

“This City Is Going On A Diet!”



Mick Cornett
Mayor, Oklahoma City

The Problem

- America's obesity epidemic
- Oklahoma City no exception
 - The fast food capital of the nation
 - One of the nation's "fattest cities"
 - 28% obese
- Results in enormous health care costs

Part of the Solution

- Change the culture
 - Bring attention to the problem
 - Provide citizens an impetus to lose weight and an opportunity to do so within a support system



“This City Is Going On A Diet!”

- Put City on a diet on Dec. 31, 2007
- Challenged to lose 1 million pounds
- Launch of web site:
www.ThisCityIsGoingOnADiet.com



A Unique Perspective



- Lost 42 pounds
- Importance of demonstrating empathy, not judgment

The Web Site

- Core feature of the program
- Allows participants, city and corporations to track weight loss
- Allows for social networking
- iPhone features
- Provides clearing house for local weight loss info



A Private Partner



Local corporation steps forward to manage the program and the web site at their expense

Foundation Health Care



The Results

- Massive local and national attention
- Hundreds of thousands of pounds lost
- Tens of thousands signed-up on web site
- More than a dozen local companies competing
- Restaurants launching healthy menus
 - Partnership with Taco Bell
 - Bricktown “Mayor’s Special”

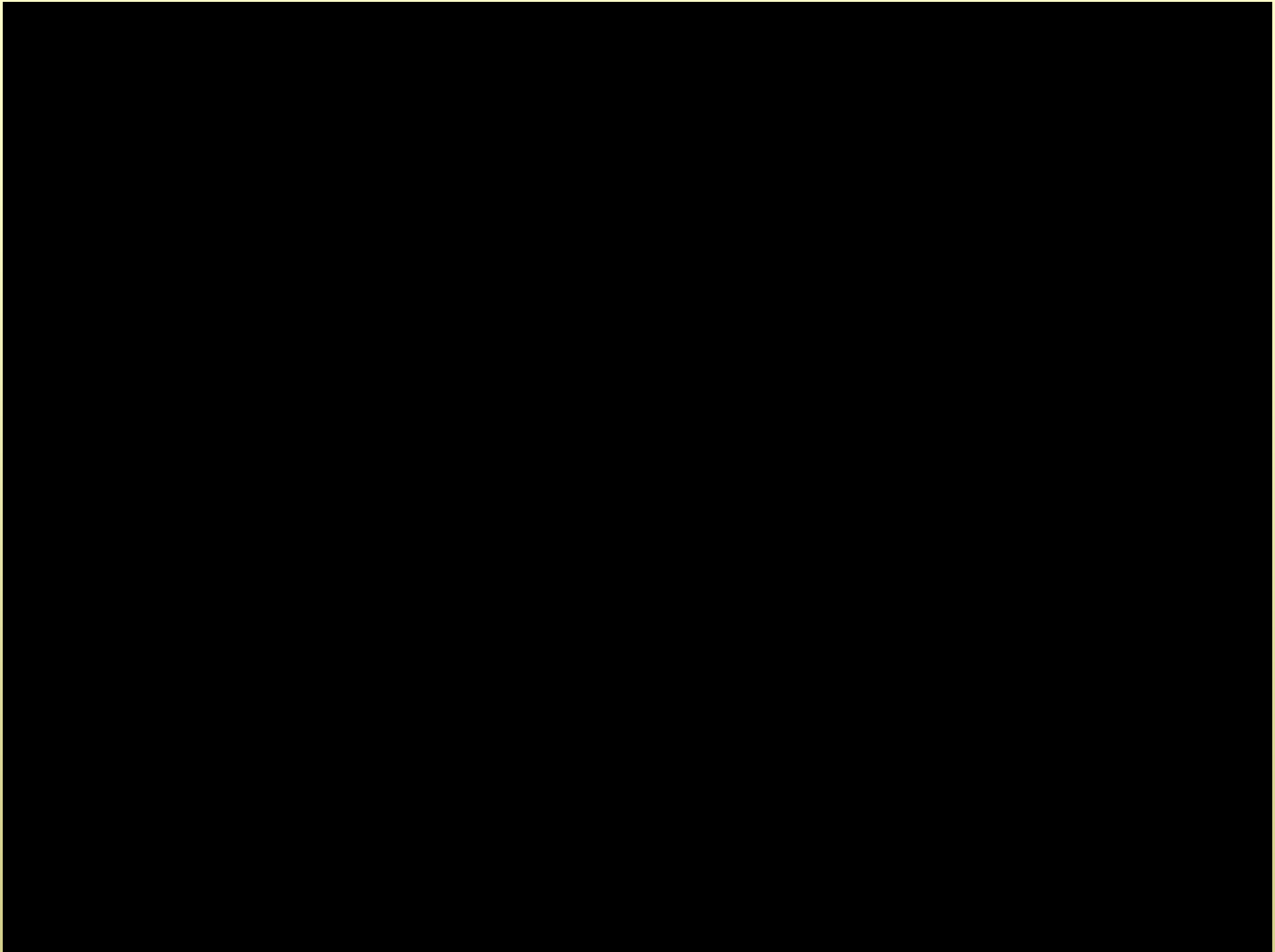


Media Attention

- Ellen Degeneres Show
- The Biggest Loser
- NBC Nightly News
- Al Roker/Food Network
- Time Magazine
- Men's Fitness: "Mayor With a Mission"
- Kathleen Parker: "America's Diet Mayor"
- Dozens of other national and international radio, TV, print and online appearances



Ellen



Success Stories from Participants

- 2 press conferences have been held this year to update on the progress of the initiative
- Chanda Davenport (lost 34 pounds in 3 months): “Because of this challenge, I am now on a healthy path and lifestyle.”
- Jim Craig (lost 62 pounds in 3 months): “Along came... the OKC Million Web site, and I knew it was time. That was my sign. When the mayor pushes you to lose weight, that says something.”



Success stories



Next Steps



- Continuing to promote the web site and add features
- Updating on progress
- Working with other cities to launch their initiatives
- Continuing to let it evolve

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THIS CITY IS GOING ON A DIET!

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Questions and comments...

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