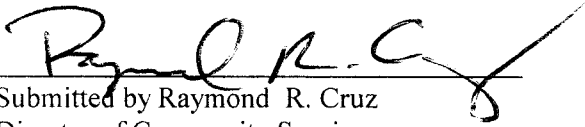


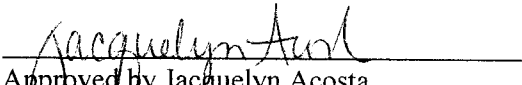


City of Carson Report to Mayor and City Council

August 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 Jacquelyn Acosta
Acting City Manager

I. SUMMARY

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

The request is to reinstate a program that will challenge our 95,000+ residents and others, through an affiliation with the City of Carson, to reach an overall weight loss goal of 5,000 pounds. The proposed challenge is modeled after the success of the nationally recognized 50 Million Pound Weight Loss Challenge, created in 2007 by Dr. Ian Smith. Tonight, Council is being asked to restart this program, approve a 6-month Weight Loss Challenge and associated activities.

II. RECOMMENDATION

TAKE the following actions:

1. APPROVE the reinstatement of the 5,000 Pound Weight Loss Challenge for the City of Carson.
2. DIRECT the Acting City Manager to assign the appropriate staff to oversee the program.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

On December 6, 2011, the City Council approved a 5,000 Pound Weight Loss Challenge to address the growing problem of adult and childhood obesity in the City of Carson. The program was implemented and was operational during a three-month period with approximately 50 participants. The goal this year is to expand the number of program participants to a minimum of 500. According to statistics, obesity in the United States has been increasingly cited as a major health issue in recent decades. Of all countries, the United States has the highest rate of obesity. By participating in this Challenge, Carson residents will have: 1) increased awareness of healthy behaviors (healthy eating and exercise), and 2) increased access to available resources in their immediate neighborhoods (nutrition education and physical fitness activities) that will give them the support they need to lose weight.

Proposed Timeline:

- July/August 2013 – Planning Stages
- September 7, 2013 – Kick-off the Challenge with a Zumbathon
- September 7, 2013 to March 1, 2014 – Implement the Challenge
- March 1, 2014 – Program Culmination and Recognition Celebration

Target Audience:

People of all ages that live, work or attend school in the City of Carson.

Stakeholder Groups:

City employees, churches, university students and faculty, corporations, recreation and human services, fitness centers/clubs, nonprofit organizations, community centers, beauty/barber shops, hospitals/community clinics, restaurants, mall/shopping centers, etc.

Proposed Implementation Plan:

The program will officially launch with a mass registration and kickoff event on Saturday, September 7, 2013, and will be staged in the intersection area of Avalon Blvd. and Carson Street. Included in the launch event will be a 500-person Zumba activity, guest speakers and booths offering health-related information and products. Program participants will weigh-in once a week. The City of Carson will utilize its four fitness centers (Carson Park, Scott Park, Stevenson Park and Veterans SportsComplex) and other fitness locations throughout the city as weigh-in stations. During the program period, 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 attaining their weight loss goal. Each fitness center will designate one staff member [or volunteer] to oversee the results. In addition, the staff member [or volunteer] will work one 3-hour day per week to record participant progress and complete the following tasks:

- 1) Register teams and individuals to participate in the challenge
- 2) Weigh-in registered teams and individuals (weekly)
- 3) Enter totals and track progress of individual and team weight-loss utilizing a website established by City of Carson staff (or other identified database/spreadsheet)
- 4) 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. Stakeholder groups may create and register their own team name, which will contribute to the Recreation and Human Services totals and overall city goal of 5,000 pounds of weight lost. Each team or individual must weigh-in at the same location on the designated weekday.

Additional Activities May Include:

- Run/walkathon event to raise funds for prizes/recognition celebration
- Zumbathon
- Walk with Leadership – individuals in the community have an opportunity to walk with elected officials
- Healthy Picks – restaurants identify healthy choices on their menus and give discounts for specific items
- Cooking demonstrations – identify organizations to provide free healthy cooking demos at weigh-in stations

V. FISCAL IMPACT

An estimated \$18,703.56 (Exhibit No. 1) will be needed to implement this program, along with staff time to coordinate and organize the launch and culmination events and develop the registration website. Volunteers will register participants, conduct weigh-ins, log and share weight loss data with staff, connect participants with fitness and healthy eating programs, create an interactive web page, coordinate participation from area restaurants and assist with promotion and publicity.

Options for Funding:

- 1) To run this program at a minimal cost to the City of Carson, we are seeking a partnership with Kaiser Permanente.
- 2) Select companies and businesses in the community, and particularly those with a focus on health, will be offered sponsorship opportunities via their financial contributions and/or in-kind support to the program.
- 3) Students from the Kinesiology Department at California State University, Dominguez Hills (CSUDH) will be recruited as program volunteers. Students that are required to fulfill volunteer hours to graduate will be given credit for volunteering in the program.
- 4) At the budget workshop on July 29, 2013, the City Council agreed to allocate \$10,000.00 in the 2013/14 general fund budget in case full funding is not provided by Kaiser Permanente.

VI. EXHIBITS

1. 5,000 Pound Weight Loss Challenge Projected Program Budget. (pg. 5)

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

TCJ:Rev06-19-2013

Reviewed by:

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

Action taken by City Council

Date_____ Action_____

5,000 Pound Weight Loss Challenge

Projected Program Budget

EXPENDITURE

ESTIMATED COST

<i>KICKOFF EVENT, SATURDAY, 9/7/13</i>	
Street Blockage (intersection of Avalon Blvd. and Carson Street)	\$5,000.00
Permit/Part-Time Staff	\$351.78
Equipment - City of Carson (stage, barricades, tables, chairs, sound)	[\$815.00]
Decorations	\$2,000.00
Publicity and Marketing	\$2,000.00
Refreshments	\$1,000.00
Security	[Park patrol – Sheriff's Dept.]
Contingencies	\$1,000.00
SUB-TOTAL	\$11,351.78

<i>DURATION OF PROGRAM</i>	
Program support materials	\$1,000.00
Contingencies	\$ 500.00
SUB-TOTAL	\$1,500.00

<i>CULMINATION & RECOGNITION CELEBRATION SATURDAY, 3/1/14</i>	
Use of Veterans Sports Complex Gymnasium	[\$2,146.00]
Permit/Part-Time Staff	\$351.78
Equipment - City of Carson (stage, barricades, tables, chairs, sound)	[\$815.00]
Decorations	\$1,500.00
Publicity and Marketing	\$1,000.00
Refreshments	\$1,000.00
Awards and Prizes	\$1,000.00
Security	[Park patrol – Sheriff's Dept.]
Contingencies	\$1,000.00
SUB-TOTAL	\$5,851.78

GRAND TOTAL:

\$18,703.56