



# *LET'S MOVE!* CITIES, TOWNS AND COUNTIES (LMCTC) GUIDE

NATIONAL  
LEAGUE  
of CITIES 

## **A RESOURCE GUIDE FOR MUNICIPAL AND COUNTY LEADERS**

National League of Cities' Institute for Youth, Education, and Families  
June 2014



**let's move**  
**cities, towns & counties**



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# CHAPTER 1: BACKGROUND AND GETTING STARTED





# WELCOME TO *LET'S MOVE!* CITIES, TOWNS AND COUNTIES



Dear Colleague:

Over the past three decades childhood obesity rates in the United States have tripled. Today, nearly one in three children in the U.S. is overweight or obese, which puts them at greater risk for health problems such as diabetes, heart disease, high blood pressure, cancer and asthma.

As a local elected official or city/county staff, we know the power your voice and actions have in influencing change at the community level to help ensure a healthy future for our children. Communities offering a healthy, productive and stable workforce can be more attractive places for families to live and for businesses to locate.

The National League of Cities (NLC) is providing technical assistance to local elected officials working to create healthier communities and prevent childhood obesity, including those participating in *Let's Move!* Cities, Towns and Counties (LMCTC). NLC and the U.S. Department of Health and Human Services (HHS) are lead partners on LMCTC.

In this guide, you will find information on:

- Signing up your community for LMCTC.
- Achieving the five LMCTC goals.
- Reporting your progress.
- Resources to support you in achieving the five LMCTC goals.
- Promoting and sharing your success.
- Staff contacts at NLC and HHS.

This guide is to be used in conjunction with the website, <http://www.HealthyCommunitiesHealthyFuture.org>, where you can find more information on *Let's Move!* Cities, Towns and Counties..

Our goal is to be a resource to you as you make your city, town or county healthier. Please do not hesitate to reach out to us by email at [lmctc@nlc.org](mailto:lmctc@nlc.org) with any questions, success stories or challenges. We're here to help!

Sincerely,

A handwritten signature in black ink, appearing to read "Clarence Anthony".

Clarence Anthony  
Executive Director  
National League of Cities



## BACKGROUND INFORMATION

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

Launched by the First Lady in February 2010, *Let's Move!* is a comprehensive initiative dedicated to solving the problem of obesity within a generation, so that children born today will grow up healthier and able to pursue their dreams.

Everyone has a role to play in reducing childhood obesity, including parents and caregivers, elected officials from all levels of government, schools, health care professionals, faith-based and community-based organizations, and private sector companies.

Recognizing the diverse roles of different sectors, there are a variety of *Let's Move!* sub-initiatives, including *Let's Move! Child Care*; *Let's Move! Active Schools*; *Let's Move! Outside*; *Let's Move! Museums & Gardens*; and *Let's Move! Faith and Communities*. More information about the sub-initiatives can be found at <http://www.LetsMove.gov>.

*Let's Move! Cities and Towns* was launched in June 2010 and provided the initial opportunity for local elected officials from municipalities across America to address the nation's childhood obesity epidemic. In 2011, in order to ensure all localities had the opportunity to participate, elected officials at the county level were invited to join the initiative. As a result, the initiative was renamed ***Let's Move! Cities, Towns and Counties (LMCTC)***.

The National League of Cities (NLC) has played an important role in helping to recruit cities and towns to participate in LMCTC. In May 2012, NLC received a grant from the Robert Wood Johnson Foundation to provide technical assistance to local elected officials working to create healthier communities and prevent childhood obesity, including those participating in LMCTC.


Initial feedback from communities participating in LMCTC indicated: 1) they were looking for specific guidance regarding local actions that could be taken to make their communities healthier; 2) they expressed a need for direct technical assistance to carry out these actions; and 3) they emphasized the importance of being recognized nationally for successes achieved locally. Based on this feedback, in July 2012 key changes were incorporated into the LMCTC framework and design.


As part of this enhancement, five actionable goals were established using recommendations from the 2010 White House Task Force on Childhood Obesity's report to the President: *Solving the Problem of Childhood Obesity* within a Generation. This report can be found at [http://www.letsmove.gov/sites/letsmove.gov/files/TaskForce\\_on\\_Childhood\\_Obesity\\_May2010\\_FullReport.pdf](http://www.letsmove.gov/sites/letsmove.gov/files/TaskForce_on_Childhood_Obesity_May2010_FullReport.pdf). Bronze, silver and gold medal benchmarks were created, and medals are awarded monthly to help participating sites make progress towards completing each goal. LMCTC sites can receive technical assistance from NLC, the U.S. Department of Health and Human Services (HHS) and other experts to achieve each goal.

## Overview of the Five LMCTC Goals


### Goal I: Start Early, Start Smart

*To provide children with a healthier start, local elected officials commit to helping early care and education program providers incorporate best practices for nutrition, physical activity and screen time into their programs.*

 **Bronze:** The LMCTC site is participating in an active interagency collaboration on early care and education programs.


 **Silver:** Participation in *Let's Move! Child Care* is promoted among early care and education providers using at least three approaches; plus Bronze benchmark.





 **Gold:** Each of the five goals of *Let's Move! Child Care* has been integrated into at least one professional development training offered annually to early care and education providers; plus Bronze and Silver benchmarks.

### Goal II: MyPlate, Your Place

*To empower parents and caregivers, local elected officials commit to prominently displaying MyPlate in all municipally- or county-owned or operated venues that offer or sell food/beverages.*

 **Bronze:** At least 51 percent of municipally- or county-owned or operated venues that offer or sell food/beverages prominently display MyPlate, and the LMCTC site is registered to be a MyPlate Community Partner.

 **Silver:** At least 75 percent of municipally- or county-owned or operated venues that offer or sell food/beverages prominently display MyPlate, and the LMCTC site is registered to be a MyPlate Community Partner.

 **Gold:** One hundred percent of municipally- or county-owned or operated venues that offer or sell food/beverages prominently display MyPlate, and the LMCTC site is registered to be a MyPlate Community Partner.



### Goal III: Smart Servings for Students

*To provide healthy food to children and youth, local elected officials commit to expanding access to meal programs before, during and after the school day, and/or over the summer months.*



**Bronze:** The LMCTC site is participating in an active collaboration involving the city/town/county, schools and other partners to expand access to programs that offer healthy food before, during and after the school day, and/or over the summer months.



**Silver:** At least two actions are taken to expand children's access to programs that offer healthy food before, during and after the school day, and/or over the summer months; plus Bronze benchmark.



**Gold:** At least four approaches are used to publicize the availability of programs that offer healthy food before, during and after the school day, and/or over the summer months to make them more accessible to children; plus Bronze and Silver benchmarks.

### Goal IV: Model Food Service

*To improve access to healthy, affordable foods, local elected officials commit to implementing healthy and sustainable food service guidelines that are aligned with the Dietary Guidelines for Americans in all municipally- or county-owned or operated venues that offer or sell food/beverages.*



**Bronze:** All vendors and contractors for municipally- or county-owned or operated venues that offer or sell food/beverages are identified, along with the dates when their contracts can be amended or renegotiated.



**Silver:** A policy for healthy and sustainable food service guidelines aligned with the *Dietary Guidelines for Americans* is adopted for municipally- or county-owned or operated venues that offer or sell food/beverages; plus Bronze benchmark.




**Gold:** At least 30 percent of municipally- or county-owned or operated venues that offer or sell food/beverages have implemented the policy for healthy and sustainable food service guidelines aligned with the *Dietary Guidelines for Americans*; plus Bronze and Silver benchmarks.




## Goal V: Active Kids at Play

*To increase physical activity, local elected officials commit to mapping local playspaces, completing a needs assessment, developing an action plan and launching a minimum of three recommended policies, programs or initiatives.*

 **Bronze:** All playspaces are mapped.

 **Silver:** A needs assessment of playspaces is completed and an action plan is developed; plus Bronze benchmark.

 **Gold:** At least three recommended policies, programs or initiatives from the action plan are launched to increase access to physical activity; plus Bronze and Silver benchmarks.

### Support and Partners

NLC is working in partnership with HHS with support from the U.S. Department of Agriculture, the National Association of Counties and other nonprofit organizations to assist local elected officials who join LMCTC as they implement policy and environmental changes to prevent childhood obesity. NLC and HHS staff provide LMCTC sites with the technical resources and support necessary to meet the bronze, silver and gold medal benchmarks of the five LMCTC goals. Each HHS Regional Office has a designated *Let's Move!* Advisor focused on providing technical assistance to LMCTC sites in his/her region. Subject matter experts from federal agencies and national nonprofit organizations are also available to provide support to address barriers LMCTC sites may encounter. Please see the [Technical Support For Your Efforts](#) section (Page 43) for more information.



## GET STARTED

### How to Sign Up and Get Started

**Step #1:** As a local elected official (or his or her designee), you can sign up by visiting <http://www.HealthyCommunitiesHealthyFuture.org/get-started> and clicking on the orange box, “Click to Sign Up for *Let’s Move!* Cities, Towns and Counties.” You will then be prompted to fill out and submit the short sign up form.

We encourage you to identify a city or county staff person on the sign up form who will be the main point of contact for your *Let’s Move!* efforts. This individual might be a member of your staff, or an official in your municipal/county health department or parks and recreation department. It is helpful to designate someone who can arrange meetings, facilitate discussions and identify priorities. If you do not have an individual in mind at the time of sign up, you can designate a person at a future time.

**Step #2:** Once your sign up information has been received, NLC verifies that there is a local elected official involved and sends a welcome email to the local elected official and staff point of contact (if designated), including information asking you to submit the medal status survey. **The medal status survey is your first step after signing up for LMCTC. It allows you to assess your progress to date (relative to the medal benchmarks) and identify next steps.** The submitted medal status survey information is what NLC uses to award medals to local elected officials. See section: [Assessing and Reporting Progress – the Medal Status Survey](#) for more information (Page 16).

Note: If you signed up to participate in LMCTC prior to July 2012, you need to fill out the sign up form again and indicate your willingness to commit to the five LMCTC goals.

**Have questions about the sign-up process? See the FAQ Page of the LMCTC website:** <http://www.healthycommunitieshealthyfuture.org/faqs-2/>.

## Launching Your LMCTC Initiative

After signing up, some LMCTC sites have launched their *Let's Move!* efforts with a kick-off event (this is optional). Consider involving the press and local celebrities, or partnering with local nonprofit organizations. Contact your HHS *Let's Move!* Advisor for help planning your event, advice on reaching out to stakeholders and suggestions for amplifying outreach through local media. This event may serve as an opportunity for you to announce your priorities in the five goal areas. Below are just a few ideas on how to get the most out of your launch:

- Hold a press conference at a local school or afterschool program.
- Host an event at a recreation center, playground, park or trail.
- Host an event at a child care center that is participating in *Let's Move!* Child Care.

If holding a launch event is not within your capacity, consider other ways to get the word out, such as a posting on your city or county website, issuing a press release, writing an article in a local newspaper, using Facebook or Twitter and/or announcing your commitment at a city/county council meeting. The *Let's Move!* logo is available for use in your outreach materials (See Page 41).

## Forming a *Let's Move!* or Childhood Obesity Task Force

Consider forming a *Let's Move!* or Childhood Obesity Task Force in your community, or aligning with an existing health or wellness task force. If you already have a task force working on related issues, do not create a new *Let's Move!* task force, but consider incorporating your LMCTC activities into it. If you do plan to form a new task force, consider convening city or county agencies and other constituents such as (but not limited to):

- Schools/school districts.
- Department of health.
- Parks and recreation department.
- Department of public safety.
- Planning or zoning department.
- Hospitals.

### HOW COMMUNITIES HAVE LAUNCHED THEIR *LET'S MOVE!* EFFORTS:

- **Lincoln, Neb., Mayor Chris Beutler** held a launch event where he announced the city's commitment, designated a *Let's Move!* spokesperson, and set goals for the city.
- **South Bend, Ind., Mayor Pete Buttigieg** held an exercise assembly at a local school with the school superintendent and other *Let's Move!* partners.



