RESOLUTION

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the Mayor be authorized to enroll the City of El Paso in First Lady Michelle Obama's "Let's Move" Campaign and that the Mayor be designated as the Elected Official Point of Contact.

ADOPTED this ____ day of _____, 2011.

_____
John F. Cook
Mayor

ATTEST:

_____
Richarda Duffy Momsen
City Clerk

APPROVED AS TO FORM:

_____
Sylvia Borunda Firth
Senior Assistant City Attorney

APPROVED AS TO CONTENT:

_____
Angela Mora, Deputy Director
Department of Public Health

11-1052-006/78571-Reso-"Let's Move"
Health/SBF

Let's Move Cities and Towns

2. City Contact Information

let's move cities, towns & counties

Please provide your city, town, county's contact information.

***1. City, Town, or County's Name:**

El Paso

***2. State Name:**

Texas

***3. Elected Official Leading Effort:**

John F. Cook

***4. Official Title of Elected Officials Leading Effort:**

Mayor

***5. Elected Official's Office Mailing Address:**

2 Civic Center Plaza
El Paso, TX 79901

***6. Elected Official's Telephone Number:**

915-541-4000

***7. Elected Official's Email Address:**

cookjf@elpasotexas.gov

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Let's Move Cities and Towns

3. Pillar 1

Giving parents and caregivers the tools they need to make healthy choices in early childhood

1. Please indicate what action(s) your city, town, or county has taken to give parents and caregivers the tools they need to make healthy choices in early childhood?

- ☐ Launch a city website with information for parents on healthy living
- ☑ Work with local childcare providers and after-school programs to implement evidence-based standards for nutrition, physical activity and screen time within childcare settings
- ☐ Improve food choices for children in public venues in your city
- ☐ Improve restaurant meals for children in your city
- ☒ Encourage hospitals in your community to become Baby-Friendly Hospitals
- ☑ Form a community coalition tasked with identifying local barriers to healthy living
- ☑ Promote local community organizations that provide access to healthy activities

Other (please specify)

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Let's Move Cities and Towns

4. Pillar 2

Improving Nutrition in Schools

1. Please indicate what action(s) your city, town, or county has done to improve nutrition in schools?

- [x] Encourage local schools to participate in the Healthier US School Challenge
- [ ] Encourage all schools to provide a school breakfast program
- [x] Support the development of a summer food service program
- [x] Maximize participation in the national school lunch and breakfast programs
- [ ] Support upgrades or exchanges of school cafeteria equipment. For example, swap out a deep fryer for a salad bar
- [x] Promote the expansion or improvement of nutrition education in schools
- [ ] Work to ensure that school cafeterias are designed to encourage children to choose healthier snacks and meals, including a free or reduced price lunch or breakfast
- [ ] Promote school gardens
- [ ] Promote farm-to-school programs and the incorporation of fresh food into school meals

Other (please specify)

Incorporate nutrition and physical activity education for students into the El Paso Museum of Art Norman Rockwell Picturing Health Exhibit.

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Let's Move Cities and Towns

5. Pillar 3

Increasing Physical Activity Opportunities

1. What has your city, town, or county done to increase physical activity opportunities?

- [x] Participate, and encourage other groups and organizations to participate, in the President's Active Lifestyle Award Program.
- [x] Break down barriers to children's physical activity through innovative joint-use agreements
- [x] Promote safe routes to schools
- [x] Establish a local fitness challenge that sets goals for physical activity
- [ ] Encourage daily, high-quality physical education for students in kindergarten through grade 12 (150 minutes per week for elementary students and 225 minutes per week for secondary students)
- [ ] Build physical activity into classroom lessons
- [x] Increase options for affordable transportation to parks and open spaces by discounting public transit, altering or expanding school bus routes, and incentivizing ride sharing
- [x] Incorporate physical activity into the planning and design of every physical improvement to the city – from municipal buildings and new parks to streets and sidewalks
- [x] Incorporate pedestrian and bicycle lanes into street development
- [x] Enhance public safety near parks and other public spaces
- [x] Develop a "park deserts map" that indicates the distance from population centers to parks and green spaces
- [ ] Offer physically active intramural sports for students of all skill levels and make sure that it is free and accessible for all children

Other (please specify)

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Let's Move Cities and Towns

6. Pillar 4

Making Healthy Food Affordable and Accessible

1. What has your city, town, or county done to make healthy food affordable and accessible?

- [ ] Establish a Food Policy Council
- [ ] Increase enrollment in the Supplemental Nutrition Assistance Program (SNAP)
- [x] Support the sale of local foods across the community by offering incentives and encouraging the establishment of farmers' markets
- [x] Promote policies that support and protect community gardens
- [x] Pass food policies that require food and beverages purchased with government funds to meet certain nutrition standards
- [x] Require access to free and safe drinking water in public places
- [x] Ensure that residents can access healthy and affordable food through public transportation – by realigning bus routes, providing free shuttles or other means

Other (please specify)

Incorporate physical activity and nutrition messages into the El Paso Zoo environment.

