MEMORANDUM

HPSI
Agenda Item No. 2(F)

TO: Honorable Chairman Dennis C. Moss and Members, Board of County Commissioners

DATE: July 15, 2010

FROM: R. A. Cuevas, Jr. County Attorney

SUBJECT: Resolution directing the Mayor to establish a public awareness campaign related to obesity and healthy eating and active living

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Dorrin D. Rolle.

R. A. Cuevas, Jr.
County Attorney

RAC/up

MEMORANDUM

(Revised)

TO: Honorable Chairman Dennis C. Moss and Members, Board of County Commissioners

DATE: July 20, 2010

FROM: R. A. Cuevas, Jr. County Attorney

SUBJECT: Agenda Item No.

Please note any items checked.

✓ **"3-Day Rule" for committees applicable if raised**

_____ **6 weeks required between first reading and public hearing**

_____ **4 weeks notification to municipal officials required prior to public hearing**

_____ **Decreases revenues or increases expenditures without balancing budget**

_____ **Budget required**

_____ **Statement of fiscal impact required**

_____ **Ordinance creating a new board requires detailed County Manager's report for public hearing**

_____ **No committee review**

_____ **Applicable legislation requires more than a majority vote (i.e., 2/3's ____, 3/5's ____, unanimous_____) to approve**

_____ **Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required**

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No.
7-20-10

RESOLUTION NO. _____

RESOLUTION DIRECTING THE MAYOR OR MAYOR'S DESIGNEE TO ESTABLISH A PUBLIC AWARENESS CAMPAIGN RELATED TO OBESITY AND HEALTHY EATING AND ACTIVE LIVING

WHEREAS, First lady Michelle Obama has chosen as one of her main initiatives the "Let's Move" campaign aimed at reducing childhood obesity in the United States; and

WHEREAS, the Board of Commissioners desires to advocate for and to encourage Miami-Dade County residents, both adults and children, through a public awareness campaign to embrace lifestyles that combat obesity and facilitate and promote eating a healthier, more balanced and nutritious diet and that foster active living through exercise; and

WHEREAS, many adults and children who reside in Miami-Dade County are overweight or obese and are at greater risk for the onset of many chronic illnesses, diseases and other afflictions, including, but not limited to, diabetes, heart disease, cancer, arthritis, stroke, and hypertension; and

WHEREAS, obesity and its ill-effects take a tremendous toll on the health and well-being of Miami-Dade County residents and negatively impact their productivity in the Miami-Dade County workforce or in the pursuit of an education,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that:

Section 1. The Board of County Commissioners hereby recognizes and declares that obesity and its ill-effects are serious public health threats to the health and well-being of adults,

children and families in Miami-Dade County, and while individual lifestyle changes are necessary, individual effort alone is insufficient to combat the onset and rising tide of chronic illnesses, diseases and afflictions. Thus, this Board seeks to positively impact and change behavior of Miami-Dade County residents through a public awareness campaign focused on the promotion of healthy eating and active living through exercise and less sedentary lifestyles.

Section 2. The Board of County Commissioners directs the Mayor or his designee through or in collaboration with the Community Action Agency, Children's Trust, Miami-Dade County Health Department, Miami-Dade Public School System and American Diabetes Association: (i) to establish an obesity public awareness campaign through, by illustration but not by limitation, creation and dissemination of posters, pamphlets and other written material; utilization of public services announcements on the Miami-Dade cable television station; promotion of health fairs and other similar events; and promotion of the use of public parks and walk paths and bicycle paths therein; and (ii) to commence the public awareness campaign by August 1, 2010.

The Prime Sponsor of the foregoing resolution is Commissioner Dorrin D. Rolle. It was offered by Commissioner , who moved its adoption. The motion was seconded by Commissioner and upon being put to a vote, the vote was as follows:

Dennis C. Moss, Chairman
Jose "Pepe" Diaz, Vice-Chairman

Bruno A. Barreiro	Audrey M. Edmonson
Carlos A. Gimenez	Sally A. Heyman
Barbara J. Jordan	Joe A. Martinez
Dorrin D. Rolle	Natacha Seijas
Katy Sorenson	Rebeca Sosa
Sen. Javier D. Souto	

The Chairperson thereupon declared the resolution duly passed and adopted this 20th day of July, 2010. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By:_____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency. for ES

Eugene Shy, Jr.