- Community organizations.
- Early care and education providers.
- Sports leagues.
- Afterschool programs.
- Businesses.
- Community foundations.
- Nonprofits focused on children's health.

Consider including young people in your task force. As you work on the five LMCTC goals, it is important to hear from the constituents you are trying to help. Some mayors have youth advisory councils, student cabinets or other methods of soliciting input from young residents. If youth are already civically engaged, consider forming a sub-group that focuses on childhood obesity, or reach out to schools, afterschool programs, faith-based and neighborhood associations to find engaged youth who may provide helpful feedback and advice.

Also see if there is the presence of other *Let's Move!* subinitiatives in your community whose efforts could be included within your task force, such as *Let's Move!* Child Care, *Let's Move!* Museum & Gardens, or *Let's Move!* Active Schools. Learn more about the other sub-initiatives at <http://www.LetsMove.gov>.

## SPOTLIGHT ON INVOLVING YOUTH: BLADENSBURG, MD.

Bladensburg, Md., has closely involved local teens, including members of the Port Towns Youth Council, in the policymaking process. Youths ages 12-18 worked with city leaders to develop a pedestrian safety policy and learned the skills needed to be involved in the policymaking process. Building on the baseline results from a community asset mapping project to assess healthy food access, walkability and bikeability in the town in summer 2012, the final policy was adopted in December 2013. Mayor Walter James sees involving youth in the policy-making process as a way to make youth invested in staying in Bladensburg.



*Bladensburg youth participate in a "Walkers Wear White" Pedestrian Safety Rally to encourage pedestrian safety.*



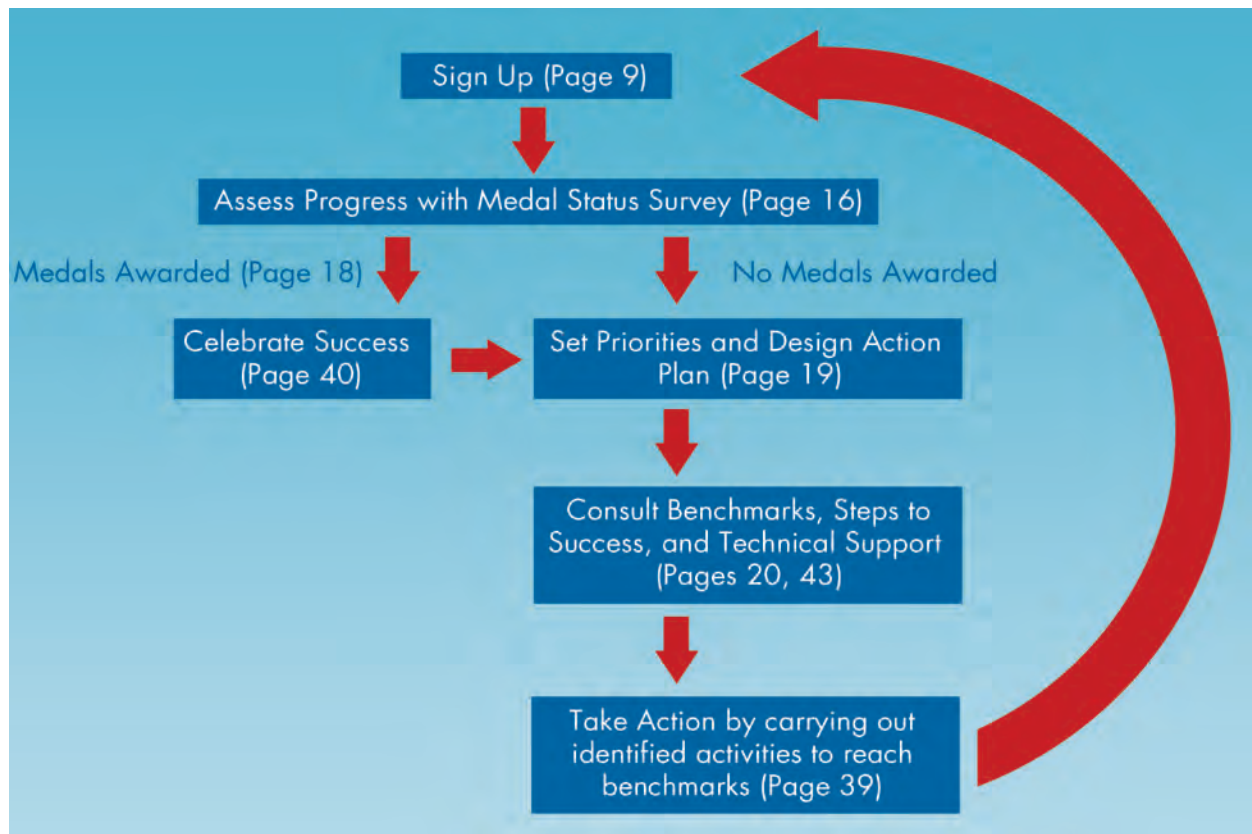


## CHAPTER 2: MAKING PROGRESS TO ACHIEVE THE FIVE GOALS



## PATHWAY FOR PROGRESS

The following process chart is a **suggested** pathway for making progress in LMCTC. You may find you have not or do not plan to follow these steps exactly.



- Your **first step** after signing up is to assess your starting place with the medal status survey (Page 16).
- If you qualify for medals from your initial medal status survey, NLC will award you those medals and encourage you to Celebrate Success (Page 40) and then Set Priorities and Design Action Plan (Page 19).
- If you do NOT qualify for medals, head to Set Priorities and Design Action Plan (Page 19). After setting priorities, Consult Benchmarks, Steps to Success and Technical Support (Page 20, 43). Then, Take Action (Page 39) to complete the goals.
- Once you have made progress, head back to step one, and update your medal status survey, which informs NLC to check on whether you qualify for additional medals.
- Repeat until you reach five gold medals!

## ASSESSING AND REPORTING PROGRESS – THE MEDAL STATUS SURVEY

**After you have signed up for LMCTC, your first step is to fill out and submit your medal status survey.** Submitting this survey will give you a sense of your starting point on the five LMCTC goals and will help you identify next steps for action and areas where technical assistance might be needed.

**How do I access the survey?** Your municipality's/county's unique survey link was provided in your confirmation and welcome emails. Please email [lmctc@nlc.org](mailto:lmctc@nlc.org) if you need the link resent. Using the medal status survey template in the Appendix (see Appendix, Page 53), you can submit the survey by email to [lmctc@nlc.org](mailto:lmctc@nlc.org).

**About the survey:** The survey contains questions to assess your municipality's/county's current activities within each of the five LMCTC goals. Survey responses are used to award bronze, silver and gold medals as you make progress on the five LMCTC goals. You must submit your initial survey assessment as a first step after signing up for LMCTC to assess your starting point.

You may not know the answer to each survey question. That is okay. If you are having trouble finding data, submit what you can and return to the same link to complete your survey at a later date. In many municipalities/counties, not all data is housed in one place. To help you reach out to municipal/county departments, a template outreach letter has been drafted for your use (see Appendix, Page 60).

When you make additional progress on the five goals, simply return to the same survey link and update your information to inform NLC of the progress you've made. **NLC uses information submitted through your survey to determine what medals should be awarded to you.**

### **Agencies/organizations that may help you answer the survey questions and be valuable partners on your efforts:**

#### **Goal I: Start Early, Start Smart**

Your city/county health department, department of youth and families, state department of children and family services, state childcare resource and referral agency and/or local Head Start office.

#### **Goal II: MyPlate, Your Place**

Your city's/county's office of contracts/purchasing/bids/vendors, parks and recreation department, mayor's office and/or social services agency.

### **Goal III: Smart Servings for Students**

Your city/county school district, state department of education, local anti-hunger nonprofit, parks and recreation department and/or school nutrition director.

In particular, a potential resource for you may be your state education agency's child nutrition program, which can be found by visiting: <http://www.fns.usda.gov/cnd/Contacts/StateDirectory.htm>.

### **Goal IV: Model Food Service**

Your city's/county's office of contracts/purchasing/bids/vendors, social services agency, city/county manager's office, city/county attorney's office, city/county health department and/or parks and recreation department.

### **Goal V: Active Kids at Play**

Your city's/county's parks and recreation department, office of city planning, facilities department, department of youth and families and/or community services department.

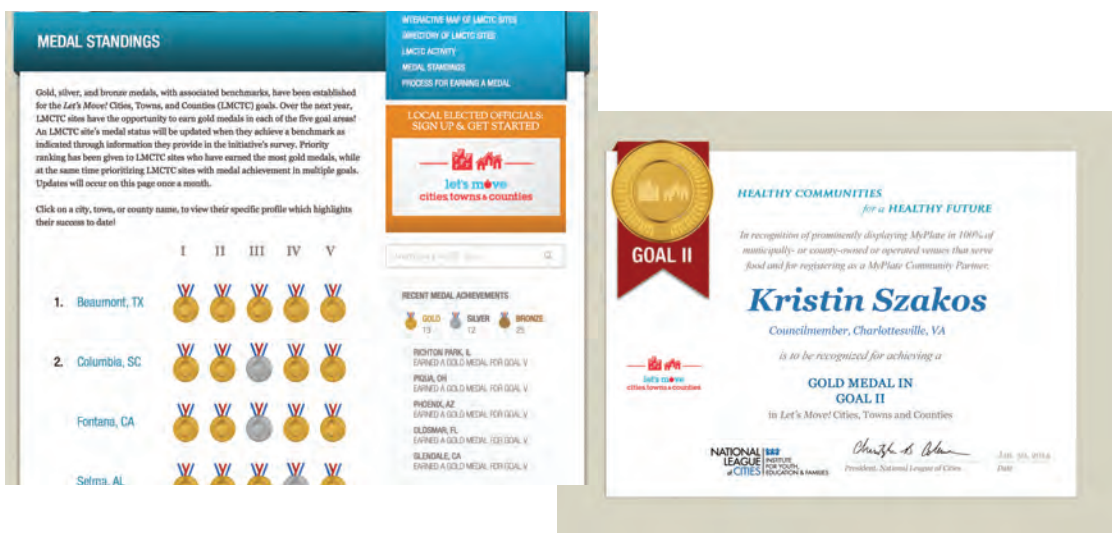
**Have questions on submitting the medal status survey? Need help completing it?**  
Reach us at [lmctc@nlc.org](mailto:lmctc@nlc.org) or call 202-626-3012.

## MEDAL AWARDING PROCESS

Based on medal status survey updates received from LMCTC sites, NLC awards medals monthly to LMCTC sites that have reached benchmarks in the five LMCTC goals. You have the opportunity to earn five gold medals!

The 25th of each month is the deadline for survey updates in order to be eligible for medals that month. NLC sends medal awards by email to the local elected official and designated point(s) of contact by the 30th of each month. Included in that NLC email are certificates in a PDF format that can be displayed and shared with local stakeholders. In addition, to help you promote the recognition you have received, a press release template is included that can be personalized and shared with local newspapers, bloggers and other media outlets. Consider using social media to promote your achievements!

Your medals will also be displayed on your community profile page on the initiative's website (see Page 39), and depending upon your accomplishments, your city, town or county may move up on the "Medal Standings" section of the website (<http://www.healthycommunitieshealthyfuture.org/see-progress/medal-standings/>).



*Remember, you must update your medal status survey to receive additional medals in the five LMCTC goals!*



## SETTING PRIORITIES AND DESIGNING A PLAN FOR ACTION

Once you submit your initial medal status survey to assess your starting point on the five LMCTC goals, your next step is to set priorities for your efforts and design a plan for action. Your HHS *Let's Move!* Advisor (<http://www.HealthyCommunitiesHealthyFuture.org/HHSContacts>) is a valuable resource for you at this point in the process and can work with you to set priorities and provide guidance in designing a plan for moving forward to reach five gold medals.

