



Let's Move!
*Moving Towards Healthier
Cities, Towns and Communities*

Fit NSW 2016

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Executive Director
President's Council on Fitness, Sports & Nutrition
United States



- **History**
- **State of the Nation (U.S)**
- **Current Efforts**
- **Working Together**



OUR QUEST TO **STRENGTHEN** AMERICA THROUGH
FITNESS BEGAN IN 1956



SPORT ON THE NEW FRONTIER *by JOHN F. KENNEDY*

Sports Illustrated

THIS ISSUE 35 CENTS

DECEMBER 24, 1960

SPECIAL
DOUBLE
ISSUE





THE PROGRAMS & MISSION HAVE EVOLVED





THE LEADERSHIP HAS CHANGED





HEALTH IS STILL A NATIONAL PRIORITY



ABOUT THE PRESIDENT'S COUNCIL

Vision

All Americans lead active, healthy lives.

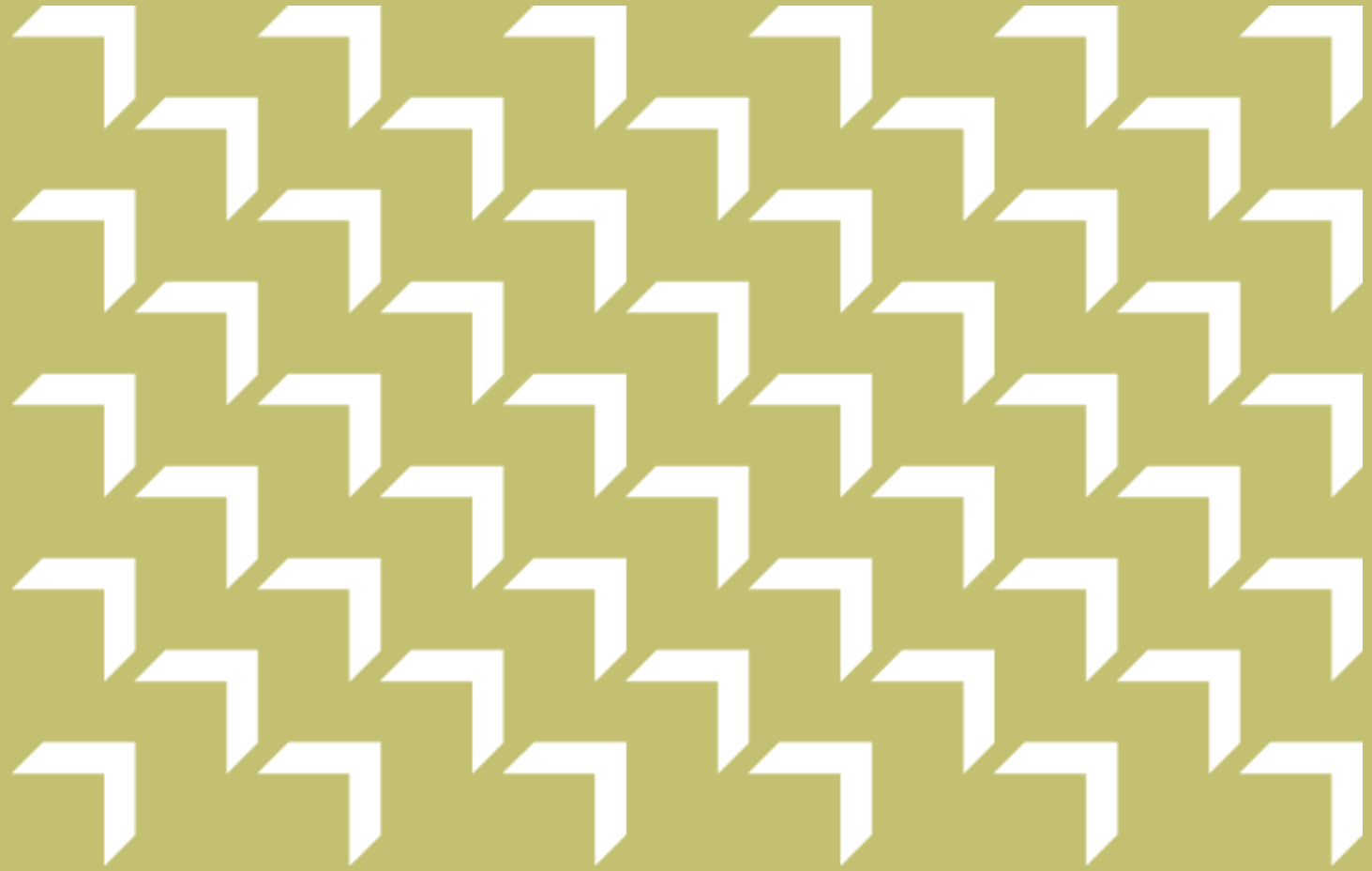
Mission

Educate, engage and empower all Americans to adopt a healthy lifestyle that includes regular physical activity and good nutrition.



SUPPORT OF LET'S MOVE!





State of the Nation

STATE OF THE NATION

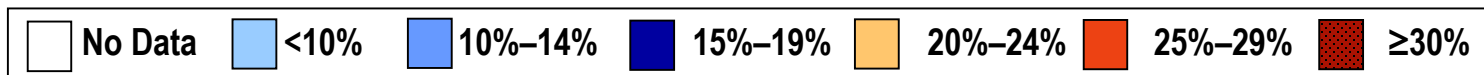
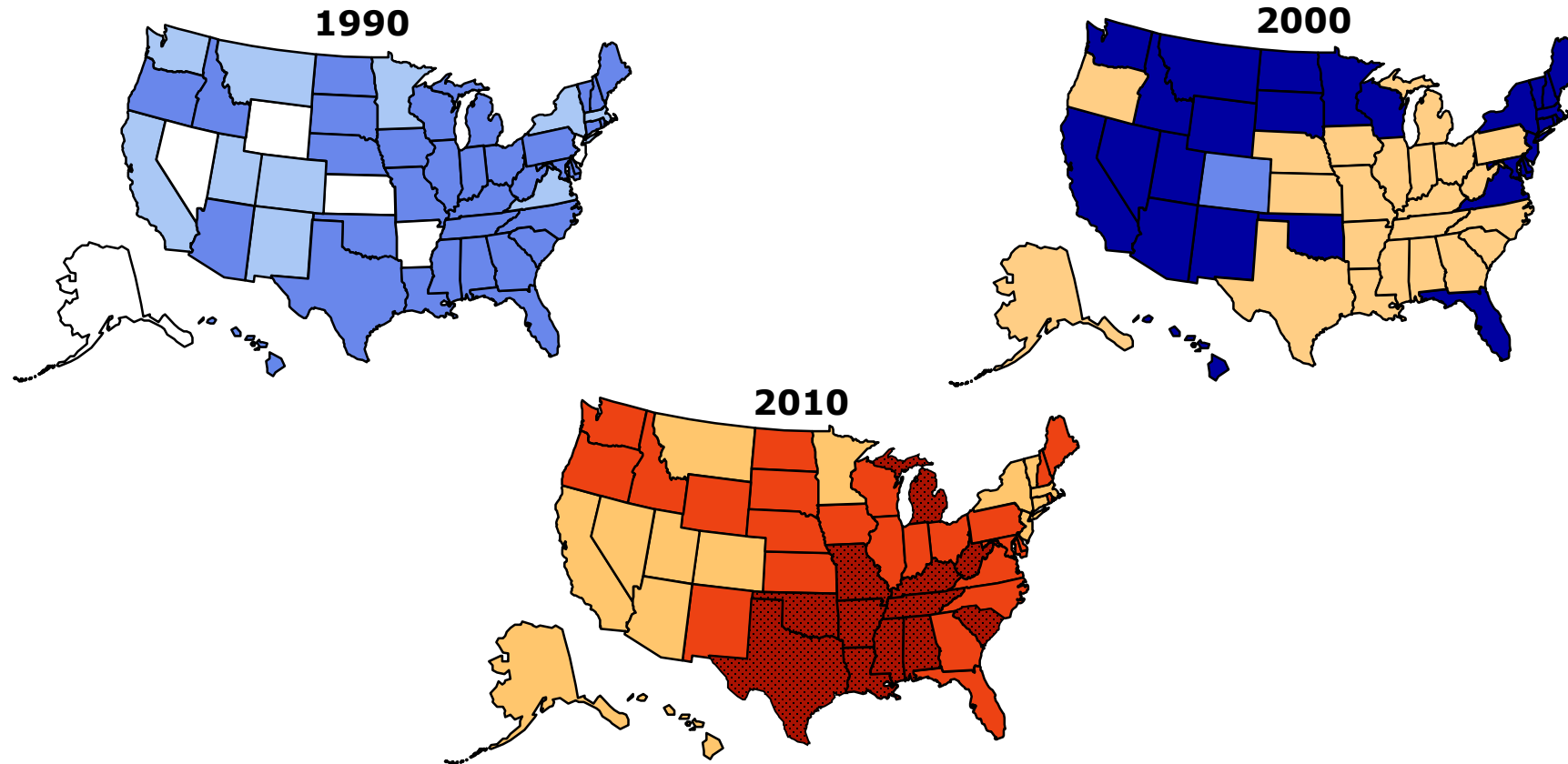
- This is the first generation projected to live **5 fewer** years than their parents.
- Kids spend over **7.5 hours** a day in front of a screen.
- Physical education is being **cut** & youth sports participation is **declining**.
- Physical inactivity & obesity can cause serious **health** issues.
- These factors limit our country's potential to **succeed**.



