

Marketing and Branding Your *Let's Move!* Efforts

LMCTC Webinar

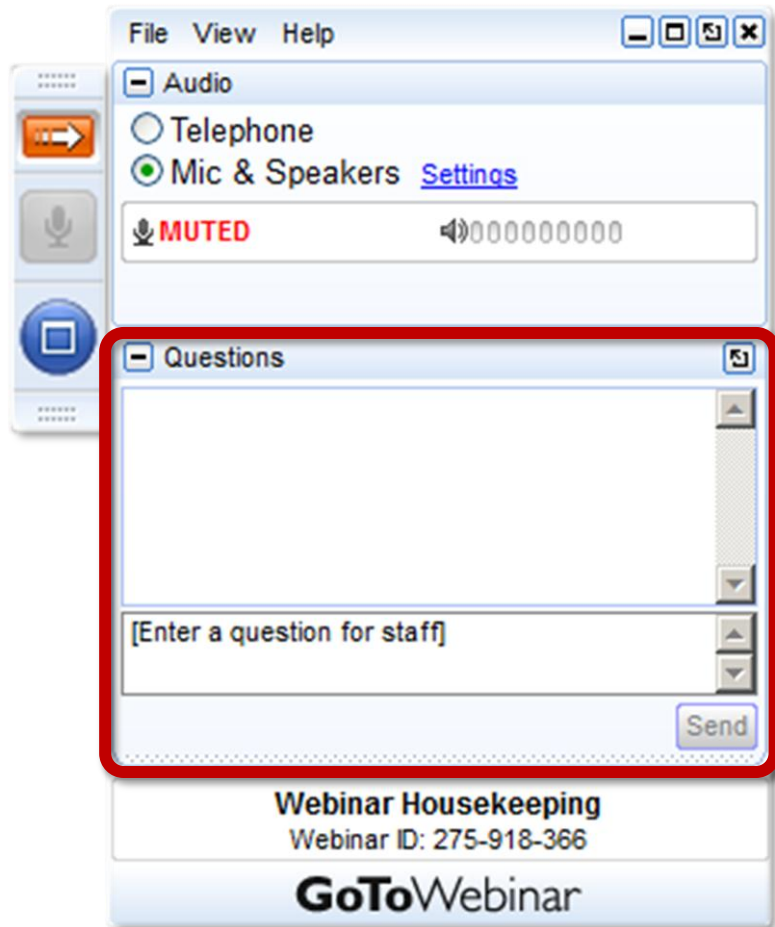
December 11, 2013

Agenda

- Agenda:
 - Welcome
 - Short review of LMCTC
 - Why get the word out about your efforts?
 - City Spotlight 1: Rancho Cucamonga, California
 - City Spotlight 2: Boise, Idaho
 - City Spotlight 3: Columbia, South Carolina
 - 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, nearly 400 cities, towns and counties participating have been awarded over 1,300 medals.



Five LMCTC Goals

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

- 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



Read more at:

www.HealthyCommunitiesHealthyFuture.org

Creating a Brand for Your Efforts

- Consider branding your efforts with Let's Move!
- Logo is available for your use at www.letsmove.gov. Note usage guidelines.
- Have an existing healthy community brand? Use that brand and incorporate Let's Move! goals as one of your activities.
- If possible, align with city brand.



Why market your *Let's Move!* activities?

- A key way to **increase community awareness** of city and school activities.
- A way to signal that health **is a city priority**.
- A way to house a variety of city initiatives under **one umbrella**, one unified effort.
- A way to **engage residents** in the policymaking process.

Local Perspective

Rancho Cucamonga, Calif.



Erika Lewis-Huntley
Management Analyst III
City Manager's Office

Branding & Marketing to Promote a Healthy City

LMCTC Webinar:
Marketing & Branding Your Let's Move! Efforts
December 11, 2013



Background



- Rancho Cucamonga's population: ~170,000 (grown 350% since incorporation in 1977)
- 40.2 square miles
- Poor health indicators
 - Overall health factors: #46 of 51 counties
 - Adults who are overweight or obese (57%)
 - Overweight and obesity rates among children in Rancho Cucamonga (30%)
 - 58% of students do not meet fitness standards



The Road to Healthy RC



- Alarming health statistics and environmental conditions
- Public health under City purview
- City-wide initiative to encourage healthy and sustainable lifestyles
- Broad definition of health



Vision

*Healthy RC inspires a lifestyle that embraces a
Healthy Mind, Body, and Earth,
through lifelong learning and enrichment,
active and healthy living
and environmental sustainability.*



Institutionalization & Sustainability

- City Council Goal & Adoption of Resolution
- Multi-departmental effort coordinated by the City Manager's Office
- Minimize reliance on City Budget
- Mobilize public-private resources
- Health-in-ALL-Policies : identify policy-systems-built environment opportunities to increase healthy lifestyles
- BRANDING – maximize resources

The screenshot displays the National League of Cities Institute for Youth, Education & Families website. The header includes the organization's name and the slogan "HEALTHY COMMUNITIES for a HEALTHY FUTURE". A navigation bar lists: HOME, LEARN THE FACTS, GET STARTED, TAKE ACTION, SEE PROGRESS, NEWS, FAQ, RESOURCES, ABOUT US. The main content area is titled "RANCHO CUCAMONGA, CA" and features a "MEDALS ACTIVITY (RANK 1)" section with five gold medals labeled I through V. To the right is a portrait of Mayor L. Dennis Michael. Below the portrait is a "COMPARE TO:" section with a search box containing "LMCTC Site". A sidebar on the right contains dropdown menus for: DEMOGRAPHICS, PHOTO GALLERY, KEY PARTNERS, LOCAL RESOURCES, and LOCAL LINKS.



