

CASE STUDY FROM SAN ANTONIO MAYOR'S FITNESS COUNCIL

# Defining Your Community's: Needs, Assets, & Barriers

## History

The San Antonio Mayor's Fitness Council (MFC) was started by Mayor Julian Castro in 2010 as part of a grant to create MFC's across cities in Texas. Since this time the MFC has worked to promote their vision of a San Antonio where residents have opportunities to move more, eat better, and stay connected.

Want to learn more? Check out their [website](#).



## Defining Their Community

Understanding what you mean by 'community' and determining who is included in your target audience are important steps when trying to build a healthy community. The San Antonio MFC decided to focus their work on different sectors of the community specifically, schools, local organizations and businesses as well as community partners. They also have championed their flagship program, the student ambassador program which empowers and equips San Antonio youth to learn to be health change-makers at their schools and in their communities.

## Assessing Community Needs, Assets, & Barriers



In order to determine the needs of their community the council relied on experts, like the San Antonio Food Bank, USAA, the YMCA, area school districts, and San Antonio Metro Health, who were already embedded in the community and had their ear to the ground on the community's needs, assets, and barriers. These stakeholders provided community data and helped San Antonio MFC identify the areas in San Antonio that were most in need.

## Lessons Learned

Looking back, the San Antonio MFC acknowledges the importance of having the buy-in and support of community organizations, businesses, and schools in San Antonio. They have learned the importance of continually listening to their community to adapt their MFC structure to provide support for current needs, such as mental health and COVID-19.

## Steps You Can Take

When determining the needs, assets, and barriers of your community, take stock of your partnerships and really engage with your community members through conversations & listening sessions to see what they need and want.