Obesity Trends* Among U.S. Adults

BRFSS, 1990, 2000, 2010

(*BMI ≥ 30 , or about 30 lbs. overweight for 5'4" person)



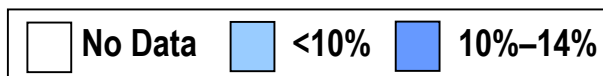
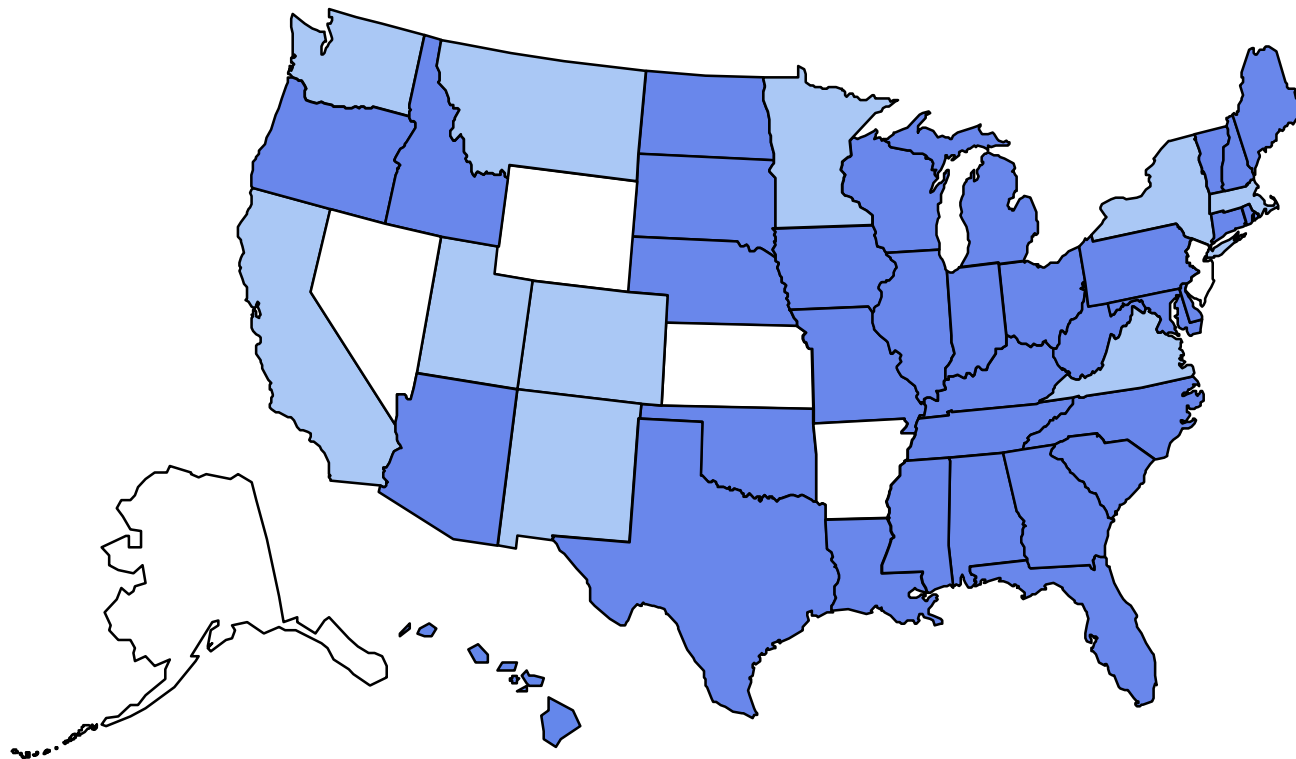
Source: Behavioral Risk Factor Surveillance System, CDC.



Obesity Trends* Among U.S. Adults

BRFSS, 1990

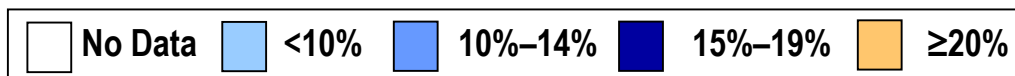
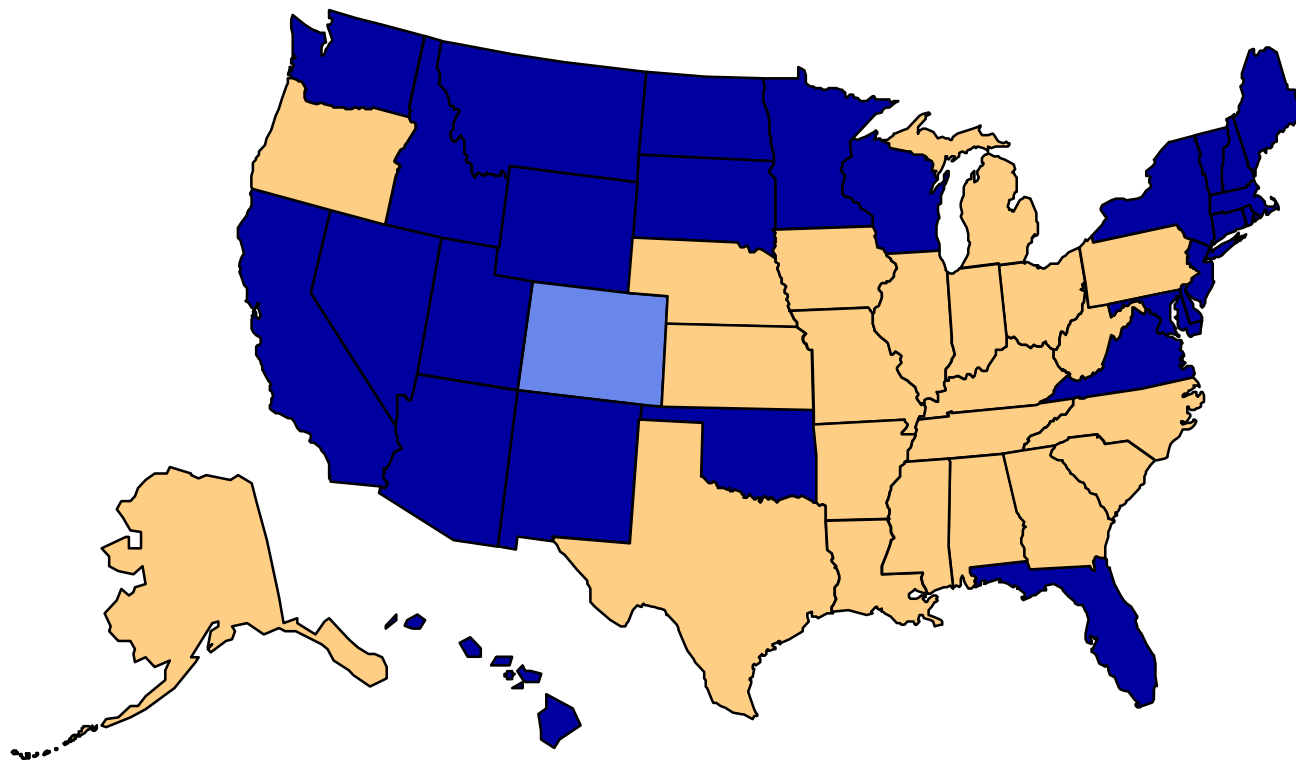
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 2000

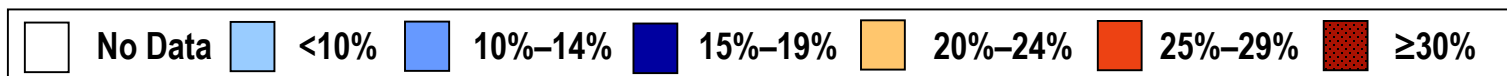
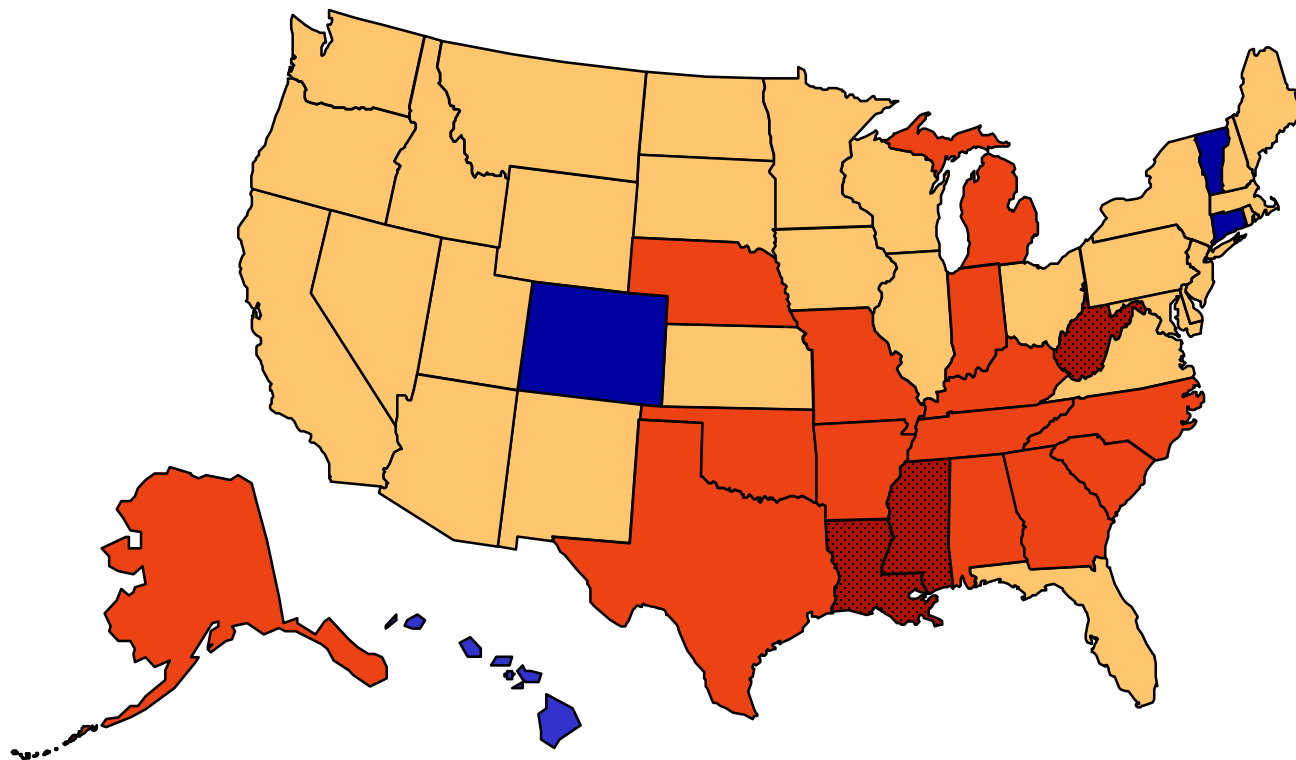
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 2005