Branding Discovery



Healthy RC Strategies



Branding & Marketing Healthy RC



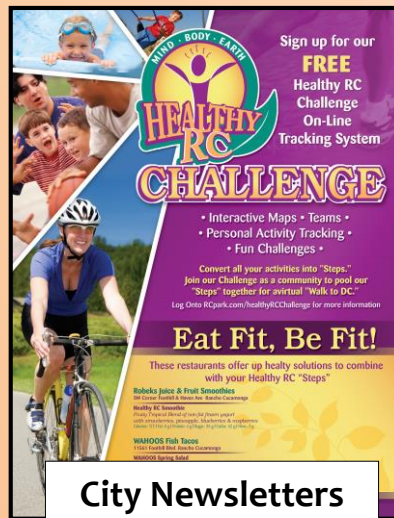
Exhibits & Events



Employee Programs



www.HealthyRC.info - Website

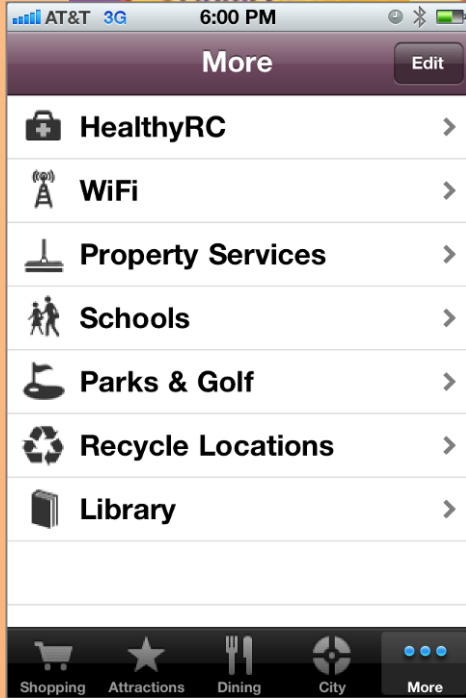
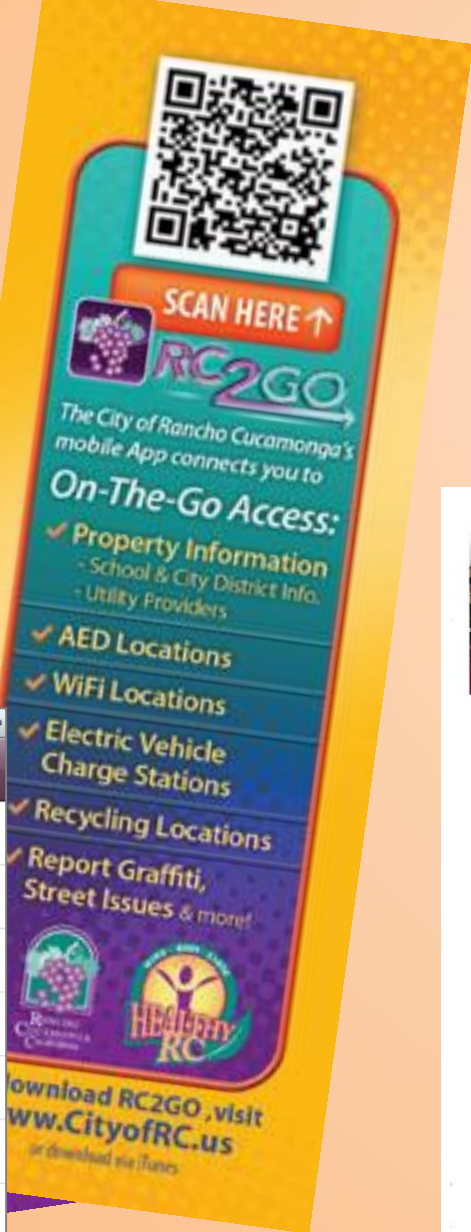


City Newsletters



Facilities





Community Mobility Goals and Policies

GOAL CM-1: Provide an integrated and balanced multi-modal transportation network of Complete Streets to meet the needs of all users and transportation modes.

Policy CM-1.1: Provide a safe and efficient street system in the City to support mobility goals, all transportation modes, and the goals of the Managing Land Use, Community Design, and Historic Resources Chapter.

Discussion: The Managing Land Use, Community Design, and Historic Resources Chapter focuses on coordinating land use and transportation decisions. The Chapter also addresses pedestrian accommodations in land use planning.



Policy CM-1.2: Provide an integrated network of roadways that provides for convenient automobile, transit, bicycle, and pedestrian circulation movement around the City.



CITY LAUNCHES PEDESTRIAN SAFETY CAMPAIGN

Pedestrian and bicycle safety is an important issue for the City of Rancho Cucamonga. The City has engaged the public with several new efforts to make sure that safe practices are being taught in school and that the public is educated about how to avoid accidents when walking or bicycling. The program kicked off with the City Council declaring March Pedestrian and Traffic Safety Month and launching a new campaign to reach out to the community to increase awareness of the dangers posed by busy streets and distracted walking, cycling, and driving.

The campaign theme, "Look, Look, Look-Stay Alert, Stay Alive" ties in with statewide efforts to improve the safety of streets and roads. A citywide task force of public safety, public health, public works, engineering, education, and Safe Routes to School (SRTS) parent task force members convened for a workshop in which they developed communications strategies to increase safety. They also conducted a message session for the campaign and developed the primary message, "See and Be Seen."

