

November 7, 2007



City of Las Vegas
Strategic Plan Priority #5

Promote Healthy Lifestyles for All Segments of the Community

Presented by








Submitted at City Council
Date 11/7/07 Item #64



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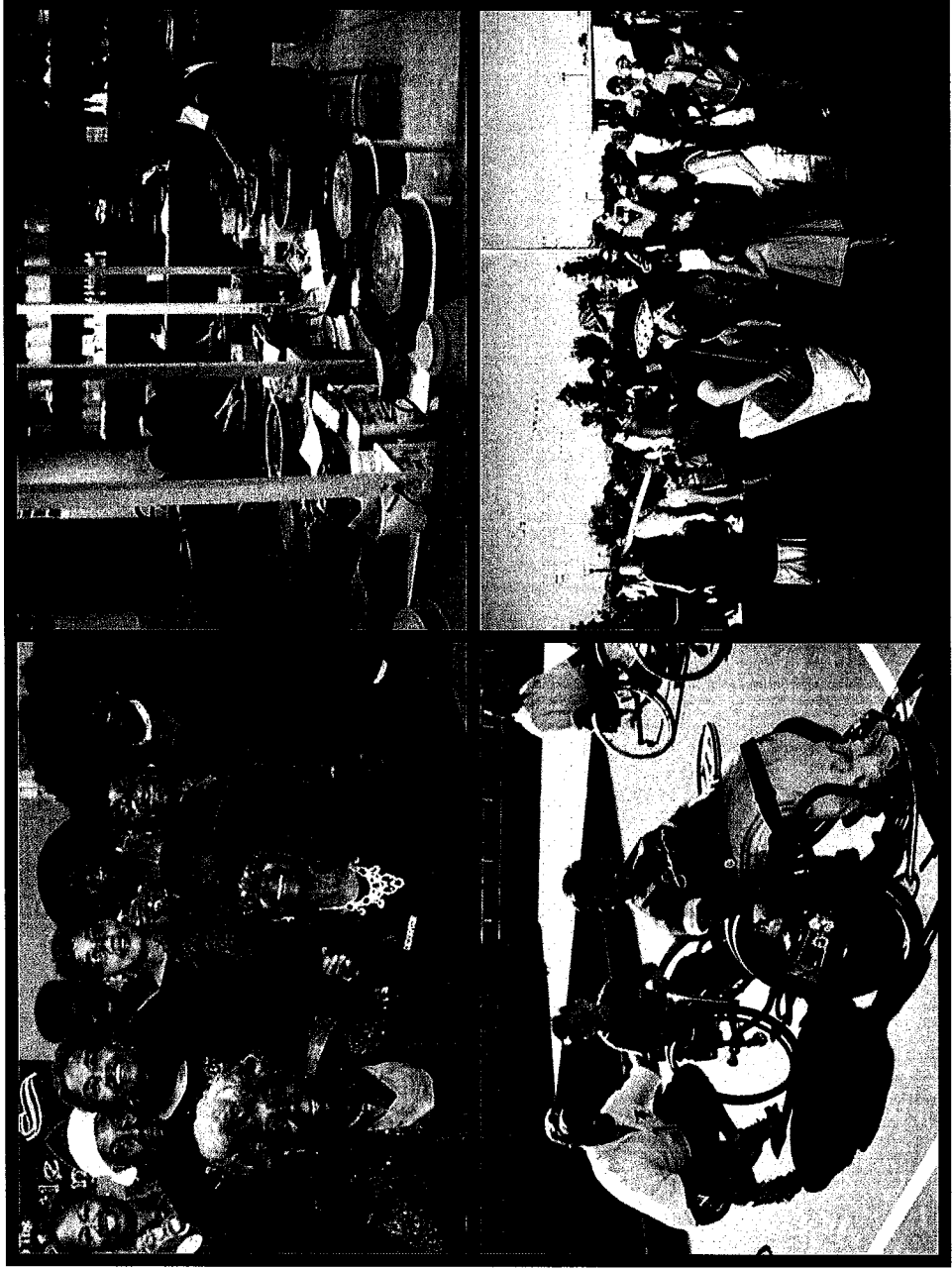
Key Performance Indicators

