



City of
New Braunfels

MAYOR'S FITNESS COUNCIL

MICAELI SMITH- COMAL ISD

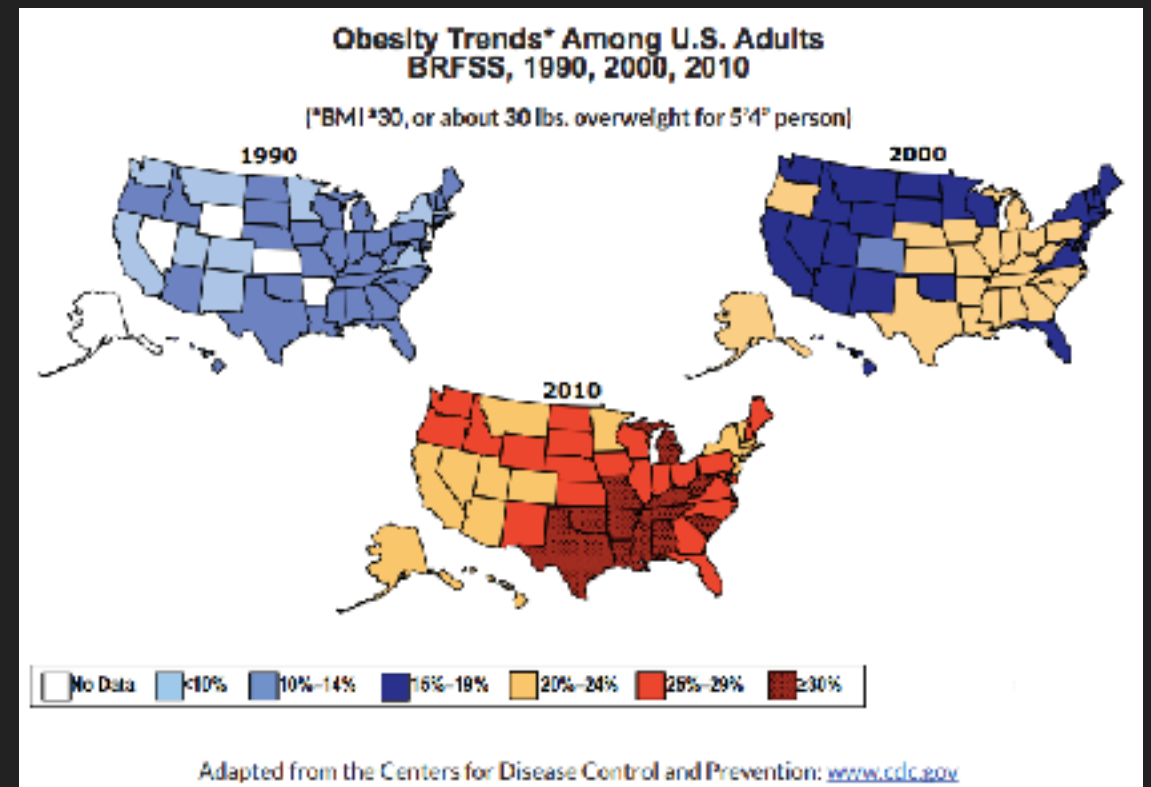
WHAT IS A MAYOR'S FITNESS COUNCIL?

- ▶ Community-wide movement
- ▶ Brings together key community stakeholders and city leaders that share the vision of a healthier, more physically active community.



THE CASE FOR A HEALTHY TEXAS:

- ▶ 90% of all US adults will be overweight or obese by the year 2030.
- ▶ Associated healthcare costs will be nearly \$1 trillion.
- ▶ Youth- 1st Generation in 100 years to have a lower projected life expectancy than parents.



BENEFITS:

- ▶ Connects and enhances wellness efforts across city of New Braunfels
- ▶ Promotes engagement in Das Rec Center.
- ▶ Enhances outdoor culture of community and refocuses connection to wellness
- ▶ Positive economic impact of more people engaging in physical activity
- ▶ Connecting city with citizens



GETTING STARTED:

Healthy & Active Community

Goal Setting

Projects

Student Ambassadors

Working Groups/Task Forces

Executive Committee

Mayor

NEW BRAUNFELS MAYOR'S FITNESS COUNCIL

RESOURCES AND KEY PARTNERSHIPS:

- ▶ McKenna Foundation
- ▶ It's Time Texas Toolkit
- ▶ Area Mayor's Fitness Councils
- ▶ School Districts- School Health Advisory Committees
- ▶ Local Health and Wellness Stakeholders

MCKENNA
WELL-BEING FOR LIFE

**IT'S
TIME**
TEXAS

**TEXAS IS
BEST WHEN
TEXANS ARE
HEALTHY**

Comal **FIT**
Staff. Students. Community.



Fit City SA
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Mayor's Fitness Council



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QUESTIONS?