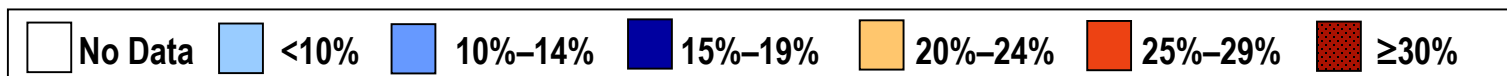
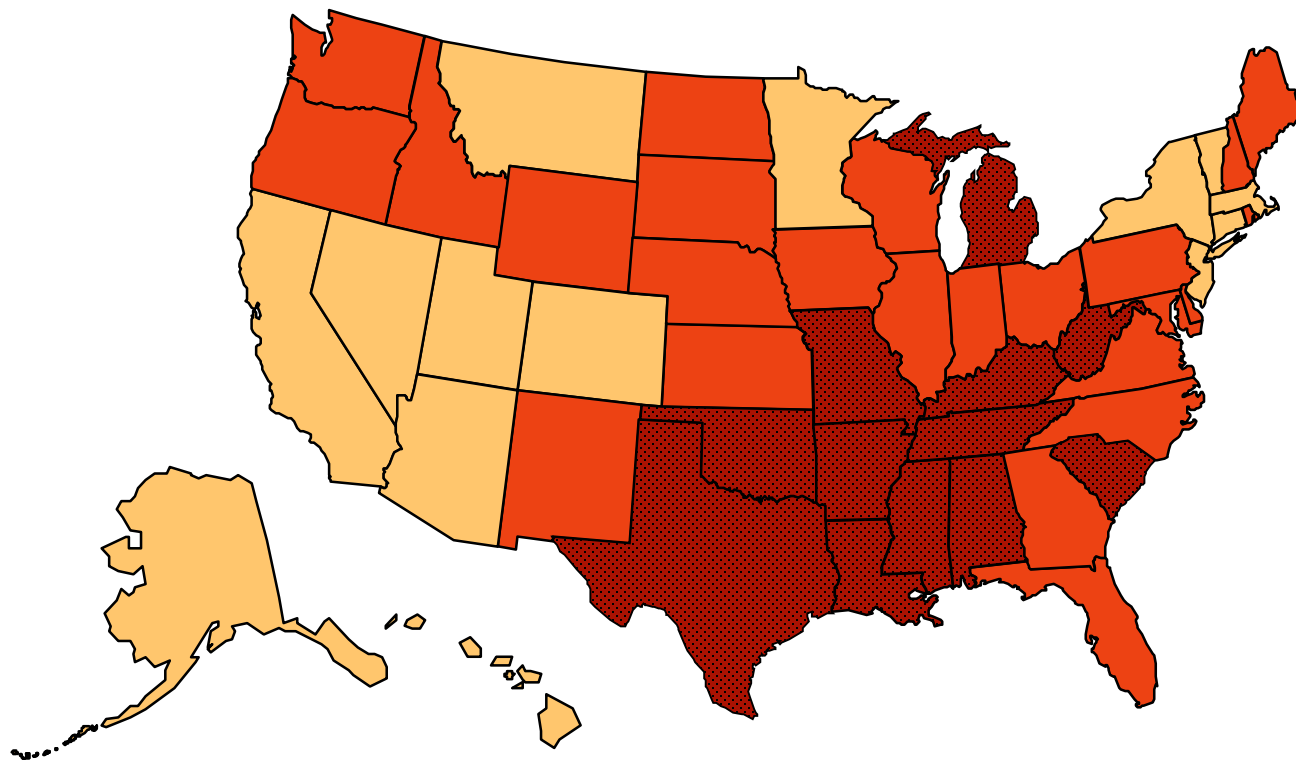
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Obesity Trends* Among U.S. Adults

BRFSS, 2010

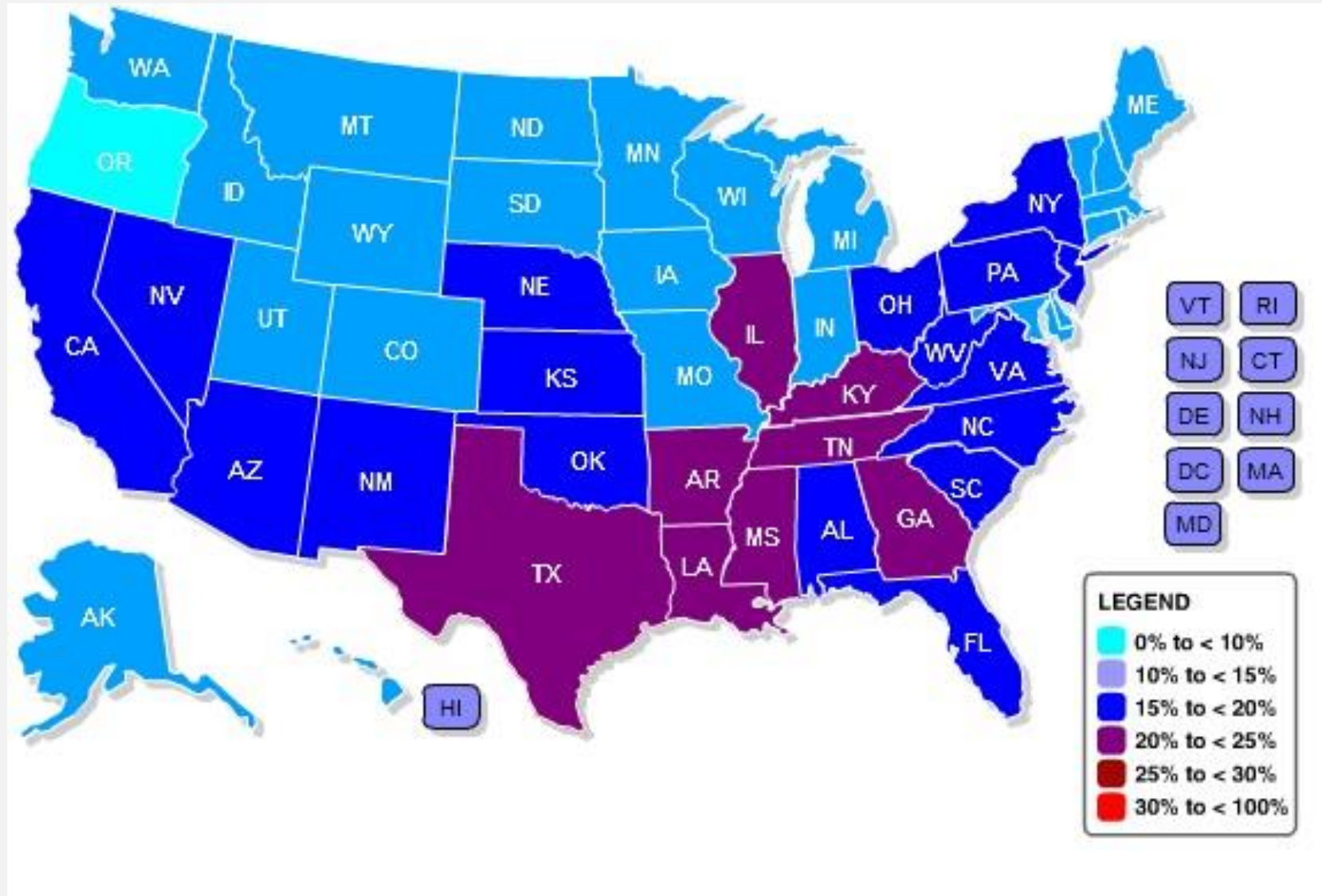
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Source: Behavioral Risk Factor Surveillance System, CDC.



