November 7, 2007

City of Las Vegas

Strategic Plan Priority #5

Promote Healthy Lifestyles for All Segments of the Community

Presented by

Department of Leisure Services

Living...Beyond The Neon™

HUMAN RESOURCES DEPARTMENT

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

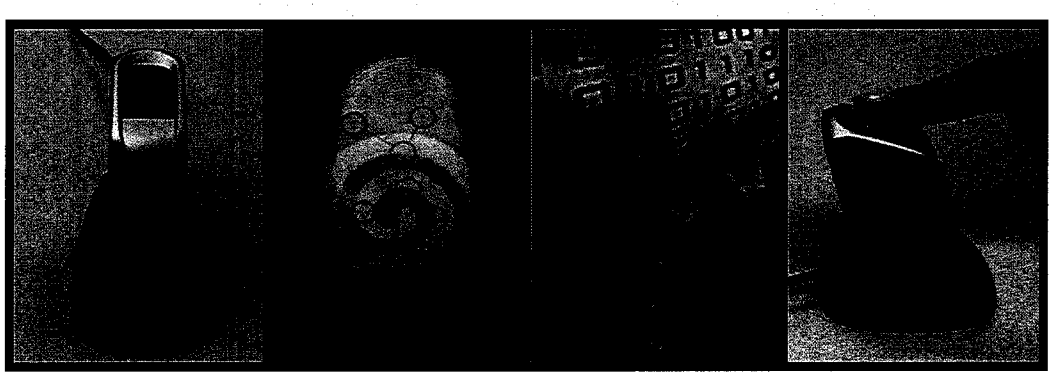
Key Performance Indicators

- 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.

A4 Participation Levels of All Age Groups in City Programs

A4 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



A. Participation Levels of All Age Groups in City Programs ~ Data Collection and Reporting Model (CLASS) ~

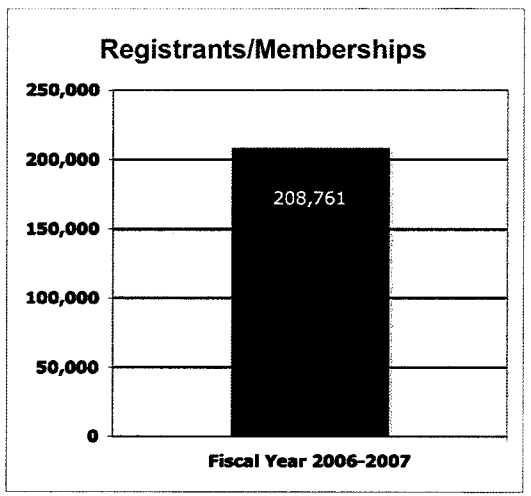
- Registrants/Memberships
- Performances and Special Events
- Sports Leagues
- Spectators
- Rentals and Reservations

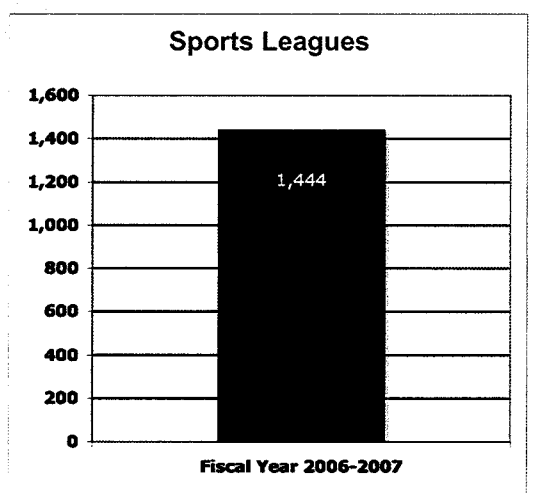
November 7, 2007

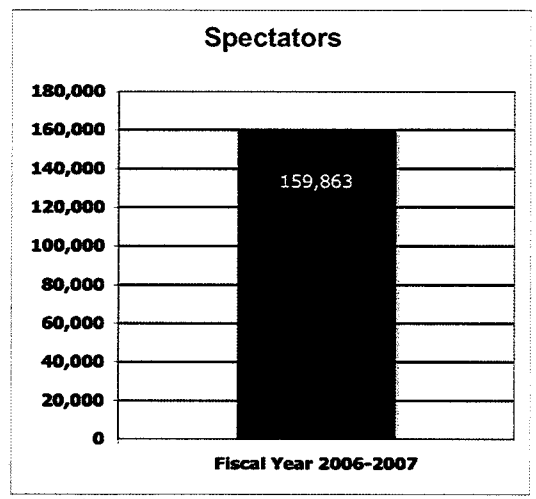
Participation Levels of All Age Groups in City Programs