-  **A** Participation levels of all age groups in city programs.
-  **B** Percent of all city publications/communications distributed both externally and internally, that include a message promoting wellness.
-  **C** Percent of participants in after-school programs who later pursue a post- high school education.
-  **D** Percent of improvement in the national healthiest city factors that contribute to a healthier city.
-  **E** Percent of employees participating in city-sponsored wellness programs.



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AA Participation Levels of All Age Groups in City Programs

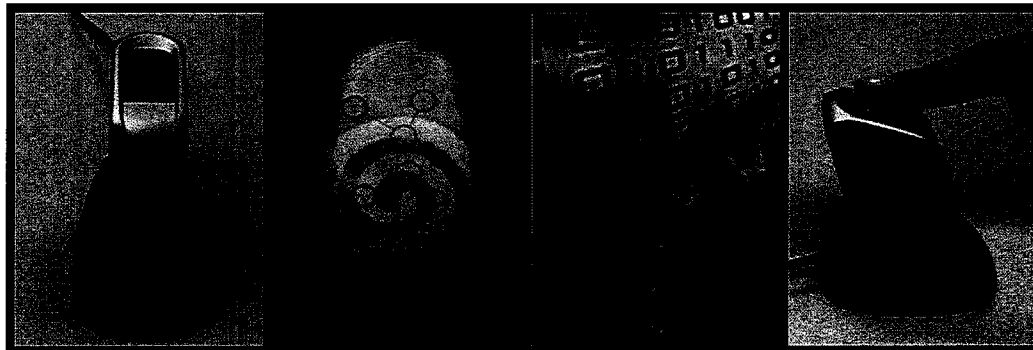




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Participation Levels of All Age Groups in City Programs ~ Biometric Identification System ~

- **Replaces membership cards**
- **Currently deployed at all centers/facilities (except Seniors)**
- **Safer, more reliable, improved accountability for processing of patrons**
- **Projected cost savings of over \$250,000**





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AA Participation Levels of All Age Groups in City Programs