As you consider how to tackle the five goals, keep in mind that there may be goals that are “quick wins” for your city, town or county, and other goals that may require long-term planning. You may be ready to start laying the foundation for achieving all five goals simultaneously, or you may want to focus on each goal one at a time.

Key questions you may want to consider as you design your plan for action moving forward:

- What goals will be relatively easy for your city, town or county to achieve? For example, many LMCTC sites find Goal II: MyPlate, Your Place to be the easiest goal to achieve and see it as a way to spur action and establish momentum.
- What goals will be challenging for you as an LMCTC site? Before consulting with your HHS *Let's Move!* Advisor, consider brainstorming any barriers you may encounter and what support may be needed to address those barriers.
  - Who may be able to aid you in your efforts locally?
  - What support will be needed to achieve the goals that appear to be more challenging for your community?
- What partnerships exist locally? Who at the local level is already doing similar work?

A local steering committee or task force can be used to help identify next steps for the five LMCTC goals. See [Forming a \*Let's Move!\* or Childhood Obesity Task Force](#) section for more information (Page 10).

### SPOTLIGHT ON SETTING PRIORITIES

The City and County of Missoula, Mont.'s *Let's Move!* Missoula is forging ahead with input from a wide range of partners and stakeholders. A 2012 Summit to Prevent Childhood Obesity, attended by more than 200 community members and experts, resulted in 15 prioritized suggestions that are aligned with the five LMCTC goals. These priorities have helped create a path forward for Missoula for the next several years.

As a result of holding two summits during the 2013-2014 school year featuring national, state and local health experts, area schools are aligning physical activity policies with national recommendations calling for 60 minutes of daily moderate-to-vigorous physical activity. They are also working to ensure that all food available at school – in and out of the classroom – is healthy. Local child care providers are being trained to increase physical activity and nutritional foods.

## ACHIEVING THE FIVE GOALS (INCLUDING STEPS TO SUCCESS)

In each goal section below, use the Goal Benchmarks and Steps to Success to help you achieve the bronze, silver and gold benchmarks of each LMCTC goal area. **More resources and additional information for each LMCTC goal are available on the “Take Action” and “Resources” sections of the LMCTC website, <http://www.HealthyCommunitiesHealthyFuture.org>.**

### Goal I: Start Early, Start Smart

*To provide children with a healthier start, local elected officials commit to helping early care and education program providers incorporate best practices for nutrition, physical activity and screen time into their programs.*

#### What are Early Care and Education Programs (ECE)?

Early care and education (ECE) programs include family and center-based child care, Head Start programs, pre-schools and pre-kindergarten programs.

#### Why should local elected officials collaborate with ECE providers?

One in five children in the U.S. is overweight or obese by the age of six.<sup>1</sup> Encouraging healthy eating and physical activity early in life is vital to reversing the childhood obesity epidemic within a generation. ECE programs exist in every community and are an ideal place to reach young children and help them develop

healthy behaviors that can last a lifetime. As a local elected official, you have a powerful opportunity to support and recognize ECE providers in your community as they make improvements in their centers

#### GOAL I SPOTLIGHT: BOISE, IDAHO

Working with the Central District Health Department, the IdahoSTARS project, the Idaho Association for the Education of Young Children (IAEYC), and the High Five! Children's Health Collaborative, *Let's Move!* Boise has hosted multiple comprehensive professional development trainings for child care providers focusing on how they can incorporate healthy nutrition and physical activity into their programs for young children. At the trainings, providers complete a self-assessment based on the five goals of *Let's Move!* Child Care, and receive lesson plans, handouts, activity ideas and a certificate of completion. Learn more about their efforts at <http://www.letsmoveboise.org>.

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<sup>1</sup> Ogden CL, Carroll MD, Kit BK, Flegal KM. Prevalence of obesity and trends in body mass index among US children and adolescents, 2011-2012. *Journal of American Medical Association* 2014;311(8):806-814.

and homes to prevent childhood obesity, support children's healthy development, and prevent early onset of chronic disease.

*Let's Move! Child Care (LM Child Care)* is a voluntary initiative to encourage ECE providers and parents to adopt best practices for obesity prevention. To learn more about *LM Child Care* and access free tools, go to <http://www.HealthyKidsHealthyFuture.org>. More resources are available on LMCTC's Goal I Resource Page: <http://www.healthycommunitieshealthyfuture.org/view-resources/goal-i/>.

## How to Achieve Medals for Goal I



**Bronze Medal Benchmark:** The LMCTC site is participating in an active interagency collaboration on early care and education programs.

### Steps to Success for Achieving Benchmark:

This collaboration could include: health and human services agencies, child welfare organizations, parks and recreation agencies, community and faith-based organizations, parent organizations, child care commissions, state or local child care resource and referral agencies and ECE providers.

Consider whether the interagency collaboration:

- Capitalizes on relationships with your city's, town's or county's staff in family and child services agencies.
- Includes vocational schools, community colleges or universities in your community that offer certification or degree programs in early care and education.
- Builds upon an existing coalition of ECE providers in your community. If one exists, have you reached out to this coalition to discuss partnership opportunities?
- Leverages your city's, town's or county's *Let's Move!* Task Force. If one exists, does a representative of the ECE community participate in this task force?
- Engages your local, county or state health department. Does this department have obesity prevention initiatives that target children in ECE settings?
- Partners with nonprofit agencies in your area that support childhood obesity prevention in ECE settings.

The LMCTC site does not have to lead the collaboration but must have an active voice at the table. The collaboration could be organized by your county or a nonprofit organization in your community.



**Silver Medal Benchmark:** Participation in *Let's Move! Child Care (LM Child Care)* is promoted among early care and education providers using at least three approaches; plus Bronze benchmark.

### **Steps to Success for Achieving Benchmark:**

Promote participation in *LM Child Care* to ECE providers in your community through at least three approaches. Establishing new or enhancing existing approaches to reach ECE providers can include incorporating messages about *LM Child Care* into:

- Your city's, town's or county's website.
- Your city's, town's or county's public service agency's newsletter.
- A local elected official's press announcement.
- A state of the city or state of the county address by a mayor or county executive, or a city/county council meeting.
- City or county official statements supporting *LM Child Care* and encouraging participation by ECE providers.
- Local media stories and ads (television, newspapers, radio).
- Visits made to local ECE providers.
- Community events and other opportunities for ECE providers to sign up for *LM Child Care*.
- Opportunities for public recognition of ECE providers who are implementing *LM Child Care* best practices.



**Gold Medal Benchmark:** Each of the five goals of *Let's Move!* Child Care has been integrated into at least one professional development training offered annually to early care and education providers; plus Bronze and Silver benchmarks.

### Steps to Success for Achieving Benchmark:

Integrate each of the five *LM* Child Care goals into at least one professional development training offered annually to ECE providers. You are encouraged to work with your interagency collaborators to determine the steps needed to engage organizations and providers that offer professional development and training. Consider the following:

- Take an inventory of the professional development training opportunities in your city, town, county or state. This is an excellent opportunity for child care resource and referral agencies (CCR&Rs) to partner with Child & Adult Care Food Program (CACFP) sponsors, health consultants, extension offices, community colleges and others.
- Check with your state or local child care resources and referral agency (see <http://www.naccrra.org/>) to see if they provide professional development for ECE providers.
- Identify aspects of the *LM* Child Care initiative that can be incorporated into existing training provided to ECE providers.
  - Training information can be found at: <http://www.healthykidshealthyfuture.org/resources/trainers.html>.

*More resources and additional information to help you achieve this LMCTC goal are available on the “Take Action” and “Resources” sections of the LMCTC website, <http://www.HealthyCommunitiesHealthyFuture.org>.*

## Goal II: MyPlate, Your Place

*To empower parents and caregivers, local elected officials commit to prominently displaying MyPlate in all municipally- or county-owned or operated venues that offer or sell food/beverages.*

Municipally- or county-owned or operated venues that offer or sell food/beverages may include cafeterias, vending machines, concession stands, parks and recreation facilities, libraries, department of motor vehicles, police departments or fire stations, public medical facilities/clinics, or areas served by food distribution programs.

### What is MyPlate?

MyPlate is the U.S. Department of Agriculture's (USDA) icon that replaced the food pyramid. MyPlate is a powerful visual reminder to choose healthier foods at meal times and to make healthier choices among the food groups. It is supported by *Dietary Guidelines for Americans* messages, with tools and resources available at <http://www.ChooseMyPlate.gov>.



### What roles can local elected officials play in prominently displaying MyPlate?

Healthy eating is influenced by access to healthy, safe and affordable foods/beverages, as well as by individuals' knowledge, attitudes and culture. As a local elected official, you can provide information and tools to support healthy eating. Easy-to-understand nutrition information, like MyPlate, at the point of purchase can help your employees, residents and visitors make healthy food/beverage choices.

## GOAL II SPOTLIGHT: BEAUMONT, TEXAS

Since the City of Beaumont does not have any large food venues, such as municipal cafeterias, Councilman Alan B. Coleman and local partners identified all vending machines on city property and affixed MyPlate posters to all of these vending machines. The City of Beaumont also registered to be a MyPlate Community Partner on <http://www.choosemyplate.gov/partnering-program.html>. The city has even gone beyond the gold benchmark in its promotion of MyPlate! MyPlate is displayed at local events, and the city's public health department installed several roadside billboards that displayed MyPlate. The signs feature the children of public health department employees.

## How to Achieve Medals for Goal II



**Bronze Medal Benchmark:** At least 51% of municipally- or county-owned or operated venues that offer or sell food/beverages prominently display MyPlate, and the LMCTC site is registered to a MyPlate Community Partner.



**Silver Medal Benchmark:** At least 75% of municipally- or county-owned or operated venues that offer or sell food/beverages prominently display MyPlate, and the LMCTC site is registered to be a MyPlate Community Partner.



**Gold Medal Benchmark:** 100% of municipally- or county-owned or operated venues that offer or sell food/beverages prominently display MyPlate, and the LMCTC site is registered to be a MyPlate Community Partner.

### Steps to Success for Achieving Benchmarks:

1. Become a MyPlate Community Partner and receive free information and materials about MyPlate. Sign up here: <http://www.choosemyplate.gov/partnering-program.html>.
2. Identify all municipally- or county-owned or operated venues that offer or sell food/beverages in your city, town or county. These venues may include cafeterias, vending machines, concession stands, parks and recreation facilities, libraries, department of motor vehicles, police departments or fire stations, public medical facilities/clinics, or areas served by food distribution programs.
3. Download and/or order MyPlate materials for all identified venues.
  - MyPlate graphic resources: <http://www.choosemyplate.gov/print-materials-ordering/graphic-resources.html>.
  - MyPlate materials for download: <http://www.choosemyplate.gov/print-materials-ordering.html>.
  - Order additional MyPlate materials here: <http://www.choosemyplate.gov/print-materials-ordering/order-online.aspx>.
4. Disseminate MyPlate materials to all municipally- or county-owned or operated venues that offer or sell food/beverages.
5. Confirm that MyPlate is prominently displayed.

More resources and additional information to help you achieve this LMCTC goal are available on the “Take Action” and “Resources” sections of the LMCTC website, <http://www.HealthyCommunitiesHealthyFuture.org>.

## Goal III: Smart Servings for Students\*

*To provide healthy food to children and youth, local elected officials commit to expanding access to meal programs before, during and after the school day, and/or over the summer months.*

*\*This goal was modified in June 2014 to more accurately include activities that better align with the roles and responsibilities of local elected officials.*

### What are meal programs?

Meal programs help fight hunger and obesity by reimbursing organizations such as schools and cities/towns/counties for providing nutritious meals to children. These meal programs include the School Breakfast Program (SBP), the National School Lunch Program (NSLP), afterschool programs through the Child and Adult Care Food Program (CACFP) or NSLP and the Summer Food Service Program (SFSP).

