# Austin Mayor's Fitness Council

# Partner Certification Program

# MFC Gold Certification Application

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March 17, 2011

Dear Future Mayor's Fitness Council Certified Partner,

On behalf of the Mayor's Fitness Council (MFC), thank you so much for your interest and dedication to being a part of our Partner Certification Program. The MFC Gold Certified Partner Certification Program is a mutually beneficial inclusive alliance program targeted at Austin-based organizations of all types and sizes. Its purpose is to further the vision of the Mayor's Fitness Council for Austin to be the fittest, healthiest city in the United States.

The Mayor's Fitness Council provides tools, expertise and support for its partners so that they can implement programs that improve the health of their organizations through better nutrition, increased physical activity and tobacco cessation and prevention. By becoming a MFC Gold Certified Partner through the implementation of comprehensive, promising practices and evidence-based worksite policies, and by getting the national *CEO Cancer Gold Standard™ certification as well*, your organization will promote healthy lifestyles and help reduce the rates of preventable disease and disability in our community. We strongly thank you for your efforts.

People spend a significant amount of time at work throughout their lives. This makes the workplace a major influencer of lifestyle behaviors in employees and, consequently, their families. That's why the Mayor's Fitness Council is committed to successfully engaging worksites across Austin in order to impact as many people as possible, with a proven methodology, which improves their health and ultimately the health of the city.

Lifestyle choices greatly impact the prevalence of chronic diseases, illnesses and other health conditions. Currently, nearly fifty percent of Americans have one or more chronic health conditions[i]. It is also estimated that eighty percent of heart disease and diabetes, as well as forty percent of cancers are preventable[ii]. Did you know that tobacco use remains the number one preventable cause of death in the United States? It's true! The economic burden of cigarette use alone includes more than $193 billion annually in health care costs and loss of productivity[iii]. More generally, at least seventy-five percent of all health care spending is on those with one or more chronic illnesses[iv]. We must make changes in our everyday lives and behaviors in order to reverse these negative trends. The MFC believes that reaching our citizens through their workplaces is a great way to do this.

The benefits of a healthy organization are extraordinary. They are demonstrable in attitude, productivity, individual and organizational performance, and through a long-term return on investment of up to $6 in return to every $1 on investment in comprehensive wellness programming[v]. Aside from these direct benefits, as a certified partner, you will receive regular positive recognition and support for your efforts. You will also join a growing network of leaders in Austin who have come together to share best practices and advocate for healthy change in a larger, more impactful way.

We are very excited to have your organization as a part of the Mayor's Fitness Council Partner Certification Program and feel confident that with your help and support we can become the healthiest, fittest city in the US. The organizations and worksites in which our citizens participate represent a critical environment in supporting health and fitness initiatives that can change the lives of our citizens. By committing to this program, your organization plays a crucial role in realizing this change.

Thank you again and we look forward to working with you.

Best Regards,

Lee Leffingwell
Mayor

Lou Earle
Chair, Mayor's Fitness Council

## How to Apply for MFC Gold Certification

In order to achieve Mayor's Fitness Council (MFC) Gold Certification, organizations must complete the MFC Gold Certification Application which includes initiatives that comprehensively address five Pillars of Health including *Tobacco-Free Living*, *Physical Activity* and *Nutrition* (similar to the MFC Standard Certification Application), *General Prevention Services* and *Access to Clinical Trials*.

Each of the first three Pillars of Health require at least one initiative that meets each of the six key criteria, and an overall affirmation of intent. Some initiatives may address more than one criterion section. The key criteria are defined below.

1. *Environmental Change:* Long term improvement in a person's immediate environment that increases their ability to participate in exercise, be in a tobacco-free area, or eat more fruits and vegetables.
2. *Social Support:* Creating a network of people who participate together and encourage one another in healthy behaviors.
3. *Incentives & Rewards:* A system for recognizing or rewarding people who engage in healthy behaviors.
4. *Decision Prompts:* A prompt that is located at the point of decision which encourages a healthy choice.
5. *Marketing & Promotion:* A class, newsletter article, poster, email, or other informational piece or event that raises awareness on eating well and exercise, including benefits, guidance, recipes, and general "how to's".
6. *System or Policy Change:* A system or policy change is designed to impact everyone in an organization, and does not require active participation.