Many pedestrians and cyclists rely on drivers to see them and engaging drivers and making eye contact is an important pro-active step in avoiding a collision. The overall campaign identity will soon start appearing at key targeted intersections and at locations where the Pacific Electric Trail crosses major streets.

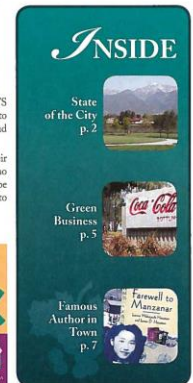
Materials include an innovative program of pavement markings and pole wraps at specified crossings and posters and educational material for distribution at schools and throughout the community.

The program is an extension of the City of Rancho Cucamonga's earlier launch of Safe Routes to School in the community. Eight schools signed onto the pilot program by having parents and educators participate in stakeholder

workshops conducted by a nationally certified Safe Routes to School expert. Each school developed an action plan tailored to meet the unique needs and challenges of the individual school. The creation of these plans make each school eligible to apply for grants to fund infrastructure improvements such as improvements to crosswalks. Pedestrian and Bicycle Safety Assemblies and Bike Rodeos were also held at the schools.

At Cucamonga Middle School, school staff added Walk or Wheel (WOW) Wednesdays to their program. Rancho Cucamonga Middle School celebrated International Walk to School Day with over 300 students walking or bicycling to school. Grapeland Elementary and Etiwanda Intermediate Schools have active SRTS parent task forces that meet monthly to discuss ways to improve pedestrian and bicycle safety at the schools and encourage more active transportation.

For parents looking for support in teaching their children safe bicycling, June 2nd will be Rancho Cucamonga's Ron Ives Bike Rodeo. The event will be held from 8 a.m. to noon at Hermona Park and is free to the public.



erve all lead to modes



Healthy RC
 Inspires a lifestyle that
 embraces a healthy
 Mind, Body and Earth

The Rancho Cucamonga Redevelopment Agency, Frontier Project Foundation, and Cucamonga Valley Water District collaborated on the Frontier Project, a LEED certified facility demonstrating how individuals can implement resource conserving building practices.

city of
RANCHO CUCAMONGA

Discover Healthy RC | Mind | Body | Earth

Touch area for more information

Healthy RC Kids | Leading By Example | Partners | Community Events

Active & Healthy Living | Environmental Sustainability | Earth

Lifelong Learning & Enrichment | Mind | Body

www.HealthyRC.info

CHOOSE HEALTH

ONE CRACK IS ALL IT TAKES

www.HealthyRC.info

HEALTHY

Healthy RC Dining

Try a Healthier Option!

SALADS

1. Spinach & Cranberry with Balsamic vinaigrette or Reduced Fat Italian 9.79
2. Sauté Pea with chicken, Wild Balsamic vinaigrette or Reduced Fat Italian 10.29

HEALTHY HITS

1. Chicken & Broccoli 5.25
4. Asian Glazed Salmon 7.49
5. Shrimp Diablo Pasta 9.09
6. Whole Wheat Florentine Pizza only 5.99
7. Margerita Flatbread 5.99

www.HealthyRC.info

Help the Carrot
 Find his way to the basket.

HEALTHY RC Dining

Ask your server about Healthy Dining options

FUN WITH FOOD

www.HealthyRC.info

Find the hidden fruits and vegetables in the puzzle. Words can read up, down, left to right, or right to left.

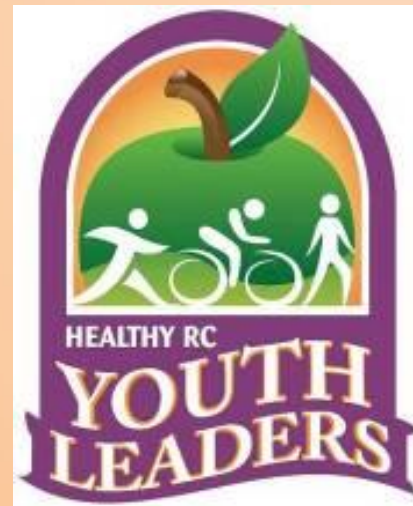
Apple	Eggplant	Pear
Banana	Grapes	Pea
Broccoli	Kiwi	Squash
Carrots	Orange	Yams
Galaxy	Papaya	

S F S E A Y A P A P
 R C Q L S R P E A R A
 O H U P B A N A N A
 C P A P Y R E L E C
 C S S A Y A M S T E
 O A H E G N A R O K
 L E C A R R O T S I
 I P G R A P E S K W
 B E G G P L A N T I

Part of the picture is missing.
 Connect the dots to see a healthy food that is also the City of Rancho Cucamonga's logo.

Funded in part by
FIRST 5
 Rancho Cucamonga

Empowering Community Leaders



For More Information about Healthy RC

Visit the Healthy RC Website:

www.HealthyRC.info

Contact:

Erika Lewis-Huntley

Erika.Lewis-Huntley@CityofRC.us

(909) 477-2700 ext.2008



Local Perspective

Boise, Idaho



Amy Stahl
Community Relations Manager
Boise Parks and Recreation

Let's Move Boise: Marketing

Amy Stahl

Community Relations Manager



BOISE PARKS & RECREATION
parks.cityofboise.org



Comprehensive Plan

- Updated 2011
- Wellness Chapter
- Combatting childhood obesity
- Time, energy & budget



Partnerships



Blue Cross of Idaho | Foundation for Health, Inc.