### Why are these programs important?

Childhood obesity in the U.S. has more than doubled in children and tripled in adolescents in the past 30 years.<sup>2,3</sup> Providing healthy meals and snacks to children at school is important for the millions of children who rely on school meals and snacks throughout the year. Participation in federally-funded child nutrition programs is associated with improved weight-related outcomes (e.g., reduced obesity risk or lower BMI) among school-age children and adolescents. Furthermore, over the course of a year, nutrition assistance programs reach one in four people in the United States<sup>4</sup> and provide opportunities to improve diets and overall health, and can improve educational achievement. The SBP provides a nutritious breakfast every morning for many children who would otherwise go without one. Research has shown that students who eat breakfast increase their math and reading scores and improve their speed and memory in cognitive tests.<sup>5</sup> According to USDA research, children who participate in the NSLP have greater nutritional intakes compared to those who do not participate.<sup>6</sup> Afterschool and summer programs that serve healthy meals draw children and youth to programs that also include physical activity and academic enrichment opportunities.

About 31 million children receive free and reduced-price school lunch during an average school day.<sup>7</sup> But when school is not in session, many children from low-income families who rely on school meals go hungry. The SFSP and the Seamless Summer Option (learn about this option at <http://www.fns.usda.gov/school-meals/opportunity-schools>) provide free, nutritious summer meals to children in areas with high concentrations of children from low-income families. Unfortunately, these summer meals

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<sup>2</sup> Ogden CL, Carroll MD, Kit BK, Flegal KM. Prevalence of obesity and trends in body mass index among US children and adolescents, 1999-2010. *Journal of the American Medical Association* 2012;307(5):483-490.

<sup>3</sup> National Center for Health Statistics. *Health, United States, 2011: With Special Features on Socioeconomic Status and Health*. Hyattsville, MD; U.S. Department of Health and Human Services; 2012.

<sup>4</sup> <http://www.fns.usda.gov/cga/Publications/leading.pdf>

<sup>5</sup> <http://frac.org/federal-foodnutrition-programs/school-breakfast-program/>

<sup>6</sup> <http://frac.org/federal-foodnutrition-programs/national-school-lunch-program/>

<sup>7</sup> <http://www.fns.usda.gov/sites/default/files/NSLPFactSheet.pdf>

<sup>8</sup> [http://www.fns.usda.gov/sites/default/files/mayors\\_flyer.pdf](http://www.fns.usda.gov/sites/default/files/mayors_flyer.pdf)



## GOAL III SPOTLIGHT: DAVENPORT, IOWA

The City of Davenport, Iowa engages a variety of partners to ensure children receive healthy meals and snacks during the summer months and after school. In partnership with city agencies, the school district provides free breakfast and lunch to Davenport children and youth at a dozen city parks during the summer. While children and youth are at the sites, the Davenport Parks and Recreation Department provides recreational programming. Davenport's mobile garden and mobile playground also travel to summer food service sites, providing youth with opportunities to learn about gardening and play new games. Other city departments lend a hand as well. For example, the police department provides supervision support at some high-volume summer meal sites.

Afterschool programs in Davenport ensure children are eating healthy out of school. Stepping Stones, an afterschool program run by Davenport Community Schools, the Davenport Parks and Recreation Department, and Iowa State University Extension provides healthy snacks to all children enrolled in their afterschool programs.

reach only about 15 percent of eligible children nationally.<sup>8</sup>

### What Role Can Local Elected Officials Play in Expanding Access to Programs that Offer Healthy Food?

By supporting efforts to expand access to meal programs, local elected officials can ensure that students receive at least two healthy meals every school day and during the summer months when school is not in session. Communities where local elected officials have expressed strong support for the summer meal programs have shown increases in summer meal participation.<sup>6</sup> Local elected officials are trusted sources of information and have a clear understanding of the specific needs of families in their communities. As a result, they can be great advocates for meal programs in their community.

## How to Achieve Medals for Goal III



**Bronze Medal Benchmark:** The LMCTC site is participating in an active collaboration involving the city/town/county, schools and other partners to expand access to programs that offer healthy food before, during and after the school day, and/or over the summer months.

### Steps to Success for Achieving Benchmark:

To provide healthy food to children and youth, do you participate in an active collaboration involving the city/town/county, schools and other partners to expand access to programs that offer healthy food before, during and after the school day, and/or over the summer months? Note: this does not have to be a stand-alone

*(Continued)*

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partnership and can be incorporated into an existing city/town/county and school partnership. This partnership can help students in your municipality/county receive healthy meals before, during and after the school day, and/or over the summer months.

Representatives of this collaboration could include: elected officials, school superintendents, school board, principals and school nutrition directors, city or county agency directors/staff (including health departments and parks and recreation departments), parent teacher associations (PTAs), youth, businesses, hospitals, museums, food banks, faith-based organizations, civic organizations, restaurants, food vendors and other non-traditional partners who can play important roles in helping to provide healthy food to children and youth.

Consider whether you have existing task forces or committees already doing this work that could incorporate these activities within their mission. For example, could your community's existing school wellness committee, healthy eating committee or food policy council address this goal?

Consider whether this collaboration:

- Capitalizes on relationships with your city's/town's/county's staff in human services, family and child services agencies, health departments, parks and recreation departments and neighborhood services agencies.
- Includes elementary, middle and high schools in your community that offer meal programs.
- Includes existing afterschool and summer enrichment programs that currently serve or may be interested in serving meals and/or snacks. These programs could be run by schools, parks and recreation departments, YMCAs, Campfire USA and/or Boys and Girls Clubs.
- Includes summer meal programs.
- Leverages your city's/town's/county's *Let's Move!* Task Force. If one exists, does a representative familiar with healthy meal programs participate in this task force?
- Has a shared vision among all the stakeholders on child- and youth-centered programs that offer healthy food.
- Includes organizations that could serve or are already serving as meal sponsors for summer meals.



**Silver Medal Benchmark:** At least two actions are taken to expand children's access to programs that offer healthy food before, during and after the school day, and/or over the summer months; plus Bronze benchmark.

### Steps to Success for Achieving Benchmark:

With schools and other partners, take two actions to expand children's access to programs that offer healthy food before, during and after the school day, and/or over the summer months. Such actions can include the city/town/county:

- Serving as a sponsor for a healthy summer meal program. (Sponsors are organizations that manage Summer Food Service Program feeding sites. Learn more by visiting: [http://www.fns.usda.gov/sfsp/how-become-sponsor.](http://www.fns.usda.gov/sfsp/how-become-sponsor))
- Serving as a feeding site, with another organization serving as a sponsor, providing healthy summer meals to children in city facilities, including parks, schools and recreation centers or during city-operated summer programs.
- Providing healthy meals and/or snacks at city/town/county afterschool programs.
- Collaborating with the private sector, nonprofits and/or faith-based organizations to expand the number of healthy afterschool meal and/or snack programs or summer meal programs.
- Playing a role with schools increasing participation rates in school breakfast and school lunch programs. This could include building partnerships and working relationships with school officials, fostering connections between schools and local businesses/nonprofits and/or encouraging enrollment in the SBP and NSLP among families participating in other local government programs (e.g., low-income home energy assistance).

While developing healthy meal programs offered after school or during the summer, consider incorporating nutrition education and physical activity elements.

If you are a city and these programs are being provided by your county, do not feel you need to duplicate efforts; instead be at the table to discuss strategies to expand access to these programs.



**Gold Medal Benchmark:** At least four approaches are used to publicize the availability of programs that offer healthy food before, during and after the school day, and/or over the summer months to make them more accessible to children; plus Bronze and Silver benchmarks.

### **Steps to Success for Achieving Benchmark:**

Use at least four approaches to promote the availability of programs that offer meals before, during and after the school day, and/or over the summer months to make these meals more accessible to children. Approaches to promote these programs can include:

- The city's/town's/county's website.
- The city's/town's/county's public service agency newsletter or parks and recreation program guide.
- A local elected official's press announcement.
- A state of the city/county address by a mayor/county executive or announcement at a city/county council meeting.
- Official statements by the city/town/ county supporting the availability and participation of students in these programs.
- Media stories and ads (television, local public access channel, newspaper and radio).
- Social media (e.g., Facebook and/or Twitter).
- Ads, banners, or billboards.
- A resource guide for parents and caregivers on the availability of these programs.
- Visits made to schools or program sites by local elected official.
- Community events and other opportunities for parents, caregivers and students to be informed of these opportunities for healthy meals.
- Distribute information about nutrition programs at recreation centers, community centers, local housing authorities and Head Start programs, as well as WIC, SNAP and other human service offices that serve residents.

*(Continued)*

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- Seek authentic community input on these programs and opportunities to expand access to these programs.
- Opportunities for public recognition by local elected official(s) for schools and programs sites who are maximizing participation in these programs.

*More resources and additional information to help you achieve this LMCTC goal are available on the “Take Action” and “Resources” sections of the LMCTC website, <http://www.HealthyCommunitiesHealthyFuture.org>.*

## Goal IV: Model Food Service

*To improve access to healthy, affordable foods, local elected officials commit to implementing healthy and sustainable food service guidelines aligned with the Dietary Guidelines for Americans in all municipally- or county-owned or operated venues that offer or sell food/beverages.*

Municipally- or county-owned or operated venues that offer or sell food/beverages may include cafeterias, vending machines, concession stands, parks and recreation facilities, libraries, department of motor vehicles, police departments or fire stations, public medical facilities/clinics, or areas served by food distribution programs.

### Why are healthy and sustainable food service guidelines important?

Healthy and sustainable food service guidelines, aligned with the *Dietary Guidelines for Americans*, assist vendors and contractors for municipally- or county-owned or operated venues in increasing healthy food and beverage choices. Such choices include the



*A Healthy Vending Machine in Rancho Cucamonga, Calif.*

## GOAL IV SPOTLIGHT: RANCHO CUCAMONGA, CALIF.

As a part of *Healthy RC*, a comprehensive, community-driven initiative dedicated to encouraging healthy and sustainable lifestyles, the city implemented Rancho Cucamonga's Healthy Food and Beverage Policy, which requires all city facilities to meet nutrition standards in city-owned and operated vending machines and any food provided by the city. The policy also specifies that snacks and beverages purchased with city funds and served at regularly scheduled meetings and events must include a healthy option. For more information on the city's policy, visit: [http://publichealthadvocacy.org/PDFs/beverage\\_policies/vending/Rancho%20Cucamonga.pdf](http://publichealthadvocacy.org/PDFs/beverage_policies/vending/Rancho%20Cucamonga.pdf).

Additionally, the city developed a toolkit for partner organizations to adopt similar policies in order to create consistent healthy messages throughout the community. The toolkit can be accessed by visiting: <http://www.healthycommunitieshealthyfuture.org/wp-content/uploads/2013/08/NUTRITION-STANDARDS-TOOLKIT.pdf>.

The city has also adopted and implemented a Health-in-All Policies framework in all policy-related decisions the city makes, establishing a permanent link for a dialogue on health within city departments.

availability of seasonal vegetables and fruits; vegetarian, seafood and lean meat entrees; whole grains; 100 percent fruit juice; and freely available drinking water. Healthy and sustainable food service guidelines are designed to make healthy choices more accessible, more appealing and more affordable. They are not designed to restrict choices. Healthy and sustainable food service guidelines can influence constituents' food choices, improve the quality of food consumed and create greater market demand for healthier foods.

### **What can local elected officials do to implement health and sustainable food services guidelines?**

As a local elected official, you can model healthy nutrition by adopting food purchasing policies and practices in city, town, and county venues to provide healthy food choices aligned with the *Dietary Guidelines for Americans*. Given the many city, town, and county employees, constituents and visitors who come into contact with these venues, adopting healthy and sustainable food service guidelines is an important strategy for improving constituents' access to nutritious and healthy choices.

