



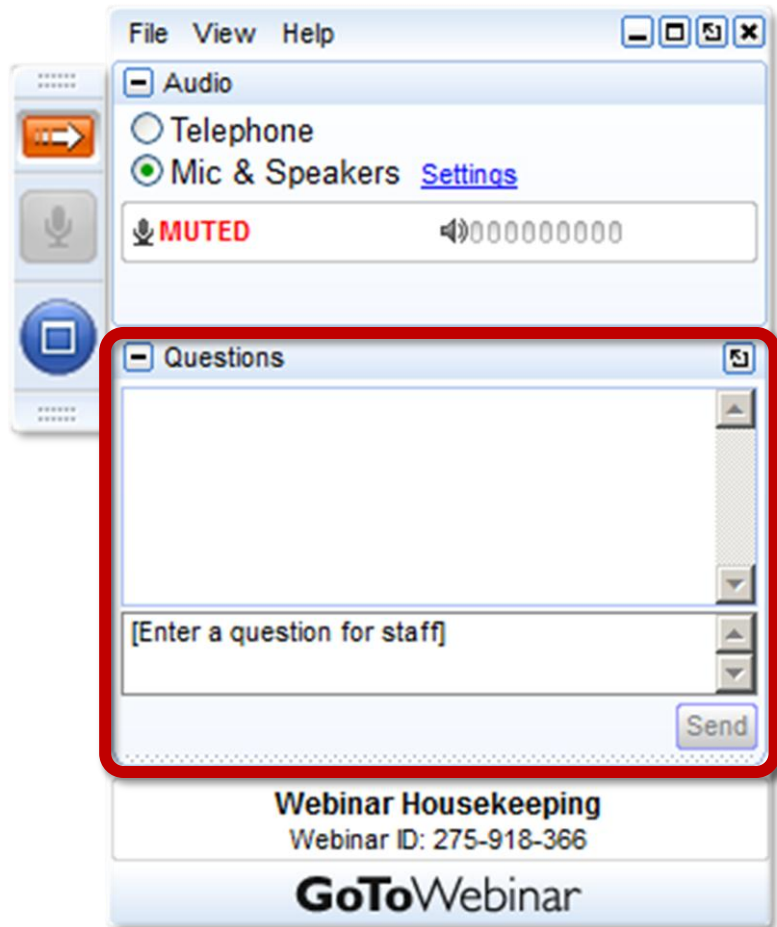
“I’ve Signed Up! Now What?”
Orientation and Refresher Webinar
October 17, 2013

Agenda

- Agenda:
 - Background and overview of LMCTC
 - Medal status survey
 - Receiving medals and sharing your success
 - Keeping up the momentum!
 - Local perspective from Lakewood, Colorado
 - November 14, 2013 events and opportunities
 - Questions?



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.

Let's Move! Cities, Towns and Counties (LMCTC)

- LMCTC is a key part of First Lady Michelle Obama's *Let's Move!* Campaign.
 - Initiative was enhanced in July 2012
- NLC is working in partnership with HHS, and with the support of USDA, NACo and other nonprofit organizations.
- To date, over 360 cities, towns and counties participating have been awarded nearly 1,100 medals.



- The *Let's Move!* Cities, Towns and Counties (LMCTC) Website:

www.HealthyCommunitiesHealthyFuture.org

NATIONAL LEAGUE OF CITIES INSTITUTE FOR YOUTH, EDUCATION & FAMILIES

HEALTHY COMMUNITIES for a HEALTHY FUTURE

HOME LEARN THE FACTS GET STARTED TAKE ACTION SEE PROGRESS NEWS FAQ RESOURCES ABOUT US

Who's Participating in *Let's Move!* Cities, Towns and Counties? Click here

GOAL I: START EARLY, START SMART

GOAL II: MY/PLATE, YOUR PLACE

GOAL III: SMART SERVINGS FOR STUDENTS

GOAL IV: MODEL FOOD SERVICE

GOAL V: ACTIVE KIDS AT PLAY

NEWS "The Town That Health Built" - Spotlight on Jackson, Tennessee - By Sandy MacDiarmid, Superintendent, City of Jackson - Recreation & Parks - The City of... More →

Five LMCTC Goals

Five goals were established for cities, towns and counties participating in LMCTC:

- These goals:
 - Build upon existing resources and activities
 - Are achievable and measurable
 - Promote sustainable strategies
 - Provide uniformity across the country
 - Help inform our technical assistance



Let's Move! Cities, Towns and Counties - Goals

Goal I: Start Early, Start Smart

- Helping early care and education providers incorporate best practices for nutrition, physical activity and screen time into their programs.

Goal II: MyPlate, Your Place

- Prominently displaying MyPlate in all municipally- or county- owned or operated venues where food is offered or sold.



Goal III: Smart Servings for Students

- Increasing participation in school breakfast and lunch programs.

Let's Move! Cities, Towns and Counties – Goals Continued

Goal IV: Model Food Service

- Implementing healthy and sustainable food service guidelines that are aligned with the *Dietary Guidelines for Americans* at municipally- or county- owned or operated venues that serve food.

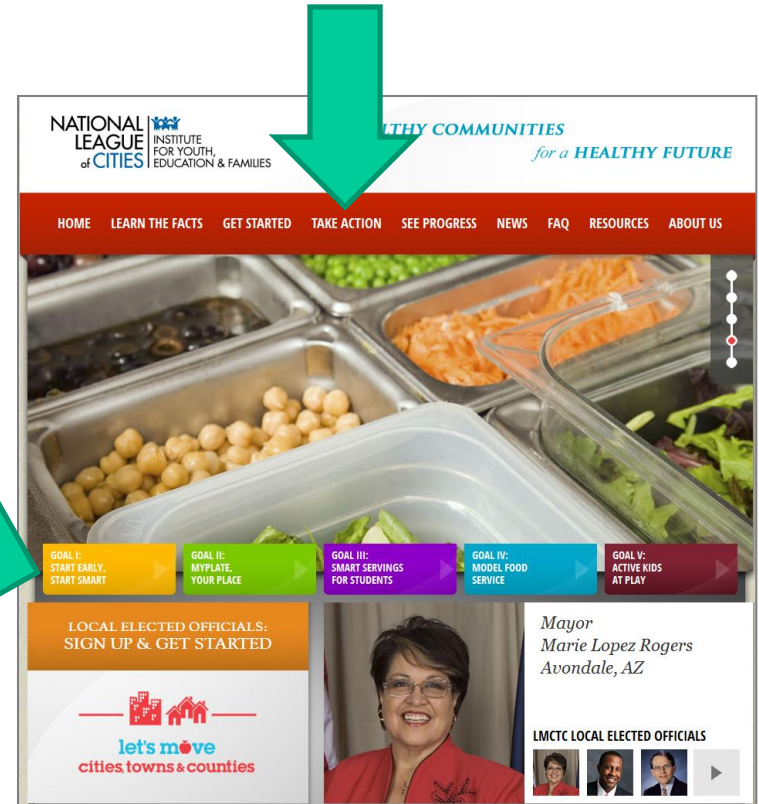
Goal V: Active Kids at Play

- Mapping local playspaces, completing a needs assessment, developing an action plan, and implementing a minimum of three proven policies, programs or initiatives aimed at increasing access to play.