Childhood Obesity Rates by State



THE PHYSICAL INACTIVITY CYCLE

EARLY CHILDHOOD

ADOLESCENCE

ADULTHOOD



PHYSICALLY INACTIVE CHILDREN



30% of children are obese



Misses school 2 days higher than average



Lower test scores



\$2,741 per year higher health care costs



1 week per year of extra sick days taken



5.3 million premature deaths/yr. due to inactivity

PRESCHOOLERS WITH INACTIVE PARENTS ARE FAR LESS LIKELY TO BE ACTIVE

2X AS LIKELY TO BE OBESE AS ADULTS





LIFETIME BENEFITS OF PHYSICAL ACTIVITY

ACTIVE PARENTS ASSOCIATED WITH ACTIVE CHILDREN



CHILDREN OF ACTIVE MOMS ARE 2X AS LIKELY TO BE ACTIVE

MAY LIVE 5 YEARS LONGER



Reduced risk of heart disease, stroke, cancer, diabetes



PHYSICALLY ACTIVE CHILDREN



Up to 1/10th as likely to be obese



40% higher test scores



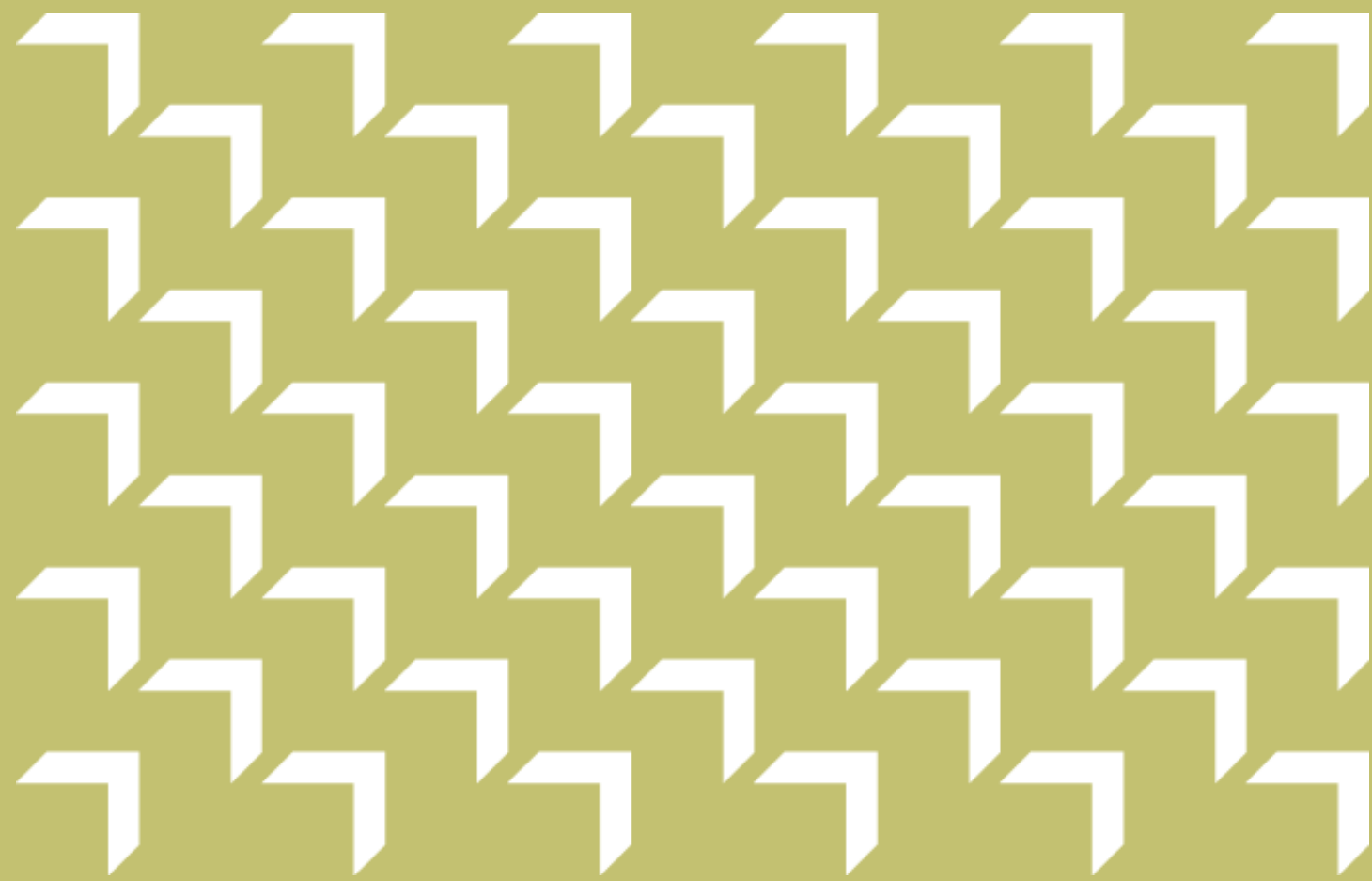
Less likely to smoke, become pregnant



15% more likely to go to college



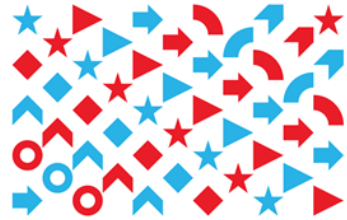
Saves up to \$2,741 per year in health costs



Current Efforts



Let's Move! Sub-initiatives



Let's Move! Active Schools



let's move
cities, towns & counties



LET'S MOVE
Salad Bars
to Schools

www.saladbars2schools.org



LET'S MOVE! Museums & Gardens



Chefs Move TO SCHOOLS



LET'S MOVE
Faith & Communities



LET'S MOVE!
Child Care



LET'S MOVE Outside
LET'S MOVE!
WWW.LETSMOVE.GOV



LET'S MOVE! IN
INDIAN COUNTRY

HEALTHY HUNGER-FREE KIDS ACT

On December 13, 2010, the President signed the Healthy, Hunger-Free Kids Act of 2010, reauthorizing numerous child nutrition programs until September 30, 2015, including:

- National School Lunch and Breakfast programs,
- Special Supplemental Nutrition Program for Women, Infants and Children (WIC),
- Child and Adult Care Food Program (CACFP),
- Summer Food Service Program,
- Afterschool Meal Program, and,
- Supplemental Nutrition Assistance Program Education.



LET'S MOVE! CHILD CARE

- **Let's Move! Child Care** - encourages and supports child care and early education providers to make positive changes in their programs in order to work toward a healthier future for children.
- **Focus on 5 best practices:**
 - **Healthy eating**
 - **Healthy beverages**
 - **Increasing physical activity**
 - **Limiting screen time**
 - **Supporting breastfeeding**



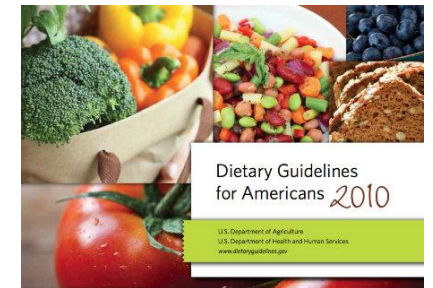
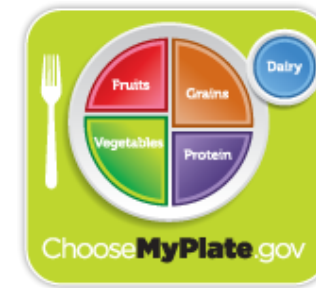
***LET'S MOVE!* CITIES, TOWNS AND COUNTIES**



- **Launched**
 - **June 2010 and enhanced in July 2012**
 - **www.HealthyCommunitiesHealthyFuture.org**
- **Lead Partners**
 - **Lead Federal Agency: U.S. Dept. Health and Human Services**
 - **Lead Collaborating Partner: National League of Cities (funding from the Robert Wood Johnson Foundation)**

FIVE GOALS ACHIEVABLE BY ELECTED OFFICIALS

- **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**



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

Steps to Success

- Participate in an active interagency collaboration on Early Care and Education programs
- Promote participation in *Let's Move!* Child Care among ECE providers using three approaches
- Integrate goals of *Let's Move!* Child Care into one professional development training



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

Steps to Success

- Become a MyPlate Community Partner
- Display MyPlate at 51%-100% of venues



Goal III: Smart Servings for Students



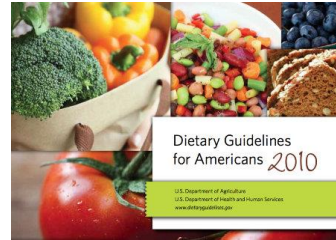
To provide healthy food to children and youth, local elected officials commit to expanding access to meal programs before, during and after the school day, and/or over the summer months

Steps to Success

- Participate in an active collaboration involving the city/town/county, schools and other partners that expands access to programs that offer healthy food before, during and after the school day, and/or over the summer months
- Take at least two actions to expand children's access to these programs
- Use at least four approaches to publicize the availability of 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

Steps to Success

- Identify all municipally-or county-owned or operated food vendors and contractors, along with dates when their contracts can be amended/renegotiated
- Identify a policy for healthy and sustainable food service guidelines aligned with Dietary Guidelines for Americans to adopt
- Implement the policy identified/created



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

Steps to Success

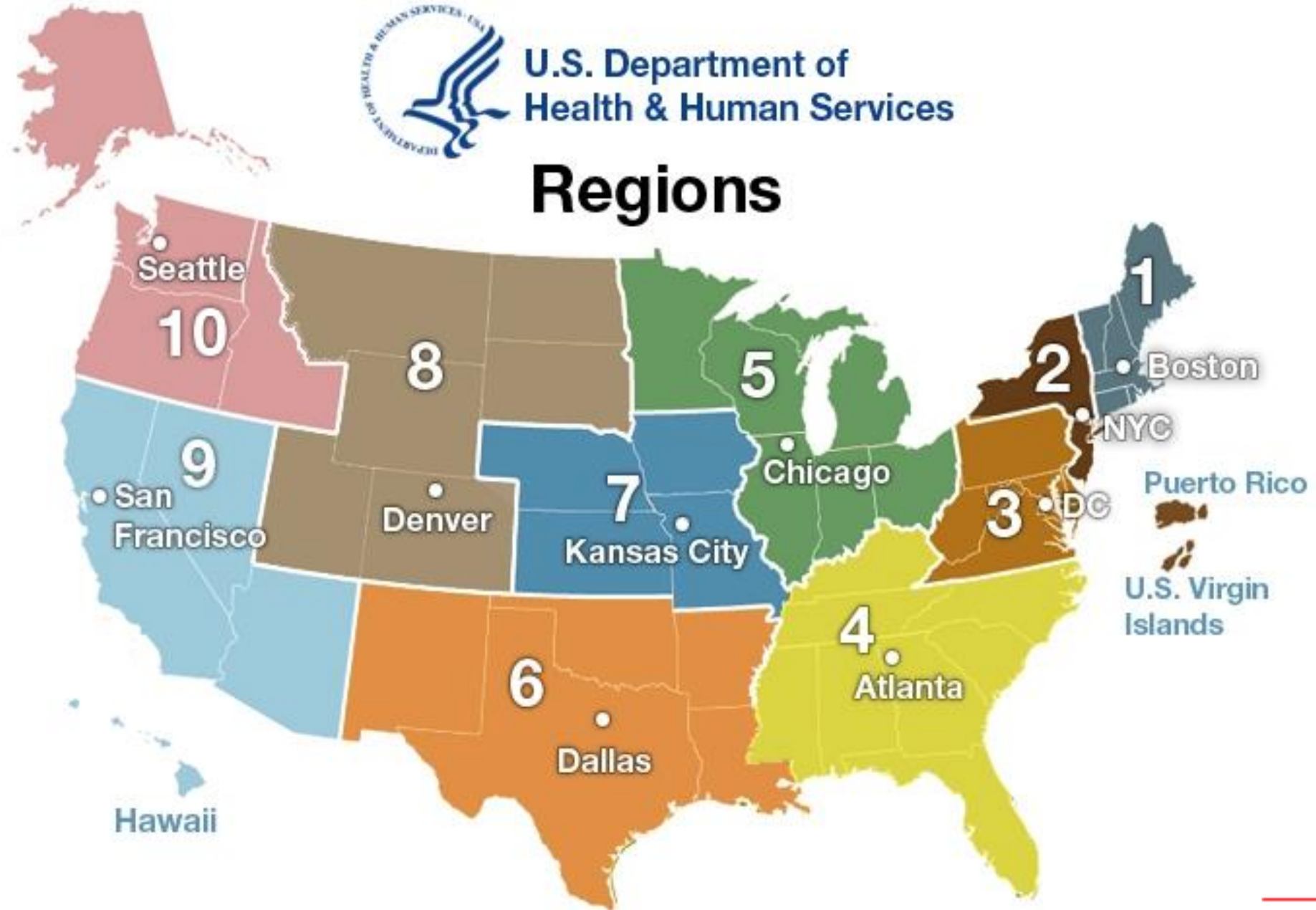
- Map playspaces
- Complete a needs assessment of playspaces and develop an action plan
- Implement three recommended policies, programs or initiatives





U.S. Department of
Health & Human Services

Regions



let's move
cities, towns & counties

LET'S MOVE! CITIES, TOWNS AND COUNTIES

Cities, Towns & Counties are...

