



## Peer Learning Webinar: How to Achieve the LMCTC Goals in Small Cities

June 20, 2013

# Background

## *Let's Move!* Cities, Towns and Counties

- Latest chapter launched – July 2012
- 5 goals established
  - Achievable and measurable
  - Promote sustainable strategies
  - Provide uniformity across the country
  - Helps inform technical assistance
- Local elected officials are asked to commit to the 5 goals



# *Let's Move!* Cities, Towns and Counties

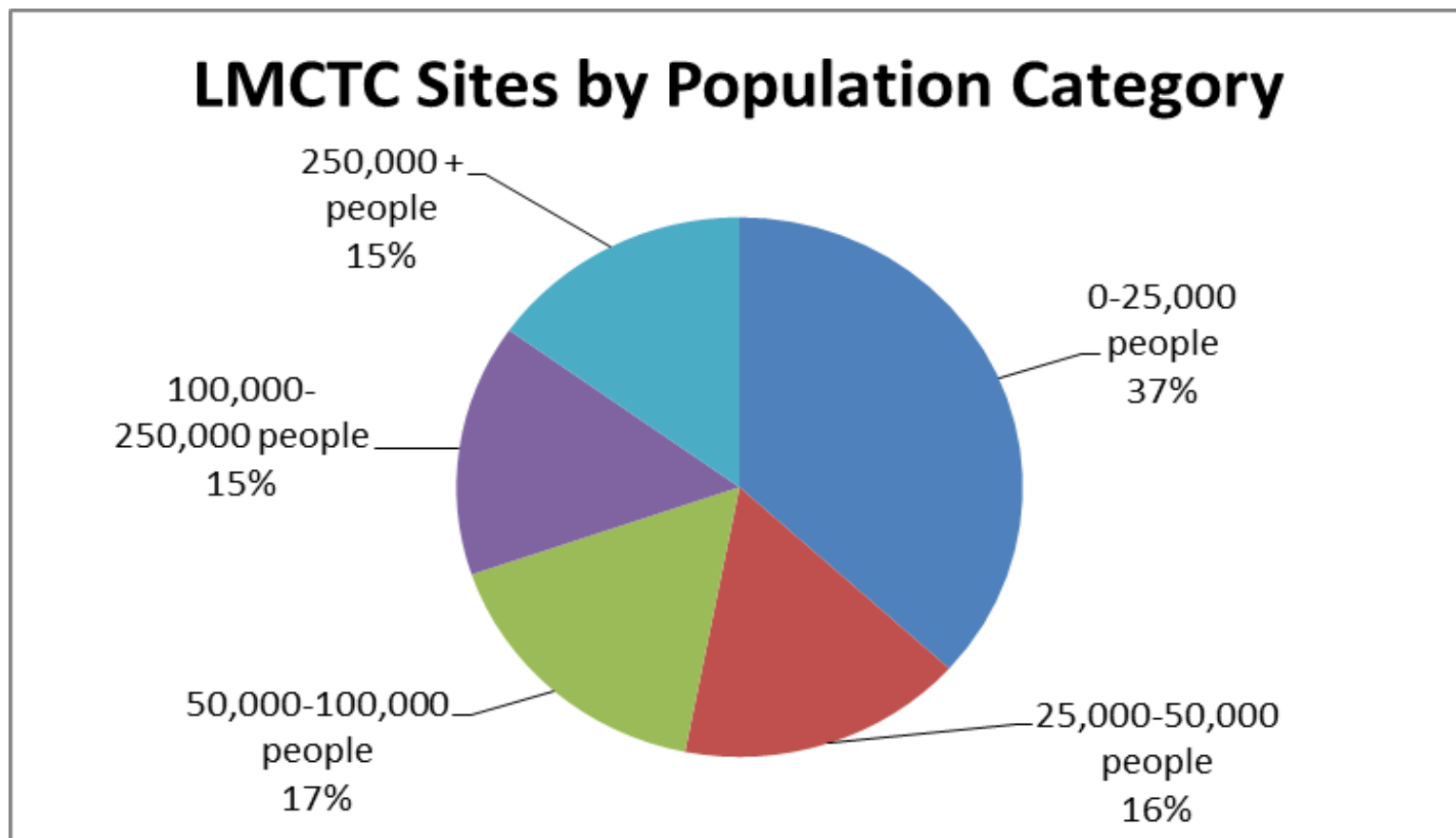
- Goal I: Start Early, Start Smart
- Goal II: MyPlate, Your Place
- Goal III: Smart Servings for Students
- Goal IV: Model Food Service
- Goal V: Active Kids at Play



Explore at: [www.HealthyCommunitiesHealthyFuture.org](http://www.HealthyCommunitiesHealthyFuture.org)

Goals were designed to be feasible for cities of ALL sizes!

