



Fit NOLA Partnership Guidelines

Fit NOLA is Mayor Mitch Landrieu’s initiative to make New Orleans a top 10 fittest city by 2018, the 300th anniversary of our city. Since 2012, the City of New Orleans Health Department (NOHD) has led Fit NOLA, a collaboration of over 200 partners working together to improve physical and nutritional fitness. This nationally recognized partnership serves as a hub for community-wide fitness resources, information, and valuable linkages for all who live, learn, work and play in New Orleans.

The Fit NOLA partnership is comprised of six sectors and a coordinating group, all driving various projects to help meet our overall goal of becoming a fit city. The six sectors create sentinel projects each year that push Fit NOLA toward its overall goal. The Coordinating Group provides direction for Fit NOLA as a whole and its six sectors. It includes several stakeholders, as well as, Fit NOLA partners who come together to steer policy and oversee that each sector is achieving its goals. This document describes the role of our Fit NOLA partners: those businesses, community organizations, government entities, community members and academic institutions that are committed to collaborating/or partnering with the New Orleans Health Department and each other to make New Orleans a top ten fit city.

The Role of Fit NOLA to the City of New Orleans

Fit NOLA operates under a collective impact model, defined as; the “commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem.”¹ This collective group is comprised of government leaders, school administrations, health care professionals, community businesses, and agencies dedicated to early childhood development. Fit NOLA strives to provide the city with resources and policy changes that promote physical fitness and healthy eating.

Over the course of Fit NOLA’s development, partner participation within Sector Groups has lead to the following accomplishments:

Resources

- Business Tool Kit, a resource guide and Fit NOLA business certification program that promotes health and fitness in the work place.
- Healthy School assessment, a resource tool kit that serves to guide schools toward creating a healthier school environment.

Marketing

- Promotion of Fit NOLA parks created to provide families with a platform that supports healthy living and lifestyles by encouraging physical activity and healthy eating at community parks.
- Distribution of Community Calendar that display events related to nutrition and physical fitness that are open to New Orleanians

¹ Kania, J. and Kramer, M. (Winter 2011) “Collective Impact.” *Stanford Social Innovation Review*. Retrieved from http://www.ssireview.org/articles/entry/collective_impact/



- Distribution of a biweekly Partnership Newsletter published by NOHD highlighting the outstanding work of Fit NOLA partners and the services they provide to our community.

Networking

- Sector Meetings, which are quarterly gatherings where sector group members convene to create projects and determine ways to further the Fit NOLA mission.

The Role of the New Orleans Health Department

The New Orleans Health Department (NOHD) has assumed a supportive role to community stakeholders while facilitating, linking and leveraging resources to combat chronic disease. NOHD commits to its service as the backbone organization for Fit NOLA. This is done through the mobilization of all the members in the Fit NOLA partnership to create a collaborative environment/platform that links partners and resources to improve access to healthy options.

In support of our partners, Fit NOLA staff will:

- Act as a liaison between Fit NOLA partners and the Mayor's office/NOHD.
- Provide a platform for businesses or organizations to showcase community work through various social media channels and an extensive list serve.
- Create networking opportunities for organization connections according to the Fit NOLA partnership, which can be broken into the following tiers:
 - Those with direct services that desire added community reach.
 - Individuals that offer volunteered time to aid in Fit NOLA projects.
 - Stakeholders looking to connect with direct services and champion Fit NOLA on a corporate level.
- Use a collaborative approach to enhance potential organization projects.
- Use a collaborative approach when potential funding opportunities arise (i.e., grants and/or corporate funding).
- Create an arena for partnership meetings.
- Issue partnership updates.
- Provide support for all Fit NOLA projects.

Partner Contributions to Fit NOLA

Over the course of Fit NOLA's growth, partners have brought their commitment, enthusiasm and experience in nutrition and fitness to help the City reach successes in health and wellness. As supporters of the Fit NOLA partnership, we look forward to new perspectives and joint successes between businesses and community organizations. The following are guidelines to a successful Fit NOLA participation. Organizations are expected to:

- Advocate for the physical and nutritional improvement of New Orleanians.
- Link with other partners to create collaborations in health and wellness efforts.
- Attend and participate in Fit NOLA sector meetings and biannual forum gatherings.
- Submit event and organization opportunities for calendar and newsletter inclusion.
- Champion formed (new or existing) Fit NOLA projects.
- Provide organization information for Fit NOLA resource materials.
- Participate in program evaluation by issuing data on organization reach and capacity.



Fit NOLA Partner Activation

| <u>Individual Information</u> |
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| <i>Individual' Name:</i> |
| <i>Individual's Organization:</i> |
| <i>Website:</i> |
| <i>Service Provided:</i> |
| <i>Number of Citizens Served:</i> |

| |
|--|
| <u>How did you hear about us?</u> <input type="checkbox"/> <u>Facebook</u> <input type="checkbox"/> <u>Twitter</u> <input type="checkbox"/> <u>Instagram</u> <input type="checkbox"/> <u>Other (please specify)</u> |
|--|

| Organization Details |
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| <i>Organization Name:</i> |
| <i>Organization Address:</i> |
| <i>Organization Website:</i> |
| <i>Organization Facebook URL:</i> |
| <i>Organization Twitter Handle:</i> |
| <i>Organization Instagram:</i> |
| <i>Services Provided:</i> |
| <i>Number of Citizens Served:</i> |

| Organization Contacts | |
|------------------------------|--------------------------|
| Primary Contact | Secondary Contact |
| <i>Name:</i> | <i>Name:</i> |
| <i>Title:</i> | <i>Title:</i> |
| <i>Telephone:</i> | <i>Telephone:</i> |
| <i>Email:</i> | <i>Email:</i> |

| Fit NOLA Sector of Interest: |
|---|
| <i>(Check all that apply)</i> |
| <input type="checkbox"/> Active Community Design Sector |
| <input type="checkbox"/> School Sector |
| <input type="checkbox"/> Community Sector |
| <input type="checkbox"/> Early Childhood Sector |
| <input type="checkbox"/> Business Sector |
| <input type="checkbox"/> Healthcare Sector |

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|---|
| Do you have a service that you're looking to provide to New Orleanians? <input type="checkbox"/> Yes <input type="checkbox"/> No <i>(i.e., an organization/ individual that provides classes, programs, events, etc.)</i> |
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