~ Data Collection and Reporting Model (CLASS) ~

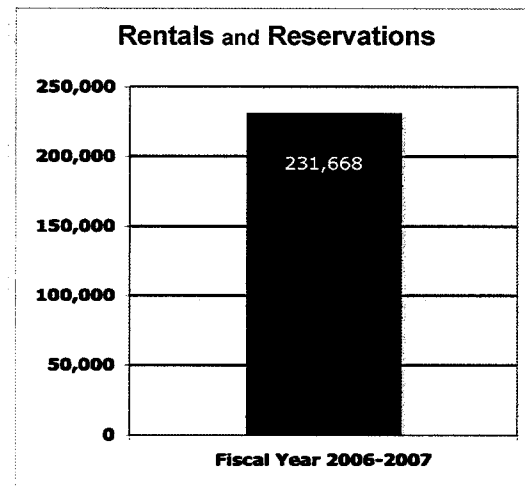
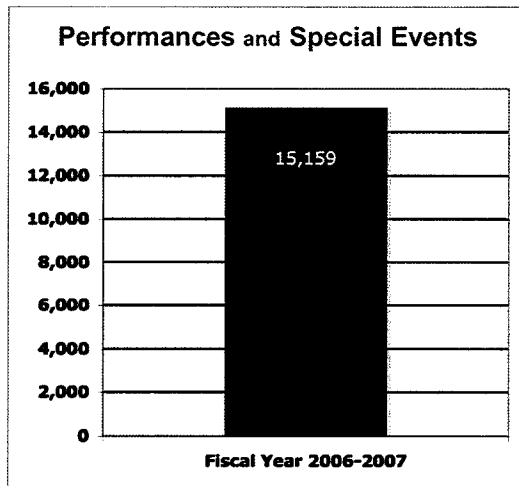
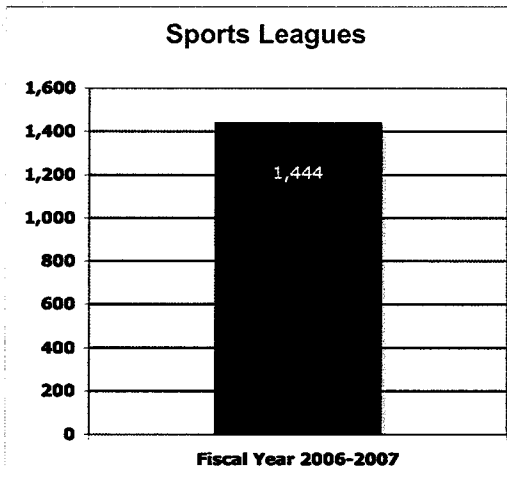
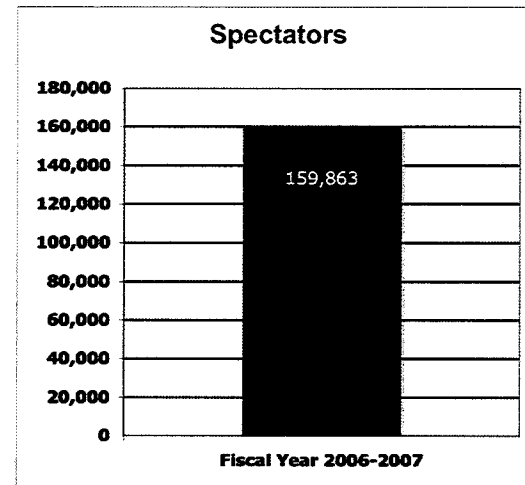
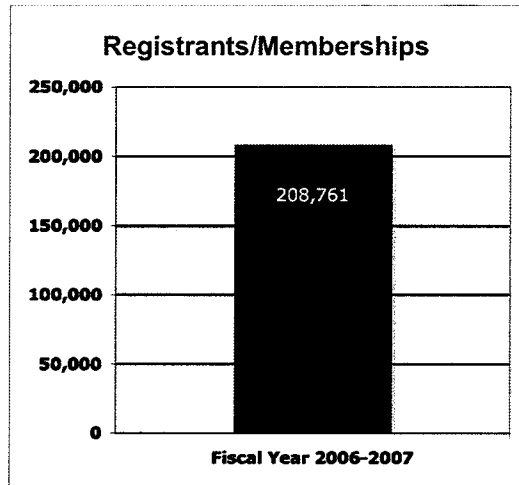
- Registrants/Memberships**
- Performances and Special Events**
- Sports Leagues**
- Spectators**
- Rentals and Reservations**



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Participation Levels of All Age Groups in City Programs

