



City of Carson Report to Mayor and City Council

December 6, 2011
New Business Consent

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

David C. Biggs

Submitted by David C. Biggs
City Manager

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Approved by David C. Biggs
City Manager

I. SUMMARY

Tonight the City Council is asked by Councilmember Gipson to consider a new program that will challenge our 95,000+ residents to reach an overall weight loss goal of least 5,000 pounds. The proposed challenge is modeled after the success of the nationally recognized 50 Million Pound Challenge. Created in 2007, by Dr. Ian Smith, the Challenge has solicited the participation of one and a half million members who have collectively lost close to six million pounds.

II. RECOMMENDATION

CONSIDER incorporating components of the 5,000 lb. Weight Loss Challenge with the "Get Fit Challenge" already offered through the Parks and Recreation program at the Veterans Sports Complex.

III. ALTERNATIVES

APPROVE the 5,000 lb. Weight Loss Challenge and DESIGNATE a dollar amount from the unreserved, undesignated general fund to fund the costs associated with a new program.

DO NOT APPROVE the 5,000 lb. Weight Loss Challenge.

IV. BACKGROUND

This proposed 6-month challenge would serve as a "call to action" for various stakeholder groups and individuals to reduce overweight/obesity by engaging in a variety of health and fitness activities. By participating in this challenge, Carson residents will have 1) increased awareness of healthy behaviors (healthy eating and regular 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.

Studies show that healthy eating and regular exercise are key prescriptions to preventing and managing chronic disease/illness, such as a heart disease/stroke and diabetes. Through this challenge, the city will have a unique opportunity to

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work toward a unified goal that will improve the overall health outcomes of its residents, potentially saving hundreds of lives.

This new city-wide program as envisioned by Councilmember Gipson will require involvement of city staff to coordinate and publicize this new program and financial resources to support the effort. Being able to do all that is required to successfully launch this program and secure sponsorships over the next 3 weeks so it kicks off January 1 will in itself be a significant challenge for staff.

PROPOSED PROGRAM:

Timeline:	
December 2011	Planning Stages/Endorsement
January to July 2012	Implement the challenge plan
January – March 2012	1 st Challenge (New Year), Goal: 2,500 lbs
March 2012	Revisit criteria, make any necessary changes prior to 2 nd challenge
April – June 2012	2 nd Challenge (Summer Fit), Goal: 2,500 lbs
July 2012	Recognition Celebration

Target Audience: Open to individuals of all ages who live, work or attend school in the city of Carson.

Stakeholder groups: city employees, churches goers, school and university students, business people, parks and recreation, fitness centers/clubs, nonprofit organizations, community centers, beauty/barber shops, hospitals/community clinics, restaurants, mall/shopping centers, etc.

Proposed Implementation Plan:

The city of Carson could utilize its 12 park and recreation centers (each within a two-mile radius), Carson Community Center, and other key locations throughout the city as “weigh-in” stations. A Challenge Leader will be identified at each location and will be responsible for the following:

- 1) Registering teams and individuals to participate in the challenge

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- 2) “Weighing-in” registered teams and individuals (weekly)
- 3) Entering totals and tracking progress of individual/team weight-loss utilizing the 50 Million Pound Challenge website (or other identified database/spreadsheet).
- 4) Connect participants to educational information, resources, upcoming events, activities and programs that will support their weight-loss goals.
- 5) Weekly reporting via e-mail total weight-loss results to the designated city staff person overseeing the program weekly.

The city would need to designate one staff member to oversee the results from the various weigh in stations to track the total weight loss for each location and keep an updated account of the cumulative total throughout the life of the program.

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 park and recreation / center totals and the overall city goal. Each team or individual must weigh-in at the same location during the designated weekday time slot (TBD).