Organizations must also get certified through the national *CEO Cancer Gold Standard*™ certification online. The *CEO Cancer Gold Standard*™ certification is a national initiative that recognizes employers who implement quality health promotion worksite initiatives. Learn more at www.cancergoldstandard.org**.**

Outlined below are the main steps to becoming certified as a Mayor's Fitness Council Partner.

*Step 1:* Contact the Mayor's Fitness Council to express your interest in getting certified. Any questions or assistance requests can then be directed to the council and a member will follow up with you shortly. Contact the MFC by emailing **mfc@austintexas.gov**.

*Step 2:* Register for and complete an employee-based health assessment tool within past year of applying. If your organization does not currently have an assessment tool, the *Austin Fitness Index (AFI)* has been developed by the MFC as a free online tool for organizations to use in order to assess employee health and meet this requirement. You can find it at **http://www.austintexas.gov/department/austin-fitness-index-0**

*Step 3:* Review your health assessment results and work with leadership at your organization to gain support for implementing the initiatives that will foster certification and address the health needs of constituents. You may already have enough qualifying health initiatives in place and thus may not need to create anything new.

*Step 4:* Implement the needed initiatives (or continue current ones) and identify them in this application.

*Step 5:* Apply for and receive your *CEO Cancer Gold Standard*™ award.

*Step 6:* Complete and submit this application. Include a copy of your *CEO Cancer Gold Standard*™ award with the application to the MFC at **mfc@austintexas.gov**

*Step 7:* Your request for certification will be reviewed by the MFC Measurements Committee. The Executive Committee will notify you of your award and will mail your Letter of Certification, including all of the benefits of certification.

*Ongoing:* All certified MFC Partners must apply for re-certification every two years after the award date. The re-accreditation application is posted online at www.mfcaustin.org.

## MFC Gold Certification Application

**Instructions:** To apply for MFC Gold Certification, complete this application and complete the application for *CEO Cancer Gold Standard*™ online at www.cancergoldstandard.org and receive your award. These two applications are very similar. The *CEO Cancer Gold Standard*™ certification is a national initiative that recognizes employers who implement quality health promotion worksite initiatives. The *CEO Cancer Gold Standard*™ website will walk you through its process online.

When ready to apply, submit the following documentation to the MFC at mfc@austintexas.gov**:**

1) MFC Gold Certification Application
2) Copy of your *CEO Cancer Gold Standard*™ award (printed from the *CEO Cancer Gold Standard*™ website)

| Part 1: Information About Your Organization |
|---|
| 1. Date MFC Certification Application Submitted: |
| 2. Organization Name: |
| Application Contact Information<br>3a. Name:<br>3b. Title:<br>3c. Phone:<br>3d. Email: |
| 4. Organization Executive Sponsor & Title: |
| 5. President or CEO Name: |
| 6. President or CEO Email and Phone: |
| 7. Number of Total Employees: |
| 8. Number of Employees Targeted: |
| Employee Health Assessment Tool<br>9a. What employee health assessment tool will you use before submitting application (required)?<br>☐ Austin Fitness Index or ☐ Other, please identify:<br>9b. What date did you complete the assessment? Must be within past year.<br>9c. Do you agree to share the de-identified results of this assessment with the MFC, in aggregate? |

☐ Yes or ☐ No, please explain:

9d. Number of employees completing the health assessment:

9e. Does the assessment have a mechanism for individualized feedback to participant?

☐ Yes or ☐ No, please explain:

10. Date *CEO Cancer Gold Standard*™ Certification Awarded (required for MFC Gold Certification):

## Part 2: Pillar of Health, Tobacco-Free Living

**AFFIRMATION:** Confirm your intent to meet this Pillar of Health by affirming that your organization meets the requirement below.

☐ We have established and are enforcing tobacco-free worksite policies, initiatives and programming that actively promotes tobacco-free living.

**CRITERIA:** Please indicate the specific initiatives your organization has implemented in order to meet this Pillar of Health. Some initiatives may address more than one criterion.

***At least one initiative must be checked for each of the six criterion sections in order to qualify for certification.***

***Criteria 1: Environmental Change ("X" all initiatives that apply). Note: The first two bullets in this Pillar of Health must be met to qualify for certification.***

☐ **REQUIRED INDOOR:** Our policy prohibits the use of tobacco (cigarettes, cigars, smokeless tobacco, snuff, snus, etc) within all company facilities at all Austin/Travis County based sites, whether our facilities are owned, leased or shared.

