



Peer Learning Webinar:
How to Achieve the LMCTC Goals in Large Cities
August 21, 2013

Background

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

- 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

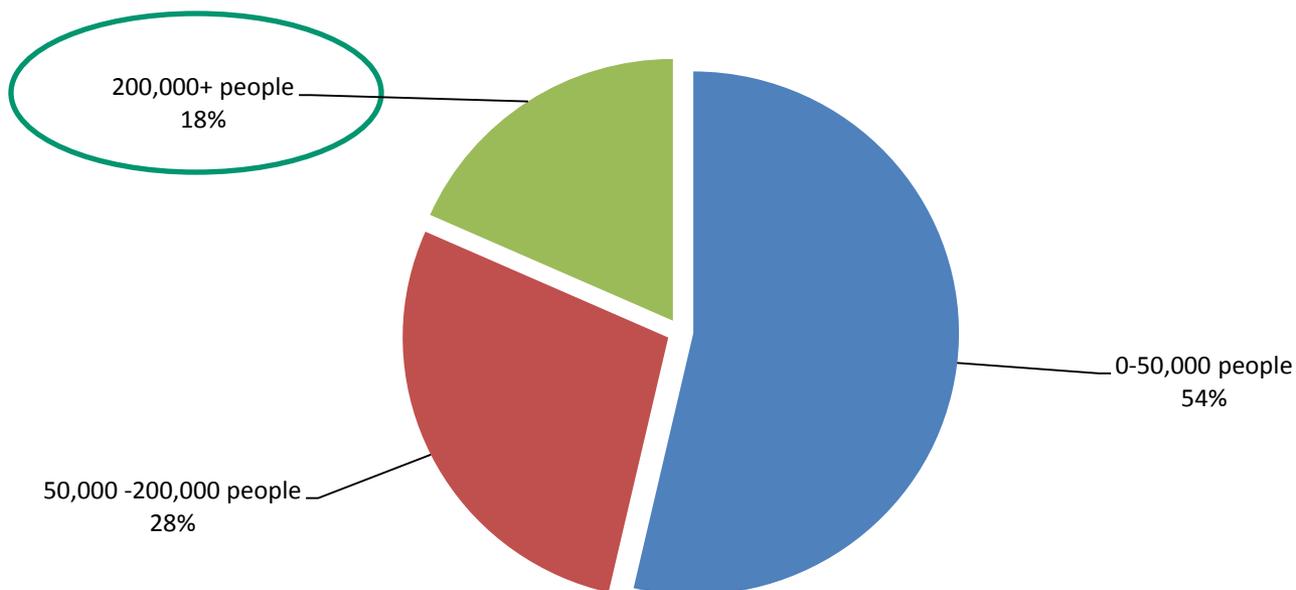


Explore at: www.HealthyCommunitiesHealthyFuture.org

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

Why Focus on Large Cities?

LMCTC Sites by Population Category



Large Cities Have....

- **UNIQUE ADVANTAGES** for collaboration, partnership, and scaling up efforts.

AND

- **UNIQUE CHALLENGES** such as limited staff capacity or competing priorities

Today's Presenters



- Pamela Rice Walker, Interim Director of Health, City of St. Louis Department of Health



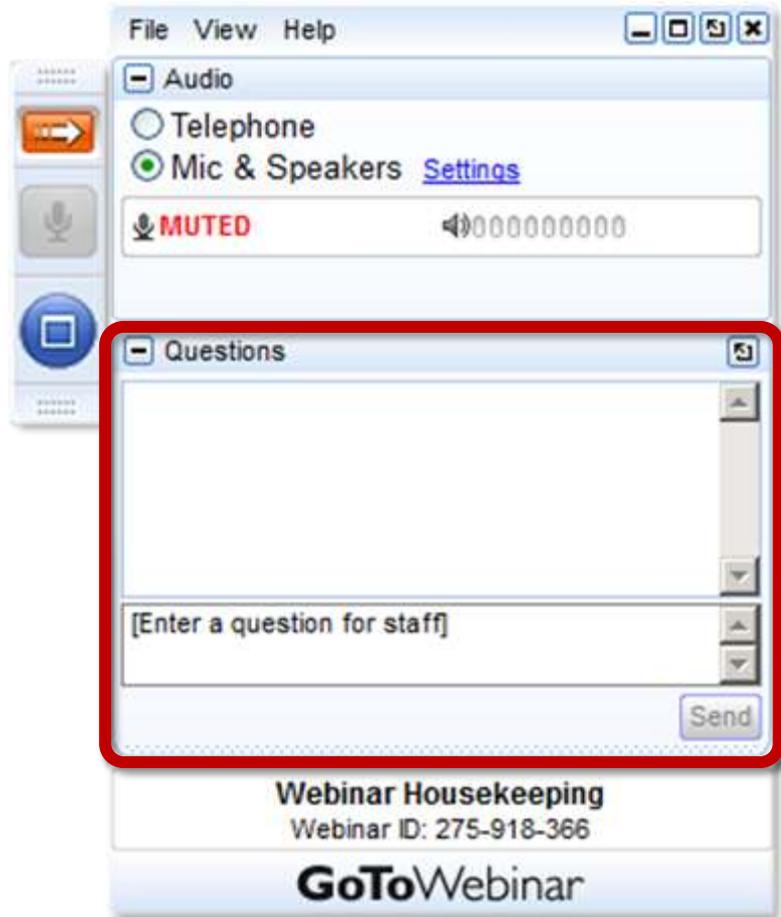
- Deputy Mayor Margarita Muñiz, City of Newark, NJ