Explore the five goals:

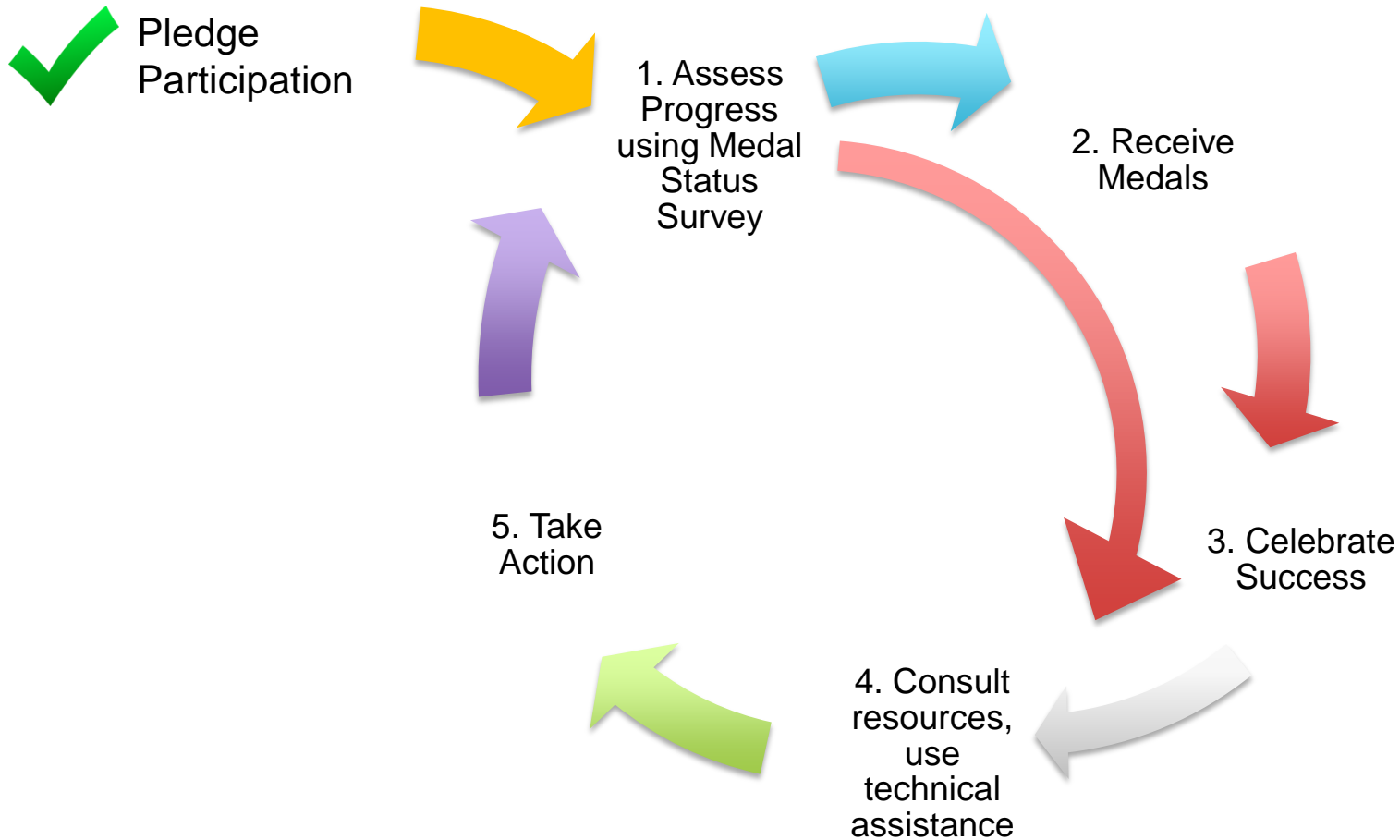
- Each goal has bronze, silver and gold benchmarks.
- You can visit each goal page from the website homepage or from the “Take Action” tab.
- For example, see Goal I Page: <http://www.healthycommunitieshealthyfuture.org/goals/goal-i/>