☐ **REQUIRED OUTDOOR:** Our policy prohibits the use of tobacco on company grounds or campus at all of our Austin/Travis County based sites, whether the grounds are owned, leased, or shared.

☐ Our policy prohibits the use of tobacco in company-owned or company-leased vehicles regardless of their location.

☐ Our policy prohibits the use of tobacco in all vehicles on our company grounds.

☐ Other initiatives that meet this criterion (please describe):

***Criteria 2: Social Support ("X" all initiatives that apply)***

☐ Onsite group tobacco cessation classes are offered.

☐ Onsite support groups are offered to help employees discontinue tobacco use.

☐ A "buddy system" has been incorporated that pairs up employees who are trying to quit using tobacco. Users may be paired up with other users trying to quit or with ex-users.

☐ Other initiatives that meet this criterion (please describe):

***Criteria 3: Incentives and Rewards ("X" all initiatives that apply)***

☐ Direct financial incentive is provided to employees who attend tobacco cessation classes or

counseling.
- ☐ Leadership publicly recognizes and celebrates cessation efforts by employees.
- ☐ Employees are incentivized for both participating in health risk assessments *and* participating in tobacco cessation programming.

☐ Other initiatives that meet this criterion (please describe):

***Criteria 4: Decision Prompts ("X" all initiatives that apply)***

☐ Our tobacco-free worksite policy is posted at our site through signage for all employees, temporary workers, including contractors, and visitors.

☐ Other initiatives that meet this criterion (please describe):

***Criteria 5: Marketing and Promotion ("X" all initiatives that apply)***

☐ We have a communication plan to educate employees on the connection between tobacco use and adverse health risks such as stroke, cancer, heart disease and other illnesses and diseases.
- ☐ November has been designated as tobacco-cessation education month and is actively promoted – to coordinate with the Great American Smokeout.
- ☐ Onsite seminars are offered and promoted through the company website, and other media as appropriate, to educate employees about tobacco use and its adverse effects.
- ☐ We host "Lunch and Learns" to educate employees about the hazards of smoking and the available resources available to aid in cessation.
- ☐ Regular newsletters, magazines or emails educating employees on tobacco-free living concepts are sent out, and may include links to tobacco cessation resources and downloadable 'self-help' materials.

☐ Other initiatives that meet this criterion (please describe):

***Criteria 6: System or Policy Change ("X" all initiatives that apply)***

- ☐ A tobacco-free worksite policy is in place and applies to all Austin/Travis County based employees, including temporary workers, contractors and visitors, at all of our Austin/Travis County based sites
  - ☐ The tobacco-free worksite policy is specifically worded to be tobacco-free rather than smoke-free.
- ☐ A policy is in place that provides direct financial incentives to employees who attend tobacco cessation classes or counseling off-site.
- ☐ Onsite smoking cessation classes are offered to constituents.
- ☐ Cessation counseling is offered to constituents.
- ☐ Tobacco cessation is a component of the company Employee Assistance Program (EAP).
- ☐ There are differential charges for health and life insurance premiums for tobacco users.
- ☐ Health benefit plans include coverage for tobacco-cessation assistance for enrolled

employees and their covered dependents at reduced co-pay or no cost to the employee.

- ☐ Counseling for tobacco cessation is offered at a reduced co-pay or no cost.
- ☐ At least one tobacco-cessation prescription medicine is covered (examples: Zyban, Chantix) at reduced co-pay or no cost.
- ☐ At least one tobacco-cessation over-the-counter (OTC) is covered at a reduced co-pay or at no cost, examples include OTC Nicotine Replacement Therapy (NRT) medicines (examples: gum, patch, lozenges).

☐ Other initiatives that meet this criterion (please describe):

## Part 3: Pillar of Health, Nutrition

**AFFIRMATION:** Confirm your intent to meet this Pillar of Health by affirming that your organization meets each of the requirements below. ***All must be checked in order to meet this pillar.***

- ☐ We have programs or initiatives in place that promote and encourage healthy food choices, designed to make it easier for our employees to maintain healthy diets.
- ☐ We are working towards a company culture such that our employees are likely to describe it as one that is supportive of healthy eating habits.

**CRITERIA:** Please indicate the specific initiatives your organization has implemented in order to meet this Pillar of Health. Some initiatives may address more than one criterion.