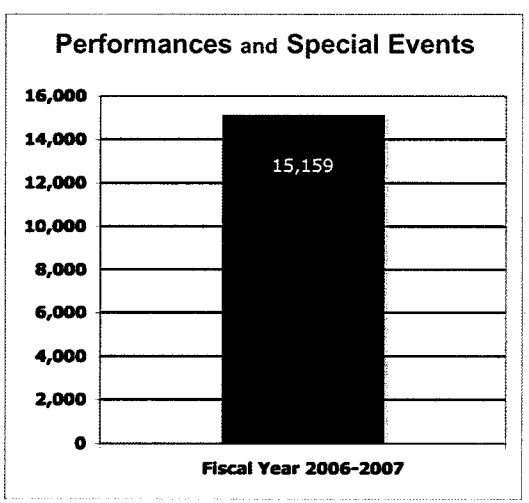
Attendance Figures

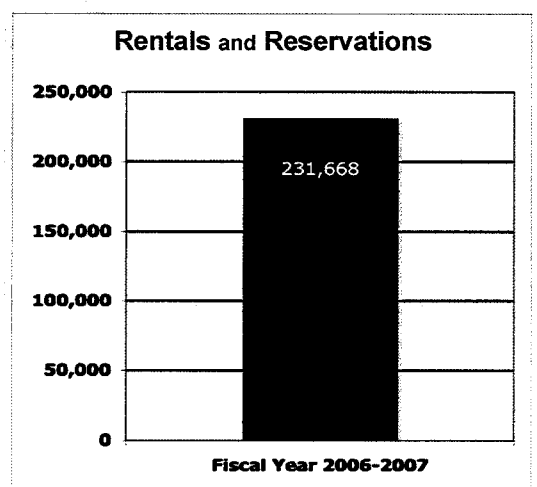
Fiscal Year 2006-2007





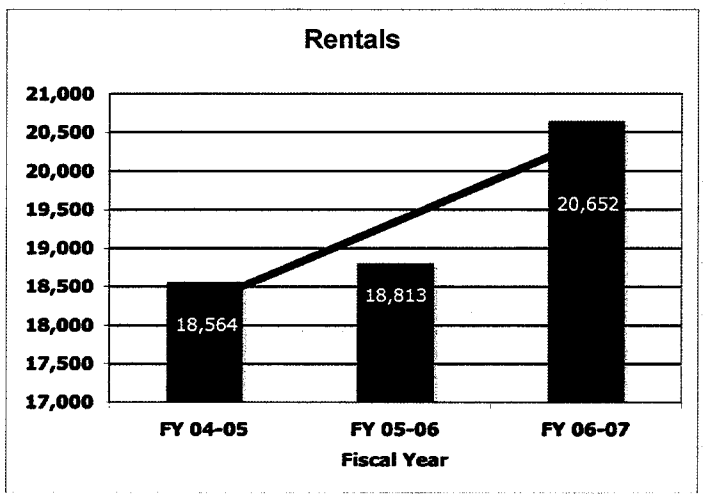


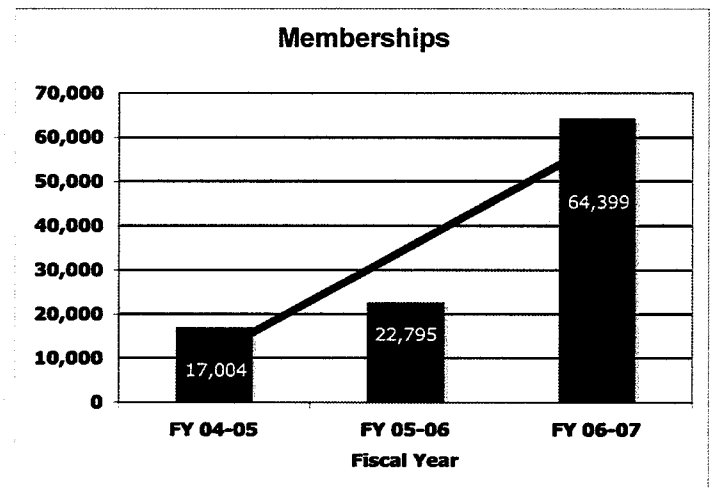


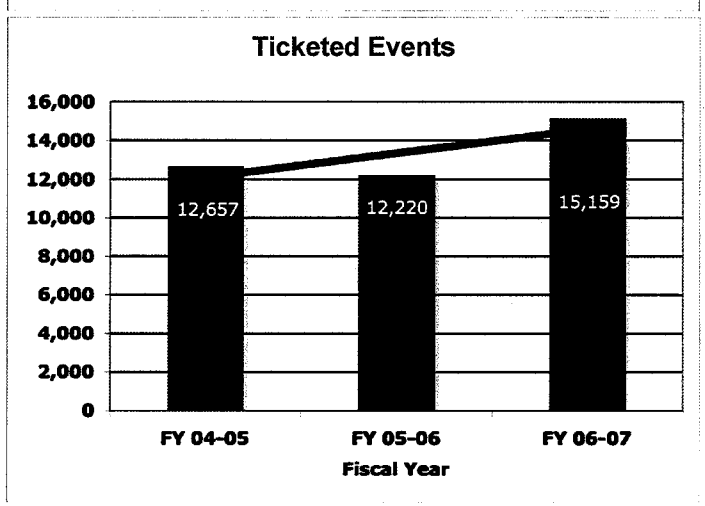


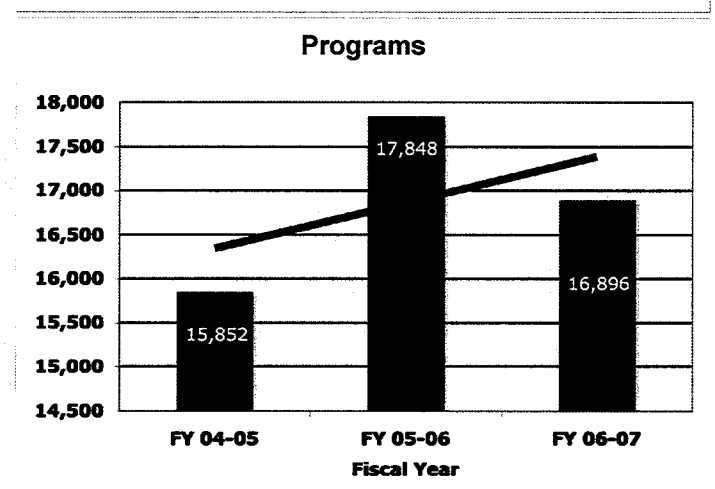
Participation Levels of All Age Groups in City Programs