An Independent Licensee of the Blue Cross and Blue Shield Association



JUNIOR LEAGUE OF BOISE
Women building better communities®



BOISE METRO CHAMBER OF COMMERCE



WHOLE FOODS MARKET



MEET ME MONDAY
 BOISE, IDAHO

Idaho Statesman
 Get connected. *Be engaged.* | IdahoStatesman.com





Logo

LET'S
MOVE

AMERICA'S MOVE TO RAISE A
HEALTHIER GENERATION OF KIDS

[BOISE]



Let's Move Website



Welcome to Let's Move Boise! We invite you to become a partner in a community wide initiative to combat childhood obesity by increasing access to healthy food and physical activity.

Boise's kids need our help. Children who are overweight and obese are at higher risk for cardiovascular disease, high cholesterol, high blood pressure, prediabetes, joint problems, sleep apnea, cancer and poor self-esteem.

We are working in collaboration with the National League of Cities' [Healthy Communities for a Healthy Future](#) to make substantive changes by educating child-care providers, raising awareness about choosemyplate.gov and school breakfast/lunch programs, growing fruits and vegetables, and providing neighborhood-based activities for kids and adults.



A SCHOOL GARDEN PROGRAM TRAINING WORKSHOP
Saturday, January 25th
9:00 am - 3:00 pm.
Library! at Cole and Ustick • 7557 W. Ustick Rd.



WALK 150 AWARDS PARTY

Dec 9. Boise Depot, 5:30-7:00 Mayor David H. Bieter will honor the winners of the Walk 150 Business Challenge. Prizes and healthy snacks, too! Free. For more information, visit www.walk150.org

JUST ADD WATER

A School Garden Program Training Workshop. Saturday, January 25th, 9:00-3:00
Do you want to start a garden program at your school? Attend this workshop and learn about garden planning, outdoor classroom management, and managing your garden through a Garden Advisory Committee. This course receives 2 Continuing Education Credits. [Read More...](#)



Facebook

(2) Let's Move Boise


Garden tomatoes, oni...

Like Share

30 people saw this post

Let's Move Boise shared a link.
October 9

<http://www.letsmove.gov/blog/2013/07/08/raisin-bran-muffins>
Raisin Bran Muffins By Regan, age 11, Kentucky



Raisin Bran Muffins | Let's Move!
www.letsmove.gov


"My mom and I came up with this recipe when I was very young and it has always been one of my favorites. I eat the muffins various times during the day with a big glass of fat-free milk," says Regan. "Last November I was diagnosed with type 1 diabetes and Mom and I had to

Like Share

34 people saw this post

Let's Move Boise shared a link.
October 2

Bring it On Brussels Sprout Wrap! Corbin, age 9, South Carolina
<http://www.letsmove.gov/blog/2013/07/08/bring-it-brussels-sprout-wrap>



Hawaiian Turkey Sliders with Mango-Pineapple Salsa | Let's Move!
www.letsmove.gov

"My family has to be creative when it comes to preparing tasty and healthy food. I have celiac disease, and one of my sisters is allergic to eggs, dairy, nuts, and more!" says Goldie. "I wanted to make a dish that

Like Share

37 people saw this post

Let's Move Boise shared ALAVITA's status.
October 2

Please vote for one of our partners: Boise Urban Garden School today! https://www.facebook.com/permalink.php?story_fbid=506571749435381&id=332047863554438

Alright Boise... Based on your comments, votes and direct messages we received, these are the top 3 local charities in the running for our Corks For Community fund of \$1,100! @Wish Granters, Boise Urban Garden School and Create Common Good. We are very excited to be able to donate to a worthy local cause, but which one depends on you. Be sure to comment/cast your vote below and share this page as many times as possible so each organization gets the most exposure! Final tally will be announced October 11th. #Loyal2Local

Like Share

16 people saw this post

Let's Move Boise
October 1

Don't miss this opportunity to learn best-practices, innovative ideas and trends to improve community health from state and national experts.
To Register, please visit: <https://www.123signup.com/event/>

[https://www.facebook.com/#1/letsmoveboise\[12/9/2013 8:46:34 AM\]](https://www.facebook.com/#1/letsmoveboise[12/9/2013 8:46:34 AM])



Program Guide



Activity Guide
 YOUTH, TEEN & ADULT RECREATION WINTER | SPRING 2013

SPRING BREAK CAMPS
 ~ page 14

Idaho IceWorld, pages 28 - 31

Inside!

- ▶ **Boogie Babies**
page 6
- ▶ **Holiday Camps**
page 10
- ▶ **Weekend Zoo**
page 13
- ▶ **Teen Social Activities**
page 18
- ▶ **Adult Strength Training**
page 21
- ▶ **Wheelchair Basketball**
page 35

LET'S MOVE!
[BOISE]

Follow us on:  



Media Contacts

City of Boise



Park News: "Hoo, Hoo ... Lives in Hulls Gulch" book-signing party is Dec. 11

Boise Parks & Recreation

Activities, Classes & Sports

Register for Classes

Reserve Park Sites

Parks & Locations

Volunteers

Community Forestry

Park Operations

About Us

Contact Us

Register for
Classes Online

Activity
Guide

Scholarships

[Boise Parks & Recreation Home](#) | [News](#) | [2013](#) | [December](#) | [Educators, parents invited to attend Just Add Water school garden workshop Jan. 25](#)



Saturday, December 07, 2013

Educators, parents invited to attend Just Add Water school garden workshop Jan. 25



Are you interested in starting a garden program at your school? Already have a garden, but want to find the resources to help it grow? Teachers, parents and school administrators are invited to attend "Just Add Water," a school garden workshop, from 9 a.m.-3 p.m. Saturday, Jan. 25, at the Library! At Cole and Ustick, 7557 W. Ustick Road.