## **How to Achieve Medals for Goal IV**



**Bronze Medal Benchmark:** All vendors and contractors for municipally- or county-owned or operated venues that offer or sell food/beverages are identified, along with the dates when their contracts can be amended or renegotiated.

### **Steps to Success for Achieving Benchmark:**

Identify vendors and contractors for municipally- or county-owned or operated venues that offer or sell food/beverages, along with the dates when their contracts can be amended or renegotiated. This will help you determine how many municipally- or county-owned or operated venues offer or sell food/beverages in your jurisdiction. Local elected officials can use this information to determine if healthy and sustainable food service guidelines are currently being used, and if not, develop a timeline for implementing them in the food serving venues in their municipality or county.



**Silver Medal Benchmark:** A policy for healthy and sustainable food service guidelines aligned with the *Dietary Guidelines for Americans* is adopted for municipally- or county-owned or operated venues that offer or sell food/beverages; plus Bronze benchmark.

### **Steps to Success for Achieving Benchmark:**

Develop and adopt a policy for your healthy and sustainable food service guidelines to be used in contracts and bids for all municipally- or county-owned or operated venues that offer or sell food/beverages. Sample policies can be found here: <http://www.healthycommunitieshealthyfuture.org/view-resources/goal-iv/>.



**Gold Medal Benchmark:** At least 30% of municipally- or county-owned or operated venues that offer or sell food/beverages have implemented the policy for healthy and sustainable food service guidelines aligned with the *Dietary Guidelines for Americans*; plus Bronze and Silver benchmarks.

### Steps to Success for Achieving Benchmark:

Incorporate and implement your policy for healthy and sustainable food service guidelines into all food service and vending contracts and bids owned or operated by your municipality or county. Consider:

- Designating a point of contact in each department, program, and food service venue, as appropriate.
- Developing a timeline for renegotiating contracts and issuing new bids.
- Determining what staffing or training will be needed for implementation.

Ensure that your policy is being implemented as planned, and that healthier food options are being offered in your municipally- or county-owned or operated venues.

- Determine who is responsible for ensuring the policy for healthy and sustainable food service guidelines is incorporated and implemented into contracts and bids.
- Determine who is responsible for compliance with the policy in food service venues.
- Develop a reporting process for compliance as part of your contracts.

*More resources and additional information to help you achieve this LMCTC goal are available on the “Take Action” and “Resources” sections of the LMCTC website, <http://www.HealthyCommunitiesHealthyFuture.org>.*



## **Goal V: Active Kids at Play**

*To increase physical activity, local elected officials commit to mapping local playspaces, completing a needs assessment, developing an action plan and launching a minimum of three recommended policies, programs or initiatives.*

### **What are playspaces?**

Playspaces are where children and youth can play and be physically active. Playspaces can include publicly accessible playgrounds, indoor and outdoor recreational facilities, skate parks, parks, fields, trails and greenways.

### **What does it mean for playspaces to be inaccessible?**

There are multiple ways to define lack of access, including but not limited to the following definitions:

- There are no playspaces in the neighborhood.
- There are limited playspaces in the neighborhood.
- The playspaces available to constituents are not safe and determined inaccessible.
- Constituents in the area of need cannot walk a reasonable distance (approx. ½ mile), or travel by car or mass transit to safe playspaces.

There are other research-based definitions for lack of access. Local elected officials can determine which definition best fits the needs of their city, town or county and can use this information when assessing lack of access to playspaces in their community.

### **What does it mean for playspaces to be safe?**

Definitions of safe playspaces may include components of injury prevention, crime statistics and/or environmental concerns. For example, a safe playspace could mean one in which youth or adults are less likely to be physically injured while using the playspaces. A safe playspace also could have few incidences of crime in and/or around it. Finally, a safe playspace could mean limited exposure to environmental hazards, such as air or water pollutants. A community may choose components of one or all of these definitions to define safe playspaces.

### **What roles can local elected officials play in promoting physical activity?**

As a local elected official, you play an important role in promoting public health by removing barriers, increasing opportunities and providing information to increase physical activity. Furthermore, active communities provide opportunities that can benefit the local economy, deter crime and support the local environment. Among other steps, you can expand opportunities for physical activity by ensuring that your constituents have access to safe, open venues (e.g., public parks, trails, playgrounds and indoor/outdoor recreational facilities) that are conveniently located for all youth and families.

## GOAL V SPOTLIGHT: KNOXVILLE AND KNOX COUNTY, TENN.

The City of Knoxville and Knox County, Tenn. have gone above and beyond in achieving Goal V: Active Kids at Play. Some of the ways the city and county are promoting physical activity and play include:

- Promoting active transportation with a Walking School Bus and Safe Routes to School Committee.
- Expanding their network of greenways and bicycle routes throughout the city and county and developing a directional sign system for these routes.
- Mapping all parks (over 2,000 acres) and recreational facilities for both city use and promotional purposes.
- Creating a 10-year Park & Greenway Master Plan.
- Signing Joint Use Agreements (also known as Shared Use Agreements) with the Knox County Schools.
- The city hiring an alternative transportation coordinator to ensure that biking and walking is a high priority within the city planning department.
- Opening the Outdoor Knoxville Adventure Center, a one-stop recreation hub on a major artery of greenways where visitors can rent bicycles and ride the adjacent greenway or rent kayaks, canoes or paddle boards and explore the Tennessee River.
- Initiating a Kids Can Bike! program that teaches inner-city youth bicycle pedestrian safety before taking them on a series of greenway rides.



*Kids ride their bikes on the City of Knoxville's Third Creek Greenway, part of 130 miles of trails in the Knoxville/Knox County greenway system.*

## How to Achieve Medals for Goal V



**Bronze Medal Benchmark:** All playspaces are mapped.

### Steps to Success for Achieving Benchmark:

Map the location of existing public playspaces in your community. Your map should include publicly accessible playgrounds, indoor and outdoor recreational facilities, skate parks, parks, fields, trails, greenways and other public spaces designed for physical activity.

You may consider partnering with a local college, university or health department's geographical information system (GIS) experts to determine the latitude and longitude or address of a park or recreational facility to illustrate existing offerings, which can be used with corresponding population data and indicate where gaps to access may exist.



**Silver Medal Benchmark:** A needs assessment of playspaces is completed and an action plan is developed; plus Bronze benchmark.

### Steps to Success for Achieving Benchmark:

Using the map of local playspaces, complete a needs assessment to identify neighborhoods in your city, town or county where there are gaps in access to safe and convenient spaces for play and physical activity. Consider areas where playspaces are not accessible and safe, and policies or initiatives that may be needed to improve accessibility of those playspaces. Develop an action plan using the information from your needs assessment.



**Gold Medal Benchmark:** At least three recommended policies, programs or initiatives from the action plan are launched to increase access to physical activity; plus Bronze and Silver benchmarks.

### **Steps to Success for Achieving Benchmark:**

Using your action plan, launch at least three recommended practices to increase access to safe, convenient places to play and be physically active in your city, town or county. Such practices can include:

- Creating joint use agreements with community partners, including businesses, schools, churches and indoor and outdoor recreation facilities.
- Developing or expanding safe routes to schools.
- Implementing a sustainable play streets or open streets program.
- Connecting communities to parks or recreational facilities by creating safe sidewalks, bike lanes and pathways.
- Revitalizing existing places for play and physical activity by enhancing the safety and accessibility of playgrounds, parks, trails, greenways and public recreation facilities.
- Creating new places for play and physical activity.

*More resources and additional information to help you achieve this LMCTC goal are available on the “Take Action” and “Resources” sections of the LMCTC website, <http://www.HealthyCommunitiesHealthyFuture.org>.*

## TAKE ACTION

Using the “Steps to Success” information for each goal and the plan and priorities you have set, your next step is to take action to achieve the bronze, silver and gold benchmarks. Feel free to contact your HHS *Let's Move!* Advisor for technical support at any time. Additional information regarding your *Let's Move!* Advisor can be found in [Chapter 3: Technical Support For Your Efforts](#).

Whenever you have completed additional work that qualifies you for a new medal, update your medal status survey with your progress and resubmit. The monthly deadline for new medal awards is the 25th of each month. At the end of each month, new medals will be displayed on the initiative's website, including on your community profile page.

You may find that you plan to take action on a goal in a slightly different way than suggested in the “Steps to Success”, or you may want to slightly modify your activities to align them with existing efforts. Generally, as long as your efforts align closely with bronze, silver and gold benchmarks, they will be sufficient for earning medals.

## PROMOTING AND SHARING YOUR WORK

### Community Profile Pages

As a city, town or county participating in LMCTC, you have a “Community Profile Page” on the LMCTC website, where you can publicly share your achievements and learn from peers about their activities. LMCTC sites with completed profile pages are more likely to be featured nationally as part of promotional activities led by the First Lady and/or NLC.

Information submitted on your community profile page is NOT used to determine whether medal benchmarks have been met for medal awarding purposes.

**LAKEWOOD, 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 8)**

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**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

**Mayor Bob Murphy**

**COMPARE TO:**  
 LAKEWOOD

**DEMOGRAPHICS** ▾  
**PHOTO GALLERY** ▾  
**KEY PARTNERS** ▾  
**LOCAL RESOURCES** ▾  
**LOCAL LINKS** ▾

To receive additional medals, you must update your medal status survey. The community profile is simply a way for you to share additional relevant information about your activities in your community.

The information shared via your community profile page is at your discretion. Ideally, sites update information when progress is made on LMCTC goals. Upon submission of new content to your page, NLC will review the information to ensure that it is consistent with the initiative. You will receive an email notification when updates to your page are posted on the website.

### **How do I locate and add content to my profile page?**

1. Click on your community's name in the "Directory of LMCTC Sites" to access your profile page (<http://www.healthycommunitieshealthyfuture.org/see-progress/directory/>)
2. To add content, scroll down to the bottom right of your page and click where it says, "Are you the local elected official? Click here to update your page."
3. In the window, enter your municipality's unique alphanumeric ID code. This ten-digit code appears at the end of your unique survey link. If you've misplaced this code, send an email to [lmctc@nlc.org](mailto:lmctc@nlc.org) and request it be resent.
4. City/county profiles you may want to consult as models include:
  - Lakewood, Colo. – <http://www.healthycommunitieshealthyfuture.org/places/#Lakewood%2CCO>
  - Saratoga, Calif. – <http://www.healthycommunitieshealthyfuture.org/places/#Saratoga%2CCA>
  - Missoula County, Mont. – <http://www.healthycommunitieshealthyfuture.org/places/#Missoula%20County%2CMT>

You may also find it helpful to gather content before submitting using the community profile page template in the Appendix (Page 61). If you have problems adding content to your page, email [lmctc@nlc.org](mailto:lmctc@nlc.org) for assistance.

## **Sharing Success Stories**

NLC and HHS collect success stories of LMCTC sites who are using the five goals to create healthy communities for their residents. These stories are featured on <http://www.LetsMove.gov> and <http://www.HealthyCommunitiesHealthyFuture.org>, in webinars and newsletters, as well as in speaking engagements by senior federal officials and NLC leadership.

Although there is no guarantee your success story will be highlighted, stories that focus on innovative practices used to accomplish the five LMCTC goals, unique partnerships and/or collaborations with other *Let's Move!* sub-initiatives are welcomed and encouraged.

If you have a story to share, please submit it using the success story submission template in the Appendix (Page 69) or email us at [lmctc@nlc.org](mailto:lmctc@nlc.org).

## Special Recognition Opportunities

In addition to the monthly medal awards, additional opportunities are available to recognize LMCTC's top achievers and give special accolades to LMCTC sites making considerable progress in transforming their city, town or county into a healthier community.

