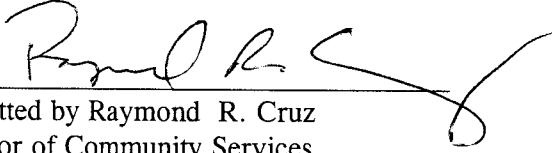




# City of Carson Report to Mayor and City Council

June 6, 2013  
New Business Discussion

**SUBJECT: CONSIDERATION OF LAUNCHING AND PLANNING THE CARSON 5,000 POUND WEIGHT LOSS CHALLENGE**



Submitted by Raymond R. Cruz  
Director of Community Services



Approved by David C. Biggs  
City Manager

## **I. SUMMARY**

This item is on the agenda at the request of Councilmember Gipson.

In 2012 the City of Carson participated in the 5,000 Pound Weight Loss Challenge, a program that encouraged residents to collectively lose 5,000 over the course of several months. The City Council is now asked to consider undertaking the program for this year.

## **II. RECOMMENDATION**

DISCUSS and PROVIDE direction to staff.

## **III. ALTERNATIVES**

1. APPROVE undertaking the 5,000 Pound Weight Loss Challenge for the City of Carson and CONSIDER relying primarily on student volunteers to administer the program.

-or-

2. TAKE another action the City Council deems appropriate.

## **IV. BACKGROUND**

According to statistics, obesity in the United States has been increasingly cited as a major health issue. In response to this problem, on December 6, 2011, the City Council approved the 5,000 Pound Weight Loss Challenge for its residents. The challenge encouraged Carson residents to eat healthier and increase their physical activity in order to collectively lose 5,000 pounds. The City Council is now asked to reapprove undertaking the program for this year.

Should the City Council approve this request, the program will be open to individuals of all ages who live, work or attend school in the City of Carson. Staff anticipates commencing the program in June or July for planning and endorsement by non-City fitness centers, and implementation from August to December.

The program will be executed by student volunteers from the Kinesiology Department at California State University Dominguez Hills as they have the knowledge to educate the public on healthy behaviors, such as healthy eating, and exercise, as well as proper nutrition. Moreover, they are required to fulfill volunteer hours to graduate and will receive academic credit for their efforts.

The City, through its Recreation and Human Services Division, will utilize its four fitness centers - Carson, Scott, Stevenson and Veterans SportsComplex - as weigh-in stations and classrooms, and will provide opportunities for physical activity. Staff will contact other fitness locations in the City to encourage their participation in the Challenge. During the program, each participant will learn about proper nutrition, how to develop better eating habits, the importance of exercise, and various meal replacement options to help reach their ideal weight and body composition. Each week the group will discover new topics that will assist them in their weight loss goal. Each fitness center will designate one student volunteer to oversee the results. In addition, the student volunteer will spend one 3-hour day per week recording participant progress, as well as completing the following tasks:

- Register teams and individuals to participate in the challenge.
- Weigh-in registered teams and individuals (weekly).
- Enter totals and track progress of individual and team weight-loss utilizing the 50 Million Pound Challenge website (or other identified database/spreadsheet).
- Connect participants to educational information, resources, upcoming events, activities, and programs that will support their weight-loss goals.

All participants must be registered and complete a release of liability form in order to participate. Residents may create and register their own team name, which will contribute to overall City goal of 5,000 pounds. Each team or individual must weigh-in at the same location during the designated weekday.

To maintain interest and/or provide support to participants in the Challenge, volunteers may be utilized to present additional activities such as a run/walkathon event to raise funds for prizes/a recognition celebration, a Zumba-thon, a Healthy Picks program wherein restaurants identify healthy choices on their menus and give discounts for specific items, and healthy cooking demonstrations by affiliated organizations at weigh-in stations.

#### **V. FISCAL IMPACT**

As the Challenge will be implemented by student volunteers from the Kinesiology Department at California State University Dominguez Hills, there will be no direct cost to the City.

**VI. EXHIBITS**

None

Prepared by: Michael Whittiker, Jr., Acting Recreation Program Manager

TO: Rev09-04-2012

Reviewed by:

City Clerk	City Treasurer
Administrative Services	Public Works
Community Development	Community Services

**Action taken by City Council**

Date \_\_\_\_\_ Action \_\_\_\_\_