

# “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](http://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”

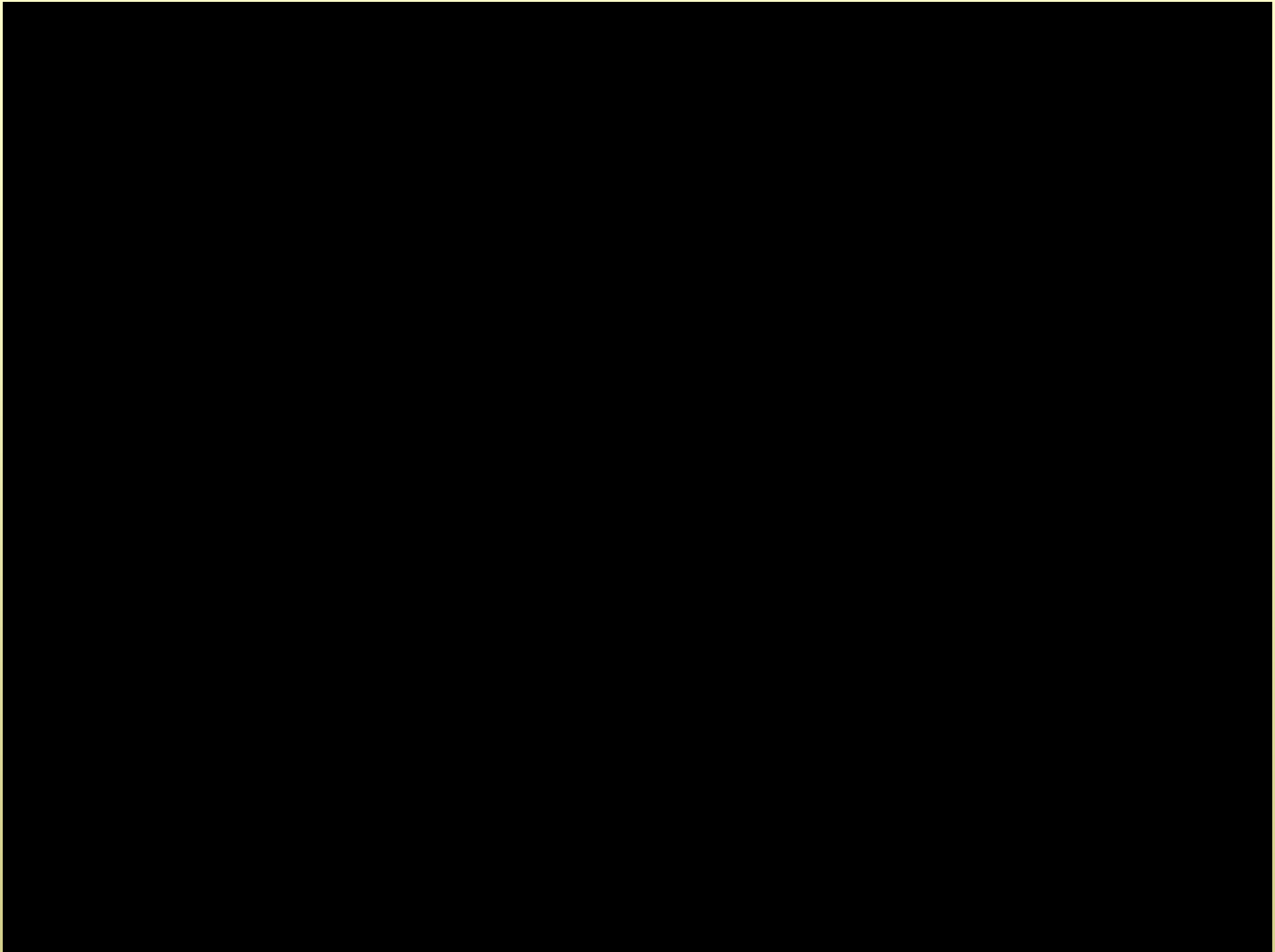


# Media Attention

- 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

**OKLAHOMA CITY, OKLAHOMA**  
**THIS CITY IS GOING ON A DIET!**

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Questions and comments...

**OKC**  
**MILLION**