Additional activities may include:

- Walks with Leadership - individuals in the community have an opportunity to walk with elected officials
- CSUDH Walking Club – promote existing groups who walk around the university and recruit other individuals to participate
- Healthy Picks – restaurants identify healthy choices on their menus and give discounts for the specific items
- Cooking demonstrations – identify organizations to provide free health cooking demos at weigh-in station

Identified Needs / Action Items:

- Develop outreach/marketing plan (include fliers, postcards, posters, banners)
- Registration form: establish criteria for participation and include release of liability form and pledge card

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- Create a log-in sheet or utilize the 50 million pound challenge web site to input and track weight loss
- 15 calibrated weight scales to be acquired
- Promotion items/incentives (pedometers, towels, stress balls, water balls)
- Develop a resource list or web page of events, programs, activities throughout the city for nutrition, fitness and weight-loss guidance
- Identify a physician champion to provide advisement and guidance to the planning team
- Garner participation from the restaurants and fast food establishments to identify healthy picks and provide a discount for those healthy items
- Estimate cost of the program (budget)
- Identify potential sponsors

EXISTING PROGRAM

The city's Recreation Services Division currently offers the "Get Fit Challenge" January-March 2012 at the Veteran's Sports Complex. This is an individual fitness competition to help individuals reach their New Year's resolution goals. Each participant is measured and weighed every 4 weeks and issued points for attendance and participation. Classes are scheduled specifically for the participants needs. Results, pictures, and testimonies are posted at the facility. This program is offered again during the summer, June-August 2012.

The Recreation Services Division also offers a number of fitness and health classes throughout the week at all of our city parks (Exhibit No. 1). The city will create a Team Carson on the 50 Million Pound Challenge website and encourage "Get Fit Challenge" participants and others to register and self report through the website. The city will create a flyer and a link on the city website to Team Carson.

CONCLUSION

Staff believes the best course of action recognizing the 5,000 lb weight loss challenge for 2012 is to incorporate certain components to the existing "Get Fit Challenges" as noted in the recommended action.

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V. FISCAL IMPACT

Funds for a 5,000 lb Weight Loss Challenge program were not included in the FY 2011/12 adopted budget. Implementing a new program would take staff time to coordinate and organize, 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, promotion and publicity. Funds or sponsorships for 15 calibrated weight scales, promotion items/incentives or a recognition celebration have not been secured.

VI. EXHIBITS

1. Recreation Services Division Fitness Programs. (pgs. 6-9)

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Prepared by: Lisa Berglund, Principal Admin. Analyst

TO:Rev102511

Reviewed by:

City Clerk	City Treasurer
Administrative Services	Development Services
Economic Development	Public Services

Action taken by City Council	
Date _____	Action _____

Recreation Services Division Fitness Programs

Fitness report

Calas Park

January 2012
"Healthy" cooking class (8-12 years old)
Dance it Off (Aerobic -Adults)
Indoor Court Hockey (12 – 17 years old)
Indoor Court Soccer (12 – up)
Ultimate Frisbee (12 – 17 years old)

Carson Park

Closed 2012

Del Amo Park

Starting January 2012 - weekly
Karate (6-12 year olds)
Cheer (5-12 year olds)

Dolphin Park

Beginning in January 2012

Tuesdays 5pm -6pm Kids Fitness Challenge
Wednesdays Teens Dance for Fitness with X-Box Challenge
Thursdays 6pm -7pm Dance for fitness Adults
Saturdays 9am -10am Dance for fitness Adults

Family Fitness Days

Walking and games for family fun and fitness 9 a.m. – 11 a.m.

Saturday January 21st Kick-Off the New Year with family fun and fitness

Saturday February 18th Commit to Family Fun and Fitness

Saturday March 10th Community Families on the Move

Saturday, April 7th Spring into family fun and fitness

Scott Park

Youth conditioning (9-12) Sunday's noon-2 pm and 2 pm – 4 pm

EXHIBIT NO. 01



Recreation Services Division Fitness Programs

Boxing Center

Ongoing

Monday - Friday

8:30 am – 10:30 am Senior Program (50 +) basketball, weight room, etc.