- Hungry for ideas & actions to improve children's health in their communities
- Looking for opportunities to be recognized
- Often already doing work in this area

Let's Move! Cities, Towns and Counties...

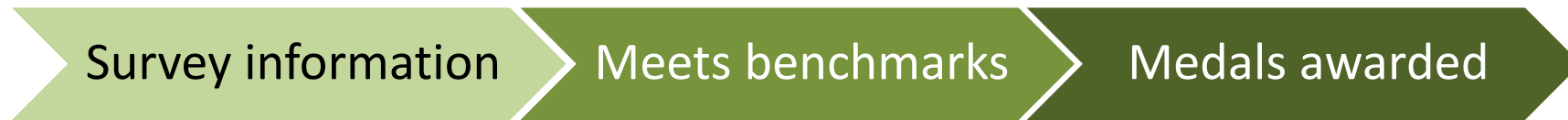
- ✓ Offers manageable and achievable steps
- ✓ Provides structure for action and innovation
- ✓ Connects sites to a wealth of resources, including regular webinars, monthly newsletters, subject matter experts, and a peer network of local elected officials
- ✓ Provides many opportunities to be recognized nationally
- ✓ Recognizes sites for work that may already be underway
- ✓ Builds upon jurisdictions' goals and activities
- ✓ Leverages local resources




RECOGNITION



- Survey information provided by sites tracks progress



- Medals are awarded monthly by the National League of Cities
- Local elected officials receive certificates to display in City Hall or wherever they choose
- News release template provided
- Use  **Twitter**
- *Let's Move!* Cities, Towns and Counties website reflects medals awarded

RECOGNITION

- Rotating pictures of participating local elected officials on the homepage

NATIONAL LEAGUE of CITIES INSTITUTE FOR YOUTH, EDUCATION & FAMILIES

HEALTHY COMMUNITIES for a HEALTHY FUTURE

HOME LEARN THE FACTS GET STARTED TAKE ACTION SEE PROGRESS NEWS FAQ RESOURCES ABOUT US

Fruits Grains Dairy Vegetables Protein

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

NEWS Grant Opportunity: Health Impact Assessment for Improved Community Design - Letter of Intent deadline: March 28, 2014 -- Application deadline April 28, 2014 - Conference Call... More →

LOCAL ELECTED OFFICIALS: SIGN UP & GET STARTED

let's move cities, towns & counties

Mayor Chip Johnson Hernando, MS

LMCTC LOCAL ELECTED OFFICIALS

Let's Move! Active Schools



LET'S MOVE! ACTIVE SCHOOLS

RECOMMENDATION:

Students should do 60 minutes (1 hour) or more of physical activity daily

REALITY:

Many students are not getting opportunities to be active.

Over half of all schools have **10%** or less of their students walking or biking to and from school.



Only **45%** of all schools provide opportunities for students to participate in classroom physical activity breaks.



Less than **4%** of schools require daily physical education.

Only **55%** of all schools offer opportunities for students to participate in physical activity clubs or intramural sports programs.



Source: School Health Policies and Practices Study 2014

Importance of Physical Activity

Children and adolescents need at least **60 minutes** of physical activity per day. Regular activity:

- Builds strong bones and muscles,
- Decreases the likelihood of developing obesity and risk factors for disease,
- Reduces anxiety and depression,
- Improves academic performance,
- Increases concentration and attention, and...
- Improves attendance, discipline, and classroom behavior!



ACTIVE KIDS DO BETTER



active kids learn better

physical activity at school is a win-win for students and teachers

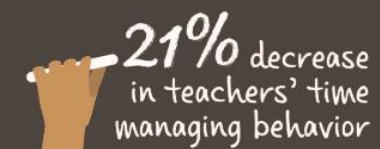
GRADES:



STANDARDIZED TEST SCORES:

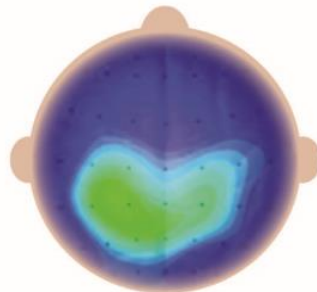


JUST ONE PHYSICALLY ACTIVE LESSON CREATES:

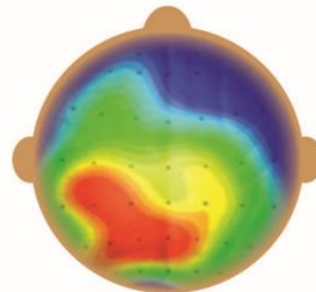


physically active kids have more active brains

BRAIN SCANS OF STUDENTS TAKING A TEST:



after 20 minutes of sitting quietly



after 20 minutes of walking

Red areas are very active; blue areas are least active.

MORE RESULTS:

after 20 minutes of physical activity:

students tested better in reading, spelling & math and were more likely to read above their grade level

after being in a physically active afterschool program for 9 months:

memory tasks improved 16%

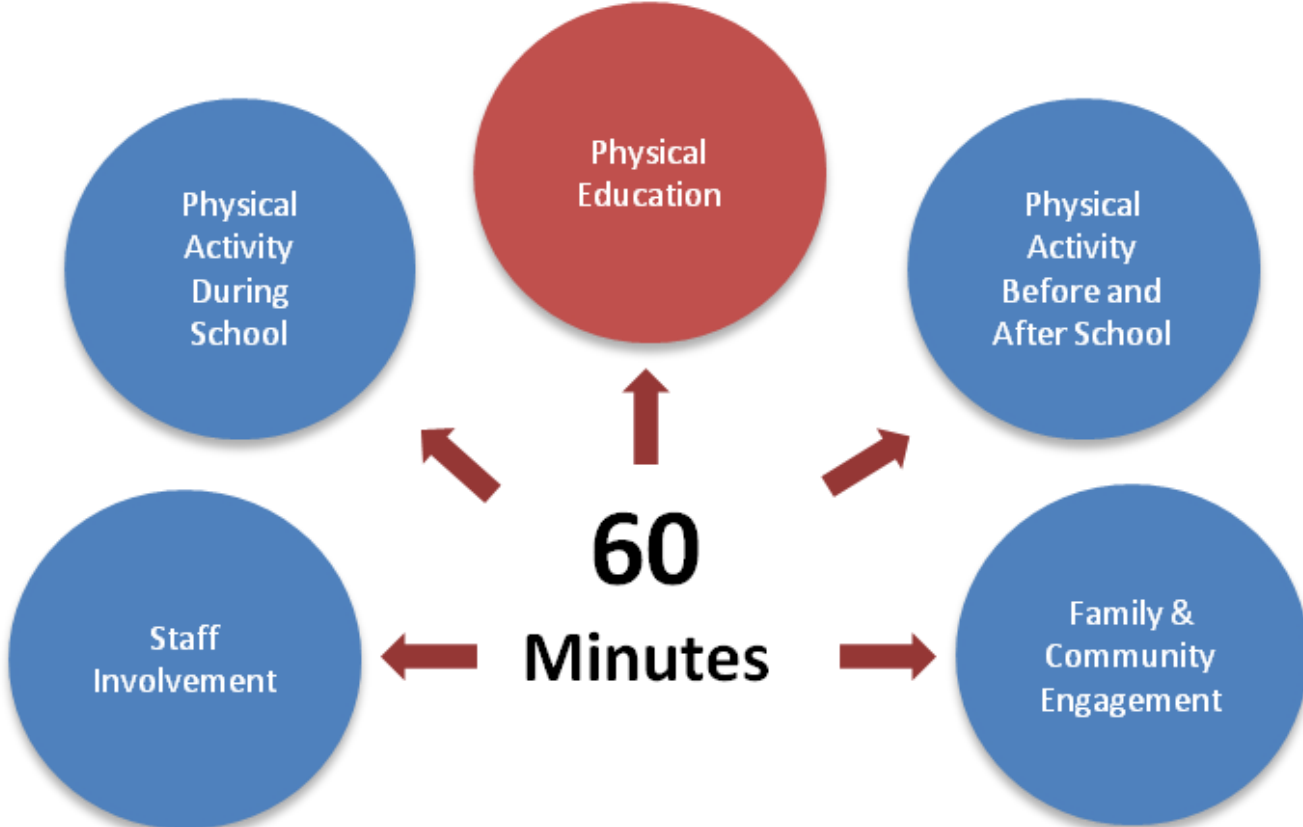


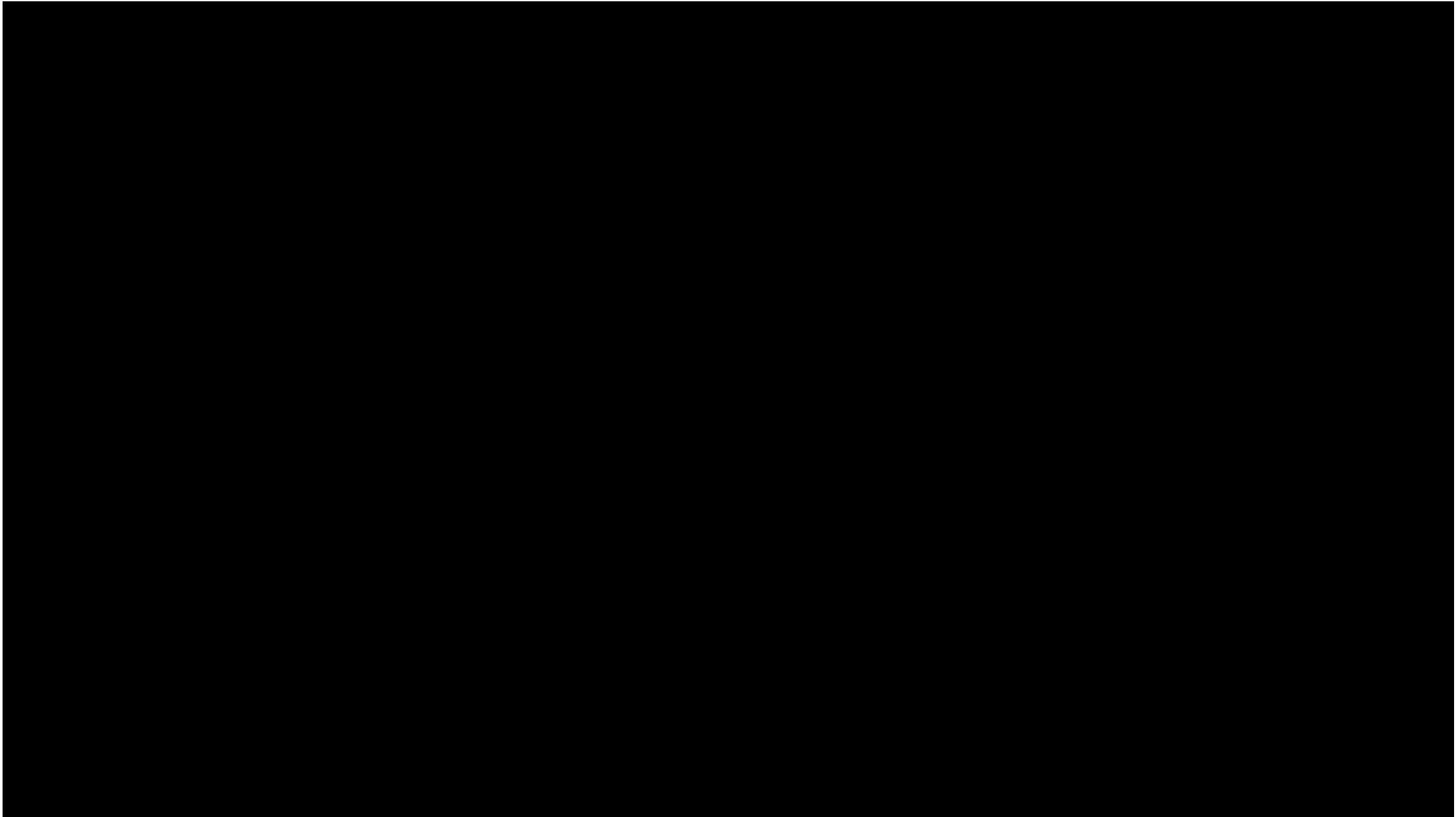
Let's Move, Active Schools



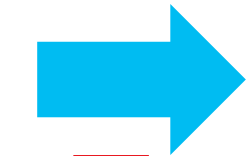
the national **solution to ensure
60 minutes of physical activity
is the new norm for schools**

Let's Active Move Schools



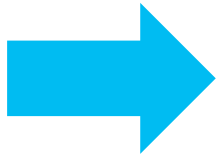


ACTIVE SCHOOLS **HELP SCHOOLS BY...**

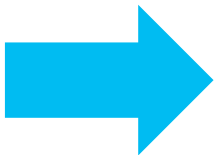


1. Streamlining a

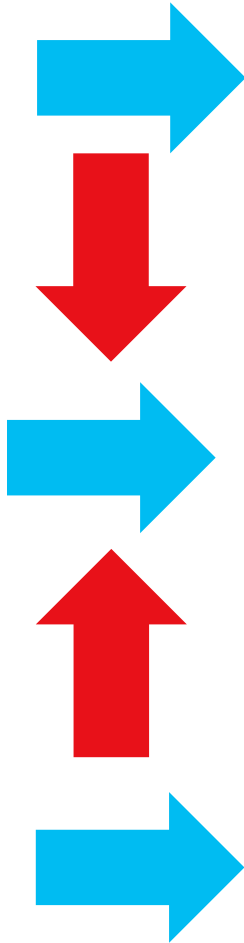
selection of programs,
resources, professional
development and grants



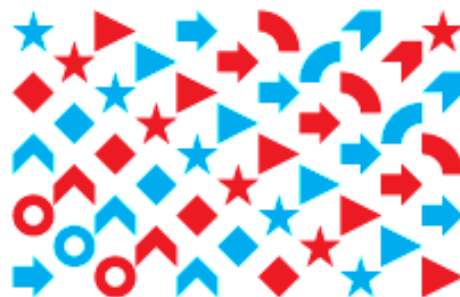
2. Delivering customized action plan



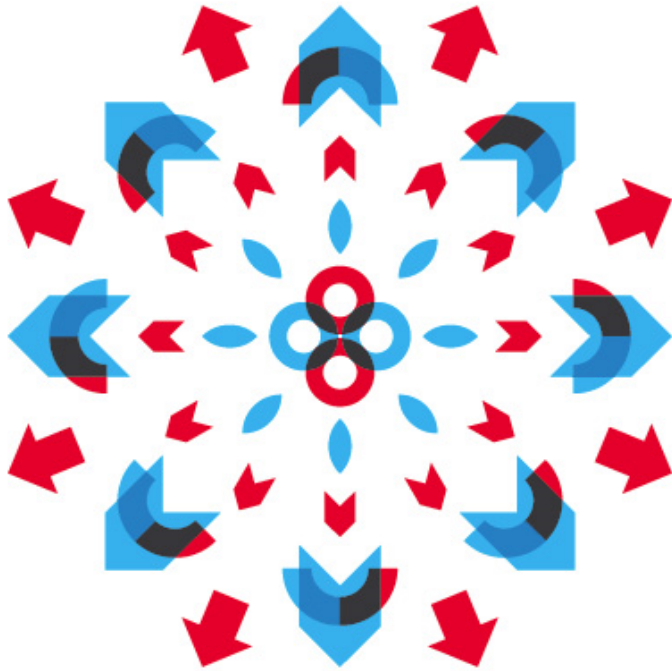
PROGRESS TO DATE



- **17,300+ schools**
- **10+ million students**
- **350+ school districts with at least 50% enrollment**
- **30+ partner organizations**
- **1,000+ nationally recognized schools**
- **Alignment with the CDC's School Health Index**



OUR COLLECTIVE GOALS



- **Create and sustain more Active School environments**
- **Elevate the role of Physical Educators**
- **Equip schools and district leaders to enact system-change**
- **Raise awareness of how activity improves academic performance**

Change starts with an individual “Champion”

A school champion can be a...

- P.E. teacher
- Health educator
- Classroom teacher
- Administrator
- Nurse
- Wellness Coordinator
- Parent
- **YOU!**



Step 1: Build Support

School champions develop or utilize an existing school wellness council comprised of passionate students, teachers, and school administrators to support the process of becoming an Active School.

School Wellness Team

Team Leader

Mr. Smith

Team Members

Johnny Jones

Katherine Walker

Zach Parolin

Rebecca McClain

Ben Carlson

To join the School Wellness Team,
please contact Mr. Smith!

Step 2: Assess your School

School champions take a simple, online assessment to determine their baseline within the five program areas.

The screenshot shows a web interface for 'Forest Lake Elementary'. At the top right, there is a link for 'SCHOOL PROFILE →'. Below this, there are two sections: 'SELECT A WELLNESS CATEGORY:' with a dropdown menu currently set to 'Physical Education', and 'SHOW:' with two checkboxes for 'Unanswered Questions' and 'Different Responses'. A prominent red arrow button labeled 'SUBMIT INVENTORY' is positioned next to the text 'Your inventory is ready to be submitted!'. Below the submission area, the heading 'PHYSICAL EDUCATION' is visible, followed by a 'VIEW / PRINT' button. The main content area displays a question labeled 'E01' with a paragraph of placeholder text and three radio button options: 'Yes', 'No', and 'Answer Later'.

Step 3: Develop Your Action Plan

Breck School [SCHOOL PROFILE](#) →
Minneapolis, MN

Team Members: 2 [View](#) [Invite](#) | Membership Type: School Leader [Edit](#)

WHAT'S NEXT? Steps 4 & 5: Explore Resources and Take Action

Begin completing Action Items to achieve your school's goals. [Manage Action Plan](#) → You can also: [Find Resources](#) → [Apply for Grants](#) →

INVENTORY COMPLETION	ACTION PLAN COMPLETION
PHYSICAL EDUCATION 17 unanswered questions	PHYSICAL EDUCATION 0 OF 0 Once you submit your first inventory, create an action plan and see your progress here!
STUDENT WELLNESS 10 unanswered questions	STUDENT WELLNESS 0 OF 0 Once you submit your first inventory, create an action plan and see your progress here!

School champions create an action plan to help them meet criteria within each of the five program areas.