Attendance Figures Fiscal Year 2006-2007

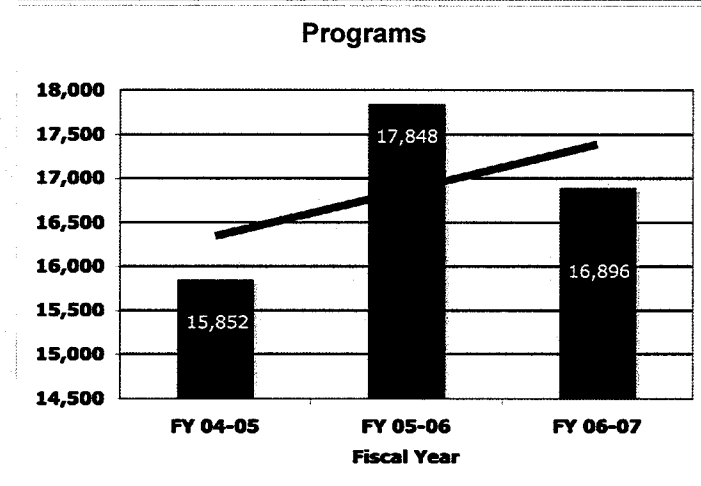
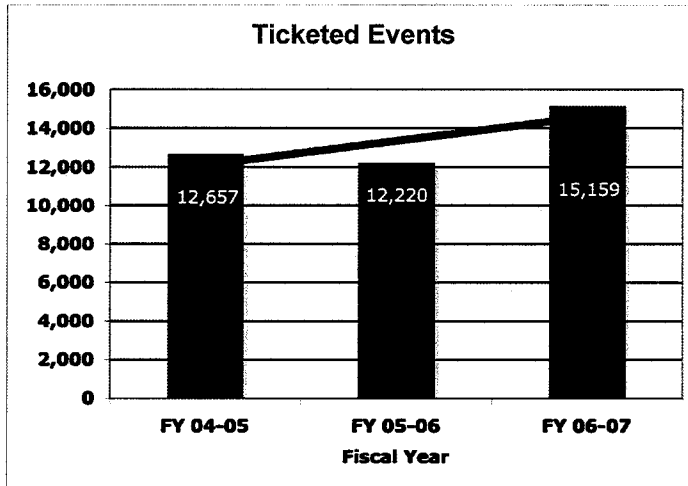
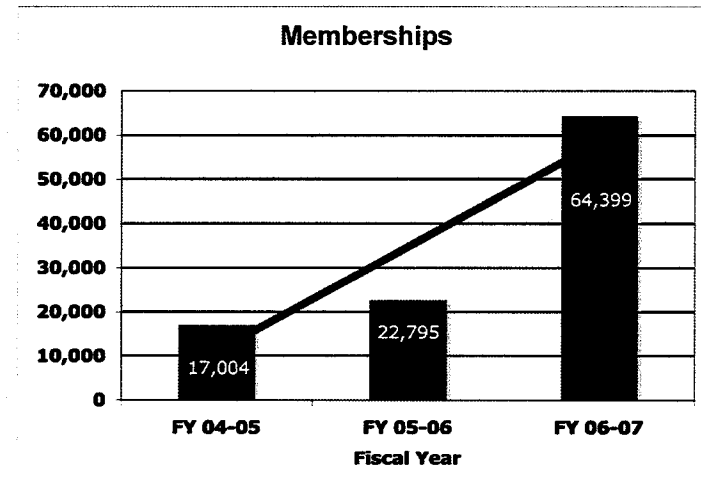
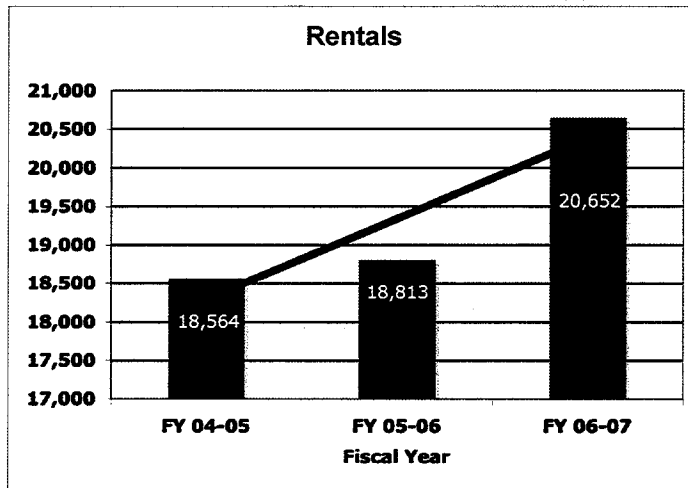




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Participation Levels of All Age Groups in City Programs