- Art Thatcher, Superintendent for Recreation and Youth Services, and Jaime Adams, Facility Manager, City of Norfolk, VA



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:

Pamela Rice Walker
Interim Director of Health
City of St. Louis, MO
Population: 319,294

**LET'S
MOVE! STL**



Pamela Walker, MPA, CPHA

Director of Health, City of St. Louis Department of Health

Getting Started

- Mayor Francis G. Slay signed St. Louis on as a *Let's Move!* city in 2010
- City of St. Louis Department of Health has taken the lead in organizing efforts
- *Let's Move! STL* included in the city's 5-year strategic plan



healthy eating style show

Coming Soon:



Good4U

healthy eating style show



FRANCIS G. SLAY
Mayor

PAMELA RICE WALKER, MPA, CPHA
Interim Director of Health

MELBA R. MOORE, MS CPHA
Commissioner of Health

WARREN NICHOLS
Health Promotions and Marketing Manager



good4U

MOVE! STL

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Summer 2011



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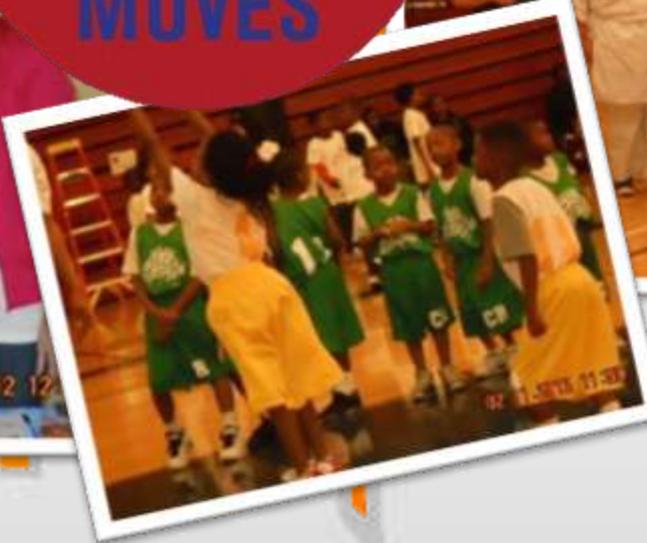
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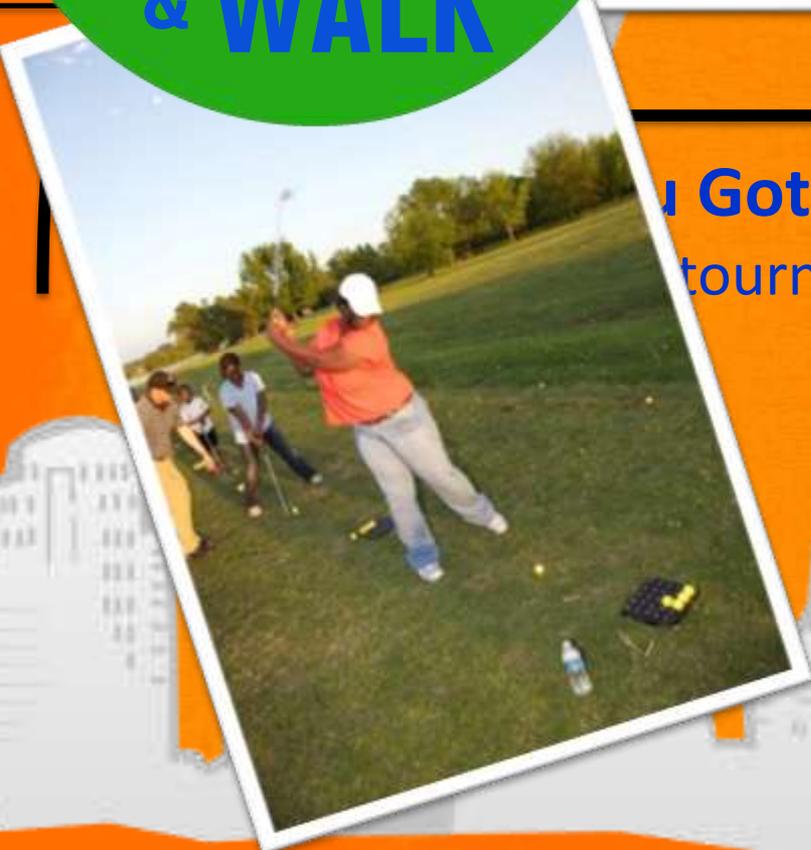
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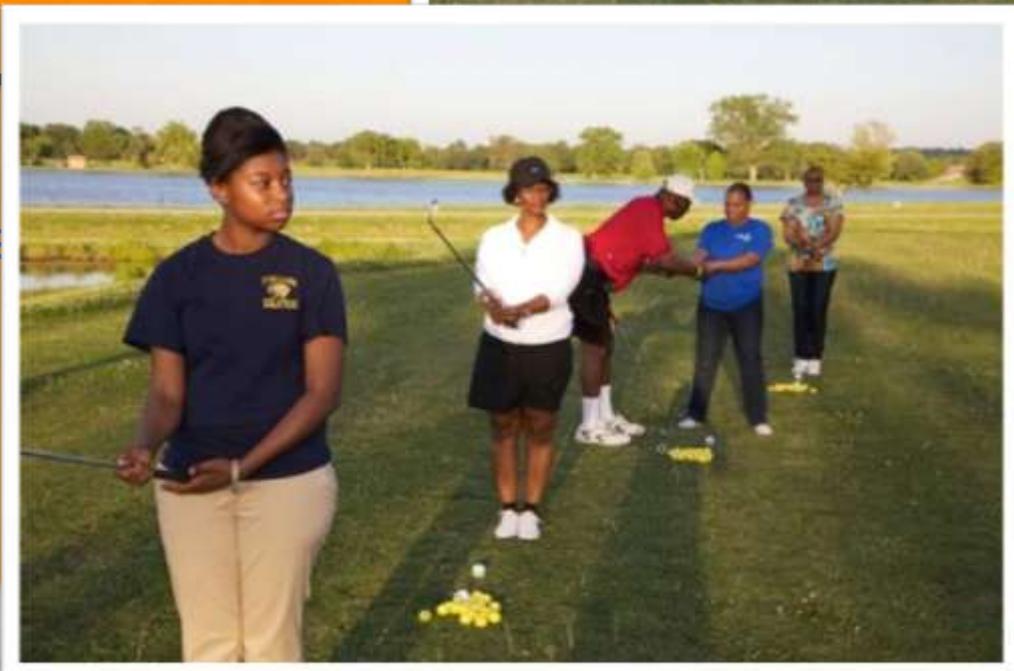


**LET'S
MOVE! STL**

**GOLF
& WALK**



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MOVE! STL