The workshop is presented by the Boise Urban Garden School, Let's Move Boise, Boise Parks & Recreation, the University of Idaho Canyon County Extension, Idaho Botanical Garden and the Idaho Master Gardener program with support from Whole Foods Market. Two continuing education credits are available.

School gardens help youth establish healthy eating habits, connect them with math and science curriculum in the garden, and teach them to be environmental stewards.

Topics include:

- Garden planning
- Outdoor classroom management
- Managing your garden through a Garden Advisory Committee
- School garden success stories

Whole Foods Market will provide up to five \$500.00 grants to Just Add Water workshop participants to start or expand a school garden at a local Treasure Valley school. These funds can be used toward garden supplies, infrastructure, program materials, or garden tools. To be eligible for funding, schools must complete the Just Add Water workshop.

Participants will receive a Just Add Water toolkit manual.

Cost is \$30. To register, please see www.boiseurbangardenschool.org/program-registration/. Or call the Boise Urban Garden School at (208) 891-GROW (4769).



Cross-Promotions (BPR)



LET'S MOVE! [BOISE]
AMERICA'S MOVIE TO MEET A HEALTHIER GENERATION OF KIDS

GET MOVIN'

\$1 SKATE DAY

Sunday, April 6th | Noon-3 p.m. | Idaho IceWorld


Let's Move Boise in partnership with Idaho IceWorld is offering \$1 Skate Day! Join us for a fun afternoon of skating. Rental skates are provided free. Great prizes and off-ice activities too!

Get Active!

Blue Cross of Idaho Foundation for Health, Inc. **BOISE**

Let's Move Boise is a coalition of organizations working together to combat childhood obesity by increasing physical activity and making healthy food accessible.

www.letsmoveboise.com



LET'S MOVE! [BOISE]
AMERICA'S MOVIE TO MEET A HEALTHIER GENERATION OF KIDS

LET'S MOVE BOISE ZOO DAY
Saturday, Feb. 11
10:00-5:00 p.m.
Zoo Boise - 355 Julia Davis Dr.

Get Active!

Enjoy discounted admission, and get active with **Zoorobics**. Whether it's hop like a wallaby or stretch like a giraffe it's the family fun way to exercise like your favorite zoo animal!

The first 750 kids will receive a string backpack with healthy recipes and prizes.

Let's Move Boise is a coalition of organizations working together to combat childhood obesity by increasing physical activity and making healthy food accessible.

Family

NOW ON FACEBOOK www.letsmoveboise.com



Cross-Promotions (Partners)



LET'S MOVE! [BOISE]
AMERICA'S MOVE TO EARN A HEALTHIER GENERATION OF KIDS

GROW A ROW

In Idaho, one in six residents is "food insecure" and 95,150 of them are children. While many food pantries and The Idaho Foodbank are working hard to combat this issue, there is still not enough fresh produce for some families.

You can help! Support food distribution centers by providing fresh produce grown in YOUR backyard to the many families in need in our community.

Visit www.letsmoveboise.com to see program details, get gardening advice, and a list of local food pantries.

Blue Cross of Idaho | **Foundation for Health, Inc.** | **Family**

BOISE CITY OF TREES

www.letsmoveboise.com



LET'S MOVE! [BOISE]

IT'S FREE! IT'S FUN!
DROP IN FOR FAMILY FUN
LET'S MOVE BOISE
OPEN GYM DAY
Saturday, December 1, 2012

Join the fun and get movin' with basketball, hula hoops, jump ropes, and more. It's free and open to kids and adults. Bring the whole family! Children age six and under must be accompanied by an adult.

Open Gym Day is offered at these Boise schools:

- Hillside Junior High**
3536 W. Hill Rd., 9 am-12 noon
Special Activity: Hip Hop dance with Boise Parks & Rec
- West Junior High**
8371 W. Salt Creek Ct., 9 am-12 noon
Special Activity: Indoor Soccer
- Las Bols Junior High**
4150 E. Grand Forest Dr., 9 am-12 noon
Special Activity: Indoor Tennis with Idaho Tennis Association
- Liberty Elementary**
1740 E. Bergeson St., 10 am-2 pm
Special Activity: Floor Hockey

For information, see www.letsmoveboise.com or our Facebook page.

Open Gym Day is co-sponsored by Boise Parks & Recreation and the Boise School District.

Blue Cross of Idaho | **Foundation for Health, Inc.** | **Family** | **USTA INTERMOUNTAIN IDAHO**

Let's Move Boise is a coalition of organizations working together to combat childhood obesity by increasing physical activity and making healthy food accessible.

www.letsmoveboise.com



Co-branding



Just Add Water

**A SCHOOL GARDEN PROGRAM
TRAINING WORKSHOP**

Saturday, January 25th

9:00 am.-3:00 pm.

Library! at Cole and Ustick • 7557 W. Ustick Rd.



Do you want to start a garden program at your school? Already have a garden, but want to find the resources to help it grow? This school garden training workshop is just what you need!

- School garden success stories
- Garden planning
- Outdoor classroom management
- Managing your garden through a Garden Advisory Committee

WORKSHOP OVERVIEW

School gardens help youth establish healthy eating habits, connect them with math and science curriculum in the garden, and teach them to be environmental stewards. The *Just Add Water* workshop will give teachers, parents, and school administrators the skills they need to implement a successful school garden program. The workshop is sponsored by Boise Urban Garden School, Idaho Botanical Garden, and the University of Idaho Extension Office Canyon County with Let's Move Boise.