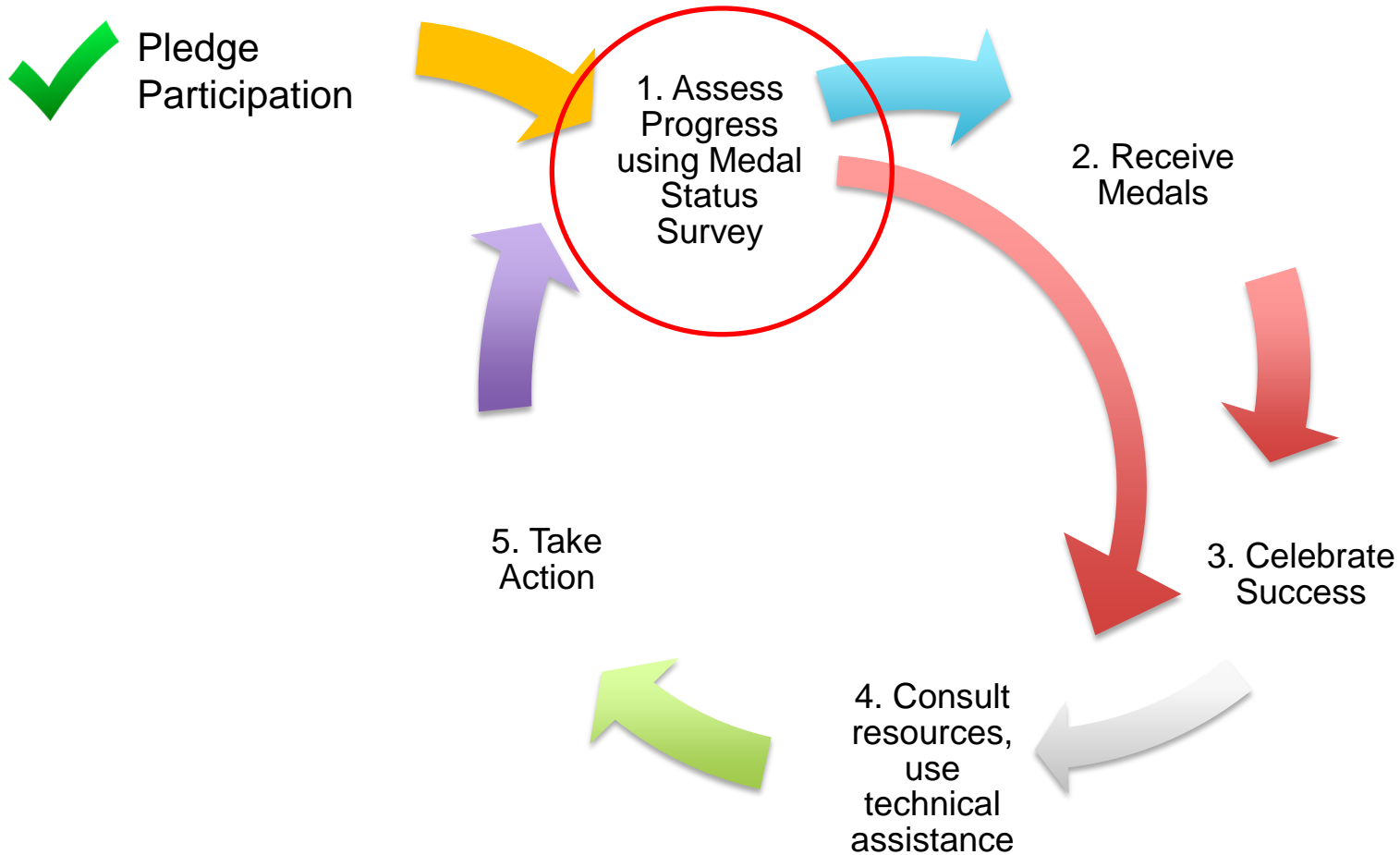
**So you've signed
up! Congratulations!**

What's next???

Process Chart



Process Chart



Step 1: Assess Starting Point with Medal Status Survey

The medal status survey is your first step after signing up for LMCTC.

- Allows you to assess your progress to date on the five LMCTC goals.
- Many LMCTC sites have already completed some work on the five goals.
- Helps you identify next steps for action and areas where technical assistance might be needed.
- Work with local partners on taking action.

Step 1: Medal Status Survey

How do I access my survey?

- Every LMCTC site has a unique survey link: <http://lmctc.org/survey/questions/9sM6n8dgli>
- Survey link was sent via sign up confirmation email and welcome email from Elena Hoffnagle at NLC (hoffnagle@nlc.org)
- Email lmctc@nlc.org if you need link.
- Can submit the survey through a Word Document if preferred.

Sample Medal Status Survey

<http://lmctc.org/survey/questions/9sM6n8dgli>

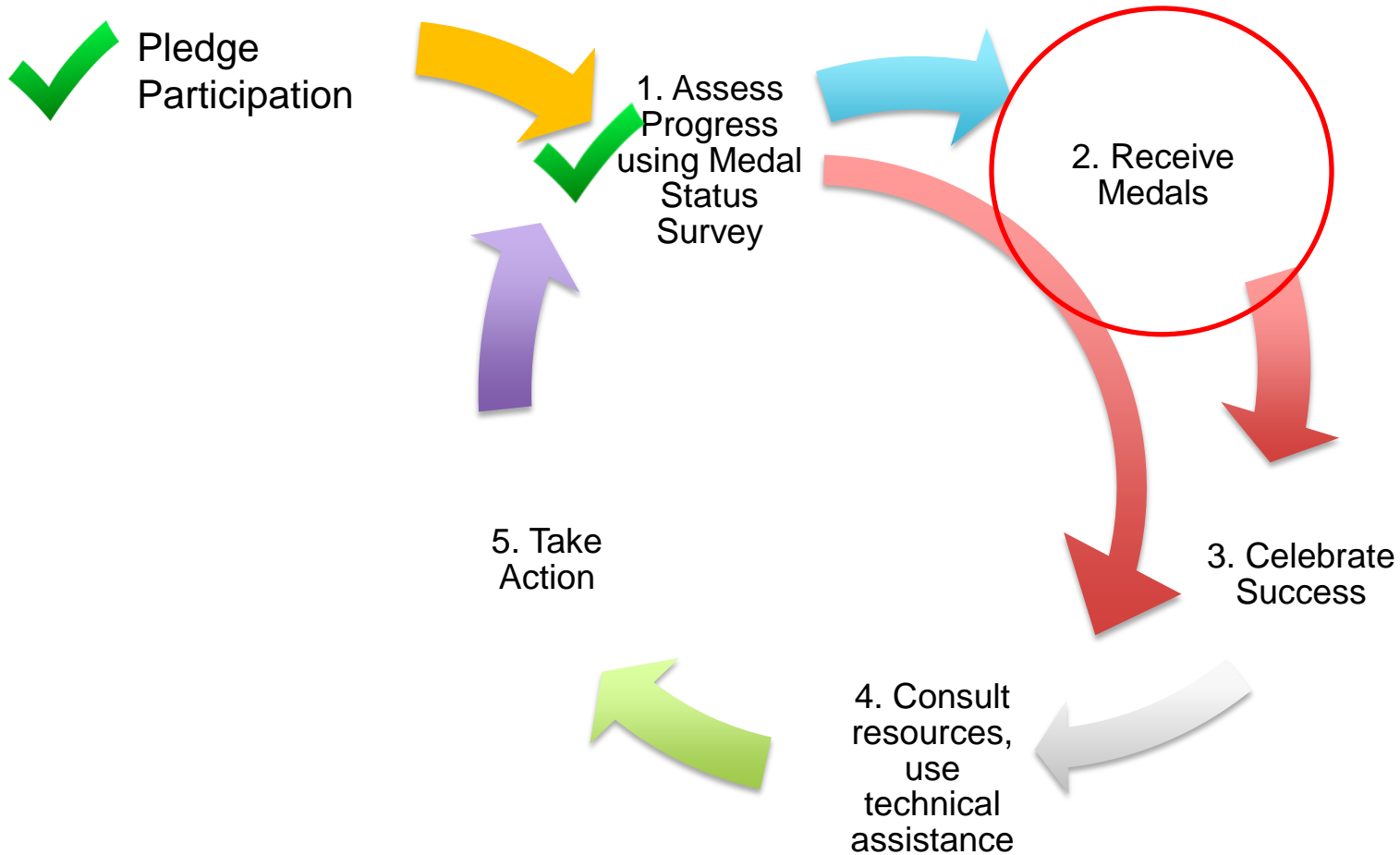
- *How to submit survey*
- *Mandatory sections*
- *How to gather information from city departments*

