



History of the Mayor's Fitness Council

October, 2004

- The Austin Mayor's Fitness Council (MFC) was established by former Mayor Will Wynn to raise awareness of the cost of health care, to promote prevention of chronic diseases and better health in Austin, and to promote the city of Austin as a healthy place to live and work, with the vision of becoming "The fittest city in the U.S."

2005

- MFC develops objectives which reflect the Healthy People 2010 initiative

2006

- MFC develops the **Austin Fitness Index**, a 20 question web-based survey to measure health and wellness in individuals and organizations. Created by Austinites for Austin, the index is based upon scientific research conducted by the Centers for Disease Control and Prevention.

2007

- MFC pilots the **Partner Certification Program** which recognizes and supports healthy workplaces
- MFC conducts a "Fit City Summit" in Austin with other Texas mayor's fitness councils to share best practices

2008

- MFC certifies its first 7 organizations in the Partner Certification Program
- MFC receives a state grant from the Texas Governor's Advisory Council on Physical Fitness in 2008 to help fund programs

2009

- MFC holds the Active Texas Summit, which provides attendees with health information and strategies to help implement active living principles in a variety of settings. During the event, 50 companies and organizations across Austin are trained to implement the MFC Partner Certification Program.
- Communicated and shared Austin's Mayor's Fitness Council initiatives and best practices/outcomes with other cities at the U.S. Conference of Mayors meeting in Washington, D.C.
- MFC expands its reach by establishing the Business Group on Health, an employer-based leadership collaborative focused on "value based benefits design" and best practices

2010

- MFC joins the First Lady Michelle Obama's national **"Let's Move"** initiative to end childhood obesity
- MFC certifies an additional 11 organizations in the Partner Certification Program

2011

- MFC expands its Partner Certification Program to include a Standard and Gold level of certification. The Gold level now includes a higher commitment to wellness by requiring organizations to get certified through a national certification and recognition process as well, the **CEO Cancer Gold Standard Certification**
- The Austin Mayor's Fitness Council is reorganized into a 501(c) 3 non-profit entity to optimize sustainability and impact as well as continue a strong linkage to the Mayor's office, the City of Austin and the Austin/Travis County Health and Human Services Department