

Berkeley City Council

CONSENT CALENDAR
October 23, 2007

To: Honorable Mayor and Members of the City Council
 From: Councilmembers Laurie Capitelli and Darryl Moore
 Subject: Be Fit Berkeley Campaign - Voluntarily Transfer Of Funds

RECOMMENDATION

Adopt a Resolution authorizing Councilmembers to voluntarily transfer funds, not to exceed \$500 from Council Member Office budgets to the Public Health Department in support of the "Be Fit Berkeley" Campaign.

FINANCIAL IMPLICATIONS

None. All funds would come from Council Office Budget accounts, already budgeted in the General Fund.

BACKGROUND

On July 17, 2007, in response to Berkeley's 2007 Health Status Report, the City Council approved City sponsorship of the "Be Fit Berkeley" campaign: a friendly competition between Berkeley City Council districts, where participating residents earn points by losing weight and/or exercising regularly. (See attached for project description and draft budget.) The goal of the campaign is to encourage healthy eating and an active lifestyle in order to promote long life and good health for Berkeley residents.

Be Fit Berkeley will be administered by members of Berkeley's Public Health Department in collaboration with Council and volunteers from UC Berkeley's School of Public Health. Lifelong Medical Care, a Berkeley 501 c 3, has consented to act as fiscal agent for the project. They will process donations from individuals and businesses outside of the City.

Authorizing Councilmembers to voluntarily transfer funds from their D-13 accounts would help offset expenses incurred by the Public Health Department related to the campaign: publicity materials, office supplies and part time coordinator. All other expenses will be paid from outside donations.

CONTACT PERSON

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

ATTACHMENTS:

1. Resolution
2. Consent Calendar Item "City Sponsorship of the Be Fit Berkeley Campaign," July 17, 2007

RESOLUTION NO. -N.S.

**BERKELEY CITY COUNCIL SUPPORT OF
THE BE FIT BERKELEY CAMPAIGN**

WHEREAS, the 2007 Health status report presented to the Berkeley City Council in May of 2007 indicated alarming trends in obesity, particularly in young people and low-income residents of West Berkeley; and

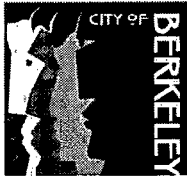
WHEREAS, obesity and a sedentary life style are major contributors to diabetes and hyper tension and other major health problems; and

WHEREAS, changes in eating habits and activity levels will have direct and positive impacts on these health issues; and

WHEREAS, through the BE FIT Berkeley Campaign, the Berkeley City Council will collaborate with the City's Public Health Department to encourage and educate Berkeley citizens about healthy eating and regular exercise in order to prevent the health risks of obesity; and

WHEREAS, financial support from Councilmembers would help offset expenses incurred by the Public Health Department related to the campaign: publicity materials, office supplies and part time coordinator.

NOW THEREFORE BE IT RESOLVED that the Berkeley City Council does hereby authorize individual Councilmembers to voluntarily transfer funds from their Council Member Office budgets, not to exceed \$500, to the Public Health Department to support the Be Fit Berkeley Campaign



Berkeley City Council

Attachment 2

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 SPONSORSHIP 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

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|---|-------------------------------|-----------------|
| Coordinator - in-kind from Public Health | | |
| | 4 hours/week for 36 weeks | |
| Public Health Intern | @ \$12/hour | \$1,700 |
| | | |
| T-shirts as incentives | 6,000 t-shirts @ \$4/shirt | \$24,000 |
| | | |
| Pedometers (optional) | 500 @ \$3 each | \$1,500 |
| Educational materials - in kind from public health | | |
| | | |
| Food for kick-off and ending celebration | | \$1,500 |
| | TOTAL | \$28,700 |