Step4: Explore Resources

Participating schools gain access to:

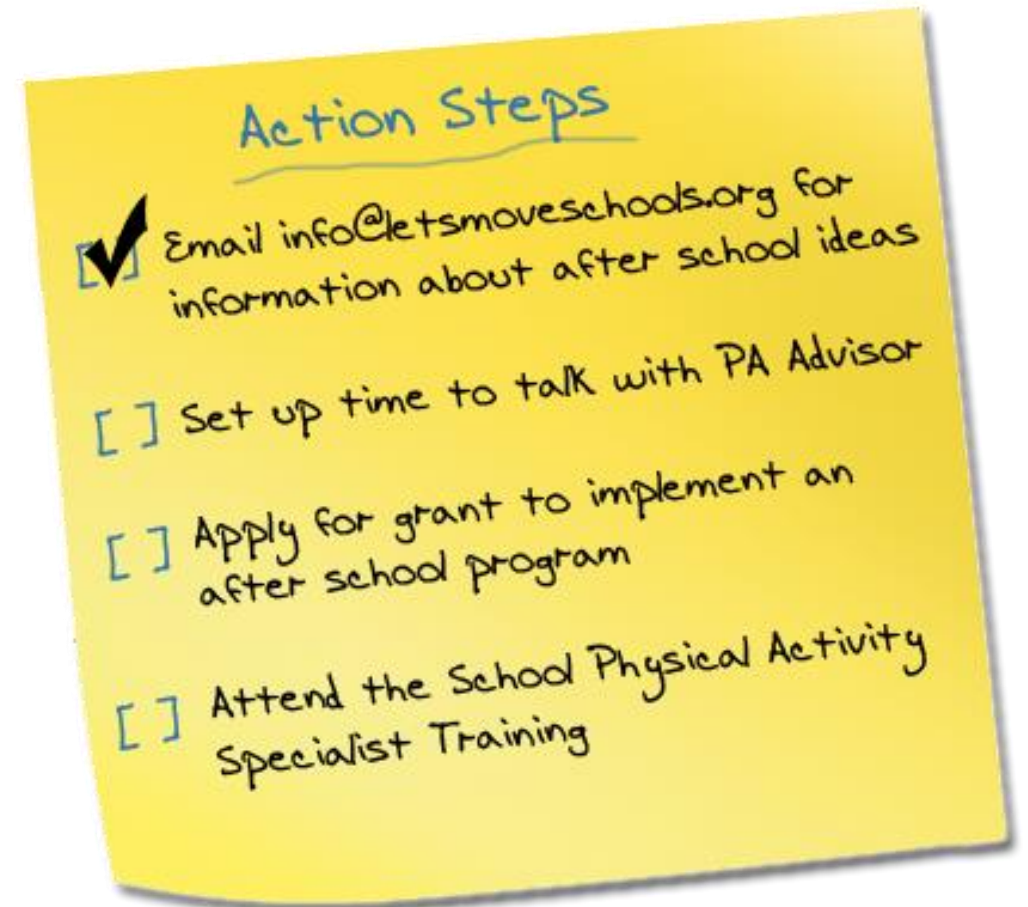
- Activation Grants
- Professional Development Opportunities
- Resource Database



Step 5: Take Action

Schools gain access to information and support to help them implement their action plans, including:

- Technical Assistance
- Evaluation Support
- In-Person Trainings



Step 6: Celebrate Success

After completing their Action Plans, schools will be eligible to receive...

- Names and success stories featured on www.letsmoveschools.org
- Recognition packets, including banners, posters, and sample press materials
- Downloadable certificate of achievement
- Access to a prize lottery



LONG-TERM BENEFITS



- **Better school outcomes**
- **Physically literate youth**
- **Lower rates of childhood obesity**
- **A lifetime of active, healthy habits**

PRESIDENTIAL YOUTH FITNESS PROGRAM

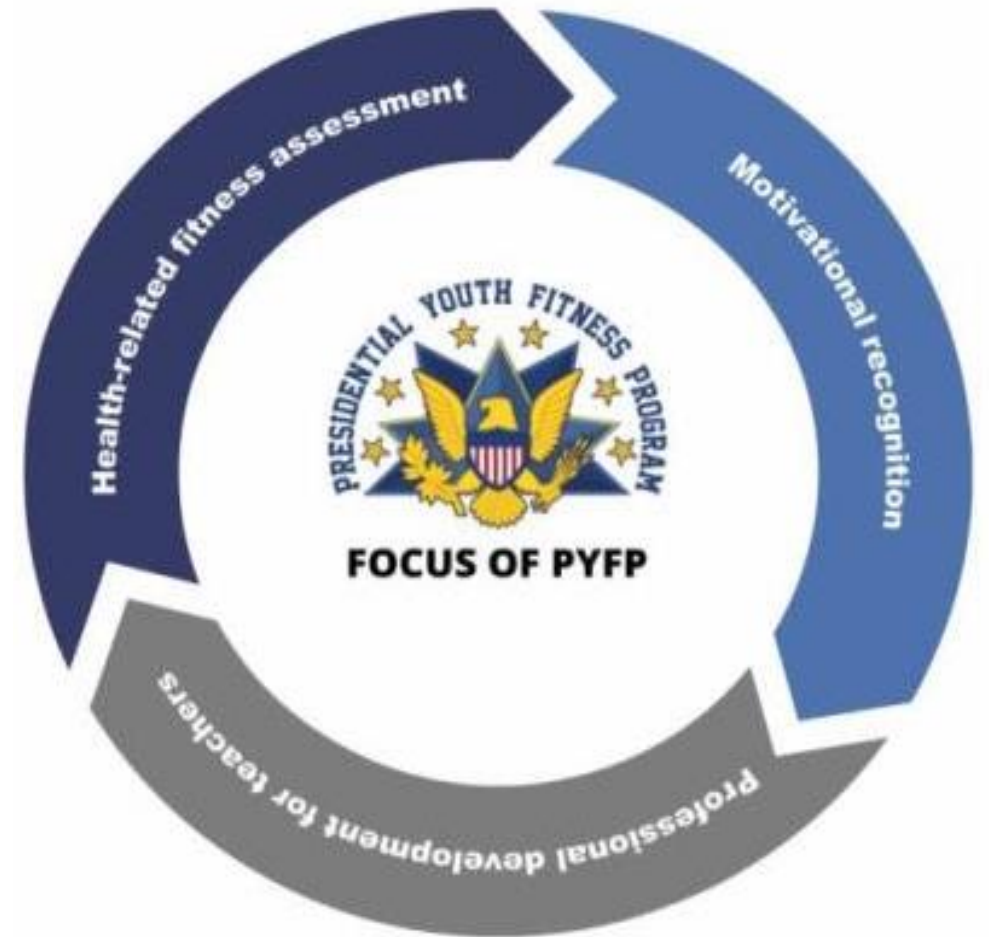
PYFP provides a model for fitness education that includes use of a health-related fitness assessment, as well as educational and motivational tools, to support teachers and empower students to adopt an active lifestyle.

