



City of Austin

Legislation Text

File #: 23-1029, **Version:** 1

Posting Language

Authorize negotiation and execution of an interlocal agreement and trademark license agreement with the U.S. Department of Health and Human Services for communications campaign materials to complement physical activity and health communications initiatives.

Lead Department

Austin Public Health.

Fiscal Note

This item has no fiscal impact.

For More Information:

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Additional Backup Information:

Approval of this item will authorize negotiation and execution of an interlocal agreement and trademark license agreement with the U.S. Department of Health and Human Services, who created the Move Your Way® communications campaign to promote physical activity and dissemination of the Physical Activity Guidelines for Americans (Guidelines).

The Guidelines state adults need a mix of physical activity to stay healthy, including at least 150 minutes per week of moderate-intensity aerobic activity. In addition, adults need to engage in muscle-strengthening activities at least two times per week. Data indicates 46% of Travis County adult residents are insufficiently active, and more than 1 in 5 adult residents (22%) are not participating in any leisure-time physical activity (source: Behavioral Risk Factor Surveillance System, 2017).

To address this public health issue, the Austin Public Health Department will utilize the U.S. Department of Health and Human Services Move Your Way® communications campaign to promote physical activity for a healthy lifestyle. The campaign consists of print, digital, and social media components developed for multiple priority audiences, including adults and parents both during and after pregnancy. Additional components, such as signs and radio ads, may be developed and customized to the Austin/Travis County community. There are no costs associated with utilizing the existing creative elements of the campaign, and media buys to support campaign dissemination will be made through grant funding from the Texas Department of State Health Services Texas Healthy Communities Grant, as well as the Chronic Disease prevention general operating budget.

Strategic Outcome(s):

Health and Environment.