



*America's Move to Raise a  
Healthier Generation of Kids*

## From Theory to Practice

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*-First Lady Michelle Obama at the Let's Move! launch on February 9, 2010*

"The physical and emotional health of an entire generation and the economic health and security of our nation is at stake."

# WEAPONS OF MASS CONSUMPTION

Schmaltz 2003  
UPC



# Five Pillars\*

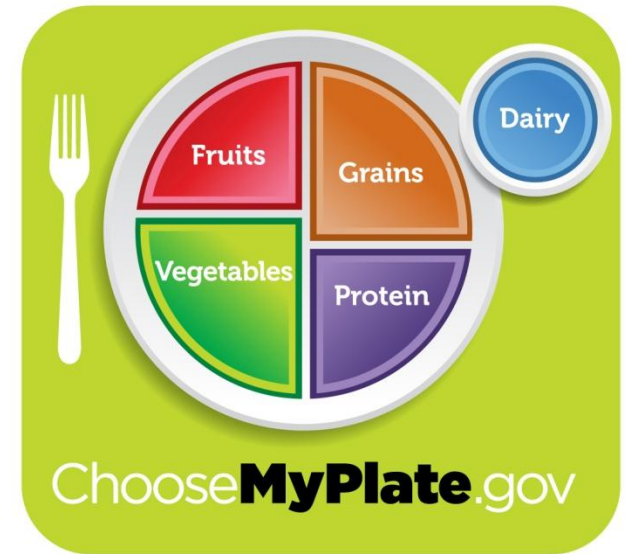
1. Creating a healthy start for children
2. Empowering parents and caregivers
3. Providing healthy food in schools
4. Improving access to healthy, affordable foods
5. Increasing physical activity

# [www.letsmove.gov](http://www.letsmove.gov)

- Collaboration across federal agencies, professional associations, local government and individuals
- Learn the Facts about *Let's Move!*
- Eat Healthy – Food & Nutrition
- Get Active – Physical Activity
- Take Action – Simple Steps to Success
- Join Us – Let's Move Together

# Agencies

- US Department of Agriculture
  - My Plate
  - Dietary Guidelines 2010
- US Food & Drug Association
- American Academy of Pediatrics
- Chefs Move to Schools
- President's Council on Physical Fitness, Sports and Nutrition
- Institute of Medicine
- Center for Disease Control (CDC)



# Supporting Healthy Schools\*

- The **Healthy, Hunger-Free Kids Act**, a groundbreaking piece of legislation, was signed into law so all kids have healthier food in school and even more have access to a healthy lunch.
- Efforts are underway to double the **number of schools that meet the Healthier US School Challenge** and schools from New Orleans to New York have signed up to help students get active.
- Three **of the largest food service providers** have committed to improving the food they provide to schools to meet recommended levels of fat, sugar and whole grains over the next five years, and to double the fruits and vegetables they serve over the next 10 years.
- A coalition of the Fruit and Vegetable Alliance, the Food, Family and Farming Foundation and the United Fresh Produce Association has committed over the next three years to put **6,000 salad bars in schools across the country**, making fresh vegetables a more accessible choice for children.
- Nearly 2,000 chefs have volunteered to help schools in their community become healthier through the **Chefs Move to Schools** program which pairs professional chefs with schools to help educate kids about making healthy food choices and engages the entire school community to help create healthier school menus.
- **Businesses are stepping up to help schools meet their challenges**, like All-Clad, which has donated 1,000 demonstration cooking kits for chefs who are participating in Chefs Move to Schools.
- Let's Move Childcare was established with recommendation for infants through preschool age children: physical activity, screen time, food, beverages, infant feeding.

\*[www.letsmove.gov](http://www.letsmove.gov)

# Making Healthy Foods Accessible and Affordable

- Parents are demanding better food choices and *Let's Move!* is working with businesses to meet the challenge. Examples of this include **Walmart's Nutrition Charter**, that is designed to bring healthier and more affordable foods to the 140 million customers that shop at their stores each week and the **Healthy Weight Commitment Foundation** pledging to reduce annual calories by 1.5 trillion within the next five years.
- For the first time in decades, the **White House has a Kitchen Garden**. The garden has generated over a thousand pounds of food, and most importantly, kids have had a hand in seeing where their food comes from, learning it's not scary – it's actually fun.

# Increasing Physical Activity

- *Let's Move!* is working towards the goal of one million Americans earning the Presidential Active Lifestyle Award (PALA) by September 2011. Organizations across the country are helping meet the goal: the **National Football League** (NFL) alone is signing up 200,000 kids.
- Teaming up with *Let's Move!* **Disney**, the **National Hockey League** (NHL) and **Major League Baseball** (MLB) are spreading the word through public service announcements (PSAs) airing nationwide, through this outreach, kids are inspired by their favorite actors and athletes to play sports and get active.
- Through ***Let's Move Outside***, families and communities are being encouraged to take advantage of America's great outdoors—which abound in every city, town and community.
- *Let's Move!* is working with mayors and community groups to build or adopt playgrounds **so kids have safe places to play and be active**. Communities are also being encouraged to join **Safe Routes to School** so more kids can bike and walk to school.