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Summer 2013



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Winter 2013

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Key Partners

- Area schools
- Local businesses/organizations
- Collegiate support
- Communication companies
- Government agencies & area health departments
- Health centers
- Recreational facilities
- Special interest organizations



Resources

- **Solicit organizations to donate**
 - Area entrepreneurs
 - Local farmers
 - Local/national grocery stores
 - Health insurance foundations
 - Sporting good stores
 - Sporting team foundations
 - Wellness groups



Help promote “Buy-in”

- Professional Sports Teams
- Elected Officials (local, regional, state)
- Advertising (virtual and print)
- Media Coverage
- Online presence
 - Maintain a website
 - Make social media outlets your best friend
 - Promote your city with a monthly e-newsletter
 - Have participants “take the pledge”



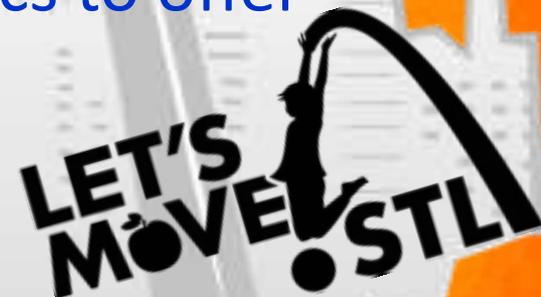
Awards for Effort in Five Goals

- **Goal 1: Start Early, Start Smart** (bronze)
 - Critical partnership with Daycare Licensure Staff in the “I am Moving, I am Learning” program
 - access to all the daycare facilities
 - grant funding supported effort and allowed us to impact both children and adults



