



Peer Learning Webinar:  
How to Achieve the LMCTC Goals in Mid-Sized Cities  
July 16, 2013

# Background

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

- Latest chapter launched – July 2012
- 5 goals established
  - Achievable and measurable
  - Promote sustainable strategies
  - Provide uniformity across the country
  - Helps inform technical assistance
- Local elected officials are asked to commit to the 5 goals



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

- Goal I: Start Early, Start Smart
- Goal II: MyPlate, Your Place
- Goal III: Smart Servings for Students
- Goal IV: Model Food Service
- Goal V: Active Kids at Play

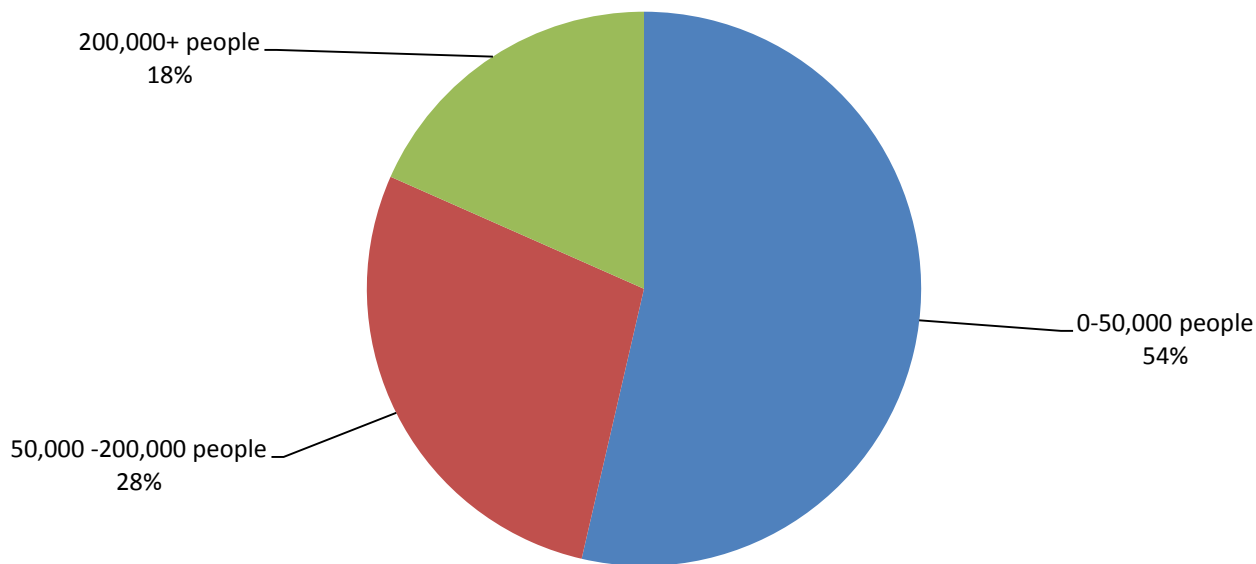


Explore at: [www.HealthyCommunitiesHealthyFuture.org](http://www.HealthyCommunitiesHealthyFuture.org)

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

# Why Focus on Mid-Sized Cities?

**LMCTC Sites by Population Category**



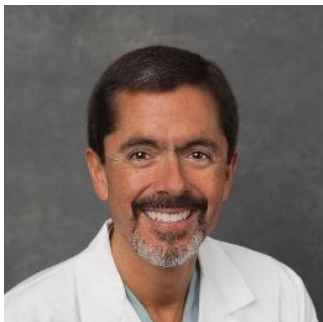
# Mid-Sized Cities Have....

- **UNIQUE ADVANTAGES** for collaboration, partnership, and community engagement.

