

**Department:**

Multiple County Agencies

**Recommendation:**

Launch the expanded second-year program for FitArlington initiative to promote and support a culture of physical activity through ongoing recreation, sports, fitness and wellness programs for employees and the community. Broaden scope of the initiative to include reduction of smoking and healthy eating. Use the synergy of FitArlington and Fresh AIRE efforts to promote "Healthy Community and Healthy Environment" message. Manage a comprehensive source of information about community opportunities for participation and support of the initiatives.

**Goal:**

To improve the health of the community by promoting and supporting a culture of active and healthy living for the employees and the community.

**Priorities for FY 2009**

- Core Programs and Outreach Events: Promote quarterly catalogue of FitArlington events and programs. Establish Website for one-stop shopping of FitArlington opportunities. Conduct additional FitArlington marketing and promotions around select events. Expand FitArlington partners through affiliate sport groups.
- WALKArlington Neighborhood Walkabouts: Promote self-guided walking tours that help citizens discover the beauty, resources, and history of various Arlington neighborhoods.
- Take the Stairs campaign: Market and promote the healthy use of stairs instead of the elevator in an effort to support the culture of fitness for all Arlington County employees as part of the County's HealthSmart program. Partner with all appropriate County properties to market and promote Take the Stairs campaign.
- Healthy Vending: Provide healthy choices in vending machines in County facilities as a means to reduce the rising public health problem of obesity which contributes to increased morbidity and mortality.
- Well Workplace: Secure recognition of Arlington County's employee health promotion program, HealthSmart, and its commitment to wellness by applying for the prestigious WELCOA Well Workplace Award. This national award sets a benchmark and recognizes organizations that demonstrate a commitment to wellness in the workplace.
- Public Smoking Elimination: Conduct wellness social marketing campaign via County communication vehicles. Empower people to make healthy choices by promoting smoke-free restaurants. Prohibit public smoking to the fullest extent allowable by law.
- Transfat Elimination: Raise public awareness of health dangers posed by trans fats. Educate Arlington restaurants on healthy alternatives and the means to eliminate trans fats. Prohibit use of trans fats to the fullest extent allowable by law.

**Funding Information:**

Funding for these priorities is already included in the departmental budgets.