Awards for Effort in Five Goals

- **Goal 3: Smart Servings for Students** (bronze)
 - Participation in School Breakfast and Lunch programs
 - Build relationship with foodservice director, on-site cafeteria manager, principal, and teachers to encourage participation
 - Partnership with Saint Louis University's Department of Nutrition and Dietetics to offer hands-on nutrition education



Awards for Effort in Five Goals

- **Goal 4: Model Food Service** (gold)
 - Partnership with Saint Louis University's Department of Nutrition and Dietetics to work with local school district's wellness committee
 - Impacted food service vendor selection
 - Provide nutrition education
 - Grant funding



Moving Forward

- Mentor surrounding cities, towns, and counties
- Map out the city for physical activity “hot spots”
- Continue to work with partners to provide current programming related to *Let's Move! STL*



Words of Advice

- Start early gaining partners/supporters
- Develop a core team to meet regularly
- Advertise and brand
- Be flexible



Local Perspective:

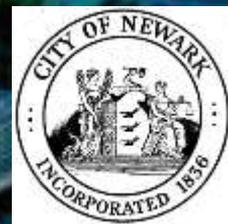
Deputy Mayor Margarita Muñiz

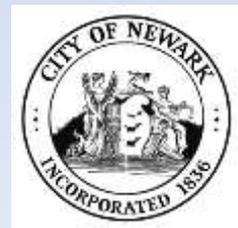
City of Newark, NJ

Population: 277,140

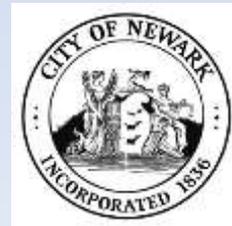
Let's Move! Newark

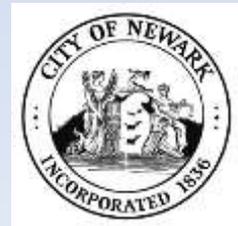
A Let's Move! Initiative

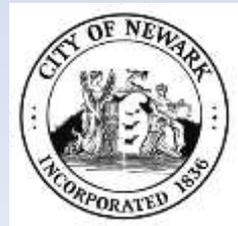


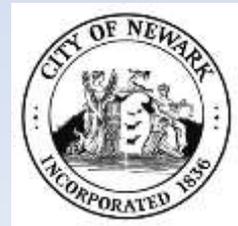




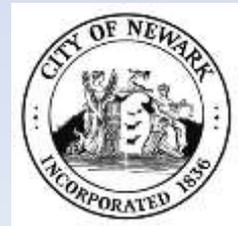


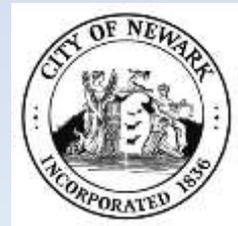










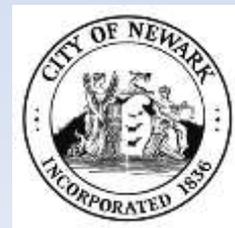


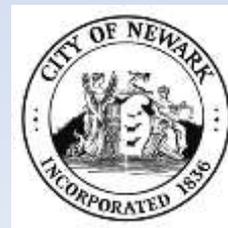
HorizonSM

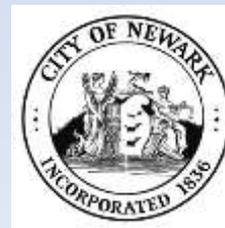


Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work.[®]

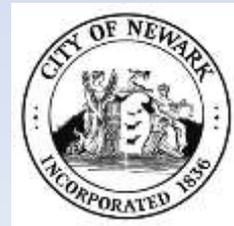








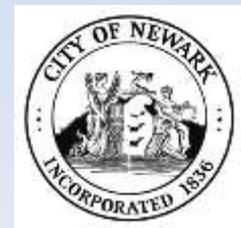
audible.com



Newark Youth Policy Board



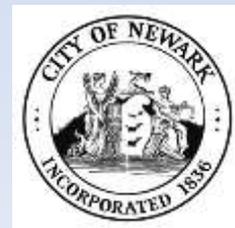
NYBP



First Lady Michelle Obama Visits Newark



November 18, 2010



Goals of *Let's Move!* Cities, Towns, and Counties.