Step 2: Receive Medals from NLC

**Survey Info =
Medals!!**

Your survey responses let us know what progress you have made on the LMCTC goals.

Process Chart



Step 2: Receive Medals from NLC

- NLC awards bronze, silver, and gold medal certificates at the end of each month.
- The deadline for each month's medal awarding is usually a few days before the end of the month. Special celebratory session in Nov.
- Medals appear on your community profile page and rank changes on the medal standings page.

HOME LEARN THE FACTS GET STARTED TAKE ACTION SEE PROGRESS NEWS FAQ RESOURCES ABOUT US

LAKWOOD, CO

Occupying 45-square miles and with a population of 143,000, Lakewood is the third largest city in the Denver metro area. One quarter of the land is dedicated to parks, open space and trails, and the City has several major employment centers. Residents are served by the Jefferson County Public School District and a number of partnerships exist between the two entities. A sampling of the City's facilities include 4 recreation centers, 38 playgrounds, 26 neighborhood parks, 165 miles of bike trails, 100 miles of walking paths, 100+ miles of trails, 4 Start Centers and 2 additional centers.

MEDALS ACTIVITY (RANK 6)

I II III IV V

Mayor Bob Murphy

GOAL I. START EARLY, START SMART
Critical to Our Success:
Promoting and prioritizing Early Childhood Education is a priority in Lakewood. Lakewood's Family Services Division is an active participant in the Early Childhood Council and is an active partner with Childcare Innovations, Jefferson County's resource and referral agency. Unique programs we offer include hands on activities for children and families to grow and prepare nutritious food together.

Next Steps:
Next steps include integrating the principles of LMCTC in every day activities with children and their families and sharing this information with our local partners and collaborators.

COMPARE TO:
LMCTC Site

DEMOGRAPHICS

PHOTO GALLERY

KEY PARTNERS

MEDAL STANDINGS

Gold, silver, and bronze medals, with associated benchmarks, have been established for the Let's Move! Cities, Towns, and Counties (LMCTC) goals. Over the next year, LMCTC sites have the opportunity to earn gold medals in each of the five goal areas! As LMCTC site's medal status will be updated when they achieve a benchmark as indicated through information they provide in the initiative's survey. Priority ranking has been given to LMCTC sites who have earned the most gold medals, while at the same time prioritizing LMCTC sites with medal achievement in multiple goals. Updates will occur on this page once a month.

Click on a city, town, or county name, to view their specific profile which highlights their success to date!

	I	II	III	IV	V
Beaumont, TX	Gold	Gold	Silver	Gold	Gold
Columbia, SC	Gold	Gold	Silver	Gold	Gold
2. Knox County, TN	Gold	Gold	Silver	Gold	Gold