*AND*

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

# Today's Presenters



- Councilmember Dr. Alan B. Coleman, City of Beaumont, TX

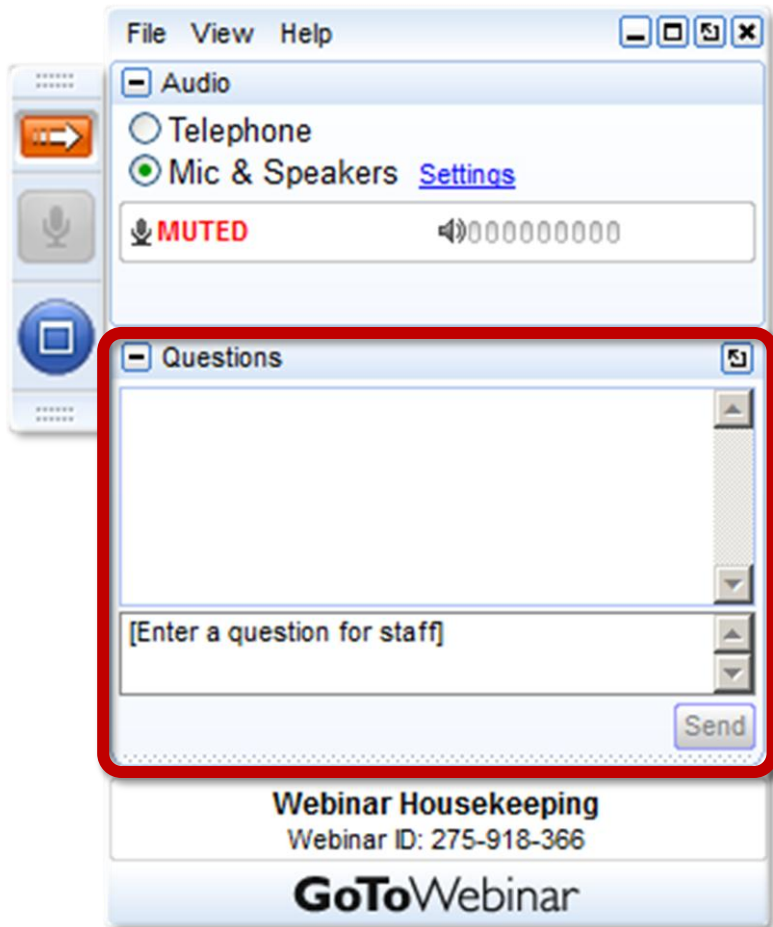


- Kim Lipetzky, Public Health Nutritionist, City of Fargo, ND



- Rory Beil, Director Cass Clay Healthy People Initiative

# Send Us Your Questions Throughout



## Your Participation

- Please submit your text questions and comments using the Questions Panel
- Note: Today's presentation is being recorded. Slides and recording will be sent within 48 hours.

# **Local Perspective:**

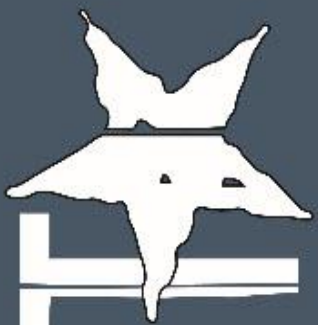
**Councilmember Dr. Alan B. Coleman**

**Beaumont, TX**

**Population: 118,296**



BEAUMONT



# LET'S MOVE



AMERICA'S MOVE TO RAISE A  
HEALTHIER GENERATION OF KIDS



BEAUMONT



## MAKING THE COMMITMENT

Meeting with City Manager, Asst. City Manager,  
Public Health Director and Parks & Recreation Director

Directors brought a list of their programs that were included in the  
*Let's Move!* goals list. An action plan was drafted.

A PowerPoint presentation was made to City Council explaining the  
*Let's Move!* initiative.

A resolution was adopted and approved by City Council.

Periodic recognition of City Departments' accomplishments  
and City's national ranking.



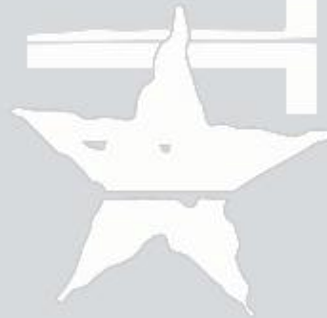
## **Action for Goal I: Start Early, Start Smart**

An interagency partnership made with the Beaumont Independent School District, Baptist Hospital, State of Texas and HEB Grocery.

The City of Beaumont Public Health Department hosted a training session with local child care facilities to discuss nutrition and sanitation standards.

The Fire Department reviewed fire safety and code requirements with providers.