# Why Focus on Small Cities?



# Small Cities Have....

- **UNIQUE ADVANTAGES** for collaboration, partnership, and community engagement.

*AND*

- **UNIQUE CHALLENGES** such as limited staff capacity or inadequate resources

# Today's Presenters



- City Councilwoman Cris Welsh, City of Kennesaw, GA

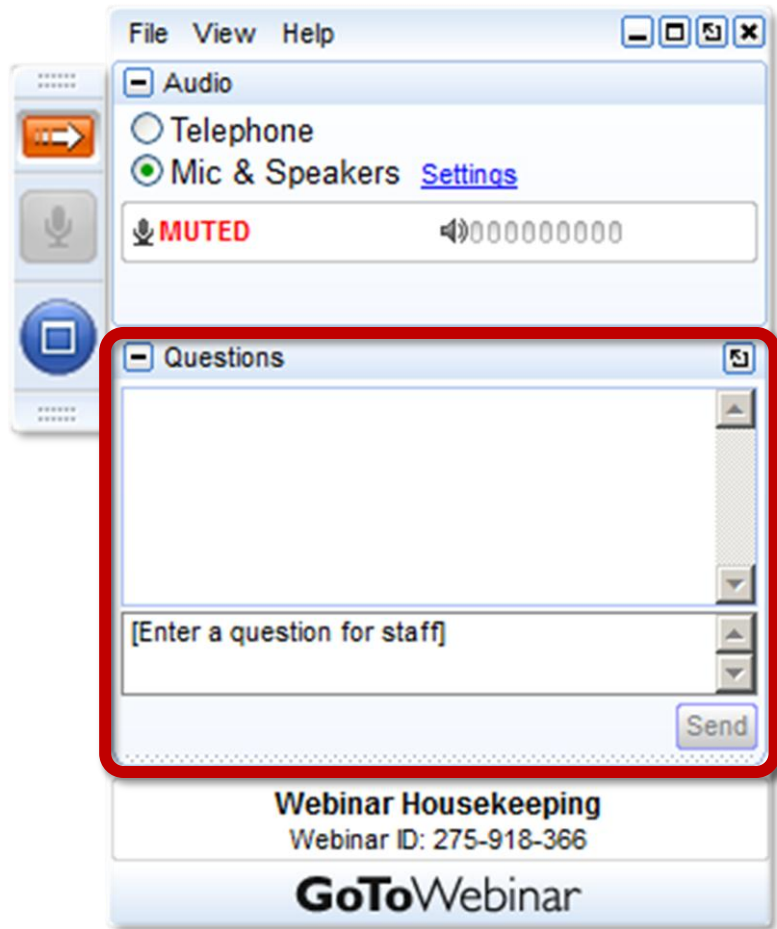


- Mayor Bob Jackson, City of Casa Grande, AZ



- Town Administrator John Moss, Town of Bladensburg, MD

# Send Us Your Questions Throughout



## Your Participation

- Please submit your text questions and comments using the Questions Panel
- Note: Today's presentation is being recorded. Slides and recording will be sent within 48 hours.

# **Local Perspective:**

**City Councilwoman Cris Welsh**

**Kennesaw, GA**

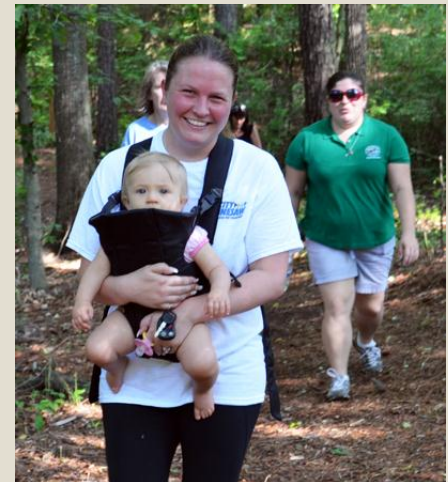
**Population: 29,783**

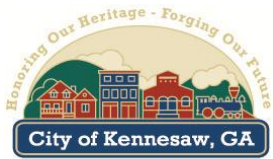


# Paving the Road to Community Wellness



**Presented by Cris Welsh,  
Kennesaw City Council**



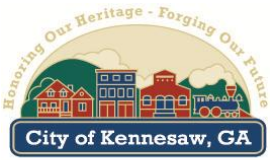


# The Role of Cities



- What role do cities play in actively promoting health and wellness for citizens?
  - Wellness is a quality of life issue
  - Combating childhood obesity is important at all levels, in any arena
  - Healthy communities are Economic Drivers
  - Health and fitness levels are in crisis
    - Michelle Obama's Let's Move!
    - NLC Let's Move! Cities, Towns and Counties
    - Alliance for a Healthier Generation