Department Offerings





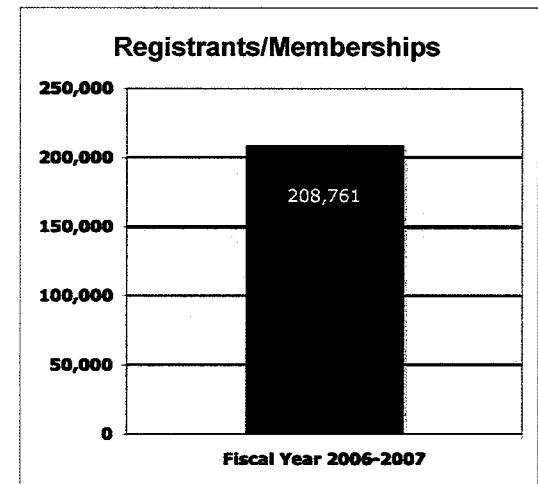
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Participation Levels of All Age Groups in City Programs

Registrants/Memberships



Attendance



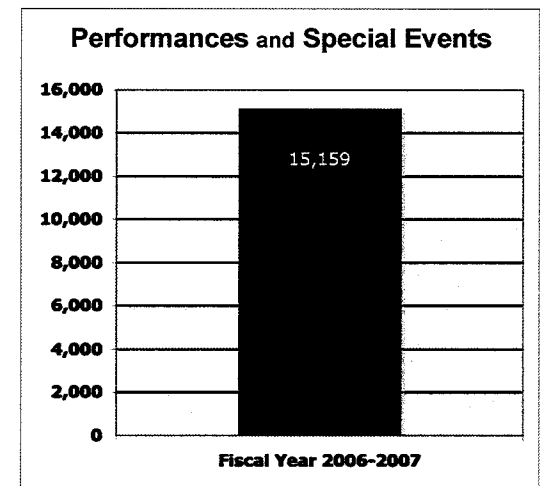


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A Participation Levels of All Age Groups in City Programs *Performances and Special Events*