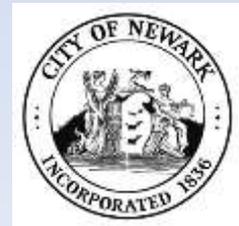
Goal I: Start Early, Start Smart

Goal II: MyPlate, Your Place

Goal III: Smart Servings for Students

Goal IV: Model Food Service

Goal V: Active Kids at Play



National League of Cities: Healthy Communities for a Healthy Future

Childhood and adult obesity are national problems, but we are working to solve them in Newark, through our city-wide Let's Move! Newark campaign, which is empowering our youth, families, and neighborhoods to lead healthy lifestyles and practice good nutrition habits.

– Mayor Cory A. Booker

<http://www.healthycommunitieshealthyfuture.org/places/#Newark, NJ>



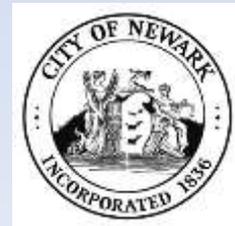
Goal 1: Start Early, Start



Goal 3: Smart Servings for Students



Goal 5: Active Kids at Play



Food Policy Director



Newark is only one of less than 20 cities to have a full-time coordinator of food access initiatives in the country and advisor on food policy for its mayor.



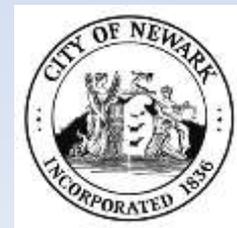
The Current Food Policy Director is Elizabeth Reynoso.



Make it a SNAP to purchase from the Farmer's Markets



- U.S. Department of Agriculture released \$4 million
- Collaboration between farmers' market operators and the New Jersey Department of Human Services to accept SNAP.
- Newark is the only city in the State of New Jersey that worked to capitalize on this federal funding for all of its seasonal community farmer's markets.





Farmers' Markets

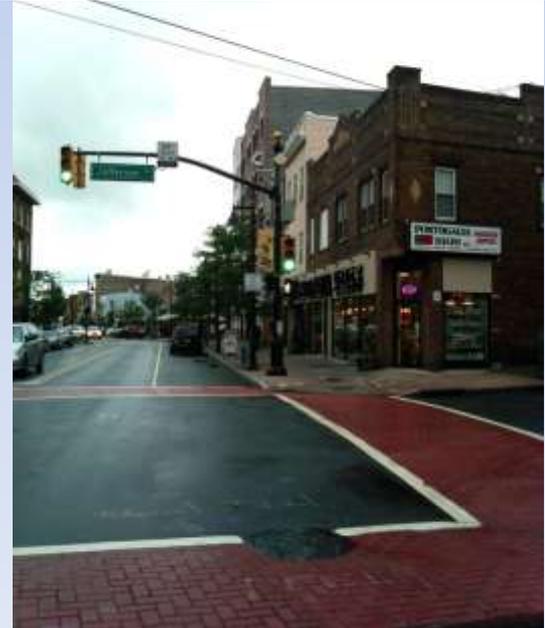
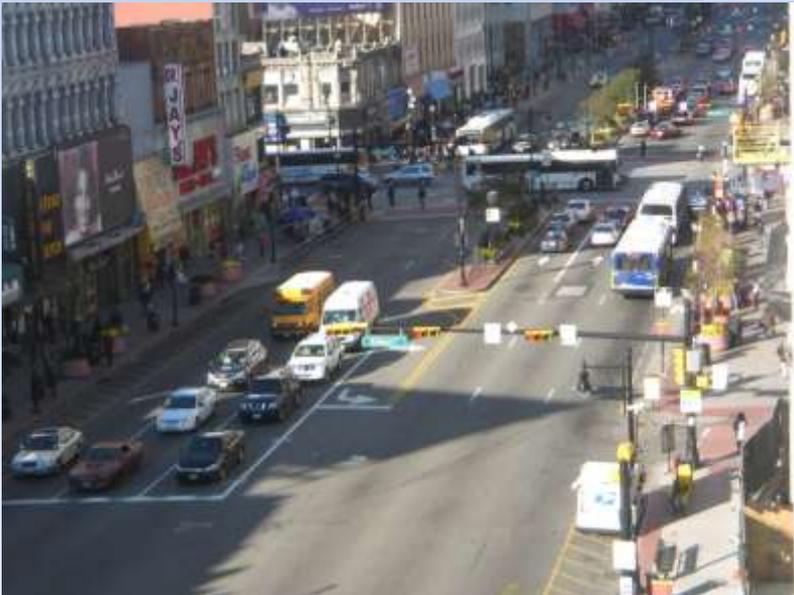
The mission of *Nourishing Newark Farmers' Markets* is to celebrate seasonal and local food, restore the dignity of shopping in marketplaces that foster relationships with New Jersey farmers who grow the food, and provide urban residents a chance to connect to their food system.