# NLC Goals



- Utilize the structure that NLC's Let's Move! Cities, Towns and Counties offers
  - Concepts are great but putting structure to them makes it more tangible to people looking at what you are accomplishing





# NLC Goals



## HEALTHY COMMUNITIES

for a **HEALTHY FUTURE**

[HOME](#) [LEARN THE FACTS](#) [GET STARTED](#) [TAKE ACTION](#) [SEE PROGRESS](#) [NEWS](#) [FAQ](#) [RESOURCES](#) [ABOUT US](#)

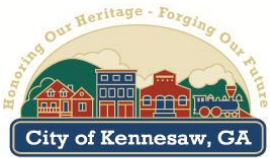
## KENNESAW, GA

Fit City Kennesaw is a city-wide initiative launched in 2012 to address the increasing rate of obesity and concerns over the health of Kennesaw residents. The overall goal is to help prevent and control obesity and other chronic diseases in children, teens and adults by promoting healthy eating habits and regular physical activity.

### MEDALS ACTIVITY (RANK 8)



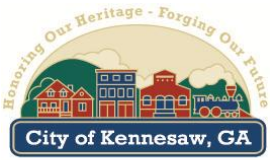
Kennesaw City Council



# Where to Start



- Start by taking inventory of initiatives already in place that fit
  - Re-package programs, activities under a common umbrella
    - 5K races, farmers market, parks & recreation programs
  - Branding: give this umbrella concept a marketable name
- Engage civic leaders at all levels of government, education and get their buy-in
- Form a core group to provide project leadership



# Strategic Partnerships



- Develop strategic partnerships with healthcare organizations



- Identify stakeholders who can help



# Focus Your Targeting



- Decide who will be targeted
  - Families
  - Kids
- Design activities that appeal specifically to this market

# Get the Word Out

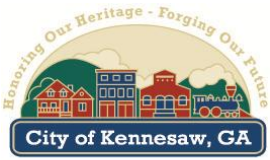


- Get folks excited, involved
  - Plan a kickoff event to give participants a benchmark
  - Use social media to communicate to a wide demographic



- Maintain the enthusiasm with ongoing activities, frequent updating
- Be creative

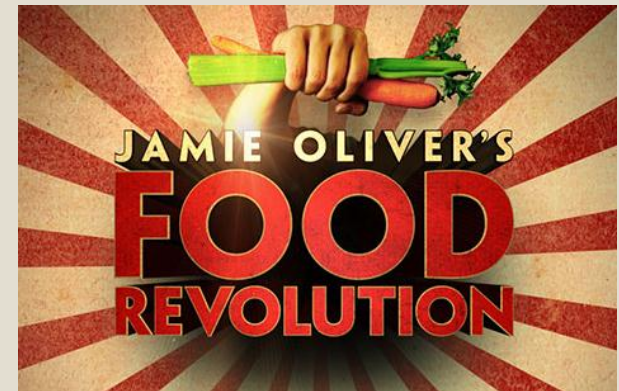


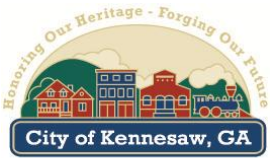


# Tie in Facilities



- Use existing resources and find activities that utilize them
  - Trail Tuesdays
  - Workouts in the Park
  - Cooking Classes
  - Farmers Market
  - Community Garden
  - Sport Leagues
  - Fitness & Exercise Classes



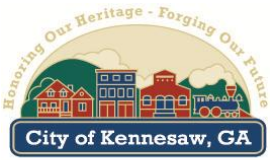


# Don't Reinvent the Wheel



- Volunteer!
  - Serve on committees or boards
  - Cobb County Chamber of Commerce Health and Wellness Committee
- Financial assistance is out there
  - Community Transformation Grant
- Research great ideas that have worked elsewhere
  - Google “Fit City”
  - Originality isn't essential





# Things to Consider



- Be patient!
  - Everyone won't share your enthusiasm
  - Start slow, build momentum, see a snowball effect
- Leave the initiative open-ended
  - Goal: permanent lifestyle changes
  - Encourage long-term commitment through annual events, activities
  - Add new elements to keep folks interested, engaged

# Paving the Road to Community Wellness



Presented by Cris Welsh,  
Kennesaw City Council  
*fitcitykennesaw.com*



**Local Perspective:**

**Mayor Bob Jackson**

**Casa Grande, AZ**

**Population: 48,571**

# *Steps to a Healthier Casa Grande*



*Between Phoenix & Tucson*



# ***How Casa Grande Prepared for Let's Move! Program***

***Improved infrastructure/facilities  
within city – user friendly for  
pedestrians and bikers***

***Developed partnerships with school  
districts, universities, healthcare  
providers, community businesses,  
organizations & groups***