AMERICA'S MOVE TO RAISE A  
HEALTHIER GENERATION OF KIDS



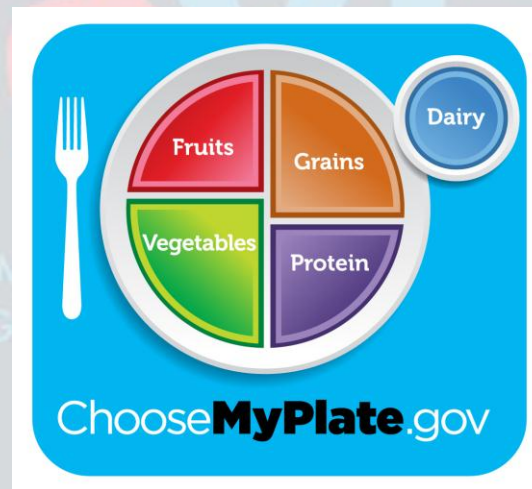




## Action for Goal II: My Place, Your Place

All City food venues were identified.

Prominently display the MyPlate poster in all city-owned venues where food is served.



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

Gained commitment from B.I.S.D. Superintendent and their Food Service Director.

100% of public schools participate in the School Breakfast Program. Our goal is 80%.

81% of elementary and middle school students participate in the School Breakfast Program. Our goal is 75%.

61% of high school students participate in the National School Lunch Program. Our goal is 65%.

B.I.S.D. is committed to serving healthy meals to our students. We are working on problems that limit high school student participation.

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

No action necessary, as the City has no food service facilities.

The Summer Lunch Program vendor will be monitored to assure compliance with State of Texas guidelines.

AMERICA'S MOVE TO RAISE A  
HEALTHIER GENERATION OF KIDS



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

The City of Beaumont Parks & Recreation Dept. Annual Activities:

Parks Facility Guide  
Hike & Bike Trails  
Neighbors/Concerts in the Park  
Moonlight Bicycle Madness  
Ida Reed Dog Park  
5K Runs  
Skateboard Park  
Rotary Club Century Park Partnership  
3-Foot Clearance Ordinance  
Sidewalk Program/Calder Ave.  
Track Club with B.I.S.D.  
Municipal Swimming Pools  
MLB Pitch, Hit and Run  
Pepsi Punt, Pass and Kick  
Basketball and Tennis Programs  
Summer Recreation Camp





## **Existing Programs / Potential Partners**

Junior League of Beaumont - Kids in the Kitchen



Junior League of Beaumont - Girls on the Run





## H-E-B “Be a Healthy Buddy” Program

Educate 2<sup>nd</sup> graders about the importance of proper nutrition with an in-classroom experience using multimedia and fresh food products.



H-E-B has funded nine additional “Be a Healthy Buddy” programs for B.I.S.D. elementary schools in response to the reviewing the *Let’s Move!* program.

## Utilize Available Resources

[www.healthycommunitieshealthyfuture.org](http://www.healthycommunitieshealthyfuture.org)

NLC Super Heroes – Tracy Wiedt and Elena Hoffnagle

City Staff

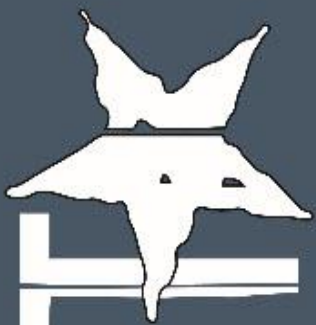
Service Organizations: Junior League/Rotary Club

Corporate Citizens: Hospitals/Grocery Stores

State Agencies

Media Contacts – Make Friends/Provide LMCTC Information

BEAUMONT



# LET'S MOVE



AMERICA'S MOVE TO RAISE A  
HEALTHIER GENERATION OF KIDS



BEAUMONT



**Local Perspective:**  
**Rory Beil, Cass Clay Healthy People  
Initiative and Kim Lipetzky, Public  
Health Nutritionist  
City of Fargo  
Population: 105,549**

# Let's Move! Cities, Towns and Counties

## FARGO



Lead by:

- Melissa Sobolik, City Commissioner
- Rory Beil, Director of CassClayalive!
- Kim Lipetzky, Public Health Nutritionist