Opportunities include yearly recognition of the top achieving communities by population size at the NLC's Congress of Cities and Exposition every November. In November 2013, NLC recognized 18 cities, towns and counties with the top medal achievement in the five LMCTC goals. In the past, cities, towns and counties have been recognized and invited to special events, including a White House celebration hosted by the First Lady.

## Using Your City/Town/County Platform

Getting the word out to your residents and marketing and branding your efforts can be a key way to foster greater community engagement, and serve as a tool for integrating related efforts around healthy eating and physical activity. Marketing your *Let's Move!* activities can also signal to constituents that health is a city/county priority and can increase community awareness of your activities.

### Creating a brand for your efforts

Some cities have created a *Let's Move!* brand for their efforts, such as *Let's Move!* Columbia, *Let's Move!* Boise and *Let's Move!* Cheney.

High quality versions of the *Let's Move!* logo are available at: <http://www.letsmove.gov/logo-and-usage>. Please follow the guidelines for use.

Other cities have incorporated their *Let's Move!* work into an existing community health brand, such as Healthy BR (Baton Rouge, La.), Jumpstart Jackson (Tenn.) or Healthy Fontana (Calif.).



### Getting the Word Out

Consider creating a *Let's Move!* page on your existing city, town or county website, or creating a new website or Facebook page devoted to your efforts. You may also think about incorporating information about your community's LMCTC work in existing publications such as a parks and recreation guide, school lunch menu or city or county newsletter. Cross-promoting with other events and co-branding



with other initiatives or programs can also amplify the reach of your work with minimal extra effort. Local media and bloggers can also be valuable communicators of your message. Consider taking advantage of free or reduced price media you have access to as a city or county official, such as your community's public access channel, billboards or ads on buses or other public transportation.

## MARKETING AND BRANDING SPOTLIGHT: COLUMBIA, S.C.

Under the leadership of Councilwoman Tameika Isaac Devine, Columbia, S.C., communicates with residents about its *Let's Move!* efforts using a variety of methods, including: Twitter, local TV shows, and a monthly *Let's Move!* newsletter featuring recipes, event ideas, parks and recreation programs and healthy living tips. The city has also branded related city programs as *Let's Move!* activities such as a basketball camp, kid's cooking classes and a back to school zumba luau. The city also holds a variety of *Let's Move!* events, including game days and community bike rides, to engage residents. The most recent addition to the city's marketing efforts is a special *Let's Move!* TV show that features exercise tips, health information and interviews with city officials and local health experts. The show airs on City TV, the city's government access channel.





## CHAPTER 3: TECHNICAL SUPPORT FOR YOUR EFFORTS



## WHERE TO TURN FOR HELP

### **LMCTC Website:** <http://www.HealthyCommunitiesHealthyFuture.org>

A great first source of information is the LMCTC website – <http://www.HealthyCommunitiesHealthyFuture.org>. The site provides updated resources to help you complete the five goals, highlights the success of LMCTC sites and facilitates peer-to-peer learning.

In particular, the “News” section is updated frequently with new funding opportunities, webinars, articles and resources that may be useful. In addition to information about the five goals, you can find recordings of LMCTC webinars, a large collection of resources and LMCTC site spotlights.

### **Partnering Organizations**

NLC is working in partnership with HHS with support from the U.S. Department of Agriculture, the National Association of Counties and other nonprofit organizations to assist local elected officials who join LMCTC.

NLC should be contacted with inquiries related to:

- General questions about LMCTC.
- Signing up for LMCTC.
- Submitting the medal status survey.
- The medal awarding process.
- Adding content to your community profile page.
- Connecting with peer cities, towns and counties.
- Webinars and newsletters.
- The LMCTC website: <http://www.HealthyCommunitiesHealthyFuture.org>.

HHS's Office of the Assistant Secretary for Health (OASH) has ten regional offices, each with a staff person, called a HHS *Let's Move!* Advisor. Your HHS Regional *Let's Move!* Advisor should be contacted with questions related to:

- Accomplishing the five goals.
- Setting priorities and developing a timeline.
- Connecting with other cities, towns or counties in your region.

- Connecting with subject matter experts.
- Sharing your success stories.

Subject matter experts also partner with NLC and HHS to provide in-depth, high-level technical support on the five LMCTC goals. If you are facing a specific challenge or concern, please talk to your HHS Regional *Let's Move!* Advisor. Depending upon the level of technical knowledge needed, a subject matter expert may be consulted. Subject matter experts come from organizations such as:

- The Centers for Disease Control and Prevention (CDC) – <http://www.cdc.gov>.
- U.S. Department of Agriculture (USDA) – <http://www.usda.gov>.
- Food Research and Action Center (FRAC) – <http://www.frac.org>.
- ChangeLab Solutions – <http://www.changelabsolutions.org>.
- KaBOOM! – <http://www.kaboom.org>.

## Webinars and Newsletters

All of NLC's LMCTC webinars are recorded and available to watch at any time. Visit our webinar archive <http://www.healthycommunitieshealthyfuture.org/news/webinar-archive/> to view a recorded webinar. In particular, you may find the webinars that focus on each of the five goals very helpful. For example, the Goal IV: Model Food Service Webinar features a subject matter expert from the CDC speaking on the topic of healthy food procurement, and includes a spotlight on the City of Chicago and its efforts to institute healthy vending throughout city buildings.

Have an idea for an upcoming webinar? Email us at [lmctc@nlc.org](mailto:lmctc@nlc.org).

The LMCTC newsletter is sent out monthly and spotlights cities, shares information about upcoming events, webinars, resources and opportunities. New LMCTC sites are automatically signed up for the LMCTC newsletter. If you are not an LMCTC site's point of contact or a local elected official and would like to receive the newsletter, you can sign up at: <http://www.healthycommunitieshealthyfuture.org/news/newsletter-signup/>.

In addition, NLC sends blast email messages occasionally with important stand-alone notifications. You may also receive news blasts from your regional HHS *Let's Move!* Advisor and occasionally hear from them with region- or state-specific opportunities or messages.

## Peer Learning Opportunities

Peer-to-peer learning is one of the best ways to share information on ways to make progress in the initiative. Both NLC and your HHS *Let's Move!* Advisor can connect you with other local elected officials or city/county staff in your state, regionally or nationally who have successfully launched an initiative like yours, or have recently achieved a medal benchmark for which you may be striving. Communities across the country are ready and willing to share their experiences and lessons learned.

For example, you may be planning to host trainings for child care providers to achieve the Goal I: Start Early, Start Smart gold medal. Connecting you with city/county staff in a community that has held multiple trainings for child care providers may be helpful to your efforts. In addition, those staff may be able to share their creative ideas for marketing the training, partnering with a local health department or developing the presentation, saving you staff time and resources.

Please contact your HHS *Let's Move!* Advisor or email [lmctc@nlc.org](mailto:lmctc@nlc.org) for help connecting with another city, town or county. Regional HHS *Let's Move!* Advisors will also provide peer learning opportunities through quarterly conference calls with LMCTC sites in their region. These calls are a chance for you to hear what other LMCTC sites have found to be successful, discuss similar challenges and make connections with other city and county leaders.

## Local Funding and Support

In the development of the five LMCTC goals, efforts were made to focus on activities that would not require significant funding to implement. However, you may still be interested in finding local support and/or funding for these and related efforts.

Although there is no funding from NLC or HHS available for LMCTC sites, many LMCTC sites have received funding or in-kind donations from local groups such as:

- Community foundations.
- Health Maintenance Organizations, such as Blue Cross and Blue Shield or Kaiser Permanente.
- Rotary Clubs, Kiwanis Clubs or Junior League chapters.
- Businesses, especially athletic or running stores, gyms, pharmacies or grocery stores.
- Media outlets.
- Community colleges and universities.

### FUNDING SPOTLIGHT: CAMBRIDGE, MASS.

Cambridge has been able to develop programs by collaboration and partnerships, supporting promising pilot programs through a combination of in-kind staff time and small grants, collecting data and then using those results to get larger federal grants. Sustainability at the end of large federal grants has been achieved through coalition partners committing to continue to do the work. It should be noted that Cambridge is fortunate to have a multitude of resources locally. Support, funds and in-kind resources have been provided by the Cambridge Public Health Department, the Cambridge Public Schools, the City of Cambridge, City Sprouts and many other community-based organizations.

## National Funding Opportunities

The organizations listed below have provided funding to communities interested in improving the health and wellbeing of all residents through policy and environmental change strategies. However, foundations have varied application processes (e.g., some may not accept unsolicited proposals) and restrictions (e.g., some may only fund proposals from certain geographic areas and may change priorities from time to time), so it is advised that additional research be conducted to determine what foundation may be the right fit for your proposal. Some communities have found that having groundwork completed — such as establishing a local committee dedicated to issues related to improved nutrition and physical activity and/or having an action plan in place — makes their work more attractive to funders.

- **The California Endowment**, a private health foundation that provides grants to community-based organizations throughout California. <http://www.calendow.org>
- **Convergence Partnership**, a collaboration of funders, founded on the belief that health and place are inextricably linked. <http://www.convergencepartnership.org>
- **The Foundation Center**, a national nonprofit service organization recognized as a leading authority on organized philanthropy, connecting nonprofits and grant makers supporting them with tools they can use and information they can trust. <http://www.foundationcenter.org>
- **KaBOOM!**, a national nonprofit that envisions a great place to play within walking distance of every child in America. <http://www.kaboom.org>
- **Kaiser Permanente**, the nation's largest nonprofit health plan, is dedicated to proactively helping people get and stay healthy. Kaiser Permanente partners with public and private organizations to work toward the elimination of disparities in health and health care by providing access to care for all. <http://www.share.kaiserpermanente.org/category/about-community-benefit/>
- **Kresge Foundation** works to expand opportunities in America's cities through grantmaking and investing in arts and culture, education, environment, health, human services and community development. <http://www.kresge.org>
- **Michael and Susan Dell Foundation**, the foundation's giving reflects a commitment to transforming the lives of children living in urban poverty through better health and education. <http://www.msdf.org>
- **Nemours Health and Prevention Services** is taking a leading role to help people understand the causes and health implications of obesity and to promote healthier lifestyles among children and families. <http://www.nemours.org>
- **Robert Wood Johnson Foundation** is the largest philanthropy in the United States committed solely to public health, working to build a Culture of Health for all Americans. <http://www.rwjf.org>
- **Safe Routes to School National Partnership** is a network of hundreds of organizations, government agencies and professional groups working to set goals, share best practices and

leverage infrastructure and program funding to help agencies that implement Safe Routes to School programs. <http://www.saferoutespartnership.org>

- **W. K. Kellogg Foundation** supports children, families and communities as they strengthen and create conditions that propel vulnerable children to achieve success as individuals and as contributors to the larger community and society. <http://www.wkkf.org>

## CONTACT INFORMATION

### National League of Cities (NLC)

To reach the *Let's Move!* Cities, Towns and Counties (LMCTC) team at the National League of Cities (NLC), send an email to [lmctc@nlc.org](mailto:lmctc@nlc.org) or call 202-626-3012.

### U.S. Department of Health and Human Services (HHS)

HHS's Office of the Assistant Secretary for Health (OASH) has ten regional offices, each with a staff person, called an HHS *Let's Move!* Advisor, who is available to assist you in completing the five goals of LMCTC. The ten HHS regions, the states included in each region and the cities where staff are based are:

**Region I – Boston, MA**  
CT/ME/MA/NH/RI/VT

**Region II – New York, NY**  
NJ/NY/PR/VI

**Region III – Philadelphia, PA**  
DE/DC/MD/PA/VA/WV

**Region IV – Atlanta, GA**  
AL/FL/GA/KY/MS/NC/SC/TN

**Region V – Chicago, IL**  
IL/IN/MI/MN/OH/WI

**Region VI – Dallas, TX**  
AR/LA/NM/OK/TX

**Region VII – Kansas City, MO**  
IA/KS/MO/NE

**Region VIII – Denver, CO**  
CO/MT/ND/SD/UT/WY

**Region IX – San Francisco, CA**  
AZ/CA/HI/NV/American Samoa/ CNMI/FSM/  
Guam/RMI/Palau

**Region X – Seattle, WA**  
AK/ID/OR/WA

The names and contact information for each of the HHS *Let's Move!* Advisors are available at: <http://www.healthycommunitieshealthyfuture.org/HHScontacts>.