Attendance

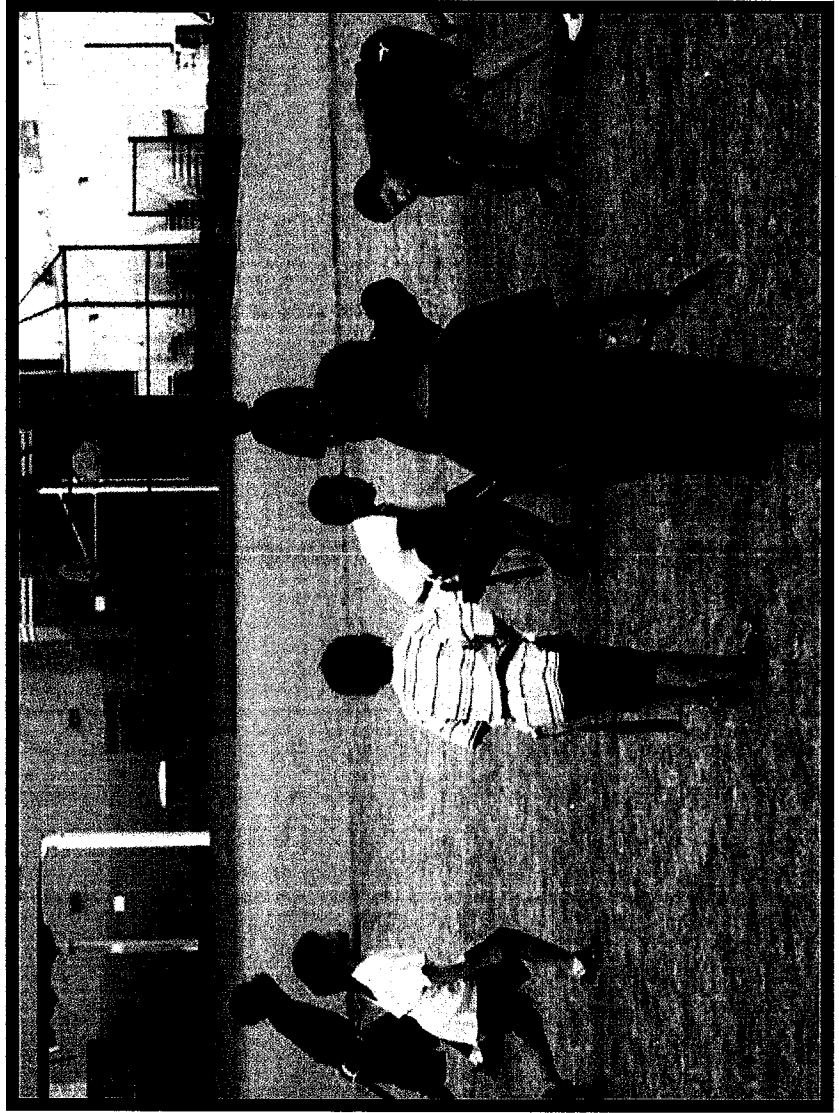




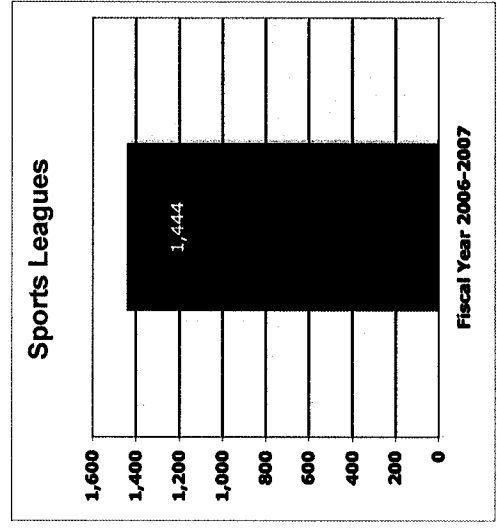
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Participation Levels of All Age Groups in City Programs

Sports Leagues



Attendance





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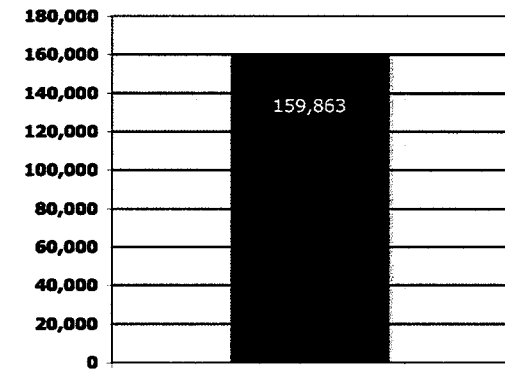
A Participation Levels of All Age Groups in City Programs

Spectators



Attendance

Spectators



Fiscal Year 2006-2007



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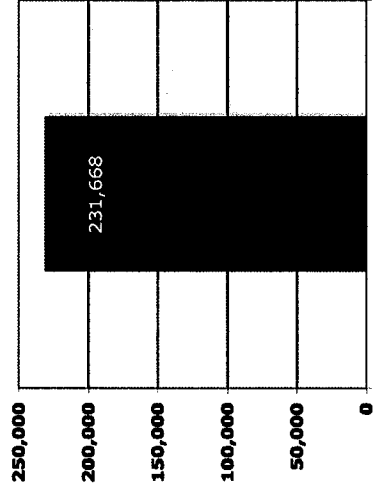
Participation Levels of All Age Groups in City Programs