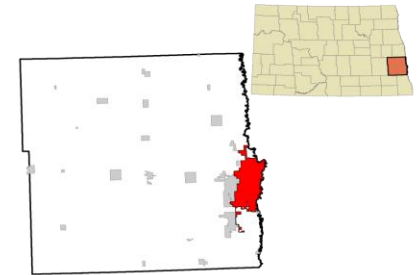
# Fargo, North Dakota

- Eastern ND, Cass County
- **Fargo–Moorhead** - the metropolitan area comprising Fargo, ND and Moorhead, MN
- Two cities lie on the North Dakota-Minnesota border, on opposite banks of the Red River of the North
- Surrounding area - 4 towns

Population: Fargo (105,549)

Fargo, Moorhead, West Fargo, Dilworth (173,468)

Increasing



Racial make up: 90% white

Commission form of government: 4 commissioners and a mayor elected at large

20 city departments



# Current Initiatives

- \* **CassClayalive!**

Schoolsalive!

Childcarealive!

Streetsalive!

Faithcommunitiesalive!

Join the Movement

- \* **Cass Clay Food Systems Initiative**



- \* **GO 2030 Fargo Comprehensive Plan**



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

# Goal 1

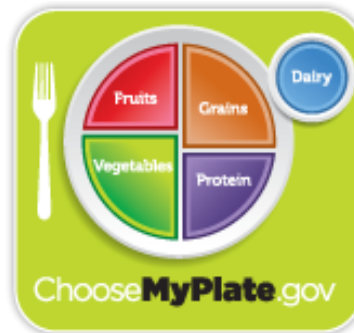
## Childcarealive!

- Collaborative efforts with Childcare Resource and Referral
- Childcare alive! program
- Provider trainings
- City licensing policy



# Goal 2

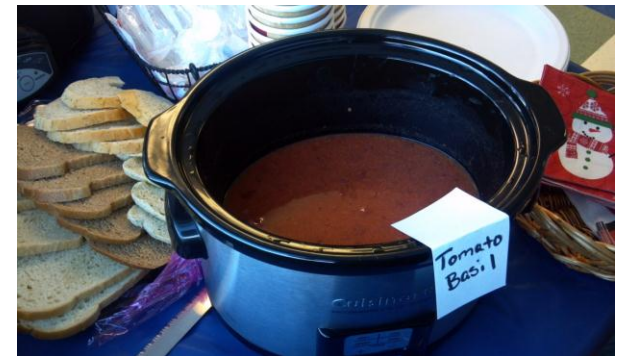
- \*List of city owned/insured buildings
- \*Identify those associated with food
- \*Different categories: vending, concessions, fire stations, food pantry, airport, minor league baseball, etc.
- \*Parks and recreation
- \*Next steps



# Goal 3

## Schoolsalive!

- Participation in the National School Lunch and Breakfast Programs
- Wellness policies
- Healthy concessions pilot
- Energize events





# Goal 5

## Streetsalive!

- Active recess
- Adopt-a-school
- Kaboom playful city
- Go 2030 Comprehensive Plan
- Bike lanes



# Finding Resources

- Multitude of partners
- Collaborative efforts
- Foundations and non-profits
- Local colleges and universities
  - Student internships
- National resources
  - Webinars, contact other communities
  - Rory Beil, [rorybeil@dakmed.org](mailto:rorybeil@dakmed.org), (701) 356-3132
  - Kim Lipetzky, [klipetzky@cityoffargo.com](mailto:klipetzky@cityoffargo.com), (701) 241-8195
  - Melissa Sobolik, [msobolik@cityoffargo.com](mailto:msobolik@cityoffargo.com), (701) 541-5441

# Top 5 Lessons Learned

- Coordinator
- Collaboration, partnerships & pooled resources are key
- Foster volunteers
- Not everyone will agree
- It takes time, celebrate small successes