# APPENDIX



## A) BLANK MEDAL STATUS SURVEY



### LET'S MOVE! CITIES, TOWNS AND COUNTIES (LMCTC) MEDAL STATUS SURVEY

A fillable Word document is available for you to download at <http://www.healthycommunitieshealthyfuture.org/surveyprofile-templates/>. You can submit the Word version to [lmctc@nlc.org](mailto:lmctc@nlc.org).

*Please fill out the following to the best of your ability. You may not know the answer to each survey question. That is okay; if you are having trouble finding data, submit what you can and return to the same link to complete your survey a later date. Update the survey responses and resubmit when progress on the five goals has been made or new information has been gathered. Review the five goals at: <http://www.healthycommunitieshealthyfuture.org/take-action/>.*

*If you have questions while completing this survey, please email [lmctc@nlc.org](mailto:lmctc@nlc.org) or call Elena Hoffnagle at (202)626-3012.*

Mandatory fields in red

1. What is your municipality name?
  
2. What is your municipality's state?
  
3. What type of site are you?  City  Town  County
  
4. What is the title, name and contact information for the local elected official leading your *Let's Move!* efforts?  
Title:
  - Mayor
  - Town Administrator/City Manager
  - City Council Member
  - Alderperson
  - County Executive/Commissioner
  - County Supervisor
  - County Council Member

Name	
Address 1	
Address 2	
City/Town	
State	
Zip Code	
Email	
Telephone	

5. Do you have a lead person who will coordinate your site's *Let's Move!* activities and be responsible for reporting your progress to *Let's Move!*?  Yes  No

Name	
Title and Organization	
Email	
Telephone	

6. If there is a political affiliation associated with the local elected official representing your community, please identify his or her affiliation (optional).

- Democrat
- Republican
- Independent
- Other
- N/A

**Important note:** for each goal below, the medal benchmarks build on each other, meaning that fulfilling the bronze benchmark is a requirement to achieve a silver medal, and fulfilling the bronze and silver benchmarks are requirements to achieve a gold medal. See all medal benchmarks at: <http://www.healthycommunitieshealthyfuture.org/take-action/>.

## GOAL I: START EARLY, START SMART

*To provide children with a healthier start, local elected officials commit to helping early care and education program providers incorporate best practices for nutrition, physical activity and screen time into their programs. Visit the Goal I page at: <http://www.healthycommunitieshealthyfuture.org/goals/goal-i/>.*

*Let's Move! Child Care (<http://www.healthykidshealthyfuture.org>) is a nationwide effort to empower early care and education providers to make positive changes for children's health that can last a lifetime by focusing on good nutrition, limited screen time and regular physical activity. *Let's Move! Child Care* has five goals (<http://www.healthykidshealthyfuture.org/home/startearly/thegoal.html>) which focus on physical activity, screen time, food, beverages and infant feeding.*

7. **Bronze:** Does your city/town/county participate in an active interagency collaboration on early care and education programs?     Yes     No

8. **Silver:** What approaches is your city/town/county using to promote the five goals of *Let's Move! Child Care* to local early care and education (ECE) providers? (To earn silver, three approaches must be used.)

- Your city's, town's or county's website.
- Your city's, town's or county's public service agency's newsletter.
- A local elected official's press announcement.
- A state of the city or state of the county address by a mayor or county executive, or a city/county council meeting.
- City or county official statements supporting *Let's Move! Child Care* and encouraging participation by ECE providers.
- Local media stories and ads (television, newspapers, radio).
- Visits made to local ECE providers.
- Community events and other opportunities for ECE providers to sign up for *Let's Move! Child Care*.
- Opportunities for public recognition of ECE providers who are implementing *Let's Move! Child Care* best practices.
  
- I am not promoting the five goals of *Let's Move! Child Care* to ECE providers.

9. How many professional development trainings for early care and education providers does your city/town/county provide or partner with to provide per year?

10. **Gold:** How many of those relevant professional development trainings has your city/town/county integrated the five goals of *Let's Move! Child Care* into? (To earn gold, the five goals of *Let's Move! Child Care* must be integrated into at least one professional development training offered annually to early care and education providers.)

## GOAL II: MYPLATE, YOUR PLACE

*To empower parents and caregivers, local elected officials commit to prominently displaying MyPlate in all municipally- or county-owned or operated venues that offer or sell food/beverages. Visit the Goal II page at: <http://www.healthycommunitieshealthyfuture.org/goals/goal-ii/>.*

MyPlate is the United States Department of Agriculture's (USDA) icon that replaced the food pyramid to empower families and individuals to make healthy nutritious choices.



To earn bronze, silver and gold medals in Goal II, at least 51%, 75%, and 100%, respectively, of your municipally- or county-owned or operated venues that offer or sell food/beverages must prominently display MyPlate AND the LMCTC site must be registered to be a MyPlate Community Partner.

11. Is your city/town/county currently a Community Partner with USDA for Choose MyPlate? (Sign up at: <http://www.choosemyplate.gov/partnering-program.html>.)  Yes  No
12. How many municipally- or county-owned or operated venues does your city/town/county have that offer or sell food/beverages (i.e., cafeterias, vending machines, concession stands, parks and recreation facilities, libraries, department of motor vehicles, police departments or fire stations, public medical facilities/clinics or areas served by food distribution programs.)?

13. How many municipally- or county-owned or operated venues that offer or sell food/beverages are currently displaying MyPlate?

## GOAL III: SMART SERVINGS FOR STUDENTS

*To provide healthy food to children and youth, local elected officials commit to expanding access to meal programs before, during and after the school day, and/or over the summer months. Visit the Goal III page at: <http://www.healthycommunitieshealthyfuture.org/goals/goal-iii/>.*

Municipal and county leaders have an important role to play in championing nutrition programs. Programs that offer healthy food before, during and after the school day include the School Breakfast Program, the National School Lunch Program and the Afterschool Meal Program offered through the Child and Adult Care Food Program; the Summer Food Service Program performs a similar function during the summer months. These programs provide balanced, low-cost or free meals for children youth from low-income families. To help you complete this section, your state education agency's child nutrition program director, which can be found by visiting <http://www.fns.usda.gov/cnd/Contacts/StateDirectory.htm>, may be able to help.

14. **Bronze:** Do you participate in an active collaboration involving the city/town/county, schools and other partners to expand access to programs that offer healthy food before, during and after the school day, and/or over the summer months?  Yes  No

15. **Silver:** Has your city/town/county taken at least two actions to expand children's access to programs that offer healthy food before, during and after the school day, and/or over the summer months? (To earn silver, at least two actions must be taken.)  Yes  No

If yes, check all that your city/town/county is doing:

Serving as a sponsor for a healthy summer meal program. (Sponsors are organizations that manage Summer Food Service Program feeding sites. Learn more about sponsors at: <http://www.fns.usda.gov/sfsp/how-become-sponsor>.)

Serving as a feeding site, with another organization serving as a sponsor, providing healthy summer meals to children in city facilities, including parks, schools and recreation centers or during city-operated summer programs.

Providing healthy meals and/or snacks at city/town/county afterschool programs.

Collaborating with the private sector, nonprofits and/or faith-based organizations to expand the number of healthy afterschool meal and/or snack programs or summer meal programs.

Playing a role with schools increasing participation rates in school breakfast and school lunch programs.

16. **Gold:** To make meal programs more accessible to children, what approaches is your city/town/county using to publicize the availability of programs that offer healthy food before, during and after the school day, and/or over the summer months? (To earn gold, at least four approaches must be used.)

The city's/town's/county's website.

The city's/town's/county's public service agency newsletter or parks and recreation program guide.

A local elected official's press announcement.

A state of the city/county address by a mayor/county executive or announcement at a city/county council meeting.

Official statements by the city/town/county supporting the availability and participation of students in these programs.

Media stories and ads (television, local public access channel, newspaper and radio).

Social media (e.g., Facebook and/or Twitter).

Ads, banners or billboards.

A resource guide for parents and caregivers on the availability of these programs.

Visits made to schools or program sites by a local elected official.

Community events and other opportunities for parents, caregivers and students to be informed of these opportunities for healthy meals.

Distribute information about nutrition programs at recreation centers, community centers, local housing authorities and Head Start Programs, as well as WIC, SNAP and other human service offices that serve residents.

Seek authentic community input on these programs and opportunities for increased participation.

Opportunities for public recognition by local elected official(s) for schools and program sites who are maximizing participation in these programs.

## GOAL IV: MODEL FOOD SERVICE

*To improve access to healthy, affordable foods, local elected officials commit to implementing healthy and sustainable food service guidelines that are aligned with the Dietary Guidelines for Americans in all municipally- or county-owned or operated venues that offer or sell food/beverages. Visit the Goal IV page at: <http://www.healthycommunitieshealthyfuture.org/goals/goal-iv/>.*

Municipally- or county-owned or operated venues that offer or sell food/beverages may include cafeterias, vending machines, concession stands, parks and recreation facilities, libraries, department of motor vehicles, police departments or fire stations, public medical facilities/clinics, or areas served by food distribution programs.

17. **Bronze:** Has your city/town/county identified all the vendors and contractors for municipally- or county-owned or operated venues that offer or sell food/beverages and when their contracts can be amended or renegotiated?  Yes  No
18. **Silver:** Has your city/town/county finalized model food service guidelines that align with the standards of the *Dietary Guidelines for Americans* for municipally- or county-owned or operated venues that offer or sell food/beverages?  Yes  No
19. **Gold:** What percentage of your municipally- or county-owned or operated venues implement food service guidelines that align with the standards of the *Dietary Guidelines for Americans*? (To earn gold, at least 30% of venues must implement the food services guidelines.)

## GOAL V: ACTIVE KIDS AT PLAY

*To increase physical activity, local elected officials commit to mapping local playspaces, completing a needs assessment, developing an action plan and launching a minimum of three recommended policies, programs or initiatives. Visit the Goal V page at: <http://www.healthycommunitieshealthyfuture.org/goals/goal-v/>.*

Playspaces are where children and youth can play and be physically active. Playspaces can include publicly accessible playgrounds, indoor and outdoor recreational facilities, skate parks, parks, fields, trails and greenways. Providing safe, convenient places to play and be physically active can improve the health of residents and reduce childhood obesity.

20. **Bronze:** Has your city/town/county mapped the playspaces in your community?  Yes  No
21. **Silver:** Using the map of your playspaces, has your city/town/county assessed the need for safe, convenient places to play and be physically active in your community and developed a plan to address those needs?  Yes  No



22. **Gold:** Has your city/town/county implemented at least three actions to increase access to safe, convenient places to play and be physically active? (To earn gold, at least three actions must be taken.)  Yes  No

- Joint use agreements.
- Recess policy in schools.
- Zoning ordinances.
- Strategies for walking and biking to school or work.
- Providing multi-modal transportation options.
- Creating or revitalizing parks and recreation facilities.
- Increasing the number of playgrounds.
- Periodic closing of public streets for play.
- Physical activity requirements for city- or county-funded youth programs.
- City/County Master Plan includes provisions to encourage walking and biking.

### GENERAL QUESTION

23. Is an existing or new task force (i.e. childhood obesity or healthy kids' task force) being used to take action on your *Let's Move!* activities?  Yes  No

### AFFIRMATION OF COMPLETE SURVEY

24.  I affirm I am completing this survey as the *Let's Move!* local elected official, or because my *Let's Move!* local elected official has empowered me to do so on his/her behalf.

