



Berkeley City Council

CONSENT CALENDAR

July 17, 2007

To: Honorable Mayor and
Members of the City Council

From: Councilmember Laurie Capitelli
Councilmember Darryl Moore

Subject: **City Sponsorship Of The “Be Fit Berkeley” Campaign**

RECOMMENDATION:

That the City of Berkeley cosponsor the “Be Fit Berkeley” campaign, a friendly neighborhood competition to encourage and support healthy eating and active living in Berkeley, to take place from September, 2007, until June, 2008; that the City Council 1) give permission for the use of the name of the City of Berkeley and the City’s logo in all forms of publicity, including t-shirts; and 2) provide staff support from the Department of Health and Human Services as itemized in the attached Draft Budget.

BACKGROUND:

Poor diet and sedentary lifestyles are major contributors to many illnesses, including diabetes and heart disease that disproportionately affect low income and communities of color. Healthy communities make it easier for people to make healthy choices by:

- Ensuring access to affordable, tasty, culturally appropriate, healthy foods including fruits, and vegetables;
- Providing safe places to play and exercise; and
- Promoting community social norms that encourage healthy eating and active living.

“Be Fit Berkeley” is a nine-month (mid-September through mid-June) health awareness campaign - the brainchild of City Council Members Daryl Moore and Laurie Capitelli - that addresses community social norms through a friendly neighborhood competition. Council Members will encourage district residents to participate in the competition through signing in at a local recreation center, senior center, library, or on-line. Logbooks at these locations will allow people to track their weight and number of minutes of moderate/vigorous exercise weekly. Recognizing that many people will prefer their information to be anonymous, logbooks will have a code for each person, so no names will be listed. At each logbook location, there will be tip sheets, healthy recipes, and educational materials about healthy eating and active living. All participants will receive

T-shirts, with a "team" logo for their Council district (e.g. Lose your belly with Capitelli). (If funding is available, participants will also receive pedometers).

Each week, staff will tabulate weight loss and minutes of physical activity for each Council district. All participants will be eligible to win a raffle prize in a weekly drawing (prizes to be donated by local merchants). At the end of the school year, a grand prize raffle will be open only to those from the Council district with the most overall weight loss and activity minutes (one prize for each).

Participating Council members are requested to:

- a. Publicize "Be Fit Berkeley" and recruit constituents to participate.
- b. Conduct regular public events to encourage physical activity - e.g. a weekly 1/2 hour walk in your District to "Walk and talk with Councilmember Capitelli"
- c. Solicit gifts from local merchants (e.g. dinner for two, free haircut, toys, books, etc.)
- d. Allocate funding for intern time and T-shirts and other optional incentives

FISCAL IMPLICATIONS:

City and Council staff propose to solicit financial support and donations from local businesses to provide t-shirts for participants and raffle prizes for participants. Draft budget (see attached) includes a part-time public health intern to coordinate district efforts.

CONTACT:

Darryl Moore, Councilmember District 2, 981-7120
Laurie Capitelli, Councilmember, District 5, 981-7150

ATTACHMENTS:

1. Resolution
2. Draft Budget

RESOLUTION NO. – N.S.

CITY OF BERKELEY SPONSORHIP OF “BE FIT BERKELEY”

WHEREAS, Berkeley is a city that cares about the health and well-being of each of its citizens; and

WHEREAS, the Public Health Division of the Department of Health and Human Services has brought the need for public involvement in improving health in our community to the attention of the Berkeley City Council at the meeting of May 22, 2007; and

WHEREAS, “The City of Berkeley Health Status Report, 2007,” presented at that meeting, states clearly that two of the risk factors that can be reduced for some forms of serious chronic illness are excess weight and inactivity; and

WHEREAS, the Berkeley City Council wishes to support in every possible way the reduction of serious chronic illness; and

WHEREAS, the Council believes that a citywide campaign which includes a friendly competition among council districts will create publicity that will encourage many of Berkeley’s residents to begin positive change in their habits of eating and physical activity.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City of Berkeley will be a sponsor of the “Berkeley Gets Fit” campaign, that the organizers of the campaign can use the City’s logo in all of their promotional materials, and that the Council authorizes the expenditure of \$1700 for a part-time staff person to coordinate the effort.

Be Fit Berkeley
Proposed Budget
9/1/07 - 5/31/07

Att 2

Coordinator - in-kind from Public Health

Public Health Intern	4 hours/week for 36 weeks @ \$12/hour	\$1,700
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T-shirts as incentives	6,000 t-shirts @ \$4/shirt	\$24,000
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Pedometers (optional)	500 @ \$3 each	\$1,500
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Educational materials - in kind from public health

Food for kick-off and ending celebration		\$1,500
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TOTAL		\$28,700
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