

Ideas for *Let's Move!* Cities, Towns and Counties Events in Celebration of the *Let's Move!* Anniversary

Below is a list of suggested events and activities local elected officials and their staff can use to raise the visibility of their commitment to childhood obesity prevention through *Let's Move!* Cities, Towns, and Counties (LMCTC). Many of the ideas below could involve outreach to the press to elicit greater recognition of the community's LMCTC efforts.

Events/Activities to Highlight Overall Participation in LMCTC

- Issue a proclamation committing to long-term strategies that increase physical activity and healthy eating and are aligned with the community's LMCTC efforts.
- Issue a proclamation highlighting the city's/town's/county's progress made in implementing long-term strategies to increase physical activity and healthy eating. This could include introducing/re-introducing members of the leadership team who are contributing to these efforts or are part of your *Let's Move!* Task Force.
- In a public speech, press announcement, town hall meeting, or other public venue, pledge that 2013 is a year to focus on improving the community's health, and outline the *Let's Move!* Cities, Towns and Counties activities that will fulfill this goal.

Events/Activities Focused on Goal I: Start Early, Start Smart

- Launch an active interagency collaboration on early care and education programs composed of two or more organizations and/or providers. This collaboration can help you promote participation in *Let's Move!* Child Care and ensure that at least one professional training offered annually to early care and education providers fulfills the goals of *Let's Move!* Child Care.
- Participate in meetings or events held by your city's, town's or county's interagency collaboration on early care and education programs and lend your support in helping raise awareness of the importance of focusing on children's health at an early age.
- Serve as a speaker at or host a professional development training for early care and education providers, highlighting the critical role they play in promoting children's health and encouraging them to meet the *Let's Move!* Child Care goals to provide children with a healthy start.
- Recognize the early care and education providers who have been trained on the *Let's Move!* Child Care goals and are incorporating them into their programs. The providers could be recognized with a certificate or award in a public setting honoring them, which may encourage others to follow their lead.
- Make site visits to local early care and education providers that are participating in *Let's Move!* Child Care and use the visits as an opportunity to model healthy celebrations.
- Host a community event that provides an opportunity for early care and education providers to sign up for *Let's Move!* Child Care.

Events/Activities Focused on Goal II: MyPlate, Your Place

- Place MyPlate posters in city- or county-owned and operated venues where food is served and speak to the importance of providing educational cues to remind parents, adults, and kids the importance of portion size and healthy food. This could include having city government employees gathered in a city-owned or operated cafeteria and talking about MyPlate.

Events/Activities Focused on Goal III: Smart Servings for Students

- Join the superintendent and/or other school officials in co-hosting an event (e.g., having breakfast or lunch at school with students) to highlight:
 - The importance of ensuring kids start the day with a healthy breakfast and the connection between good nutrition and educational achievement.
 - Steps the city, town, or county is taking to increase participation in the School Breakfast Program and National School Lunch Program.
 - The success of the School Breakfast Program and/or National School Lunch Program, including the participation rates for the program(s) and efforts underway to improve these participation rates.
 - Schools with the highest participation rates in the city, town, and county, acknowledging key staff who contributed to the success (cafeteria manager and staff, teachers, students, principals, etc.).

Events/Activities Focused on Goal IV: Model Food Service

- Highlight how you are prioritizing health for your employees, visitors, and guests by sharing a draft or completed policy for healthy and sustainable food service guidelines that align with the *Dietary Guidelines for Americans*.
- Issue a proclamation that outlines healthy and sustainable food service policies for city- or county-owned and operated venues that serve food.
- In a public speech, press announcement, town hall meeting, or other public venue, highlight steps the city, town, or county is taking to improve the health of the food it serves in city- or county-owned or operated venues.
- Host an event highlighting new healthy food options available in city or county-owned or operated food service venues.

Events/Activities Focused on Goal V: Active Kids at Play

- Host a community playground assessment event, in which community members assess, photograph and map city, town or county playspaces (possibly using Kaboom’s mapping app). Don’t forget to share the results.
- Speak about the importance of safe and accessible playspaces for children from a newly constructed playground or cleaned up park.
- Share a map of your city’s, town’s, or county’s playspaces to educate community members where safe playspaces are located and share plans for how the city, town, or county will address any gaps in the community where playspaces may be lacking. If your city, town, or county is in the early stages of seeking community input, invite community members to share ideas that could be considered in an action plan.
- Raise awareness of the action plan designed by staff, partners, and/or coalitions to increase the number of safe and accessible playspaces.
- Showcase the proven policies, programs and/or initiatives you have developed to increase the number of safe and accessible playspaces.
- Join a group of children in your community in walking or biking to school as part of a Safe Routes to School Program, or host a “Walk to School Day” or “Bike to School Day” in order to increase awareness of a Safe Route to School Program.
- Host a Play Streets Day and announce your commitment to make Play Streets a regular event to encourage children to be more active.
- Host a playground cleanup, revitalization day or trail maintenance day that illustrates how your city, town, or county is providing more places for children and their families to be active.
- Join a school for recess and promote their recess policies or announce a commitment to work on recess policies in schools.