# ***How Casa Grande Prepared for Let's Move! Program***

***Used national initiatives to enhance  
recreational programs implementing  
healthy lifestyle programs***





# ***Let's Move! Gold Medal Award***

***Goal IV Model Food Service - working with the Casa Grande Elementary School District to implement healthy and sustainable food service guidelines***

***Provide 85% free and reduced meals***

***Have provided a salad bar in every elementary and middle school with fresh fruits and vegetables every day***

***Implementing a pilot program serving a mid day snack to 2<sup>nd</sup> graders.***



# ***Let's Move! Gold Medal Award***

***Goal IV Model Food Service - working with the Casa Grande Elementary School District to implement healthy and sustainable food service guidelines***

***Staff training on importance of healthy eating habits***



# *Let's Move!*

## *Partnership with Casa Grande Elementary School District*



# ***Let's Move! Gold Medal Award***

***Goal V Active Kids at Play- increasing opportunities for physical activities***

***Became partner of KABOOM.org***

***All local play spaces are mapped and available on City Web site and Kaboom.org web site***

***Installed Lighted Cross Walks near schools and recreation facilities***



# ***Let's Move! Gold Medal Award***

***Goal V Active Kids at Play- increasing opportunities for physical activities***

***Annual Day of Play***

***Developed hiking trails on CG Mtn.***

***Funded park projects to increase attendance at parks***



# *Kaboom.org Partner*



*The City of Casa Grande has been recognized as a Playful City USA community every year since 2009.*