Rentals and Reservations



Attendance

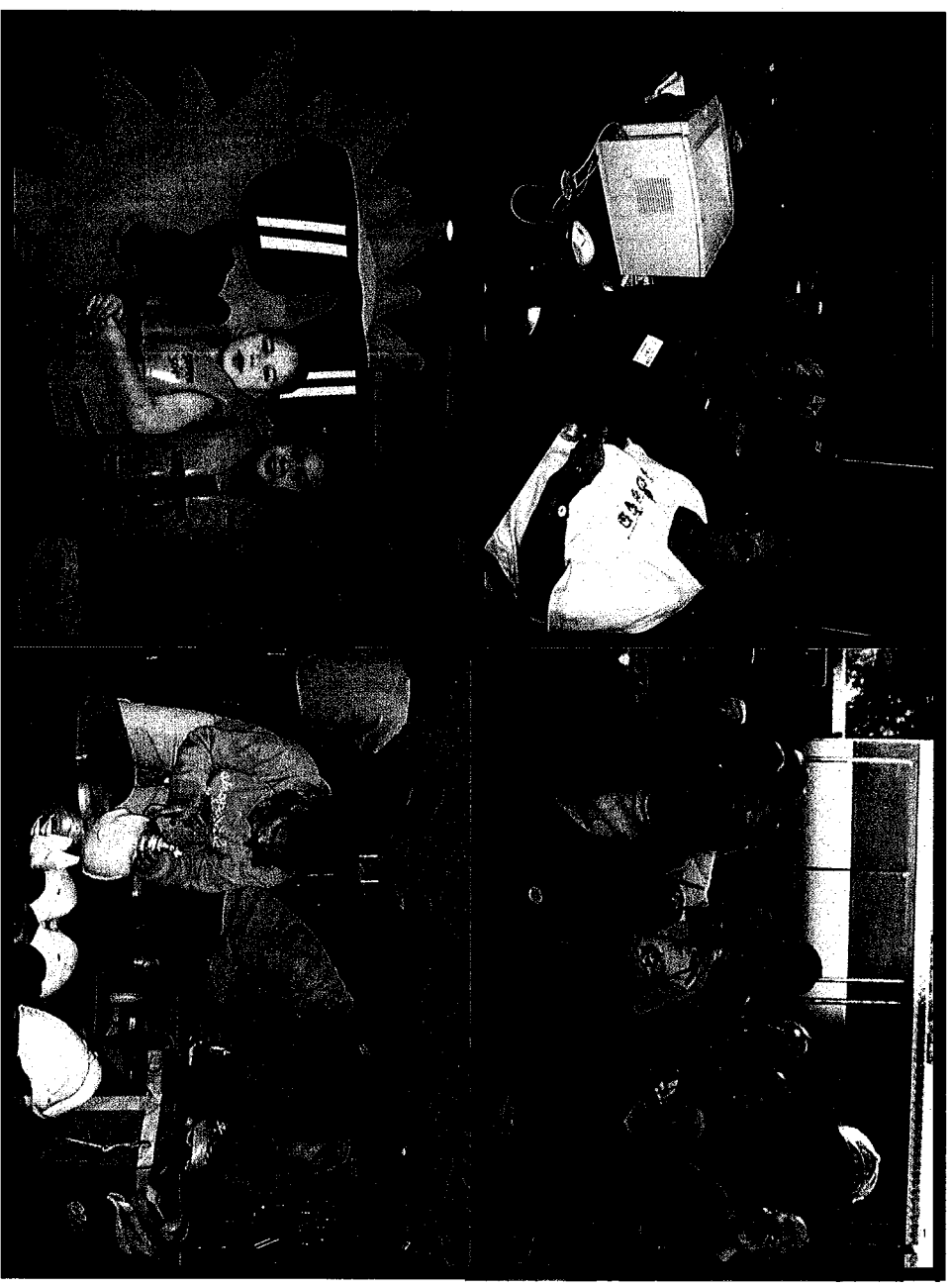
Rentals and Reservations





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Participation Levels of All Age Groups in City Programs





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3 Percentage of All City Publications and Communications With a Wellness Message

