



**MEMORANDUM**

Agenda Item No. 11(A)(7)


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

**DATE:** October 5, 2010

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

**SUBJECT:** Resolution directing the Mayor to establish a public awareness, social marketing campaign related to the "Communities Putting Prevention to Work" project to combat obesity and promote healthy eating and active living

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Rebeca Sosa, and Co-Sponsors Vice-Chairman Jose "Pepe" Diaz, Commissioner Sally A. Heyman and Commissioner Dorrin D. Rolle.



R. A. Cuevas, Jr.  
County Attorney

RAC/cp



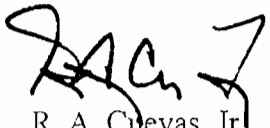
# MEMORANDUM

(Revised)

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**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. 11(A)(7)  
10-5-10

RESOLUTION NO. \_\_\_\_\_

RESOLUTION DIRECTING THE MAYOR OR MAYOR'S  
DESIGNEE TO ESTABLISH A PUBLIC AWARENESS,  
SOCIAL MARKETING CAMPAIGN RELATED TO THE  
"COMMUNITIES PUTTING PREVENTION TO WORK"  
PROJECT TO COMBAT OBESITY AND PROMOTE  
HEALTHY EATING AND ACTIVE LIVING

**WHEREAS**, in the American Recovery and Reinvestment Act of 2009, the United States Department of Health and Human Services ("DHHS") and the Centers for Disease Control ("CDC") created a comprehensive initiative for chronic disease prevention efforts; and

**WHEREAS**, that initiative, the Communities Putting Prevention to Work Project, seeks to address the leading preventable causes of death and disability, including but not limited to obesity; and

**WHEREAS**, the Communities Putting Prevention to Work Project goals are to reduce risk factors, promote wellness and provide positive, sustainable health change in communities by increasing physical activity, improving nutritional habits, and decreasing screen time; and

**WHEREAS**, the Project endeavors to manage the prevalence of obesity among the underserved and underinsured population by reaching those geographical areas most at risk; and

**WHEREAS**, the Communities Putting Prevention to Work Project will provide programs that are culturally appropriate, which will promote a community-based and/or workplace-based intervention across the lifespan; 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; 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, facilitate and promote eating a healthier, more balanced and nutritious diet, and foster active living through exercise.

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

**Section 1.** 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 residing in Miami-Dade County, and while individual lifestyle changes are necessary, individual effort alone is insufficient to combat the onset and rising tide of obesity-related chronic illnesses, diseases and afflictions.

**Section 2.** Seeks to positively impact and change behavior of Miami-Dade County residents through the Communities Putting Prevention to Work Project.

**Section 3.** Directs the Mayor or his designee through, or in collaboration with, the Consortium for a Healthier Miami-Dade as sponsored by the Miami-Dade County Health Department to develop a mass media, public awareness campaign based on social marketing

principles that promote healthy/foods drink choices and increased physical activity among Miami-Dade County residents and visitors, with funding provided by the DHHS/CDC “Communities Putting Prevention to Work” Grant. Under the Grant, the Consortium will coordinate efforts to develop a social marketing campaign aligned with the national campaign that will be led by The Centers for Disease Control.

**Section 4.** Urges that the social marketing campaign include messages that encourage the community to increase their physical activity through the built environment, parks and recreation and schools.

**Section 5.** Urges that the social marketing campaign create and disseminate posters, pamphlets and other written material at community events, to promote healthier lifestyles and obesity prevention.

**Section 6.** Directs the Miami-Dade Parks and Recreation Department to adopt policies that require all food and beverages sold in County parks and recreations facilities, follow Healthy Vending Machines guidelines.

**Section 7.** Urges government facilities and other public services venues, who serve as a hub for government employees, residents utilizing government services, transportation gateways, and shopping venues, to increase the availability of healthier foods from farmer’s markets.

**Section 8.** Directs the establishment from the Open Space Master Plan for the Miami-Dade County Parks and Recreation Department, a level of service standards for parks and recreational open spaces that are intended to encourage equitable access to local (neighborhood) parks and open space as well as area-wide recreational activities for all County residents.

**Section 9.** Urges the incorporation of public spaces for festivals, arts and crafts shows, green markets and other civic activities in the planning and development of libraries, museums, schools, government buildings, transit stations within Transit-Oriented Development (TOD) and stand-alone transit stations, and other civic/institutional places.

**Section 10.** Urges the enhancement of bicycle facilities and signage in order to create a safer and user-friendly network of walking and bicycling routes.

**Section 11.** Urges the development and implementation of a county-wide Safe Routes to School (SRTS) policy that requires all elementary and middle schools to document students' modes of transportation.

The Prime Sponsor of the foregoing resolution is Commissioner Rebeca Sosa, and the Co-Sponsors are Vice-Chairman Jose "Pepe" Diaz, Commissioner Sally A. Heyman and 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 5<sup>th</sup> day of October, 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.

ADW/VCC

Valda Clark Christian