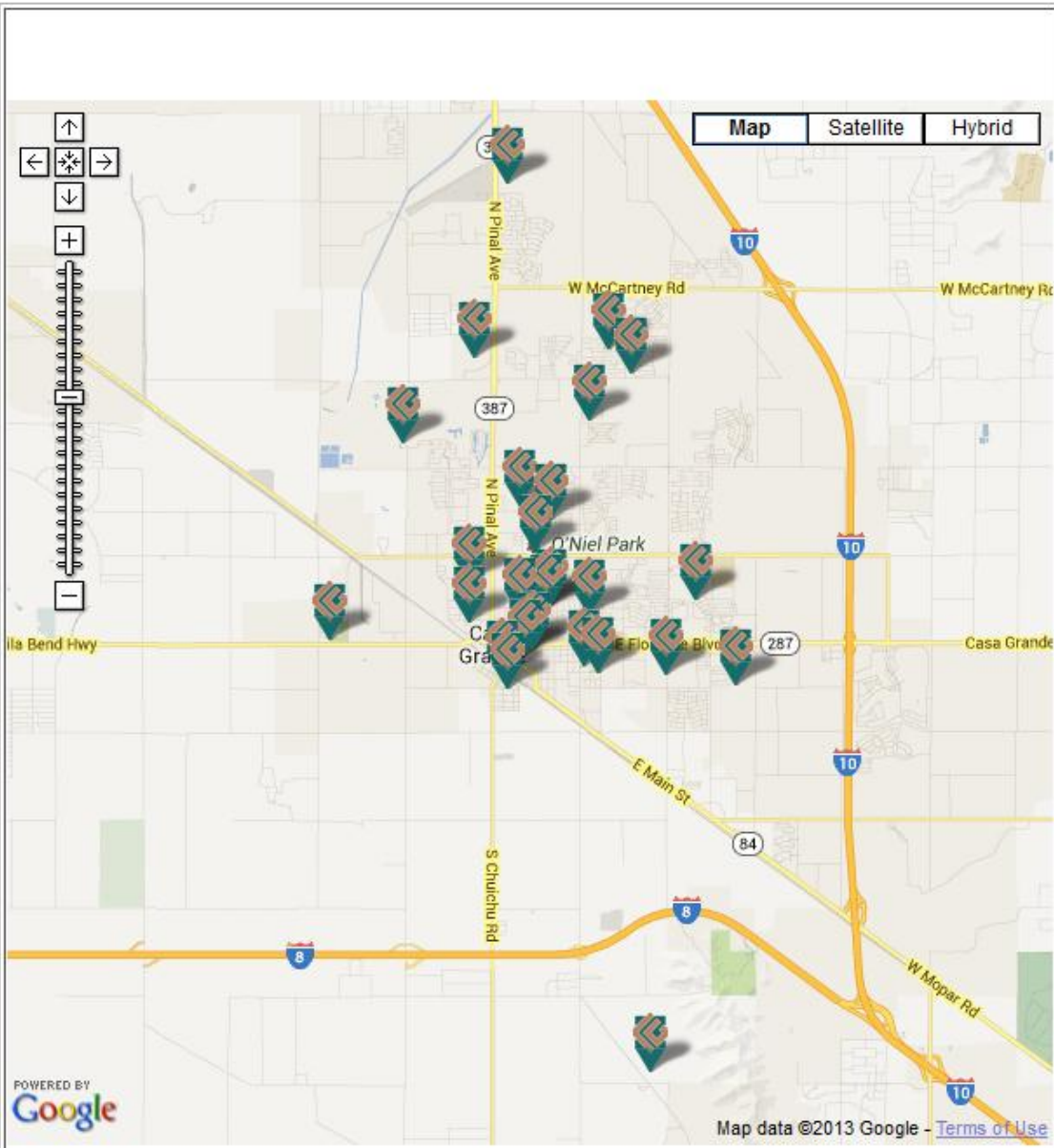


# ***Community Build Play Space Paul Mason Sportsplex***



***Play spaces listed on city website:  
[www.casagrandeaz.gov](http://www.casagrandeaz.gov)***





- [Dave White Regional Park](#)
- [Carr McNatt Park](#)
- [Ed Hooper Rodeo Park](#)
- [Peart Park](#)
- [Villago Park](#)
- [Elliot Park](#)
- [Ward Park](#)
- [Nutt Park](#)
- [Albert Cruz Park](#)
- [Burruss Park](#)
- [College Park](#)
- [Eastland Park](#)
- [Gilbert Park](#)
- [Mosley Park](#)
- [Mountain View Park](#)
- [Rancho Grande Park](#)
- [Rotary Park](#)
- [Sierra Ranch](#)
- [West Park](#)
- [Western Manor Park](#)
- [Casa Grande Mountain Park](#)
- [North Mountain Park](#)
- [O'Neil Park](#)
- [Palm Island Family Aquatics Center](#)
- [Reed Mashore Park](#)
- [Colony Park](#)
- [Ivy Park](#)