- **Ongoing communications campaign for all departments; 61% carrying health and wellness messages**
- **Increased circulation of LS publications carrying health and wellness messages to an additional 100,000**
- **More effective promotion of healthy living tips/activities to staff with the addition of Leisure Services Wellness Coach**
- **Mayor's Healthy Lifestyle Initiative continues to be successful with increased number of events; co-hosting Channel 3's monthly health and fitness segment**
- **Special health and wellness events continue to provide opportunities for family participation and supports community partners promoting healthy food and lifestyle**
- **Quarterly health and wellness electronic newsletter update currently in design**
- **Master calendar of healthy lifestyle events coming soon!**





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e Percent of All Participants in After-School Programs Who Later Pursue a Post-High School Education ~ *Batteries Included* Youth Initiative ~

- Three-Year Strategic Plan completed
- Logic Model completed
- Gantt Chart completed
- Marketing Plan in place
- Contract with *Delphi Research of Nevada, Inc.* signed and initiated

**BATTERIES
INCLUDED**

Born with the Power to Change the World.

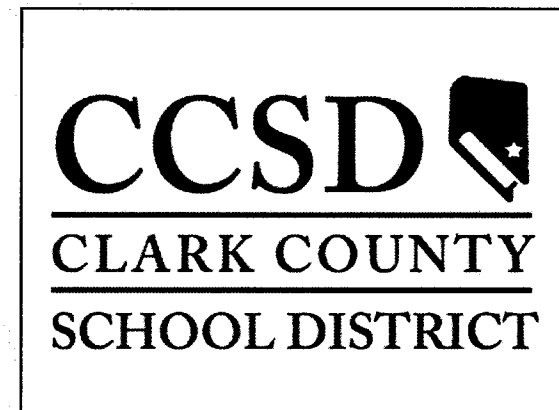
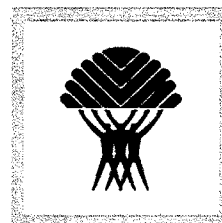




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e Percent of All Participants in After-School Programs Who Later Pursue a Post-High School Education ~ *Batteries Included* Youth Initiative ~

**Partnership established with Neighborhood Services,
Nevada Partners, Clark County School District**





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D Percent of Improvement in the National Healthiest City Factors That Contribute to a Healthier City

**Report on the Sperling/Centrum
Healthiest Cities Study**

**Center for Business and Economic Research
UNLV**



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D Percent of Improvement in the National Healthiest City Factors That Contribute to a Healthier City

- **Ranks healthiest Metropolitan Statistical Area (MSA) in the U.S.**
- **5 Categories**
 - **Mental Wellness**
 - **Lifestyle Pursuits**
 - **Physical Activity**
 - **Health Status**
 - **Nutrition**
- **Las Vegas MSA (Nevada, Arizona)**
 - **42nd healthiest out of 50 MSAs**
 - **Worst rankings were in activity and nutrition**



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D Percent of Improvement in the National Healthiest City Factors That Contribute to a Healthier City

- **Target physical activity, health, and nutrition**
 - **Campaign to promote exercise among residents**
 - **Provide fiscal incentives for low-income residents**
 - **Promote health awareness programs**
 - **Campaign to promote good nutrition practices**



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E Percent of Employees Participating in City-Sponsored Wellness Programs ~ First Initiative Results ~

- **CLV employees have had over 9 individual interactions with a Wellness Coach**
- **Total documented weight loss for CLV employees during Biggest Loser Contest was 3,100 pounds**
- **12 documented smoking cessations**
- **456 CLV employees have improved their blood pressure readings**
- **11 CLV employees have reported either reducing or completely discontinuing alcohol use**





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S Percent of Employees Participating in City-Sponsored Wellness Programs ~ Ongoing Initiatives ~

- One-on-one, in-person coaching and counseling
- Health risk assessments
- Weight loss and smoking cessation classes/competitions
- Team activities/special events (i.e., "Race For The Cure")
- Handouts on exercise and disease management
- Wellness newsletters
- Tootie Fruitee Tuesdays
- Nutrition classes
- Overall promotion of healthy behaviors



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City of Las Vegas

Strategic Plan Priority #5

Promote Healthy Lifestyles for All Segments of the Community

Questions?

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