Cost: \$30

Receive 2 Continuing Education Credits

GARDEN GRANT FUNDING

In partnership with Let's Move Boise, and the *Just Add Water* workshop series, Whole Foods Market will provide up to five \$500.00 grants to *Just Add Water* workshop participants to start or expand a school garden at a local Treasure Valley school. These funds can be used toward garden supplies, infrastructure, program materials, or garden tools. To be eligible for funding, schools must complete the *Just Add Water* workshop and follow grant guidelines as instructed by the Let's Move School Garden Grant program.



Connect With Us

208-891-GROW (4769)

www.boiseurbangardenschool.org



TO REGISTER, visit: www.boiseurbangardenschool.org/program-registration/




Walk 150 in 2013

Brought to you by the City of Boise [see more](#) ▼

WALK 150.ORG [SIGN IN](#)

[TRACK your MILES](#) | [PLACES to WALK](#) | [MESSAGE from THE MAYOR](#) | [SCHEDULE of EVENTS](#) **F**



TRACK your MILES

BOISE STEPS UP.


You may know that Mayor Dave Bieter often walks or rides his bike to work or other city events. For the city's 2013 sesquicentennial celebration, the Mayor has pledged to walk 150 miles during the year.

Walking is a great way for children and adults to get active and to combat the increasing rates of obesity in our community.


By walking just a few miles a week, you can meet the mayor's challenge. Sign up today. It's free and easy, and you might win prizes for reaching major milestones.

Save the Date!

Join Mayor David Bieter at the awards party on December 9th at 5:30 pm at the Boise Depot, 2603 W Eastover Terrace. Awards, prizes and refreshments!



PLACES to WALK




MESSAGE from THE MAYOR


102,947

Total Miles Walked

[SIGN IN NOW >>](#)



SCHEDULE of EVENTS





General Awareness



GET MOVING!
Join **MAYOR BIETER**
for
WALK 150.

Boise's great livability makes it easier than many other cities to get your daily exercise by walking. Walking downtown, along the Greenbelt or on one of our many Foothills trails – Boise has many options for families to get out and start living a healthier life.

Mayor David Bieter has committed to walk 150 miles in 2013 to celebrate Boise's 150th anniversary. He invites you to challenge yourself by walking and making Boise a better, healthier place to live.

Get started by logging on to walk150.org to record your miles. Looking for a place to walk? Here are some ideas:

- **Boise River Greenbelt**
www.parks.cityofboise.org/parks-locations/parks/greenbelt/
- **16 Boise City parks**
www.walk150.org/places-to-walk/
- **Ridge to Rivers**
www.ridgetorivers.org
- For trail mileage, see the "Foothills Challenge" brochure
www.ridgetorivers.org/media/214454/65083_foothillchallenge.pdf

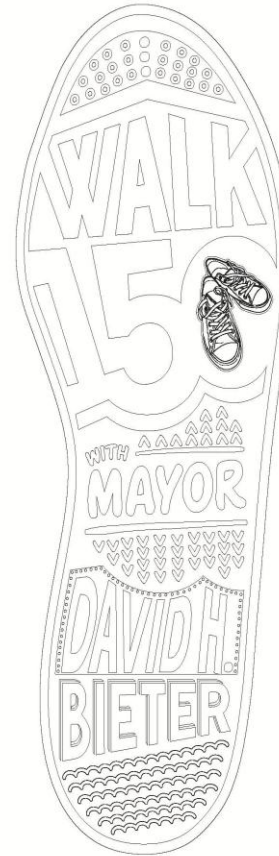
WALK 150 IS SPONSORED BY:




School Competition



School Toolkit



Business Challenge



Walking Paths

Walk150

Brought to you by the City of Boise [see more](#)

WALK 150.ORG

TRACK *park* MILES | **PLACES to WALK** | MESSAGE *from* THE MAYOR | SCHEDULE *of* EVENTS **F** [SIGN IN](#)



TRACK *park* MILES



PLACES to WALK



MESSAGE *from* THE MAYOR



SCHEDULE *of* EVENTS

PLACES TO WALK



ANN MORRISON PARK
 One of Boise's most beloved parks, Ann Morrison features several loop hikes with river frontage, fountains and open space. Constructed in 1959, Ann Morrison Park also features ballfields, a playground, disc golf course and a duck pond.

- GET DIRECTIONS
- WALKING MAP (PDF/2168KB)



BAGGLEY PARK
 A 7-acre neighborhood park, Baggley is centrally located on Parkcenter Boulevard in Southeast Boise. The perimeter pathway links a picnic shelter, basketball courts, sand volleyball court, open space and large playground for children age 2-12.

- GET DIRECTIONS
- WALKING MAP (PDF/2080KB)



CASSIA PARK
 Cassia Park is a 14-acre site in the heart of the Boise Bench. A popular destination for neighbors in this residential area, the park features a walking path, covered shelter, restrooms, playground, softball field, several pieces of public art, tennis courts and horseshoe pits.

- GET DIRECTIONS
- WALKING MAP (PDF/1969KB)



CATALPA PARK
 Mature trees provide shade along much the pathway in this neighborhood park adjacent to Collister School in Northwest Boise. The pathway rings connects a reservable shelter and restroom with sports fields, a playground, volleyball pit and public art.

- GET DIRECTIONS
- WALKING MAP (PDF/1934KB)





Thank you!