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# ***Annual Play Day***

***Held each year in September***

***Over 30 community agencies participate and provide games or activities for the families to play***

***Over 400 participants***

***Able to introduce new activities***







# *Lighted Crosswalks Provide Safe Routes to School*



# ***City of Casa Grande Top 5 Lessons Learned***

***It doesn't happen over night***

***Partnerships are Key***

***Plan for the future***

***Evaluate current resources/programs***

***Learn from mistakes—better marketing***



# ***City of Casa Grande Top 5 Tips for Success***

***Use the Let's Move! website/staff as resource***

***Watch webinars to learn from others***

***Volunteers are key - Get the youth in the community involved***

***Don't get discouraged***



# **Local Perspective:**

**Town Administrator John Moss**

**Bladensburg, MD**

**Population: 9,148**

# LET'S MOVE



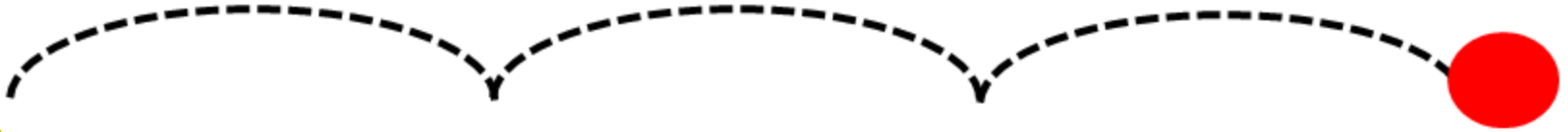
BLADENSBURG



***"We like to move it, move it."***



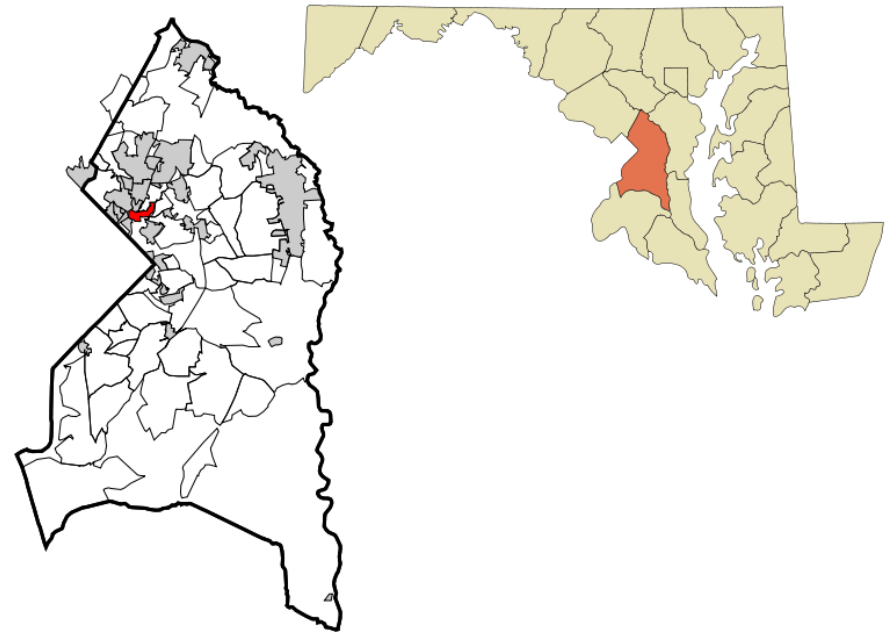
# Overview



Originally called **Garrison's Landing**, Bladensburg was renamed in honor of Thomas Bladen, governor of Maryland, **1742**–1747; is located about **3 miles from Washington D.C.**

The population is **9,123** as listed in the 2010 census. all living in about a **1.1. square mile community**.

**The community is very diverse** hosting 12.6% White, 65.6% African American, 0.5% Native American, 2.0% Asian, 16.6% from other races, and 2.7% from two or more races. Hispanic or Latino of any race were 26.9% of the population.



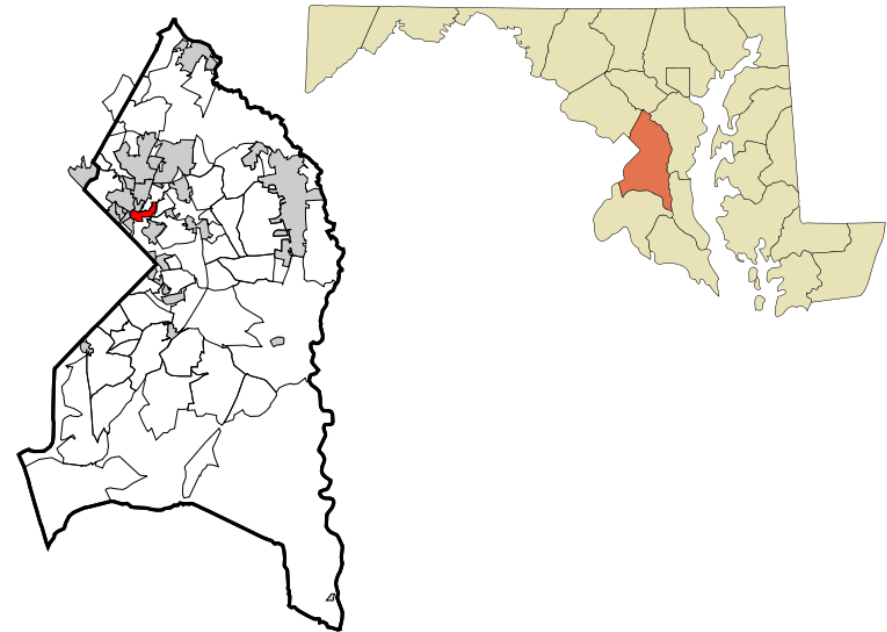
*"We like to move it, move it."*

# Overview

The community (*like many American communities*) seems to have **a number of fast food establishments, but lacking other food sources.**

Our community health statistics for our community are illustrative of **illness born from issues related to obesity and lack of exercise.**

We found it imperative to address these issues through a **combined –integrated effort.**



  
"We like to move it, move it."

# *Three Focus Areas*



**Education**

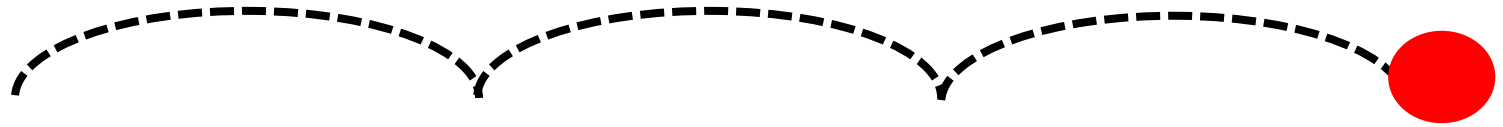
**Partnerships**

**Community Engagement**



  
*"We like to move it, move it."*

# *Education*



## *Staff/ Employee Education*

*Information in management staff meetings*

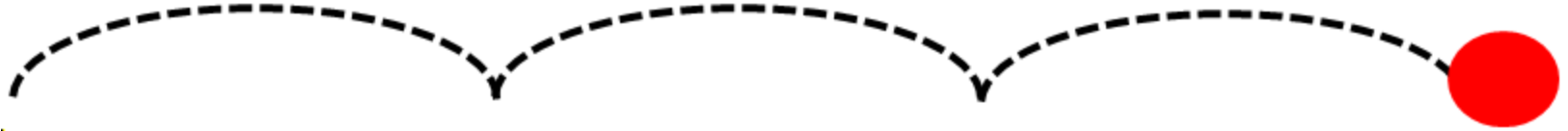
*“What do you know” Flyers with Checks.*