INTERACTIVE MAP OF LMCTC SITES
DIRECTORY OF LMCTC SITES
LMCTC ACTIVITY
MEDAL STANDINGS
PROCESS FOR EARNING A MEDAL

LOCAL ELECTED OFFICIALS
SIGN UP & GET STARTED

let's move
cities towns & counties

RECENT MEDAL ACHIEVEMENTS

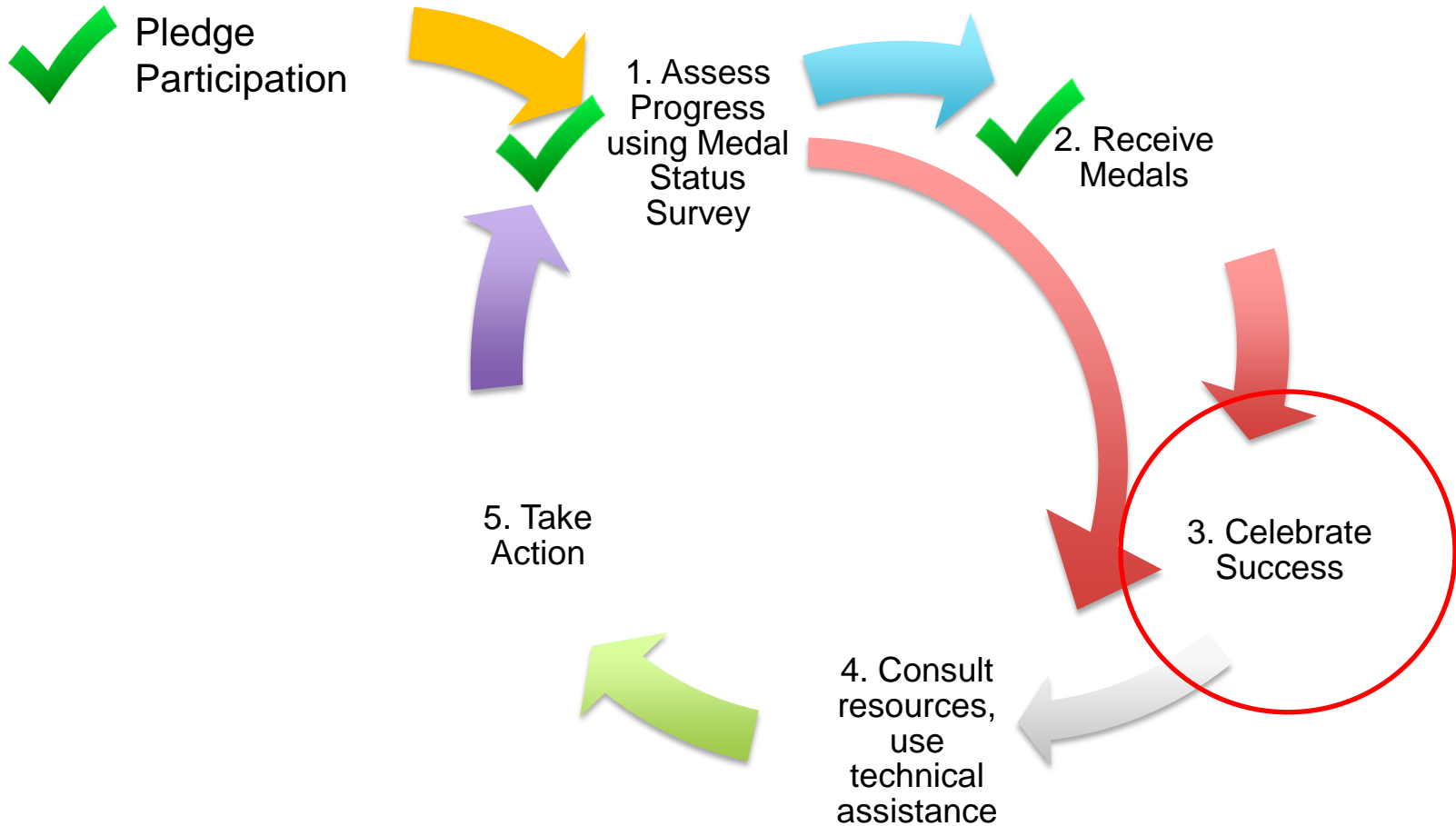
GOLD SILVER BRONZE

AGAWAM, MA
EARNED A GOLD MEDAL FOR GOAL V

HAWAIIAN GROVES, CA
EARNED A GOLD MEDAL FOR GOAL IV

BROOKFIELD, ME
EARNED A SILVER MEDAL FOR GOAL IV

Process Chart



Step 3: Celebrate success!

- Use NLC's local press release template to generate media coverage.
- Use city platform to share the news.
- Add content to your community profile page!
 - Content is reviewed and posted in 24-48 hours.
 - Gives us a better idea of the full extent of your activities.
 - Opens the door for additional recognition/spotlight opportunities.

The screenshot shows the 'Healthy Communities' profile page for Lakewood, CO, on the National League of Cities website. The page features a navigation bar with links like 'HOME', 'LEARN THE FACTS', 'GET STARTED', 'TAKE ACTION', 'SEE PROGRESS', 'NEWS', 'FAQ', 'RESOURCES', and 'ABOUT US'. The main content area is titled 'LAKEWOOD, CO' and includes a paragraph about the city's commitment to health. Below this is a 'MEDALS ACTIVITY (RANK 6)' section with a progress bar and a list of goals. The goals listed are:

- GOAL 1: START EARLY, START SMART**
*Critical to our success: Promoting and prioritizing early childhood education as a priority in Lakewood. Lakewood's Family Start Initiative is an active participant in the Family-Childhood Connected and is an active partner with Children's Hospital, Jefferson County's extensive and robust agency. Our program enables families to have an active role for children and families to grow and progress together. **Next Steps:** Start small, include using existing programs of staff, set early day activities with children and their families and sharing this information with our local government and stakeholders.
- GOAL 2: IMPROVE YOUR PLACE**
*Critical to our success: The City of Lakewood is currently working with the City of Aurora to create a program that will allow for a balanced approach to proper nutrition can be seen at most of the city's facilities that serve food. **Next Steps:** Our goal is to create a Star to eat lunch with kids on their first day of camp, giving suggestions for how to pack a healthy lunch, and the other side of the Star we will promote it!
- GOAL 3: SMART SERVICES FOR STUDENTS**
*Critical to our success: Lakewood students are served by Jefferson County Public Schools. There is a local public health center in the city, and the city is currently working on a grant to create a program that will allow for a balanced approach to proper nutrition can be seen at most of the city's facilities that serve food. **Next Steps:** Our goal is to create a Star to eat lunch with kids on their first day of camp, giving suggestions for how to pack a healthy lunch, and the other side of the Star we will promote it!

On the right side of the page, there is a profile picture of Mayor Bob Murphy and a 'COMPARE TO' section with a dropdown menu. Below that is a 'DEMOGRAPHICS' section with a bar chart showing population data for various categories. At the bottom right, there is a 'PHOTO GALLERY' section with a grid of images and a 'KEY PARTNERS' section.

Step 3: Celebrate success!

