



MAYOR'S HEALTH & FITNESS COUNCIL
To make Austin the healthiest, fittest city in the US.

2021 Mayor's Health & Fitness Awards – Moving the Needle Awards

What are the Mayor's Health & Fitness Awards?

The **Mayor's Health & Fitness Awards** recognize organizations that excel at creating a culture of health and well-being. This year, MHFC is offering a new award that recognizes organizations or individuals that have pivoted their wellness programming to meet the needs of their employees, students, and community during the pandemic. These awards highlight the dedication and commitment to **Moving the Needle** towards better health in our community.

Technical assistance to applicants is provided by **Austin Public Health**.

Regularly offered MHFC partnering and recognition programs are on hold through the end of 2021 including: MHFC Workplace Partner Certification Program, MHFC Exemplary School Program, Neighborhood Health Champion & the Mayor's Healthiest Awards Program. These programs are expected to resume in 2022.

Who can apply?

Organizations or Individuals within Austin/Travis County are eligible to apply for the Moving the Needle Awards (e.g. workplaces, schools/school districts, neighborhoods, faith-communities, etc.) Previous participation in MHFC partnering programs is not required to participate in this year's awards.

Award Categories

Awards will be given out in the following categories -

- Tobacco-free Living
- Physical Activity
- Nutrition
- Health Education/Preventive Services
- Supporting Emotional/Mental Well-being &/or
- Other (e.g. Innovation/Community Engagement/Champion Network/Social Connectedness/etc.)

Additional award categories, such as Innovation, Community Engagement, Social Connectedness, Champion Network will be determined by the review panels. Applicants can apply under more than one pillar of wellness by submitting separate applications in each category they want to be considered.

When are applications due?

The deadline to apply for the Moving the Needle Awards is July 31, 2021.

When will awards be given out?

Awards will be announced at the Mayor's Health & Fitness Awards Ceremony tentatively scheduled for September 17, 2021 during Texas Obesity Awareness Week. Information about this virtual event will be posted to the MHFC website at: www.mhfcaustin.org.

Moving the Needle Awards (MTNA) Participation

Year	Total # of Applications	Total # of Organizations or Individuals applying	Total # of Workplaces	Total # of Community or Individual Applicants
2021	22	18	11	7

2021 Review & Steering Committee Members (Workplaces)

Cassandra DeLeon (Board)	Gina Akin	Sheree Bailey	Claire Hahn
Sarah Holick	Tammy Killebrew	Susan Thompson	Chris Vykukal

APH support staff = Cristina Garcia (outreach & technical support)

2021 Board Volunteer Review Committee (Community)

Mary Faria (MHFC Chair)	Tre' McCalister (MHFC Chair Elect)
Jim Pacey (Treasurer)	

APH support staff = Jeneice Hall (outreach & technical support)

2021 Moving the Needle Award Winners

2021 Moving the Needle Award Summary			
Applicant/Organization Name	Program	Pillar of Wellness	Estimated Number of Employees & Volunteers (if known)
AMD	Workplaces	Supporting Emotional/Mental Well-being	
Austin Community College	Workplaces	Supporting Emotional/Mental Well-being	5,000
Austin ISD	Workplaces	Chronic Condition Management and Physical Activity	11,500
Baylor Scott & White Health	Workplaces	Supporting Emotional/Mental Well-being	2,000
Capital Metropolitan Transportation Authority	Workplaces	Innovation	1,700
Castle Hill Fitness	Community	Innovation	
City of Austin – HealthyConnections Wellness Program	Workplaces	Innovation	13,500
Connie Randolph	Community	Supporting Emotional/Mental Well-being and Physical Activity	
Dailey Middle School (DVISD)	Community	Community Engagement	
Foundation Communities	Workplaces	Supporting Emotional/Mental Well-being and Health Education/Preventive Services	395 (2500 volunteers)

Health Alliance for Austin Musicians	Community	Nutrition	
HealthCode	Community	Physical Activity	
Marvell Technology, Inc.	Workplaces	Supporting Emotional/Mental Well-being and Physical Activity	
People's Community Clinic	Workplaces	Supporting Emotional/Mental Well-being	377
Pogo512 Discord (the Austin Pokemon Gaming Community)	Community	Community Engagement	10,000+
Powell Law Group, LLP.	Workplaces	Health Education/Preventive Services	30
Southwest Keys Programs	Workplaces	Health Education/Preventive Services	
YMCA of Austin	Community	Community Engagement	1594 (2000 volunteers)
Totals	Workplaces: 11 Community: 7 Applications: 22	Estimated Number of Individuals Impacted	50,000+