*Local Gym Memberships*



*“We like to move it, move it.”*

# Partnerships



## *Joined Ongoing Community Health Partnerships*

*Tapped into:*

*-Information*

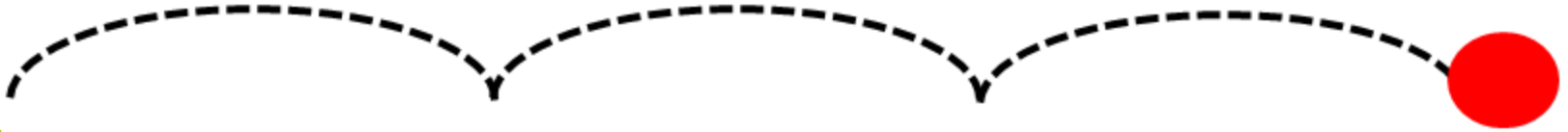
*-Events*

*- Outgoing Information systems*



*"We like to move it, move it."*

# *Community Engagement*



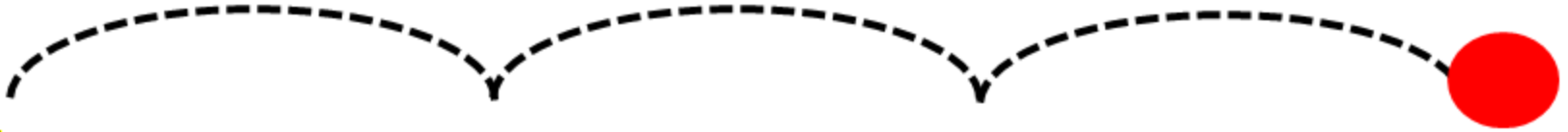
## *Community Information*

- *Email server lists*
- *Newsletter*
- *Community Police officers*



 "We like to move it, move it."

# *Community Engagement*



## *Promoting a Walkable Environment*

- *Community Assessment and feedback*
- *Resulted in Enhanced sidewalks*

## *Community Events*

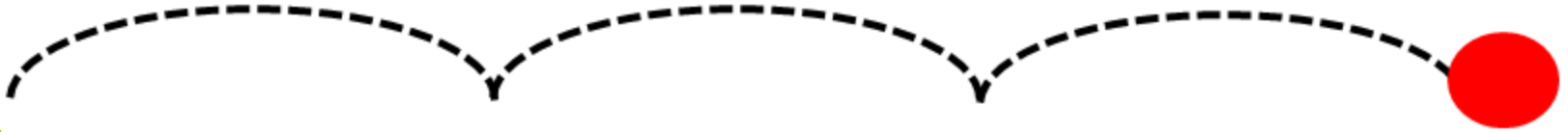
*(All have physical activity segments.)*