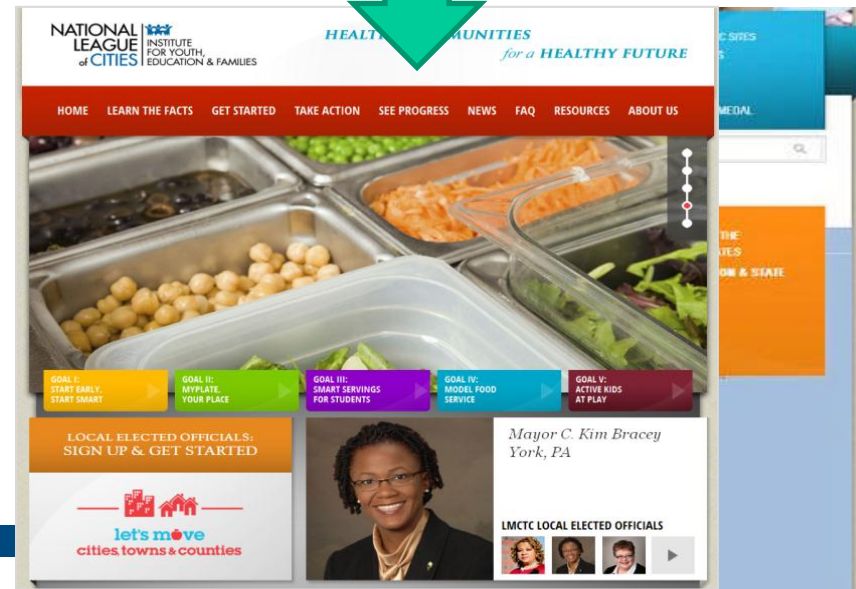
JOIN THE  
MOVEMENT



# More information on LMCTC

• Visit: [www.HealthyCommunitiesHealthyFuture.org](http://www.HealthyCommunitiesHealthyFuture.org)

• See if your city, town or county's local elected official is participating by going here:  
Home page -> See Progress

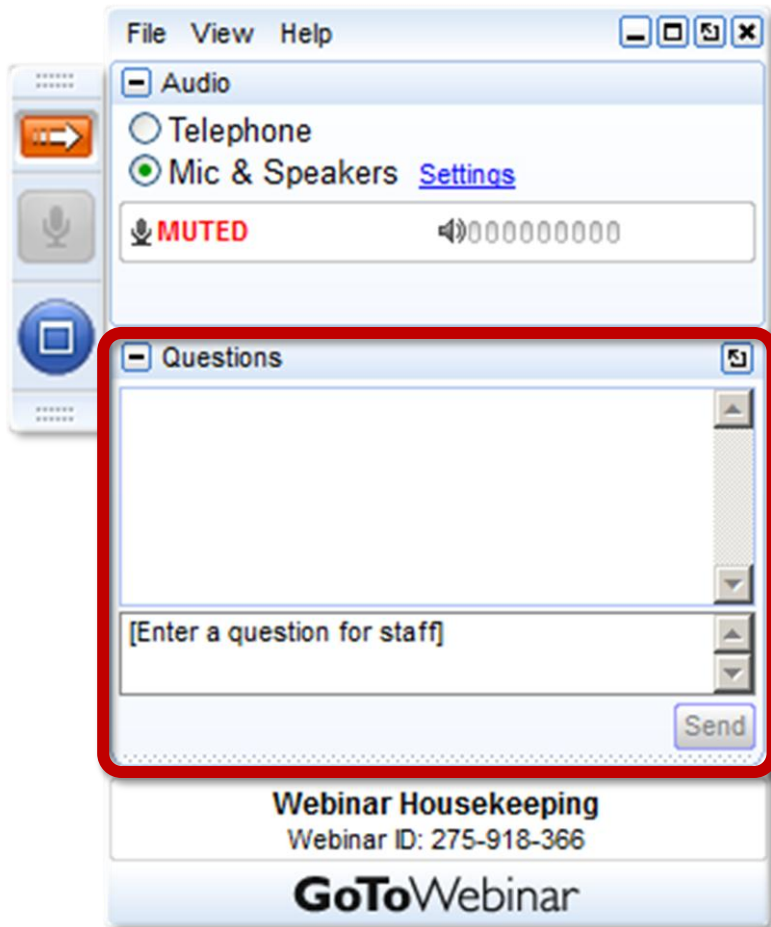


[www.nlc.org](http://www.nlc.org)

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# Questions and Answers



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# Next Webinar

August 21st at 3pm ET—How Large Cities  
(population over 200,000) Can Achieve the  
LMCTC Goals

# THANK YOU!!!

## Contact info:

Tracy Wiedt  
wiedt@nlc.org  
202.626.3002

Elena Hoffnagle  
hoffnagle@nlc.org  
202.626.3012

[www.HealthyCommunitiesHealthyFuture.org](http://www.HealthyCommunitiesHealthyFuture.org)