Department Offerings





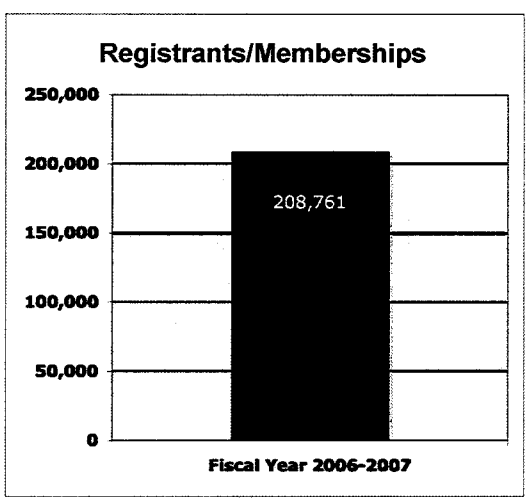




A Participation Levels of All Age Groups in City Programs

Registrants/Memberships

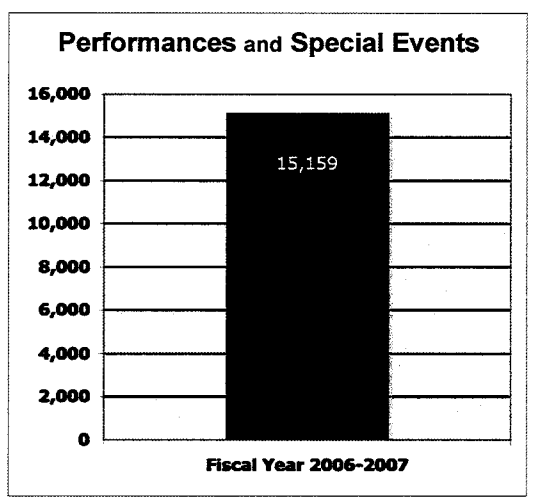
Attendance



A Participation Levels of All Age Groups in City Programs

Performances and Special Events

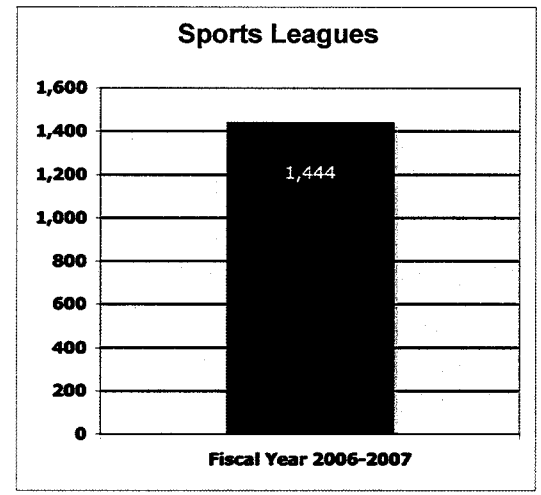
Attendance



A1 Participation Levels of All Age Groups in City Programs

Sports Leagues

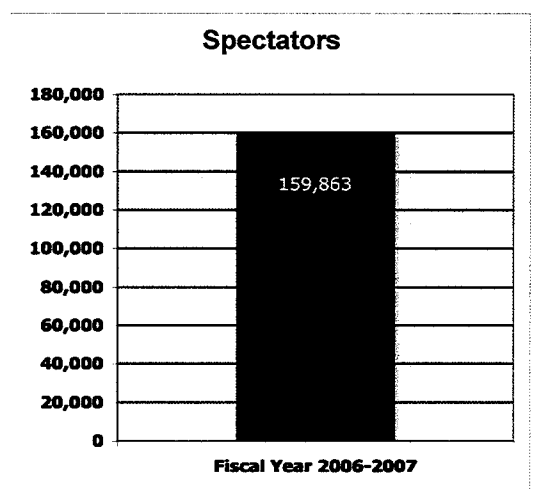
Attendance



Participation Levels of All Age Groups in City Programs

Spectators

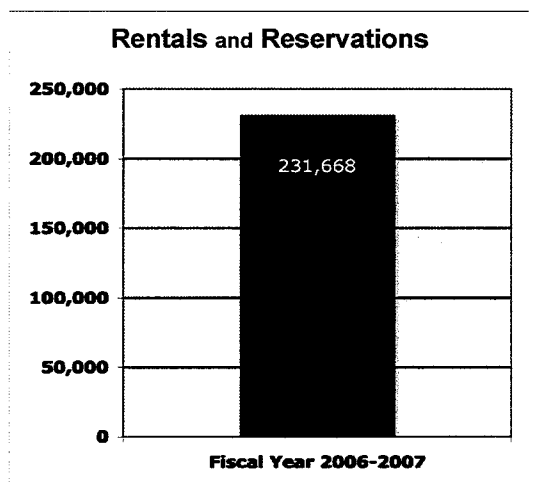
Attendance



A Participation Levels of All Age Groups in City Programs

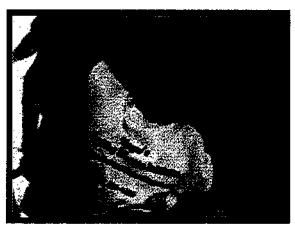
Rentals and Reservations

Attendance



A. Participation Levels of All Age Groups in City Programs

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!

November 7, 2007

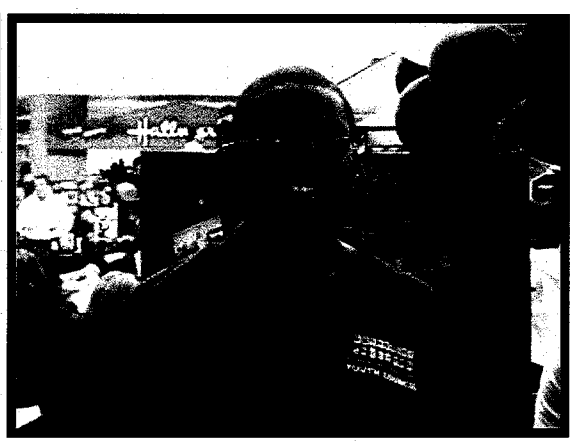
Percent of All Participants in After-School Programs Who Later Pursue a Post-High School Education

~ *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.



November 7, 2007

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

City of Las Vegas
Department of
Leisure Services
Living...Beyond The Neon™

Neighborhood Services
City of Las Vegas
Department

NEVADA PARTNERS

CULINARY TRAINING ACADEMY

CCSD
CLARK COUNTY
SCHOOL DISTRICT

November 7, 2007

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 Ecomonic Research UNLV

2. 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

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

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

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

November 7, 2007

City of Las Vegas

Strategic Plan Priority #5

Promote Healthy Lifestyles for All Segments of the Community

Questions?

Presented by

City of Las Vegas Department of Leisure Services
Living...Beyond The Neon™

Human Resources Department