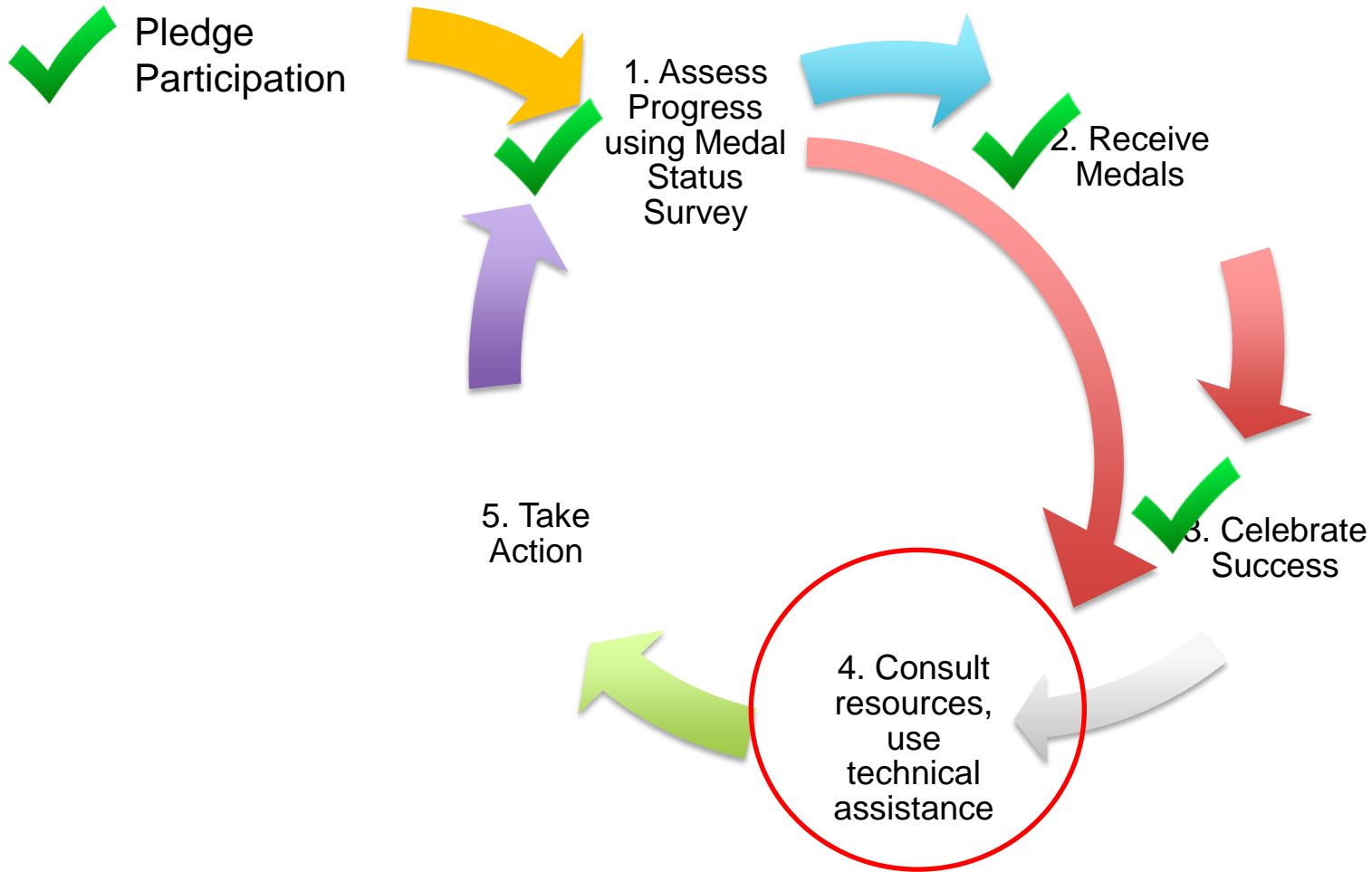
Adding content to your community profile page:

The screenshot shows the website interface for Lakewood, CO. At the top, it features the National League of Cities logo and the text 'HEALTHY COMMUNITIES for a HEALTHY FUTURE'. A navigation bar includes links for HOME, LEARN THE FACTS, GET STARTED, TAKE ACTION, SEE PROGRESS, NEWS, FAQ, RESOURCES, and ABOUT US. The main content area is titled 'LAKEWOOD, CO' and includes a description of the city's size and population. A 'MEDALS ACTIVITY (RANK 6)' section shows five medals. Below this are three goal sections: 'GOAL I: START EARLY, START SMART', 'GOAL II: MYPLATE, YOUR PLACE', and 'GOAL III: SMART SERVINGS FOR STUDENTS'. Each goal section includes a 'Critical to Our Success' statement and 'Next Steps'. A 'Mayor Bob Murphy' profile picture is shown. On the right, there is a 'COMPARE TO:' dropdown menu set to 'LMCTC Site' and a 'DEMOGRAPHICS' section with a table of statistics.

Demographic	Percentage
Population	142,980
Race	62% White
	2% Black
	1% Amer. Indian / Alaska Native
	1% Asian
	6% Native Hawaiian / Pac. Islander
	14% Two or more races
	22% Hispanic or Latino
	7% White non Hispanic
Age	21% Under 18
	79% 18+
Land	42 square miles
Income	12% of persons below poverty level

- Once you complete the medal status survey, send your access code (the code at end of survey link).
- Scroll down to bottom right and enter your code where it says, “Are you the local elected official? Click here to update your page.”
- Templates available.

Process Chart



Step 4: Consult resources and technical assistance providers

Keep making progress to get to gold in the five NLC goals. What resources are available?

- LMCTC Website:

www.HealthyCommunitiesHealthyFuture.org

- *Steps to Success*
- *Resource Page*
- *FAQ*
- *Webinar Archive*

Resources—Staff

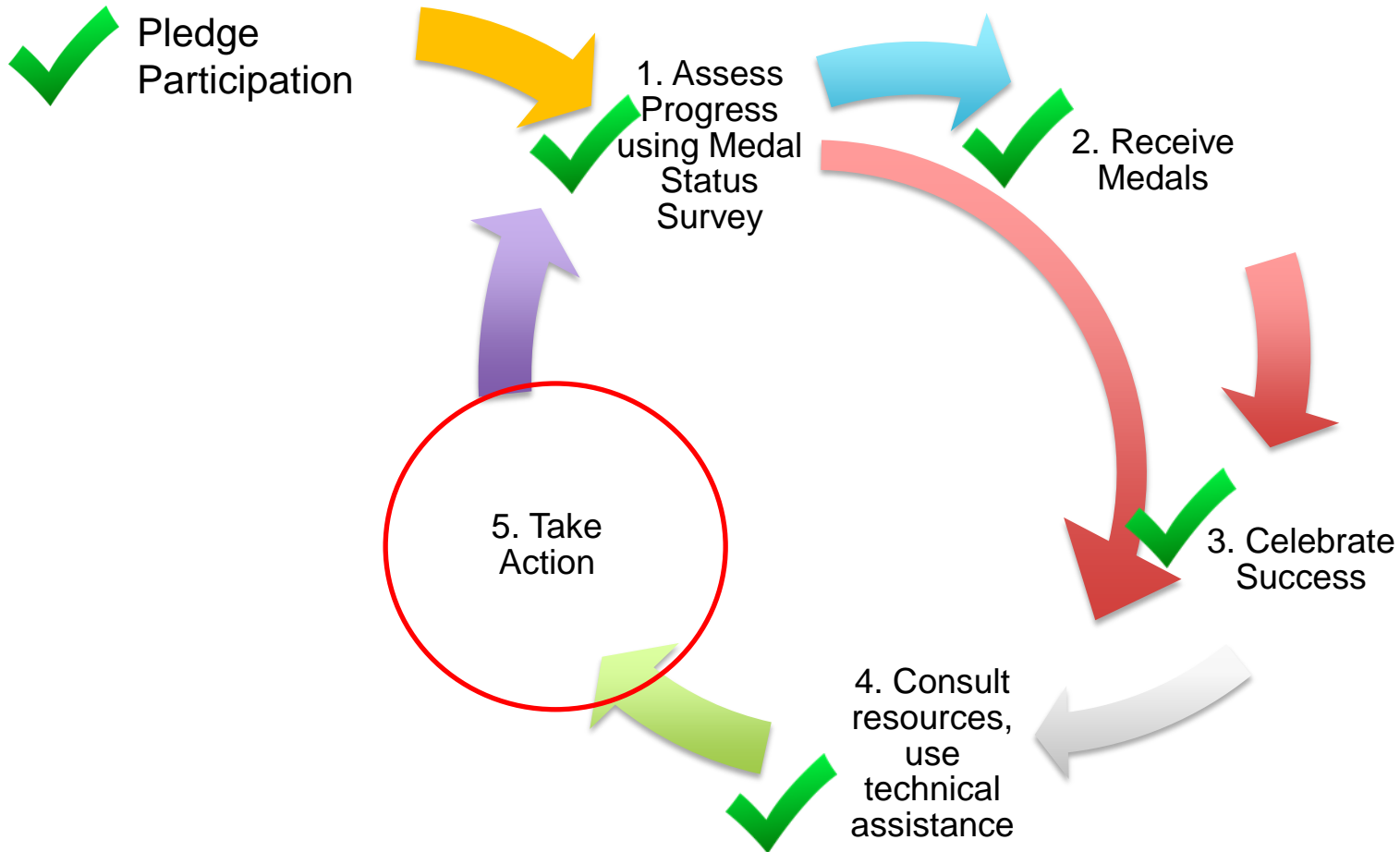
NLC Staff: Tracy Wiedt
wiedt@nlc.org
202.626.3002