Buy Jersey fresh fruit, corn, tomatoes, greens, honey, and soaps at the farmers' market in Washington Park 11:30a -7p

Look for the tents and umbrellas!

Newark: A Mobile City



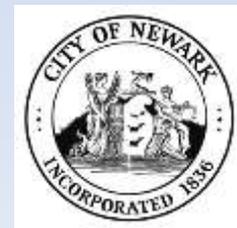
Our Pride: Our Parks

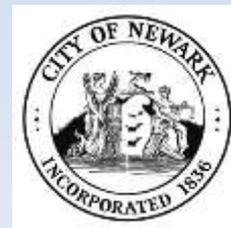
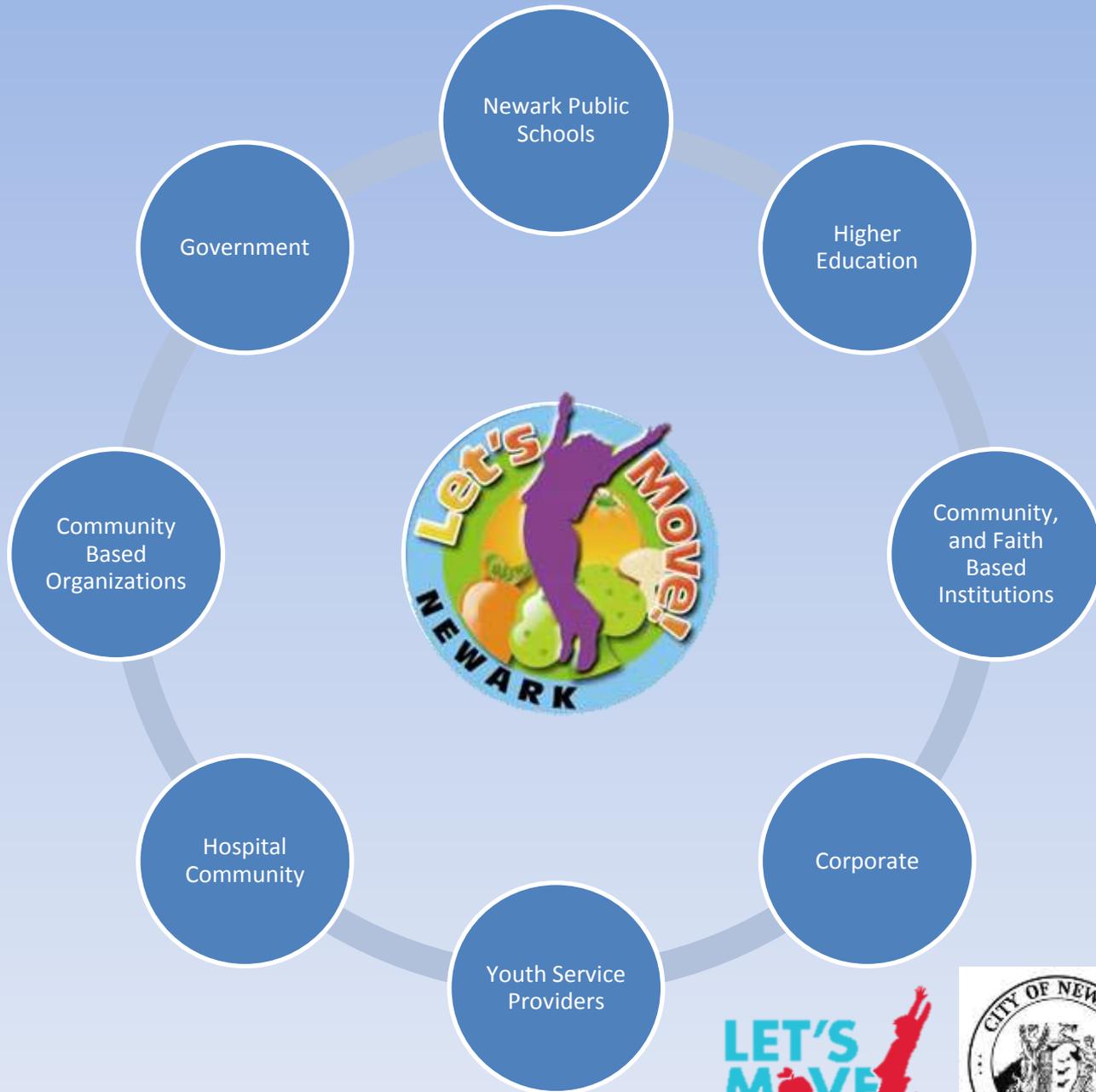
The City of Newark has seen the greatest expansion of parks, and green spacesmore so than the past 100 years!

