



Healthy Communities for a Healthy Future: Supporting *Let's Move!* Cities, Towns and Counties

The National League of Cities (NLC) is helping local elected officials address the policy and environmental factors that impact childhood obesity. As part of this project, NLC is leading efforts to enhance the work of *Let's Move!* Cities, Towns and Counties (LMCTC), a key component of First Lady Michelle Obama's comprehensive *Let's Move!* initiative, which is dedicated to ensuring all kids can grow up healthy and have the opportunity to pursue their dreams.

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 Robert Wood Johnson Foundation has awarded NLC a grant to provide technical assistance to local elected officials working to create healthier communities and prevent childhood obesity, including those participating in LMCTC. As part of these efforts, a website was launched which provides new tools, resources and a framework to help local elected officials to take action in their communities: www.HealthyCommunitiesHealthyFuture.org. NLC is working in partnership with the U.S. Department of Health and Human Services, and with the support of 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.

Target Audience

The target audience for LMCTC is local elected officials from cities, towns and counties. This includes: mayors, city councilmembers, town administrators, city managers, alderpersons, county executives, county commissioners, and county councilmembers.

LMCTC goals and actions

LMCTC unifies the efforts of cities, towns and counties across the country in pursuing five measurable and achievable goals, which were developed with input from local elected officials.

To accomplish these goals, participating LMCTC sites are encouraged to form a childhood obesity task force or work through an existing task force that engages a range of local agencies, partners, and residents.

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% 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% 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: 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.

Goal III: Smart Servings for Students—recently updated!

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% 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.