2021 Moving the Needle Award Winners (Workplaces)	
Applicant/Organization Name	Pillar of Wellness
AMD	Supporting Emotional and Mental Well-being
Baylor Scott & White Health	Supporting Emotional and Mental Well-being
Capital Metropolitan Transportation Authority	Innovation
City of Austin – HealthyConnections Wellness Program	Innovation
Foundation Communities	Supporting Emotional and Mental Well-being
Marvell Technology, Inc.	Physical Activity

2021 Moving the Needle Award Winners (Community)	
Applicant/Organization Name	Pillar of Wellness
Dailey Middle School (DVISD)	Community Engagement
Health Alliance for Austin Musicians	Nutrition
YMCA of Austin	Community Engagement

2021 Moving the Needle Award Winner Profiles & Highlights

AMD (Supporting Emotional and Mental Well-being) –

- Utilized employee engagement app to support mindfulness and build resiliency
- Expanded family-friendly benefits, including increasing the number of back-up care visits to help employees when unexpected caregiving needs arise
- Added “Recharge Days” to employee leave balances that require all employees to take time off

Baylor Scott & White Health (Supporting Emotional and Mental Well-being) –

- Converted in-person wellness events to virtual to accommodate remote work settings
- Shifted wellness programming to increase focus on mental health with regular meditation & mindfulness opportunities
- Offered opportunities for social connections to recover from the day-to-day stress of the pandemic
- Offered virtual “Self-Care Retreat”

Capital Metropolitan Transportation Authority (Innovation) –

- Increased safety measures with enhanced cleaning protocols, social distancing, and plastic barriers installed in approximately 300 buses
- Waived passenger fares
- Provided masks for passengers
- Accommodated diverse workforce by offering simultaneous wellness programming for in-person and remote employees

City of Austin – HealthyConnections Wellness Program (Innovation) –

- Expanded medical, mental health, and behavioral health benefits and wellness programming to include more sessions and teleconferencing options
- Transitioned to virtual fitness and wellness programming, webinars, and classes
- Created a YouTube Channel of fitness videos from in-house Physical Education Program
- Created a weekly Wellness Newsletter to provide wellness resources, updates, and mental health resources

Foundation Communities (Supporting Emotional and Mental Well-being) –

- Shifted wellness programming to increase focus on physical/mental health & stress management based on employee feedback
- Provided staff with weekly bulletin of COVID related resources for testing, vaccines, etc.
- Created new weekly series of mindful moments to foster calm & connectedness among employees
- Hosted onsite COVID vaccine appointments for interested employees

Marvell Technology, Inc. (Physical Activity) –

- Shifted health & wellness activities into virtual events, such as the annual Marvell 5K

- Utilized well-being app to engage employees in team fitness challenges, daily step counting challenges, setting personal fitness/nutrition goals
- Offered home fitness subsidy for all employees for monthly online fitness memberships
- Provided on-demand access to free virtual fitness classes from certified personal trainers
- Hosted a virtual Pride Walk

Dailey Middle School - DVISD (Community Engagement) –

- Provided monthly, weekly free distribution of food, water, and supplies to community
- Offered virtual & outdoor wellness programs including Zumba & weight training classes
- Hosted onsite COVID vaccine appointments for interested staff, students, and community
- Developed check-in system to provide mental/emotional support for staff and students
- Created a free community garden providing fresh produce to volunteers

Health Alliance for Austin Musicians (HAAM) (Nutrition) –

- Launched Basic Needs Assistance Program
 - Multi-dimensional program including nutritional assistance and referrals to other assistance programs
- Operated a major healthcare access program (health insurance enrollment and health care navigation services) and made available a wide range of health and wellness services, including dental care, hearing, vision care, special Y membership pricing and discounts with local wellness providers (massage, acupuncture, chiropractic care)

YMCA of Austin (Community Engagement) –

- Provided health & wellness activities
- Helped feed those experiencing hunger
- Cared for children of essential workers
- Provided a safe & healthy outdoor space for youth during the summer
- Launched a library of free, on-demand fitness programming
- Conducted check-in calls & virtual events
- Partnered with Austin Health Commons to host a series of virtual Racial Healing Circles