- 16 City Parks
- 59 Park Acres
- \$41 million in construction dollars



Our Partnerships





2013 GUIDE TO A SUPER SAFE SUMMER IN NEWARK

IS HERE!

SUPER SUMMER

A MESSAGE FROM MAYOR COFFY A BOOKER

Inside:

- Pg 2 Newark Public Library
- Pg 3 NJPAC
- Pg 4 Riverboat Tours, Immunizations, Recreation Centers
- Pg 5 Newark Police
- Newark Police Department
- Newark Fire Department
- Pg 10 Recreation Centers
- Pg 13 Concerts in the Park
- Pg 14 Farmers Markets, Office of Aging
- Pg 15 Black Film Fest
- Pg 16 Newark Museum
- Pg 18 Summer Camp Directory
- Pg 25 Crystal Ball Film Series

NEW YORK LIBERTY

A&P

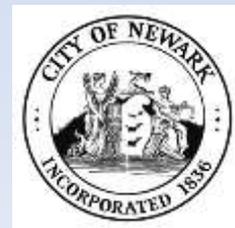
presented by FOXWOODS

DOWNTOWN DRIBBLE

Mayor's Wellness Campaign
Put your community in motion.

PLAY STREETS

PARTNERSHIP FOR A HEALTHIER AMERICA



Sustainability

Let's Move! Newark

1. ... resides within the Newark Youth Policy Board.
2. ... belongs to the partnership (current and expanding).
3. ... will continue to serve the Community.
4. ... will continue to “Marshall its Resources.”
5. ... will continue to be a national model.



Local Perspective:

Art Thatcher and Jaime Adams

City of Norfolk, VA

Population: 242,628



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

**City of Norfolk, VA
Recreation, Parks & Open Space**

August 21, 2013

Norfolk, Virginia

- More than 243,000 residents

- 31,000 students

- **Healthy Norfolk Initiative:**

 - Established in 2012

 - Promotes:

 - Creating a healthy environment
 - Providing healthy choices to residents
 - Adopting policies to support healthy behaviors
 - Creating a city-wide culture of health and wellness
 - Connecting people to healthy living resources



Goal I: Start Early, Start Smart

•Norfolk Ready By 5!

–Focus Areas:

- Healthy early childhood development
 - School readiness
 - Important of high quality early care
- Goal: to ensure every child in the city enters Kindergarten prepared to succeed
- Partners:
- schools
 - families
 - early education and care providers
 - health providers
 - libraries
 - recreation programs



Goal II: MyPlate, Your Place

- **Food Service Sites:**
 - 47 schools
 - 18 recreation centers
- **All prominently display USDA MyPlate**



Goal III: Smart Servings for Students

- Breakfast: \$0.90 at all 47 schools**
- Approximately 65% of students receive free or reduced-cost lunches**
- USDA provides free summer time lunches to youth at 18 sites throughout city**



Goal IV: Model Food Service

- Adoption of healthy and sustainable food service guidelines align with U.S Dietary Guidelines for Americans**
- Implemented at all schools and recreation centers**



Goal V: Active Kids at Play

- **Kaboom! Playful City USA for the 6th consecutive year**
- **Adopted Recreation Master Plan in 2011,**
 - mapped all play spaces,
 - assessed future needs
 - developed road map to increase access to physical activity
- **Established joint use agreement with Norfolk Public Schools in 2012**



KaBOOM! National Campaign for Play

2013 63



Additional Efforts

- Healthy Youth Day
- Play Day
- Fit Kid Zone
- Teen Fit Club
- Kids in the Kitchen
- Expansion of fitness studio ages
- Fit City Connect Blog
- Community Gardens



Lessons Learned

- Be flexible. One size does not fit all.
- Program specifically for health & wellness.
- Make health a priority.
- Buy in from the top=success!
- Partner to extend your reach.