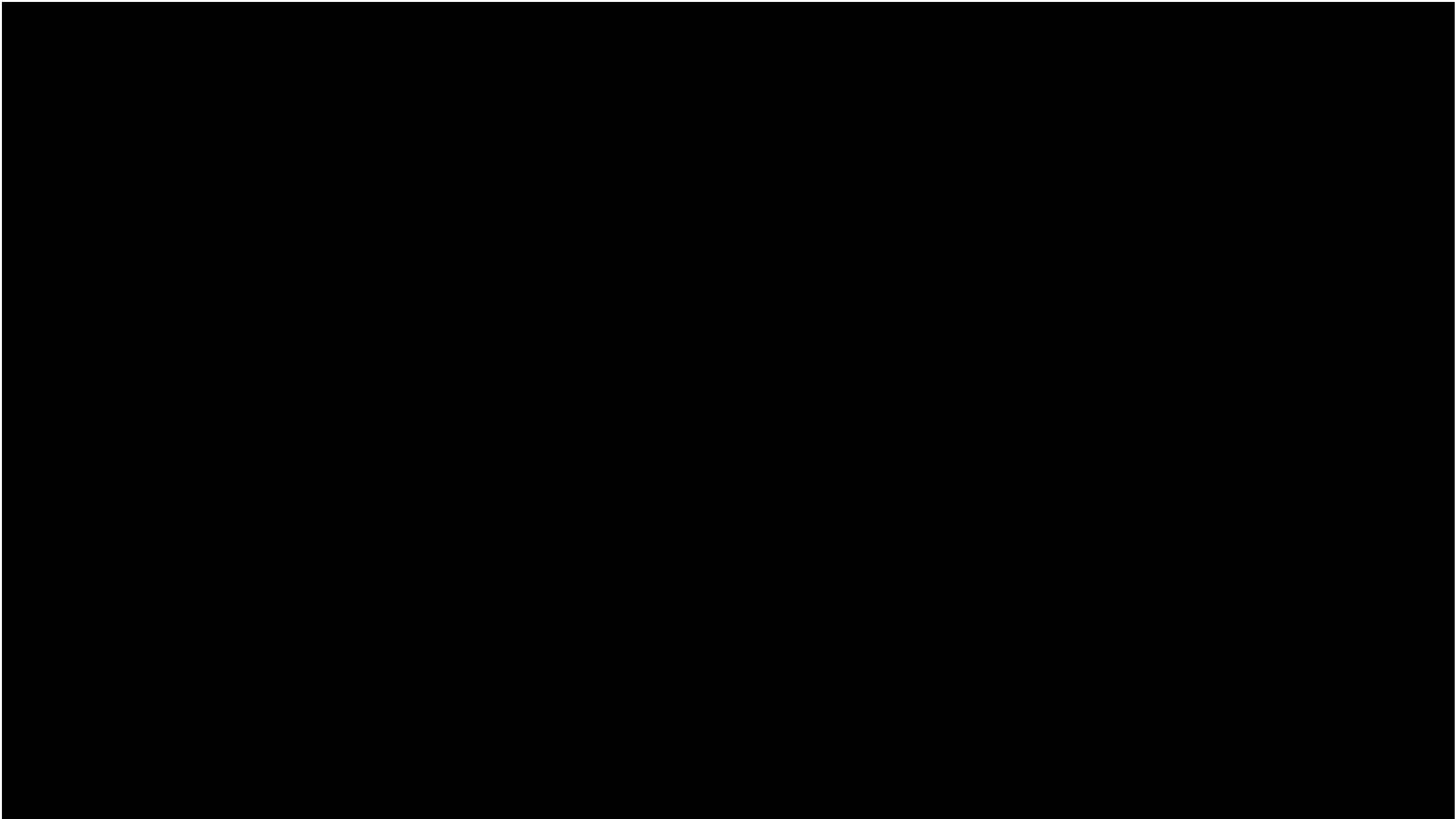


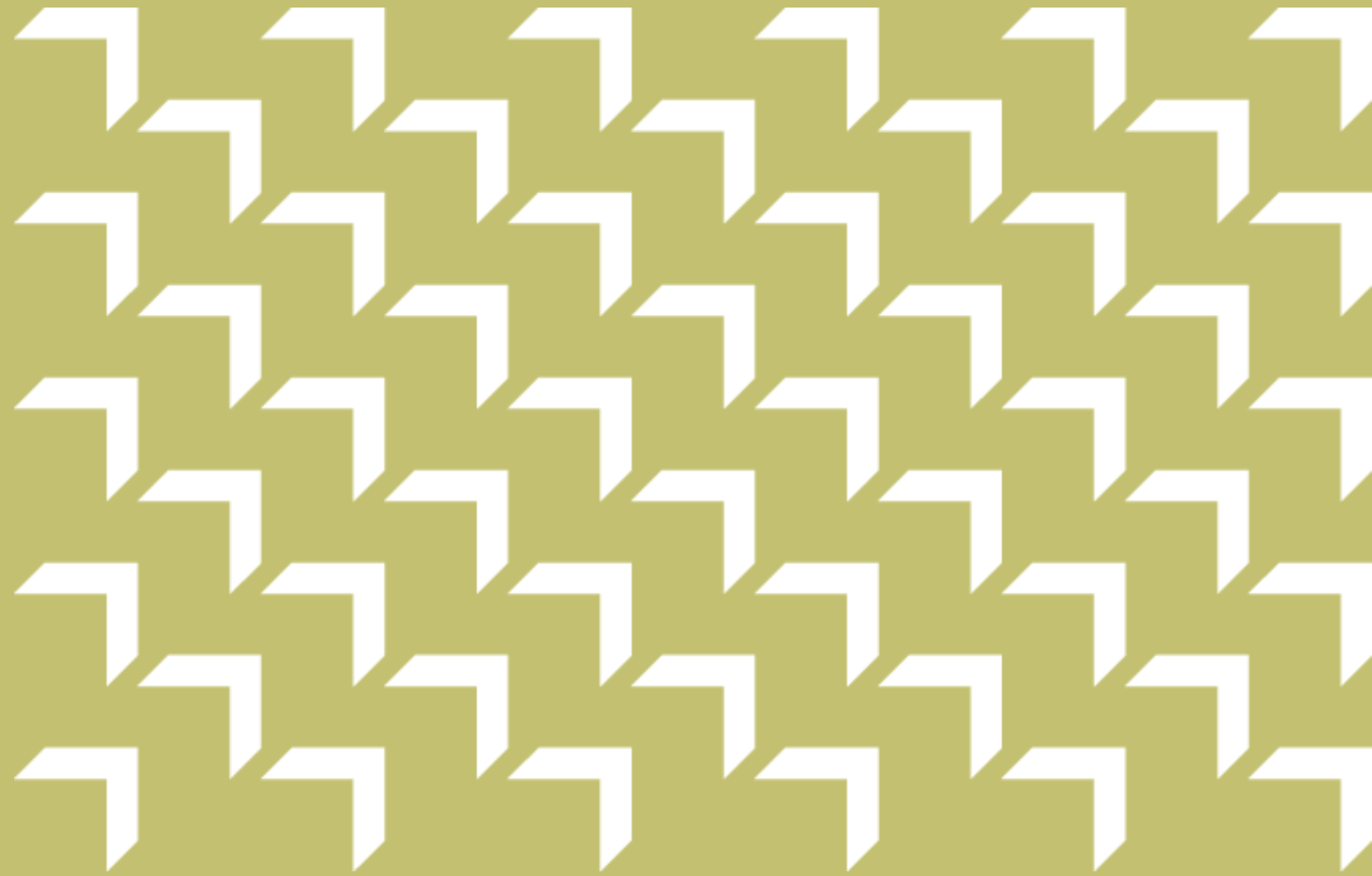
PRESIDENTIAL YOUTH FITNESS PROGRAM

Program Areas

- 1) Professional development
- 2) A health-related fitness assessment
- 3) Motivational recognition to empower students to adopt and maintain an active lifestyle.







Inclusion is Key!

I CAN DO IT, YOU CAN DO IT!

- ★ National mentoring initiative for children and adults with disabilities
- ★ Addresses the need for equal access to physical activity, recreation and sports opportunities
- ★ Partners with schools, colleges/universities, and other community-based settings
- ★ Promotes individualized physical activity and healthy eating goals



I CAN DO IT
YOU CAN DO IT!

COMMIT TO INCLUSION

Commit to Inclusion is a *call to action* campaign to empower people with disabilities to be healthy and active.

1. I commit to adopt the 9 Guidelines for Disability Inclusion.
2. I commit to use the Guidelines in new or existing programs.
3. I commit to be an advocate for disability inclusion and display my commitment.

www.committoinclusion.org



COMMIT TO 
INCLUSION

PROJECT PLAY

Project Play identified eight strategies that stakeholders can use to help every child become physically active through sports.

1. Ask Kids What They Want
2. Reintroduce Free Play
3. Encourage Sports Sampling
4. Revitalize In-Town League
5. Think Small
6. Design for Development
7. Train All Coaches
8. Emphasize Prevention





MyPlate, MyWins

Healthy Eating Solutions for Everyday Life

Choose MyPlate.gov/MyWins

Objective: Help people eat healthy eating patterns

Target Audience: Families with young children at home

Goals:

- **Knowledge:** Increase awareness and how to use MyPlate
- **Attitudes:** Provide solutions to barriers
- **Behavior:** Make better food and beverage decisions



HELPING THE PUBLIC “WIN”

- The campaign emphasizes social support, inspirational content, and personalized tools for success.
- New campaign resources are coming to help the public find their “wins,” including:
 - Testimonial videos with real families
 - Healthy eating tips
 - Opportunities to share successes with others
 - Interactive challenges



A close-up photograph of a person wearing a blue suit jacket and light blue jeans, holding a smartphone. The person's hands are visible, and the phone is held in a way that suggests they are using it. A dark blue rectangular box is overlaid on the center of the image, containing the word "SUPERTRACKER" in white, bold, sans-serif capital letters.

SUPERTRACKER



So, what is
WWW.SUPERTRACKER.USDA.GOV

Interactive food & activity tracking tool launched
December 22, 2011 that serves as the public interface
for the Dietary Guidelines



a quick look at
SUPERTRACKER

Interactive self-monitoring
empowers consumers to make healthy choices,
manage weight, & reduce chronic disease risk

a quick look at **SUPERTRACKER**



Available on desktop, tablet, & mobile

Daily NUMBERS



300,000
page views



26,000
user sessions



4,000
new users

Monthly NUMBERS



9,621,000

page views



772,000

user sessions



130,000

new users



the last month alone
SUPERTRACKER



ALL US STATES &
TERRITORIES



177 COUNTRIES
WORLDWIDE



EVERY CONTINENT
EXCEPT ANTARTICA

SuperTracker SUCCESS STORIES



WEIGHT LOSS



**INCREASED
AWARENESS OF
PERSONAL EATING
& ACTIVITY PATTERNS**

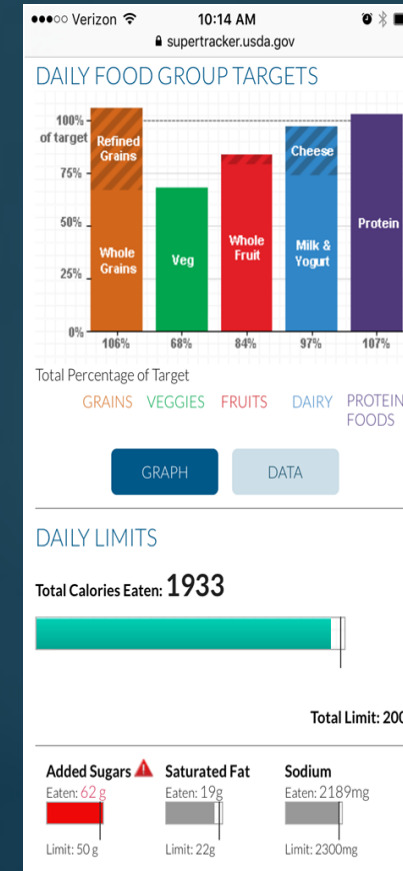


**IMPROVED
MOTIVATION FOR A
HEALTHY LIFESTYLE**

SuperTracker FEATURES

Users can:

- Determine what and how much to eat
- Track foods, physical activities, and weight
- Personalize with goal setting, virtual coaching, and journaling



New...


SUPERTRACKER GROUPS

Group Leaders can:

- Create a group
- Invite others to join
- Run roll-up reports of group member dietary & physical activity data
- Send messages to group members
- And now, create a healthy eating challenge for group members

You are here: Home > Mrs. Smith's Health Class

Mrs. Smith's Health Class



Group Name: Mrs. Smith's Health Class
Type of Group: Private
Organization: Pineville Middle School
Date Created: 11/19/2015
End Date: None

Group Description:
This group is for Mrs. Smith's 7th grade health class. Let's use SuperTracker to get healthy together. Way to go class!

[Invite Users](#) [View Members](#) [Run Reports](#) [Send Message](#) [Create Challenges](#)

Challenges

This group does not have any challenges.

Helpful Links

For help getting started with SuperTracker, check out our [Site Tour Videos](#).

Track the foods you eat and compare to your nutrition targets using [Food Tracker](#).

Enter your activities and track progress as you move using [Physical Activity Tracker](#).

Get weight management guidance; enter your weight and track progress over time using [My Weight Manager](#).

Choose up to 5 personal goals; sign up for tips and support from your virtual coach on the [My Top 5 Goals](#) page.

New... SUPERTRACKER CHALLENGES

- Create a challenge to encourage healthy eating and physical activity through friendly competition
- Choose a ready-made challenge or design your own custom challenge
- Participants use a simple challenge “quick tracker” to record foods and physical activities and earn points
- Participants can compare progress in a challenge leaderboard



MyPlate Plus Challenge! NEW!

Ends in 37 days
12/21/2015 - 1/28/2016

Show 'em what you're made of in this 5-week food group and physical activity challenge! To earn points, use the challenge Quick Tracker to log the foods you eat and physical activities you do each day. Each week a new food group will be introduced.



1st Kealani
60 Challenge Points



2nd Julianna
40 Challenge Points



3rd Marco
30 Challenge Points

Standings	My Points	Recent Entries
1. Kealani 60 pts	Added Vegetable 10 pts	Walking 12/21
2. Julianna 40 pts	Added Vegetable 10 pts	Sit ups 12/21
3. Marco 30 pts	Same Day Entry Bonus 10 pts	Spinach 12/21
4. Joe 20 pts	Added Physical Activity 10 pts	Peppers 12/21
5. Cynthia 10 pts	Added Physical Activity 10 pts	
6. Daniel 10 pts	Same Day Entry Bonus 10 pts	

EXTERNAL PARTNERSHIPS



Until Every One Comes Home®











































































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