Elena Hoffnagle
hoffnagle@nlc.org
202.626.3012

HHS Staff: Every region has dedicated staff.

Subject Matter Experts: We can connect you.

Process Chart

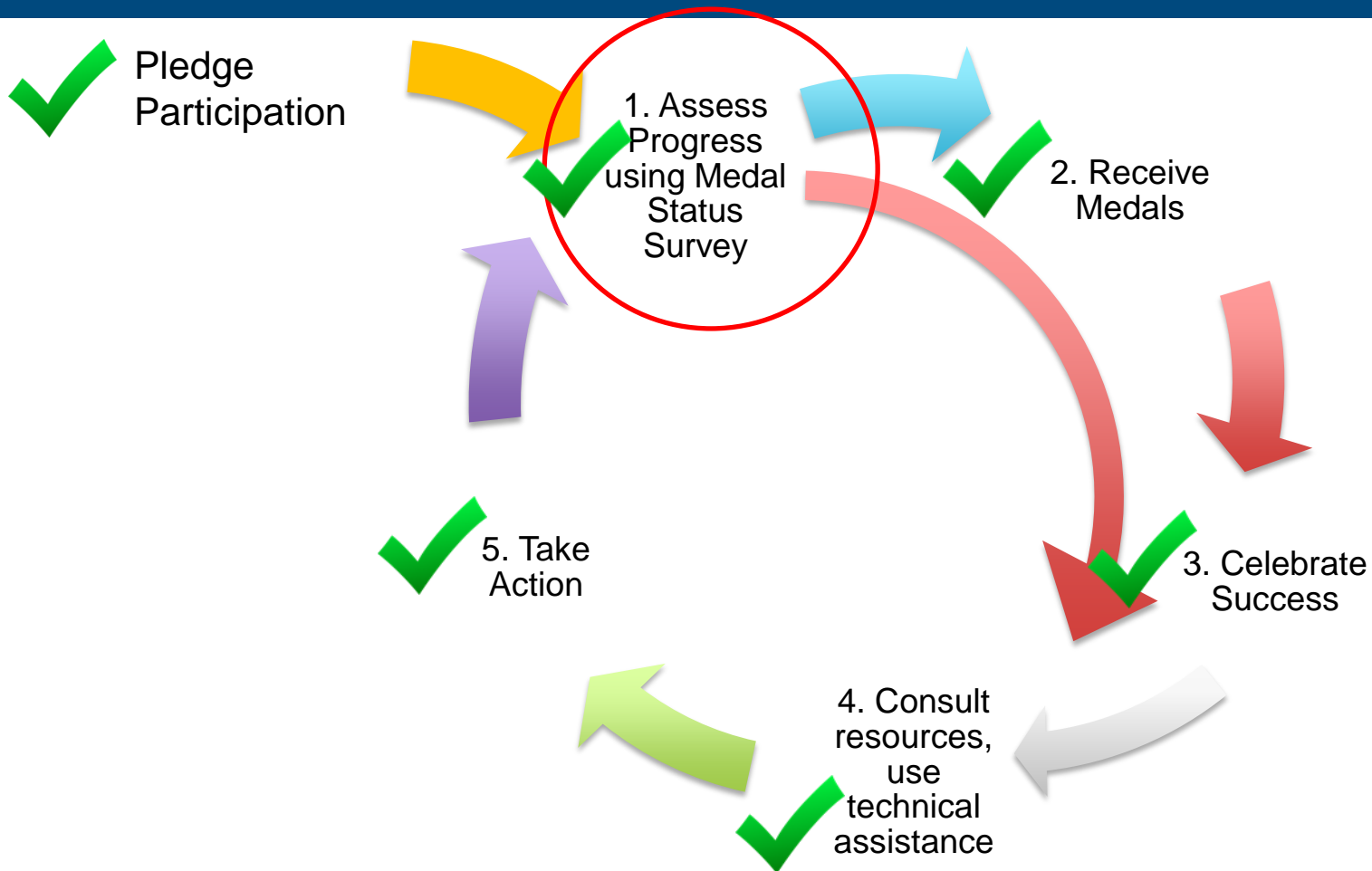


Step 5: Take Action

Using the resources mentioned, staff, and technical assistance opportunities, continue to take action on the rest of the LCMTC Goals.

- Set priorities for action.
- Identify a timeline for action
- Continue to consult NLC/HHS Staff

Process Chart—Back to Step 1!



Back to Step 1: Update Your Survey

Once you have made additional progress on the five goals, update your survey.

- Use the same link, for example:
<http://lmctc.org/survey/questions/9sM6n8dgli>
- If you've forgotten your link, just send an email to lmctc@nlc.org
- You can get medals at the end of every month!
- Update your community profile page with additional information about your progress.