Amy Stahl

Community Relations Manager

Boise Parks & Recreation

astahl@cityofboise.org

(208) 608-7611



Local Perspective

Columbia, SC



Leshia Utsey

Director, City of Columbia Public
Relations, Marketing & Media



Shawna B. Washington

Senior Public Relations Specialist



We Are Columbia

LET'S
MOVE 
Columbia

Let's Move! Events



We Are Columbia



Let's Move! Game Day

**Let's Move! Columbia
Game Day**

**Celebrity Flag Football ✓
Old School Games ✓
Bike Ride ✓
Free Food & Entertainment! ✓**

**September 14, 2013
10 a.m. - 2 p.m.**

**Drew Park - Green Space
(Adjacent to Drew Wellness Center)
2101 Walker Solomon Way**

**LET'S MOVE!
Columbia**

**CITY OF COLUMBIA, S.C.
MUNICIPAL VIRTUOUS REGIMEN
We Are Columbia**



Let's Move! Newsletter



DECEMBER
2013



Let's Move! Columbia
Co-Chair
The Honorable
DeAndrea Gist
Benjamin



Let's Move! Columbia
Co-Chair
Councilwoman At-Large
Tameika Isaac
Devine

Martin Luther King Park

2300 Greene Street - Phone: 803-733-8452

Kids Basic Boxing Class

Mondays
6 - 7 p.m.
Children ages 6-12
Free

Ever had on a pair of boxing gloves? Well now is the time. Coach Joel will provide instructions on the basic fundamentals of boxing.

Zumba Class

Tuesdays
6:15 p.m. - 7:15 p.m.
\$4 per class
All Ages

Looking for something new and fun that doesn't feel like exercise...give ZUMBA a try!

"Arthritis" Exercise Class

Mondays & Wednesdays
10:30 a.m. - 11:30 a.m.
All ages welcome
Free

This class is designed to improve mobility and muscle strength and increase range of motion!

SC Starlings Volleyball Club

Tuesdays, Thursdays
6:30 p.m.-8:30 p.m.
Saturdays 10 a.m. - 12 p.m.
Ages 5-18

Instruction is free. Fees apply for travel Team. Developmental program for young female athletes to increase skills for competition

Aerobic Expression

Tuesdays & Thursdays
5 - 5:45 p.m.
All Ages
Free

Getting that heart and body in the best shape for "survival of the fittest"

Double Dutch Forces

Thursdays-Sundays
6 p.m. (weekdays) 4:30 p.m. (weekends)
All ages welcome

Teaching fundamental jump roping to compete with the world's finest jumpers!

Comments from Let's Move! Partners

Hello Team,

I wanted to extend to you my heartfelt thank you for the work and effort that each of you put into making the Bike-a-Thon a success in Columbia. Your gracious accommodation and support throughout our stay allowed us to touch many young people and for that we are truly grateful. It is my hope that we will be able to work together again and share ideas about how we can create a better life for our children. I will count those I worked with and met during this process among my new friends and family. I look forward to continuing our association and partnership and should any of you come to the Metro Atlanta area in the future, please be sure to contact me so that we can return in the kind the hospitality shown to us during our visit to your City.

With warm regards,

Brenda Hillman
President & Executive Director
YOUTH EMPORIUM, INC.

It was such a pleasure to be a part of the Youth Emporium Bike-A-Thon Tour at Drew Wellness Center on Wednesday. Thank you so much for inviting me! Most of all I as so happy to meet all the people who are working so hard in the community to keep its members, especially the children, on the path to healthy living. I hope that we all cross paths again and again. Thank you for such a wonderful opportunity!

Rachel

Rachel S. Brown, MD
Free To Move Fitness, LLC

I wanted to say thank you for including the American Diabetes Association in on your wonderful event yesterday and today. I hope we were able to provide enough information to help the community.

Thank you also for connecting me with some amazing people that work in our community as I do. I look forward to working with you all to help join in the efforts to STOP Diabetes and promote healthy lifestyles.

Sincerely,

Christina Bickley
American Diabetes Association

SMART SERVINGS FOR STUDENTS

This Month's Featured Recipe: Whole-Grain Strawberry Pancakes



Ingredients

- 1 1/2 cups whole wheat flour
- 3 tablespoons sugar
- 1 teaspoon baking powder
- 1/2 teaspoon baking soda
- 1/2 teaspoon salt
- 3 eggs
- 1 container (6 oz) vanilla low-fat yogurt
- 1/2 cup water
- 3 tablespoons canola oil
- 1 1/2 cups sliced fresh strawberries
- 1 container (6 oz) strawberry low-fat yogurt

Preparation

1. Heat griddle to 375°F or heat 12-inch skillet over medium heat. Grease with canola oil if necessary (or spray with cooking spray before heating).
2. In large bowl, mix flour, sugar, baking powder, baking soda and salt; set aside. In medium bowl, beat eggs, vanilla yogurt, water and oil with egg beater or wire whisk until well blended. Pour egg mixture all at once into flour mixture; stir until moistened.
3. For each pancake, pour slightly less than 1/4 cup batter from cup or pitcher onto hot griddle. Cook pancakes 1 to 2 minutes or until bubbly on top, puffed and dry around edges. Turn; cook other sides 1 to 2 minutes or until golden brown.
4. Top each serving (2 pancakes) with 1/4 cup sliced strawberries and 1 to 2 tablespoons strawberry yogurt.

Many healthy choice recipes can be found by visiting www.choosemyplate.org.