4 pm – 5 pm Beginning Boxing (8 – 17 year olds)

5 pm – 6 pm Intermediate Boxing (8 – 17 year olds)

5 pm – 7 pm Advanced Boxing (8 – 17 year olds)

4 pm – 9 pm Open workouts (adults)

Saturdays

10 am – 2 pm Open workouts (adult)

Anderson

Adult Line Dancing	7:00 p.m.-9:00 p.m.	Wednesday	(18 & up)
Wii Do It!	5:30 p.m. - 6:30 p.m.	Thursday	(9-12 yrs)
Adult Line Dancing	10:00 a.m. - Noon	Saturday	(18 & up)

Stevenson

Youth Fitness:	6:00 p.m. – 7:30 p.m.	Mondays	(8-13yrs)
Kempo Karate (Beginner)	6:00 p.m.- 7:30 p.m.	Mon.-Tues.-Thursday	(Adults)
Kempo Karate (Inter-Adv.)	7:30 p.m. - 9:00 pm	Mon.-Tue.-Thur.	(8-16 yrs.)
Dance 4 Fun (Beg. Hip-Hop)	5:30p.m. - 6:30 p.m.	Tues.	(8-12 yrs.)

Hemingway

Brazilian Fitness—Zumba	6:00 p.m. - 7:00 p.m.	Mondays	(18 & up)
Sports Conditioning Camp	6:00 p.m. - 7:30 p.m.	Tuesday	All Ages
Dance Class A/B	6:30 p.m. - 8:30 p.m.	Wednesday	5-8yrs.
Adult Line Dancing	9:00 a.m.- 10:30 a.m.	Saturday	18 & up
Tiny Tot Dance	Noon - 1:00 p.m.	Saturday	4-6yrs



Recreation Services Division Fitness Programs

Dominguez

CARDIO BOOT CAMP, BOXERCISE, AND ZUMBA CLASSES

The Cardio Boot Camp, Boxercise, and Zumba are eight-week classes focusing on the adult obesity problem of our community. These fast-paced classes are designed to have an impact on their health, which results in increased energy, self-esteem, and weight loss.

Each participant's weight was measured prior to the initial class, and it was subsequently monitored and tracked at the end of each class. To date, a significant number of participants have lost weight.

Carriage Crest

Youth

Youth Fitness	Tuesday/Thursday	5:30 pm to 6:30 pm
Cheerleading	Tuesday/Thursday	6:30 pm to 7:30 pm

Adult

Walking Club	Tuesday/Thursday	7:00 pm to 8:00 pm
Zumba	Monday/Wednesday	7:00 pm to 8:00 pm
	Saturday	8:30 am to 9:30 am

Veterans

- | | | |
|-------------------------|------------------|--------------------|
| 1. Youth dance class | Tuesday/Thursday | 6:00 pm to 7:00 pm |
| 2. Cheerleading | Tuesday/Thursday | 6:30 pm to 7:30 pm |
| 3. Walking Club (Adult) | Monday/Wednesday | 6:00 pm to 7:00 pm |
| 4. Teen hip hop class | Friday | 6:00 pm to 8:00 pm |

Veterans SportsComplex

- Corporate & Members Basketball League Wednesday's 6-10p & Sunday's 9a-1p**
Basketball Teams of all levels will compete for 10-weeks (fellow members and/or coworkers.)
- Get Fit Challenge January-March 2012** This is an individual fitness competition to help individuals reach their New Year's resolution goals. Each participant is measured and weighed every 4-weeks and issued points for attendance and participation. Classes are scheduled specifically for the participants needs. Results, pictures, and testimonies are posted at facility.



Recreation Services Division Fitness Programs

3. **Summer Get Fit Challenge June-August 2012** This is an individual fitness competition to help individuals reach their New Year's resolution goals. Each participant is measured and weighed every 4 weeks and issued points for attendance and participation in scheduled classes specifically for these participants. Results, pictures, and testimonies are posted at facility.

4. **Marathon Training – Saturdays 7-9 a.m. May – October 2012**, This is a 6-month training class that will meet once per week to prepare for the upcoming Long Beach Half Marathon. Classes are increased each week with an added mile until you have done a Marathon before the October 2012 event. Training is done throughout the streets of City of Carson.

5. **Volleyball & Basketball Clinic & Camps Winter 2012 & Summer 2012** – The clinics will vary from (1) day to (3) Days to Two week camps. This is geared for youth ages 7 and up. Basic fundamentals and conditioning workouts are taught and rewards are issued for development. Spaces are limited.

6. **Racquetball Tournament – Quarterly**, A one-day tournament for racquetball players ages 16 and up - Tournament play is conducted and a Championship trophy is awarded; Singles, Couples, and Mixed Couples in various divisions.