- *National Night Out*
- *Community Festivals*



*"We like to move it, move it."*

# *For More Information*



*Mr. John Moss  
Town Administrator  
The Town of Bladensburg  
301-927-7048*



  
*"We like to move it, move it."*



# LET'S MOVE



BLADENSBURG



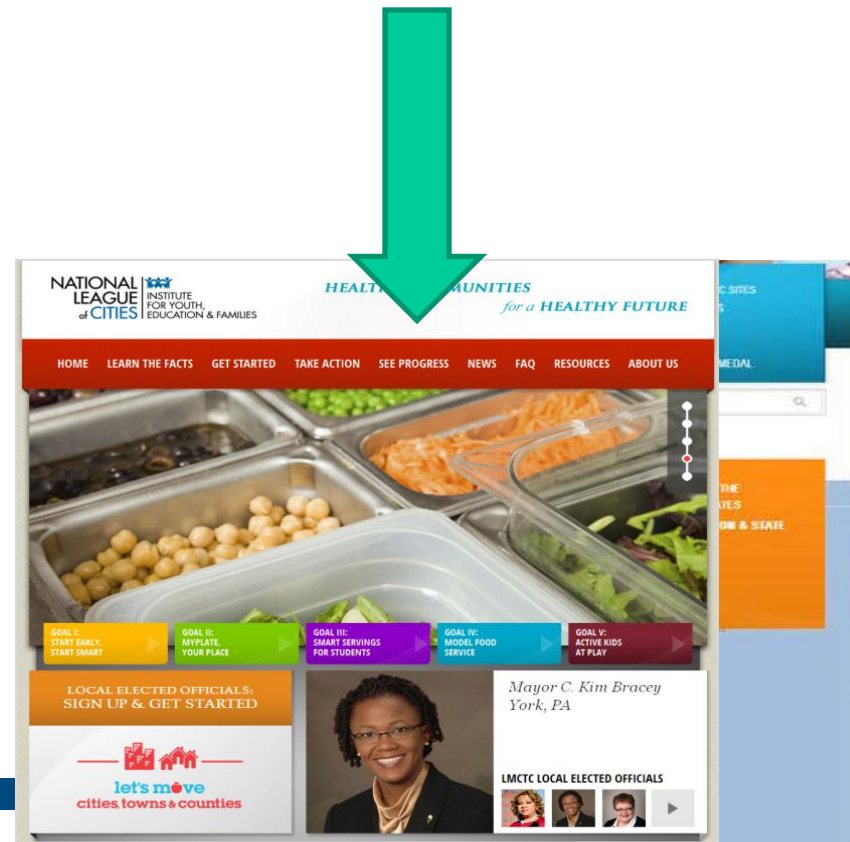
***"We like to move it, move it."***

# More information on LMCTC

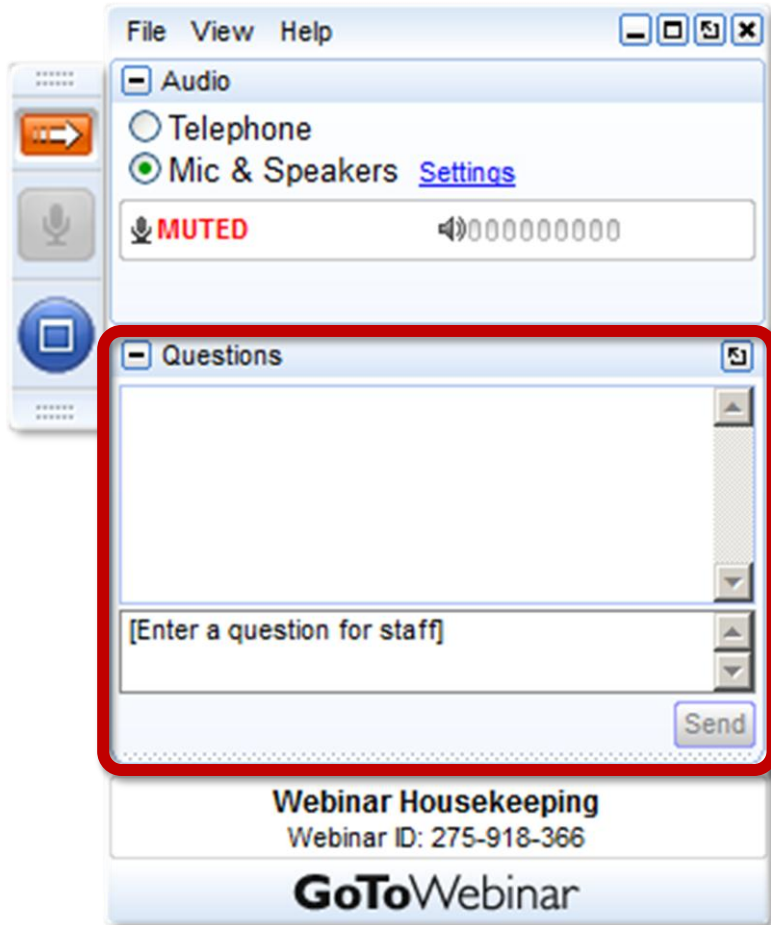
Visit: [www.HealthyCommunitiesHealthyFuture.org](http://www.HealthyCommunitiesHealthyFuture.org)

See if your city, town or county's local elected official is participating by going here:

Home page -> See Progress



# Questions and Answers



## Your Participation

- Please submit your text questions and comments using the Questions Panel
- Note: Today's presentation is being recorded. Slides and recording will be sent within 48 hours.

# Next Two Webinars

July 16 at 3pm ET—How Mid-Sized Cities  
(population 50,000 to 200,000) Can Achieve the  
LMCTC Goals

August (Dates TBA) at 3pm ET—How Large Cities  
(population over 200,000) Can Achieve the  
LMCTC Goals

# THANK YOU!!!

Contact info:

Tracy Wiedt

wiedt@nlc.org

202.626.3002

Elena Hoffnagle

hoffnagle@nlc.org

202.626.3012

[www.HealthyCommunitiesHealthyFuture.org](http://www.HealthyCommunitiesHealthyFuture.org)