NOVEMBER PHOTO GALLERY

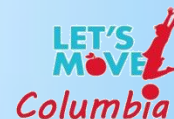
Columbia Featured at the National Let's Move! Conference



Councilwoman Tameika Isaac Devine is pictured above representing Columbia at the National Let's Move! Conference on Thursday, November 14. The accomplishments Columbia has made include having one of the highest over-all medal achievements for Let's Move! In addition, Columbia earned four gold medals in Goals I, II, IV, and V, and a silver medal in Goal III. The National League of Cities recognized Columbia for completion of key health and wellness goals for LMCTC.



We Are Columbia



Let's Move! City Website

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LET'S MOVE



LET'S MOVE COLUMBIA
CITY OF COLUMBIA RECOGNIZED FOR TRAILBLAZING EFFORTS TO PREVENT CHILDHOOD OBESITY



We Are Columbia

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CITY COUNCIL CITIZEN ALERT CUSTOMER SERVICE DOING BUSINESS IN COLUMBIA E-BILLS EMPLOYMENT EVENTS GRANT STATUS PUBLIC SAFETY WATER BILL



Let's Move! City Programs




HOOP-OLGY BASKETBALL CLUB

This will be 6 sessions for the price of \$50.00. Each session will be 1 ½ hours or 90 minutes long. For boys and girls ages 5-18

CLUB DATES ARE:
Saturday, November 16 @ 9:00am
Saturday, November 23 @ 9:00am

Join our HOOP-OLGY Basketball Club here at Drew Wellness Center
 2101 Walker Solomon Way · Columbia, SC 29201



For more information please contact the Drew Wellness Center at 803.545.3200 or call 803.546.0354.

KIDS COOKING WITH...

Chef Kirsten "Kat" Tolbert
Natty Queens Cuisine

Sponsored by:
Drew Wellness Center

Date: Monday, September 30
 Time: 6:00-7:00 PM
 Where: Drew Wellness Center
 Who can participate? Children, ages 6-18
 Cost: \$8 for your child's food and learning materials



Take advantage of this great interactive class for kids!

Come enjoy these GREAT activities:

- Learning and making a Healthy Plate
- A veggie tasting
- Recipe Scavenger Hunt
- Learn activities via the Super Crew Tool kits
- Hands on Healthy Snack Preparation
- AND MANY OTHERS...




Drew Wellness Center
 2101 Walker Solomon Way
 Columbia, S.C. 29204
 (803)545-3200

Register at the Drew Wellness Center today!






It's a Back to School Zumba Luau!

When: Saturday, Aug 31, 12 - 2:30p.m.
Who: Anyone who wants to JOIN THE ZUMBA PARTY!
Where: Drew Wellness Center
Cost: \$5



Join us for THREE Zumba classes at one low price! Zumba®, Aqua Zumba® and Zumbatonic® for children featuring some of Columbia's Famously Hot Instructors. Be ready to win some great door prizes while you take advantage of this FITNESS PARTY.






Drew Wellness Center
 2101 Walker Solomon Way
 Columbia, S.C. 29204
 (803)545-3200

Let's Move! Outreach



3 Dec

City of Columbia @CityofColumbia
Spinning Class at Drew Wellness Center!
pic.twitter.com/dYpZmT1L6D

This is a great way to boost your metabolism and heat it up in this fast paced class to burn up to **500 calories in 45 minutes!**

Try it out on our **NEW BIKES** and tell us what you think!



Expand

25 Nov

Let's Move! @letsmove
Break out your chef hat. Over the next few weeks we'll be sharing a tasty #MyPlate inspired recipe every day. -Sam
go.wh.gov/yRceED

Retweeted by City of Columbia

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13 Nov

City of Columbia @CityofColumbia
Click here to view the November issue: columbiasc.gov/pr/city-public... pic.twitter.com/eJkitysbjX

Let's Move! Columbia online!



Join the City Email Network to get all the latest Columbia news delivered straight to your inbox.

Send an email to pio@columbiac.net to get signed up today!

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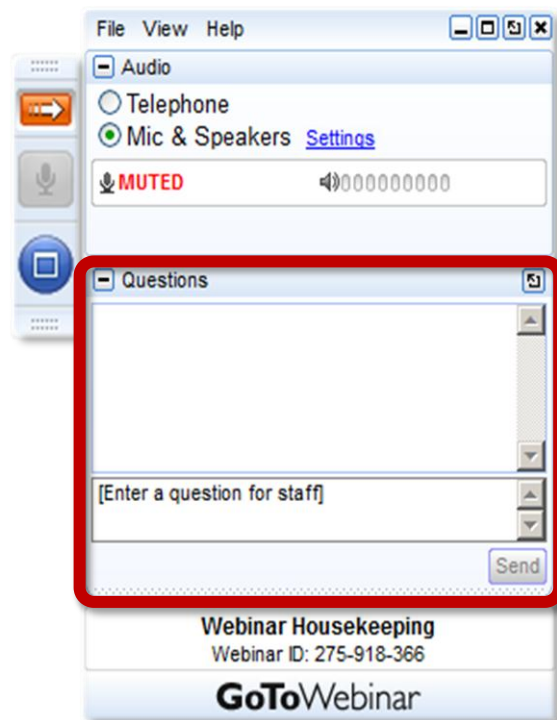




We Are Columbia

LET'S
MOVE 
Columbia

Questions



- Use the question feature/box on GotoWebinar

THANK YOU!!!

Contact info:

Tracy Wiedt

wiedt@nlc.org

202.626.3002

Elena Hoffnagle

hoffnagle@nlc.org

202.626.3012

www.HealthyCommunitiesHealthyFuture.org