*Type Signature Here*

### PERMISSION TO USE DATA

**We would like to use the information you submitted, with your agreement, to highlight the progress your municipality or county is making over time. Please check the box below indicating you allow us to use your data in an aggregate fashion for public purposes.**

- 25.  I allow my lead person's name and email address to be displayed publicly for the purposes of local elected officials, their staff or the public to directly learn more about our LMCTC activities from my lead person.
- 26.  I grant permission for the use of the data I provided in an aggregate fashion and for purposes of *Let's Move!*, National League of Cities or others determined appropriate, to highlight my municipality or county.

## B) SAMPLE OUTREACH LETTER TO ENGAGE PARTNERS IN LMCTC

Dear [Your Community's Name] Stakeholders,

[Name of Local Elected Official Sponsor] has committed to *Let's Move!* Cities, Towns and Counties (LMCTC), a part of First Lady Michelle Obama's *Let's Move!* initiative, and we are reaching out to engage you in our efforts!

LMCTC is a key component of First Lady Michelle Obama's comprehensive *Let's Move!* initiative, which is dedicated to reversing the childhood obesity epidemic within a generation. LMCTC harnesses the power of local elected officials to adopt long-term, sustainable and holistic approaches that promote improved nutrition and increased physical activity in their communities. The initiative has five goals that were designed with input from local elected officials to unify the efforts of communities across the country. Participating communities are awarded bronze, silver and gold medals for achieving specific benchmarks pertaining to each goal. Participating communities are able to showcase their accomplishments and learn about progress made by their peers on [www.HealthyCommunitiesHealthyFuture.org](http://www.HealthyCommunitiesHealthyFuture.org).

**I am contacting you because we would like to host a stakeholder meeting to discuss our collective activities and ways to obtain the information needed to complete the medal status survey, which is a tool to help us assess our city's/town's/county's work to date on childhood obesity prevention. In order for us to fully understand our activities in these goal areas, I hope to bring together representatives from [include the offices you are inviting, such as the office of Elected Official Sponsor, Health Department, the contracts department, School District(s) and Parks & Recreation].**

**The five goals include:**

- **Goal I: Start Early, Start Smart:** helping early care and education program providers incorporate best practices for nutrition, physical activity and screen time into their programs.
- **Goal II: MyPlate, Your Place:** displaying MyPlate in municipally or county-owned or operated venues that offer or sell food/beverages.
- **Goal III: Smart Servings for Students:** providing healthy food to children and youth by expanding access to meal programs before, during and after the school day, and/or over the summer months.
- **Goal IV: Model Food Service:** implementing healthy and sustainable food service guidelines in municipally or county-owned or operated venues.
- **Goal V: Active Kids at Play:** promoting access to play and physical activity.

[Proposed stakeholder meeting dates]

Thank you in advance for agreeing to this stakeholder meeting. Your involvement will significantly increase the effectiveness of our efforts.

Sincerely,

[Insert names and signatures]

## C) COMMUNITY PROFILE PAGE TEMPLATE

### Overall Instructions:

This is a profile page template for you to share the work you are doing and for others to learn from their peers about the various activities they are engaged in. This template is a tool for you to collect your stories prior to submission. You will still need to login to your community profile page on <http://www.HealthyCommunitiesHealthyFuture.org> to enter and submit your information.

We have provided guidance to create uniformity across profiles, but what you put on your community profile page is up to you. Ideally, we would love for you to update your information when you have made progress in your work. We will send reminders quarterly to keep the information up to date, and we will also send reminders for you to update your survey information, which is what we use to award and recognize you with medals.

Upon your submission, NLC will review the information to ensure it is consistent with the initiative. After that, it will be posted on <http://www.HealthyCommunitiesHealthyFuture.org>.

If you have any questions while filling out this community profile, please contact us at [lmctc@nlc.org](mailto:lmctc@nlc.org) or call (202) 626-3012.

A fillable Word document of the Community Profile Page Template is available for you to download at <http://www.healthycommunitieshealthyfuture.org/surveyprofile-templates/>. You can submit the Word version to [lmctc@nlc.org](mailto:lmctc@nlc.org).

### City, Town or County Fact:

Use this section to talk about a few facts or unique features about your city, town or county. This may be your city's tag line or a fact related to healthy eating and active living. 600 characters are allotted.

## Goals:

The goal section is designed to describe your activities as they correspond to the medals you have earned. If you'd like a reminder of the goals, visit <http://www.healthycommunitieshealthyfuture.org/take-action/>. Medals earned are directly tied to the survey information you provided. Fill in the boxes below for each of the five *Let's Move!* Cities, Towns and Counties goals.

### Goal I: Start Early, Start Smart

Use this section to describe what was critical for you to achieve your medal to date. 400 characters are allotted.

Use this section to describe what the next steps are for you to achieve your next medal. If you have achieved gold, indicate what your efforts are to sustain your momentum. 200 characters are allotted.

### Goal II: MyPlate, Your Place

Use this section to describe what was critical for you to achieve your medal to date. 400 characters are allotted.

**Use this section to describe what the next steps are for you to achieve your next medal. If you have achieved gold, indicate what your efforts are to sustain your momentum.** 200 characters are allotted.

### **Goal III: Smart Servings for Students**

**Use this section to describe what was critical for you to achieve your medal to date.** 400 characters are allotted.

**Use this section to describe what the next steps are for you to achieve your next medal. If you have achieved gold, indicate what your efforts are to sustain your momentum.** 200 characters are allotted.

### **Goal IV: Model Food Service**

Use this section to describe what was critical for you to achieve your medal to date. 400 characters are allotted.

Use this section to describe what the next steps are for you to achieve your next medal. If you have achieved gold, indicate what your efforts are to sustain your momentum. 200 characters are allotted.

### **Goal V: Active Kids at Play**

Use this section to describe what was critical for you to achieve your medal to date. 400 characters are allotted.

Use this section to describe what the next steps are for you to achieve your next medal. If you have achieved gold, indicate what your efforts are to sustain your momentum. 200 characters are allotted.

**Additional Efforts:**

Use this section to describe other actions you have taken to promote improved nutrition and increase physical activity. This could include other *Let's Move!* efforts. 600 characters are allotted.

## The Impact We've Made:

You have the opportunity to fill in two quotes illustrating the impact made by this work. The first one should be a quote from your local elected official on the impact made. The second should be a quote from someone in the community who has been positively impacted by the work done. Please include the name and title of the person giving the quote. 300 characters are allotted per quote.

### First QUOTE:

Person Giving Quote:

### Second Quote:

Person Giving Quote:

## Key Partners:

Insert the names of the partners who have actively participated in your LMCTC activities. The partners will be listed alphabetically.



## Links:

Upload associated links for your LMCTC activities. Insert the title and the URL for the links in the boxes below. There is a limit of five links.

**Link 1 Name:**

**URL:**

**Link 2 Name:**

**URL:**

**Link 3 Name:**

**URL:**

**Link 4 Name:**

**URL:**

**Link 5 Name:**

**URL:**

## **Uploads:**

### **Photos:**

Please include up to six photos of your LMCTC activities for display on your Community Profile Page.

### **Local Resources:**

Please include resources critical in your LMCTC success. Examples include professional development curricula used to achieve Goal I, your model food policy for Goal IV, or the action plan you created for Goal V. The format for these resources can only be PDF.

## D) SUCCESS STORY SUBMISSION TEMPLATE

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

*Let's Move! Cities, Towns and Counties* (LMCTC) is looking to collect your success stories in achieving the goals of LMCTC and addressing childhood obesity in your community.

**These stories will be used as unique opportunities arise to highlight the success of communities participating in LMCTC. These opportunities can include features on <http://www.letsmove.gov> and <http://www.HealthyCommunitiesHealthyFuture.org>, and at speaking engagements by senior federal officials and the leadership of the National League of Cities (NLC).**

These stories are not a substitute for completing your medal status survey or community profile page on <http://www.HealthyCommunitiesHealthyFuture.org>. You must complete your medal status survey in order to be eligible to receive medals from NLC. We encourage you to complete your community profile page as a way to publicly share your experience so others can recognize and learn from your efforts. Additionally, your success story also has a greater chance of being featured if there is a completed community profile page we can link to.

We will periodically request success stories and ask that you use this template. Stories must address at least one LMCTC goal and one topic area as described in the instructions below. We will not accept submissions that do not adhere to this template. The LMCTC team is committed to promoting your achievements and we appreciate your participation in LMCTC.

**LMCTC Local Elected Official:**

**LMCTC City/County, State:**

**LMCTC Point of Contact (name, telephone number, email):**

**Success Story Title:**

**LMCTC Goals:**

*Instructions: Check all the goals that apply for this story submission; stories must address at least one goal.*

**Goal I: Start Early, Start Smart** – To provide children with a healthier start, local elected officials commit to helping early care and education providers incorporate best practices for nutrition, physical activity and screen time into their programs.

**Goal II: MyPlate, Your Place** – To empower parents and caregivers, local elected officials commit to prominently displaying MyPlate in all municipally- or county-owned or operated venues that offer or sell food/beverages.

**Goal III: Smart Servings for Students** – To provide healthy food to children and youth, local elected officials commit to expanding access to meal programs before, during and after the school day, and/or over the summer months.

□ **Goal IV: Model Food Service** – To improve access to healthy, affordable foods, local elected officials commit to 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 offer or sell food/beverages.

□ **Goal V: Active Kids at Play** – To increase physical activity, local elected officials commit to mapping local playspaces, completing a needs assessment, developing an action plan and implementing a minimum of three recommended policies, programs or initiatives.

**Story Text Instructions:**

**Stories cannot exceed 500 words.** In your submission, please include what successes have been made, including relevant data, program, or policy updates, and what makes this story special or unique. Please ensure that your story is timely or newsworthy. To facilitate this we will offer multiple opportunities to submit stories. Consider what information may be helpful to other communities in achieving the goal(s). Stories must address at least one of the following topic areas:

- Innovative approaches being used to achieve your success.
- Barriers you faced and how you overcame them.
- The role partners played in your success, including the business community, community and faith-based organizations, or local museums, gardens or libraries.
- The role schools played in your success.
- How agencies within your city/county government came together to collaborate on LMCTC.
- How your LMCTC efforts have been incorporated into or part of other community health and wellness initiatives.
- Achieved return on investment from your efforts.

**Pictures:**

Please attach any appropriate photos to accompany this story submission and provide permission for publication by the federal government and NLC.

**Submissions:**

Submit your story by email to [lmctc@nlc.org](mailto:lmctc@nlc.org).

\*As a reminder, these stories are NOT a substitute for completing the medal status survey or community profile page, and we encourage you to complete both. If you have any questions about completing your medal status survey or community profile page, please contact Elena Hoffnagle at [lmctc@nlc.org](mailto:lmctc@nlc.org) or 202-626-3012.\*

## E) ABOUT THE NATIONAL LEAGUE OF CITIES

The National League of Cities (NLC) is dedicated to helping city leaders build better communities. NLC is a resource and advocate for the more than 19,000 cities, villages and towns, representing more than 218 million Americans.

The Institute for Youth, Education, and Families (YEF Institute), a special entity within NLC, helps municipal leaders take action on behalf of the children, youth and families in their communities. The YEF Institute is a national resource, providing guidance and assistance to municipal officials, compiling and disseminating information on promising strategies and best practices, building networks of local officials working on similar issues and concerns, and conducting research on the key challenges facing municipalities in five core program areas: early childhood success, education and afterschool, youth development, safety of children and youth and family economic success.

Since 2005, NLC has supported municipal leadership to prevent childhood obesity through site-level technical assistance, opportunities for peer learning and exchange, and dissemination of promising practices. In May 2012, NLC received funding from the Robert Wood Johnson Foundation to provide technical assistance to local elected officials creating healthier communities and preventing childhood obesity, including sites participating in *Let's Move!* Cities, Towns and Counties.

To learn more about NLC, visit <http://www.nlc.org>.







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