***At least one initiative must be checked for each of the six criterion sections in order to qualify for certification.***

***Criteria 1: Environmental Change ("X" all initiatives that apply)***

- ☐ We contract with food service vendors who will collaborate on a healthy menu and will provide nutritional information about food served.
- ☐ Healthy options are offered in company cafeteria, break rooms, and/or vending machines.
- ☐ Fruit baskets are provided in the workplace common areas at the expense of the employer.
- ☐ Employer supplies healthy food options for its employees in common areas and at meetings, when food is provided.

☐ Other initiatives that meet this criterion (please describe):

***Criteria 2: Social Support ("X" all initiatives that apply)***

- ☐ Program(s) offered that encourages employees to participate in healthy competitions amongst employees.
- ☐ Employer encourages and promotes Healthy Potlucks where employees bring a healthy dish for all to eat.
- ☐ Staff encourages one another to bring a healthy lunch from home and/or organizes "eat in" days.

☐ Other initiatives that meet this criterion (please describe):

***Criteria 3: Incentives and Rewards ("X" all initiatives that apply)***

- ☐ Healthy food selections are subsidized and we charge higher rates for high-fat and less nutritious meals.
- ☐ Incentive programs exist, including financial incentives, which encourage employees to participate in weight-control and/or healthy eating programs.
- ☐ Those who participate in health-related seminars or classes are rewarded with a prize, ex: t-shirt, gym bag, healthy food, etc.
- ☐ A healthy competition is offered to employees to track their fruit and vegetable intake over time. The winner receives a gift card, prize or form of recognition.
- ☐ Employees are incentivized for both participating in health risk assessments *and* participating in nutrition promotion programming.

☐ Other initiatives that meet this criterion (please describe):

***Criteria 4: Decision Prompts ("X" all initiatives that apply)***

- ☐ Signs are posted in the kitchen, cafeteria or break areas, to prompt employees to make healthier decisions when snacking or eating lunch (i.e. post the sign, "Get Your Five A Day Here!", next to the fresh fruit basket in the kitchen or break room).
- ☐ The menu at the company cafeteria highlights heart-healthy menu options with a sticker or logo.

☐ Other initiatives that meet this criterion (please describe):

***Criteria 5: Marketing and Promotion ("X" all initiatives that apply)***

- ☐ We have a communication plan to educate employees on the connection between poor nutrition and adverse health effects such as obesity, cancer and cardiovascular disease.
- ☐ Monthly newsletters, magazines, or emails are sent out electronically educating employees on healthier living, and may include "hot links" to web-based information as well.
- ☐ We distribute "guides to healthy eating", and other nutrition guides to employees.
- ☐ Lunch 'n Learn workshops or onsite seminars featuring nutrition specialists or benefits consultants are provided for employees.

☐ Other initiatives that meet this criterion (please describe):

***Criteria 6: System or Policy Change ("X" all initiatives that apply)***

- ☐ Healthy options are required for meals served at company meetings and events, including workday meetings of small groups.
- ☐ Nutrition counseling is sponsored and offered at on-site clinics.
- ☐ On-site programs are sponsored by the employer, (ex: Weight Watchers, etc.)
- ☐ Costs of programs, such as Weight Watchers, are sponsored by the employer for employees who are not based at the major company sites (e.g. field sales force employees).

- ☐ Nutritional counseling is covered under health benefit plans.
- ☐ Nutritional counseling costs are subsidized for off-site services.

☐ Other initiatives that meet this criterion (please describe):

## Part 4: Pillar of Health, Physical Activity

**AFFIRMATION:** Confirm your intent to meet this Pillar of Health by affirming that your organization meets each of the below requirements. ***All must be checked in order to meet this pillar.***

- ☐ We have programs or initiatives in place that promote and encourage physical activity, in order to make it easier for employees to be physically active.
- ☐ We are working towards a company culture such that our employees are likely to describe it as one that is supportive of physical activity.

**CRITERIA:** Please indicate the specific initiatives your organization has implemented in order to meet this Pillar of Health. Some initiatives may address more than one criterion.

***At least one initiative must be checked for each of the six criterion sections in order to qualify for certification.***

***Criteria 1: Environmental Change ("X" all initiatives that apply)***

- ☐ A gym or fitness center is provided onsite.
- ☐ Walking trails have been established and are maintained.
- ☐ Safe, accessible, well-maintained and potentially decorated stairwells are provided to encourage employee use.
- ☐ Parking locations for bicycles are provided at company sites and/or bicycle racks are provided.
- ☐ Fitness centers are open after work and on weekends to encourage family use.
- ☐ Showers are provided to enable employees to work out before work hours or mid-day.