Local Perspective

Lakewood, Colorado

Allison Scheck

Marketing and Community Relations Manager

Local Perspective—Lakewood, CO



Lakewood, CO—Completing the Survey



Let's Move! Cities, Towns, and Counties Survey

Please fill out the following survey to the best of your ability and click submit. We understand you may need time to answer all of the questions, as such, you can log in multiple times in order to complete the survey. Click submit each time you are prepared to send new information. [Click here to review the goals before completing the survey »](#)

Mandatory fields in red

● What is your municipality name?

● What is your municipality's State

● What type of municipality are you?
 City Town County

● What is the name, title, and contact information for the Elected Official leading the *Let's Move!* efforts? Title
 Mayor
 Town Administrator/City Manager
 City Council Member
 Alderperson
 County Executive/Commissioner
 County Supervisor
 County Council Member



Lakewood's Community Profile Page

NATIONAL LEAGUE of CITIES **INSTITUTE FOR YOUTH, EDUCATION & FAMILIES**

HEALTHY COMMUNITIES
for a HEALTHY FUTURE

HOME LEARN THE FACTS GET STARTED TAKE ACTION SEE PROGRESS NEWS FAQ RESOURCES ABOUT US

LAKWOOD, CO

Occupying 45-square miles and with a population of 143,000, Lakewood is the third largest city in the Denver metro area. One quarter of the land is dedicated to parks, open space and trails, and the City has several major employment centers. Residents are served by the Jefferson County Public School District and a number of partnerships exist between the two entities. A sampling of the City's facilities include 4 recreation centers, 58 playgrounds, 56 neighborhood parks, 195 miles of bike trails, 7 regional parks, 36 tennis courts, 4 Head Start facilities and 2 additional preschools.

MEDALS ACTIVITY (RANK 6)

I II III IV V

GOAL I: START EARLY, START SMART
Critical to Our Success:
Promoting and prioritizing Early Childhood Education is a priority in Lakewood. Lakewood's Family Services Division is an active participant in the Early Childhood Council and is an active partner with Childcare Innovations, Jefferson County's resource and referral agency. Unique programs we offer include hands on activities for children and families to grow and prepare nutritious food together.


Next Steps:
Next steps include integrating the principles of LMCTC in every day activities with children and their families and sharing this information with our local partners and collaborators.

GOAL II: MYPLATE, YOUR PLACE
Critical to Our Success:
The City of Lakewood is a partner with USDA for Choose MyPlate. The MyPlate graphic illustrating a balanced approach to proper nutrition can be seen at most of the City's facilities that serve food.

Next Steps:
Our goal is to create a flier to send home with kids on their first day of camp, giving suggestions for how to pack a healthy sack lunch. On the other side of the flier we will print MyPlate!

GOAL III: SMART SERVINGS FOR STUDENTS
Critical to Our Success:
Lakewood students are served by Jefferson County Public Schools where school meals include a variety of fruits, vegetables, lean protein, low fat dairy and whole grain items. Students choose between 1% and fat free milk, are served at least 1/2 cup of fruit and/or vegetables at every meal, enjoy meals rich with dark greens, red/orange and starchy vegetables and beans and whole grain products.

Next Steps:
Continue to help encourage and support healthy choices at home by serving




Mayor Bob Murphy

COMPARE TO:
LMCTC Site

DEMOGRAPHICS

Population	142,080
Race	83% White 2% Black 1% Amer. Indian / Alaska Native 3% Asian 0% Native Hawaiian / Pac. Islander 3% Two or more races 22% Hispanic or Latino 7% White not Hispanic
Age	21% Under 18 70% 18+
Land	43 square miles
Income	12% of persons below poverty level

PHOTO GALLERY



KEY PARTNERS

Lakewood's Local Press Headlines

Mayor attends White House event

Lakewood Mayor at White House

Lakewood Addresses Childhood Obesity

**Lakewood tackles childhood obesity
with Let's Move Cities**

CITY READY TO GET KIDS MOVING

Some tools and resources used

- KaBOOM!—used their mapping tool to map local playgrounds in collaboration with the school district
- www.choosemyplate.gov—used MyPlate resources from this USDA website
- The LMCTC website:
www.HealthyCommunitiesHealthyFuture.org

Congress of Cities—Celebratory Event!

The NLC's Congress of Cities and Exposition is taking place in Seattle, WA, November 14-16.

- This year's event - November 14 from 1:45-3:00pm.
- We will give special recognition to top LMCTC sites.
- All LMCTC sites will be recognized!
- Deadline for survey updates to qualify for top recognition is 10/29.

Reminder: You can still register!

Congress of Cities and Exposition, Nov 13-16

- Visit www.nlc.org/CoC for more information.

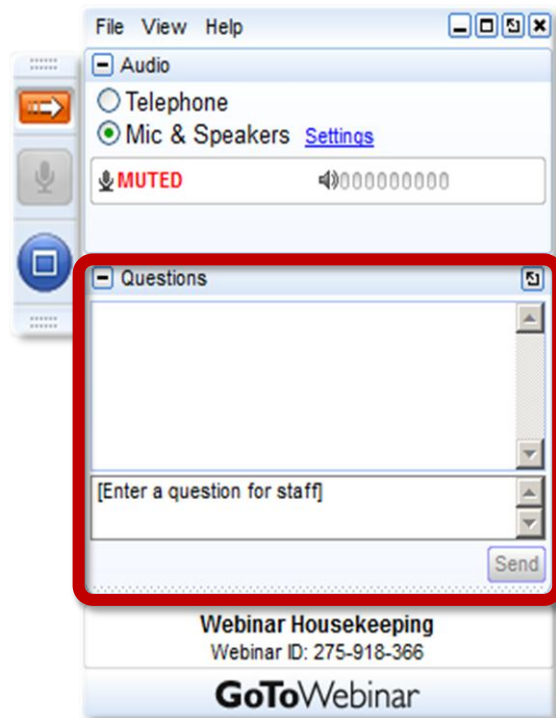
Summit on Your City's Families, Nov 12-14

- Visit www.nlc.org/2013Summit.

LMCTC Training Workshop, Nov 14, 9 am -12pm

- In depth, free training open only to LMCTC participants.

Questions



- Use the question feature/box on GotoWebinar

THANK YOU!!!

Contact info:

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202.626.3002

Elena Hoffnagle

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www.HealthyCommunitiesHealthyFuture.org