# Spreading the Message

- Nearly 500 communities across America have signed up for ***Let's Move Cities and Towns***. Through this program, local leaders are bringing *Let's Move!* to their community and making commitments to significant changes in support of their communities' health.
- A series of new PSAs were released to **help parents and caregivers make healthy food choices and increase physical activity.**
- More and more families are seeing food and beverage packages with clear calorie information on grocery store shelves through a commitment from the **American Beverage Association**, the **Grocery Manufacturers Association** and the **Food Marketing Institute** to place clear calorie information on beverage and food packaging.
- More and more doctors are screening children for BMI during Well Child Visits. The **American Academy of Pediatrics** and the American Academy of Family Physicians have pledged to have 100% of their doctors screen for BMI. To make it easier for families, the new Affordable Care Act requires all new health insurance plans to cover screening for childhood obesity and counseling from doctors.
- Through ***Let's Move Faith and the Communities***, faith-based and community-based organizations have committed to walk three million miles, complete 500,000 PALAs, and host 10,000 community gardens or farmers markets.

# Get Active\*

- Let's Move Outside
- Active Families: Engage in physical activity each day : a total of 60 minutes for children, 30 minutes for adults.
- Active Schools: A variety of opportunities are available for schools to add more physical activity into the school day, including additional physical education classes, before—and afterschool programs, recess, and opening school facilities for student and family recreation in the late afternoon and evening.
- Active Communities: Mayors and community leaders can promote physical fitness by working to increase safe routes for kids to walk and ride to school; by revitalizing parks, playgrounds, and community centers; and by providing fun and affordable sports and fitness programs.

# Newark (NJ) 2010 Highlights

- July 2010 – Super Healthy Summer Launch
- August 2010 – Municipal Vending Machine Review
- September 2010
  - *Let's Move!* Newark Resolution Passage/Action Plan Submitted
  - Newark Bike Tour
  - *Brick City Serves* Launch
- October 2010
  - Hispanic Heritage Month “Festival de la familia Latina – Muevete!”
  - Small Grocer Initiative
  - Anti-Stigma Resolution
  - Launch of [www.letsmoveinewark.org](http://www.letsmoveinewark.org); official launch Let's Move! Newark
- November 2010 – First Lady Michelle Obama Visits Newark
- December 2010 – Trust for Public Land
- Rutgers University Annual Children's Health Summit – Fighting Back Against Childhood Obesity

# Programs in Newark by Season

- Healthy Horizons
- Sprinting 2 Spring
- Super Summer
- Falling for Fitness



# Opportunities

- Community partners, businesses and individuals willing to come together
- Many are willing to donate services & products
- Volunteers interested in making a difference
- Mayor and Deputy Mayor fully support



- Advocates for Children of New Jersey
- B & B Fit
- Colosseum Gym
- Dental Kidz
- Dr. Felicia Stoler, DCN, MS, RD, FACSM
- General Mills
- Horizon Blue Cross Blue Shield
- Lincoln Park Music Festival
- Lotus Yoga
- Newark Beth Israel
- Newark Now
- Newark Yoga Movement
- NJ Partnership for Healthy Kids
- The Opportunity League
- Plot It Fresh
- Rutgers Cooperative Extension
- Tanya Curry McMichael
- United Way of Essex and West Hudson
- University of Medicine and Dentistry of NJ
- US Army Newark

# Challenges

- Legal liability – must be over the age of 18
- Weather – all programs outdoors
- Lack of funding for adequate communication
- Bumps along the way trying to get the kinks out
- Let's Move is about childhood obesity – but we were only able to have contact with adults

# My Involvement

- Friend of Mayor Booker
- Wanted to put my expertise into action
- Met with Deputy Mayor Margarita Muniz at the Rutgers Childhood Obesity Summit
- February 2011 – became an official partner and collaborator – offering program guidance for Sprinting 2 Spring
- Got Balance Bars donated (30 cases)

# Further Involvement

- Developed nutrition education curriculum for the parents:
  - Healthy Eating for the Whole Family
  - Label Reading
  - Grocery Shopping
  - Healthy Snacks for You and Your Kids
  - Beverages
  - Fast Food
  - Cutting the Fats from Your Foods
  - Food Safety

# Volunteer Recruitment and Coordination

- NJ Dietetic Association
- Dietetic Internships in NJ and NYC
- Nutrition and Exercise Science programs at universities and colleges in NJ and NYC
- Scheduling issues/weather cancellations – all coordinated by Stoler for nutrition component

# Sprinting 2 Spring

- Held in 5 parks across the city of Newark
- Monday – Friday (5:30/6pm – 7pm)
- Volunteer driven
- Nutrition education was done at the beginning of each session
- Followed by physical activity - volleyball, Zumba, kickball and yoga

# Lessons Learned

- Good intentions do not lead to participation
- \$ needed for supplies
- Better communication to the community
- More lead time for adequate planning
  - Forms
  - Weather
  - Childcare

# Nationally

- Let's Move has created dialogue and awareness
- States and cities have become involved
- Businesses, not-for-profits, academia, insurers and health care providers are working together
- Kids, schools and parents have great online resources

# Make the Healthy Choice the Easy Choice

- Foods
- Beverages
- Physical Activity
- Access to Healthy Foods
- Access to Safe Places to Play
- Parks & Recreation
- Accessible for people with disabilities

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