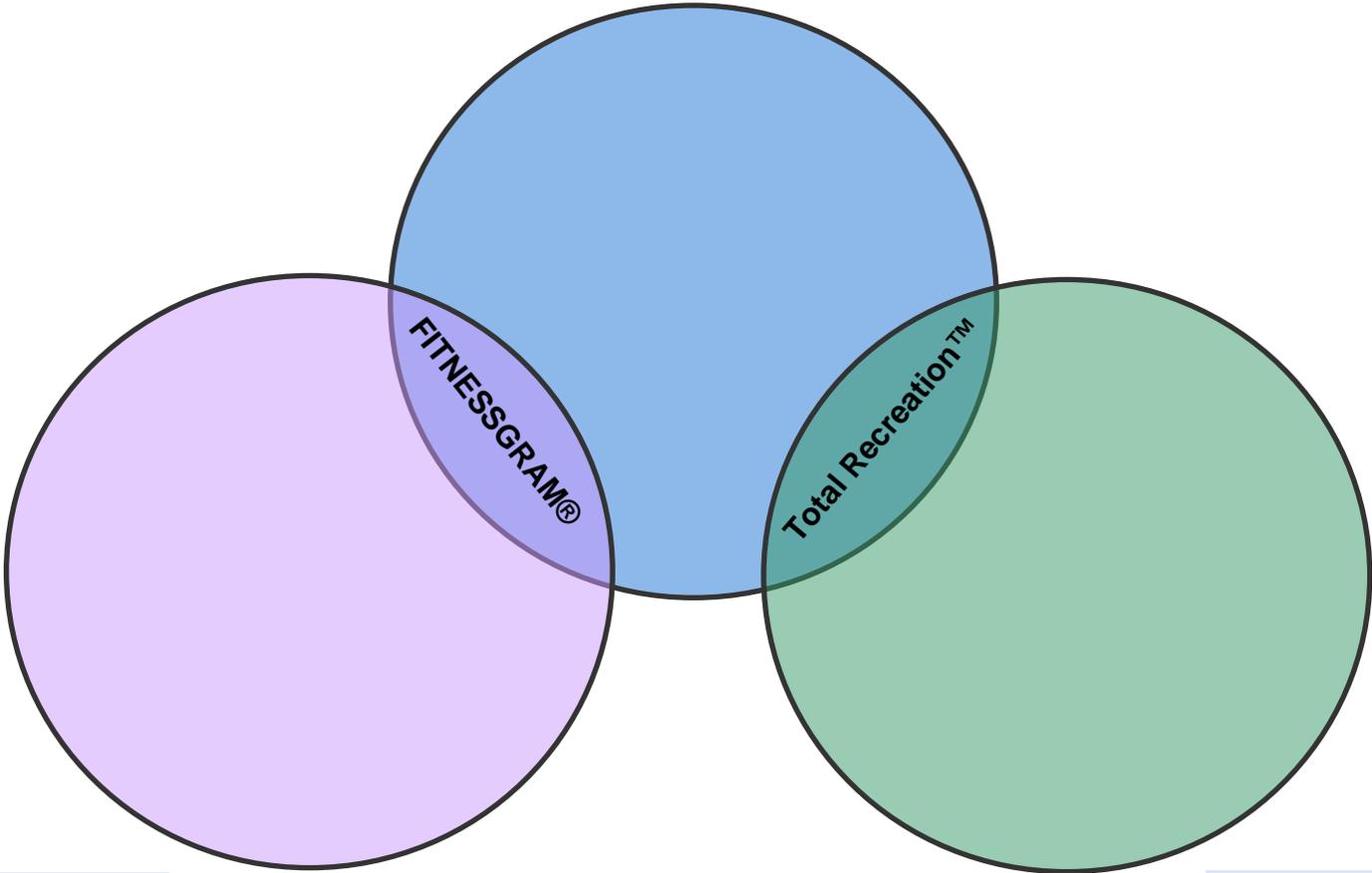


MyFi points can be accumulated for additional rewards.

\*Team Sports = all league/city-run team sport programs i.e., basketball, baseball, volleyball, soccer; includes possible partnerships with area professional teams such as Dallas Mavericks, Dallas Cowboys, Texas Rangers.  
 \*\*Could be expanded to include YMCA and Boys & Girls Club in the future.  
 \*\*\*Example list of activities: swimming, running, soccer, baseball, basketball, football, kickball, softball, etc.



**Mayor's Youth  
Fitness Initiative**



**Cooper Institute**

**Baylor DWHI**

# 2011 Planning Assumptions



- Target 14 recreation centers for launch in 2011.
- Programs will be launched Summer 2011.
- Recruiting sessions will be held during second quarter in recreation centers and schools.



MyFi Budget\* under development that provides for the following:

- Incremental staffing for selected recreation centers
- Program supplies and materials
- Tracking and reporting systems
- Scholarships
- Transportation
- Rewards and recognition incentives

\* Funding will be provided by Oncor's initial \$1 million gift and other funding partners.

# MyFi Budget, cont'd



- Executive Committee has not reviewed any budgets to date.
- Budget to be finalized by April 1, 2011.
- Key Partners will cover all incremental costs.
- No incremental costs to the city
- All funds to be held for MyFi programs, initially to be kept at the Dallas Parks Foundation.



## Discussion and Feedback