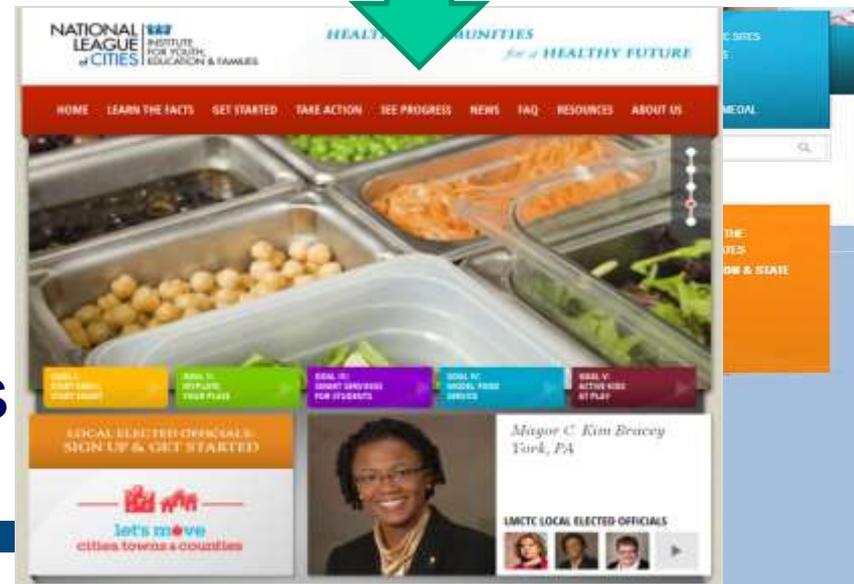


More information on LMCTC

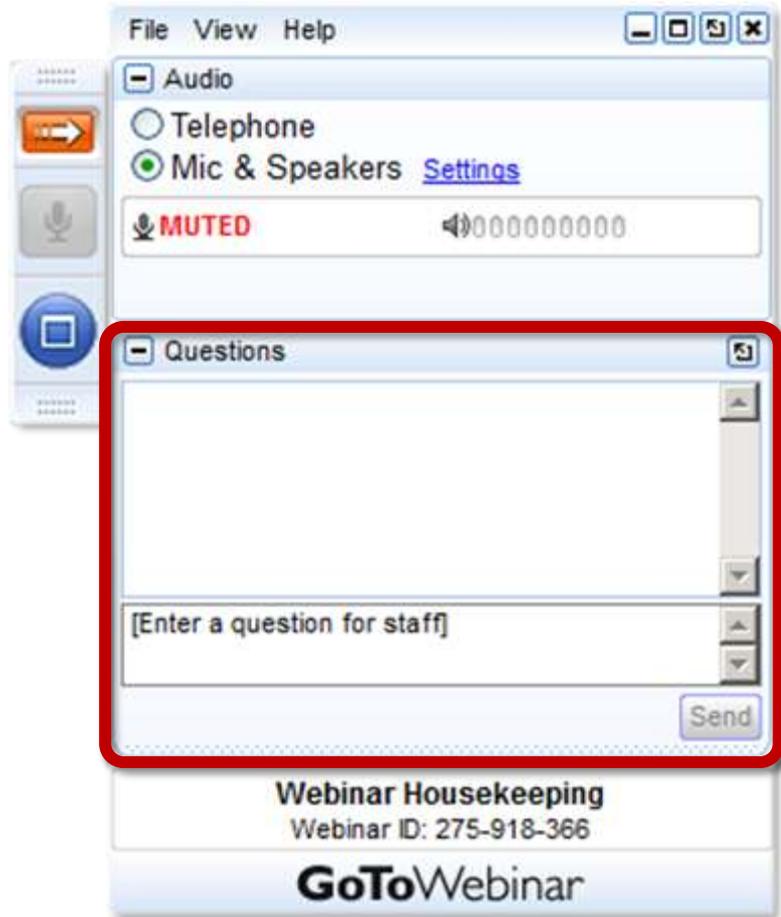
- Visit: www.HealthyCommunitiesHealthyFuture.org

- 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.

Webinar Recordings:

Missed a previous webinar? Listen to it at:

<http://www.healthycommunitieshealthyfuture.org/news/webinar-archive/>



The image shows a screenshot of the Healthy Communities website. At the top left is the logo for the National League of Cities Institute for Youth, Education & Families. To the right is the text "HEALTHY COMMUNITIES for a HEALTHY FUTURE". Below this is a navigation bar with links: HOME, LEARN THE FACTS, GET STARTED, TAKE ACTION, SEE PROGRESS, NEWS, FAQ, RESOURCES, ABOUT US. The main content area features a photograph of four diverse children looking at a globe. Below the photo is a red banner with the text "WEBINAR ARCHIVE". Underneath, it says "Posted on Jun 14, 2013" and "WEBINAR RECORDING: HOW MID-SIZED CITIES CAN ACHIEVE THE GOALS OF LET'S MOVE! CITIES, TOWNS AND COUNTIES". On the right side, there is a blue sidebar menu with the following items: NEWS CATEGORIES, NATIONAL, LOCAL, TECHNICAL ASSISTANCE & RESOURCES, LET'S MOVE! BIRTHDAY, SPONSORED EVENTS, NEWSLETTER ARCHIVE, and WEBINAR ARCHIVE.

THANK YOU!!!

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www.HealthyCommunitiesHealthyFuture.org