☐ Other initiatives that meet this criterion (please describe):

***Criteria 2: Social Support ("X" all initiatives that apply)***

- ☐ Individual and team participation is encouraged in ongoing community-based physical activities (e.g. recreational or sports leagues, etc.).
- ☐ Participation in cancer, diabetes or other health-related events as a team is encouraged, such as Race for the Cure, Relay for Life, etc.
- ☐ Employees are encouraged to pair up or to form teams and work out together.
- ☐ The employer encourages employees to get together during the business day to take walking breaks together.
- ☐ The employer has initiated or supports a physical activity related competition between employees.
- ☐ Employer hosts an annual field day event where the company competes in various physical activity games, which can include family too.
- ☐ Company website highlights success stories and senior leadership's support for and/or

involvement in physical activity initiatives.

☐ Other initiatives that meet this criterion (please describe):

***Criteria 3: Incentives and Rewards ("X" all initiatives that apply)***

☐ Monthly contests or competitions are sponsored by the employer, e.g., recognition lunch-ins, gift certificates to athletic supply stores, certificates of achievement, etc.
☐ We provide free or subsidized fitness clubs onsite or subsidize costs of fitness club membership off-site.
☐ Participation in community-based physical activity events are subsidized in part or in full by employer.
☐ A healthy competition is organized for employees to track their physical activity over time and the winner is recognized or receives a prize, such as a pedometer, gym bag, etc.
☐ Employees are incentivized for both participating in health risk assessments *and* participating in physical activity programming.

☐ Other initiatives that meet this criterion (please describe):

***Criteria 4: Decision Prompts ("X" all initiatives that apply)***

☐ Signs are posted at the elevator encouraging employees to take the stairs
☐ Signs are posted in the parking lot encouraging employees to park further away to increase their physical activity.
☐ Signs are posted encouraging employees to commute to work by foot or bike.
☐ Signs are posted at the doors to remind employees to exercise, instead of going straight home.

☐ Other initiatives that meet this criterion (please describe):

***Criteria 5: Marketing and Promotion ("X" all initiatives that apply)***

☐ We have a communication plan to educate employees on the connection between low physical activity and adverse health effects such as obesity, cancer and cardiovascular disease.
☐ Monthly newsletters, magazines, or emails are sent out electronically educating employees on healthier living, and may include "hot links" to web-based information as well.
☐ Lunch 'n Learn workshops or onsite seminars featuring physical activity specialists or benefits consultants are provided for employees.

☐ Other initiatives that meet this criterion (please describe):

***Criteria 6: System or Policy Change ("X" all initiatives that apply)***

- ☐ Our health insurance policy offers a personal health consultant, at no cost, to all employees.
- ☐ Employer provides employees flex time during the week to exercise during business hours.
- ☐ The employer provides the service of a personal trainer to its employees.
- ☐ Free or subsidized fitness classes are offered.

- ☐ Other initiatives that meet this criterion (please describe):

## Part 5: General Prevention Services

**AFFIRMATION:** Please affirm that all of the services below are offered to your employees. ***All must be checked in order to achieve certification.***

- ☐ Health insurance benefits offer access to evidence-based screenings for obesity, diabetes, hypertension, tobacco-use, lipid disorders and high cholesterol, at no cost or reduced co-pay.
- ☐ Health benefit plans offer employees who've received an evidence-based screening, and are positively identified as having a health issue, the appropriate individual or group counseling sessions at no cost or reduced co-pay.
- ☐ Health benefit plans offer employees who've received an evidence-based screening for chronic disease, and are positively identified as having a health issue, the recommended medications at reduced co-pay or no cost.
- ☐ Employees are offered a no cost health assessment that also has individual feedback given in order to change their behaviors.
- ☐ Employees are incentivized for both participating in health risk assessments and participating in programming that reduces any identified risk factors.

## Part 6: Access to Clinical Trials

**AFFIRMATION:** Please affirm that the service below is offered to your employees. ***This must be offered in order to achieve certification.***

- ☐ Health benefit plans eliminate cost as a barrier to participating in clinical trials.

## Part 7: Confirmation

**I hereby attest that the information indicated in this application, to the best of my knowledge, is true.**

**Application Contact Signature & Date** _____

**CEO/President Signature & Date** _____