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Let's Move Cities and Towns

7. Additional City, Town, or County Point Of Contact

If there is an additional city staffer or point of contact that you would like to have receive information on Let's Move, please enter his/her information below.

1. Name:

Angela Mora

2. Email Address:

angela.mora@elpasotexas.gov

3. Phone Number:

915-771-5754

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Let's Move Cities and Towns

8. Identify a Let's Move Community Leader

IDENTIFY A LET'S MOVE! Community Leader:

Many municipal leaders find it helpful to identify a city, town, or county official or community leader to be the main point of contact as your organize your Let's Move! initiative. This individual might be a member of your staff, or an official in your municipal health department or school department, or they might be an engaged and trusted member of your community. It is helpful for you to identify someone you trust who can arrange meetings, facilitate discussions, organize your community, and help you decide which systemic policy changes will make the most sense in your city, town or county.

If you have appointed a Let's Move! Community Leader in your community and want this individual to receive the same updates and information from the federal government that we will send to you, include their name and contact information in the space provided on the web form where you report to us the commitments you are making in your community. We will make sure they receive information about webinars, grants, networking opportunities, and other resources throughout the year.

1. Your City, Town, or County's Let's Move! Community Leader's Name:

Angela Mora

2. Your City, Town, or County's Let's Move! Community Leader's Telephone Number:

915-771-5754

3. Your City, Town, or County's Let's Move! Community Leader's Email Address:

angela.mora@elpasotexas.gov

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LET'S MOVE CITIES AND TOWNS

Toolkit for Local Officials

MARCH 2011

THE WHITE HOUSE
WASHINGTON

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Welcome To *Let's Move Cities And Towns*

Congratulations! Now that you have signed up your community as part of the *Let's Move Cities and Towns* network, we are ready to help you take the steps necessary to create a healthier community.

Over the past three decades, childhood obesity rates in America have tripled. Today, nearly one in three children in the United States is overweight or obese, which puts them at greater risk for health problems like diabetes, heart disease, high blood pressure, cancer, and asthma. Obesity costs Americans $150 billion in added health care expenses every year. As you know, this epidemic affects every community in our country and every sector of our society, but there's good news—the solutions are within our grasp.

The First Lady launched *Let's Move!* with one overarching goal: to solve the problem of childhood obesity within a generation, so that kids born today reach adulthood at a healthy weight. It's fair to say that this goal is ambitious, but when our children's health is at stake, we need to reach high. And as a municipal leader, you already understand how important your role is in helping your community implement sustainable change. You can provide the critical leadership to bring your community together to spur action, and to choose strategies that make sense for your community.

In this toolkit, you will find:

- Ideas for launching your own *Let's Move!* campaign in your city, town or county
- Contact information for federal government officials who are available to help
- Detailed suggestions for changes you can implement in your community
- Information about regularly scheduled webinars your team can join to learn about new opportunities and resources
- Information about resources available to you to help you meet your *Let's Move!* goals

These resources are provided as a first step, to help you and other key stakeholders begin to envision how to address this issue in your community. The next step is for you to publicly commit to making at least one change in each of the four pillars of the *Let's Move!* Initiative that call for action at the local level:

1. Giving parents and caregivers the tools they need to make healthy choices in early childhood;
2. Improving nutrition in schools;
3. Increasing physical activity opportunities;
4. Making healthy food affordable and accessible.

Suggested policy changes are provided here in this toolkit, beginning on page 11.

You can make this commitment on your city's website, in a speech or an interview, or in a press release. We are asking you to let us know what commitments you make in a simple web form. Once you have made this commitment, you will receive a certificate officially welcoming you to the network of *Let's Move Cities and Towns*, and the federal government will work with you to support your efforts. When

you're ready to make your commitments and officially join *Let's Move!*, log onto http://www.hhs.gov/intergovernmental/letsmove/cities_towns.html and click the designated link to sign up your community. It should only take you about seven minutes to complete.

Our goal is to be a resource to you as you embark on the challenge to make your community healthier. You have likely already been in contact with an administration official (such as a Regional Director at the Department of Health and Human Services) and we encourage you to continue these conversations and exchanges. In addition, please do not hesitate to reach out to the *Let's Move* office at the White House by e-mail at letsmove@who.eop.gov with any questions, success stories, or challenges you have. We're here to help.

Sincerely,

Robin Schepper

Executive Director, *Let's Move!* Initiative

Office of the First Lady

Launching Your Community's *Let's Move!* Initiative

So, you have decided to sign up your city, town or county as a *Let's Move!* community. Now what? This section will outline some suggested steps you can take to begin the process of helping your community become healthier!

Creating Your Own Childhood Obesity Task Force

In 2010, President Barack Obama established the first-ever Task Force on Childhood Obesity at the federal level. The Task Force was charged with developing and implementing an inter-agency plan that details a coordinated strategy, identifies key benchmarks, and outlines an action plan to end the problem of childhood obesity within a generation. The goal of the action plan is to reduce the childhood obesity rate to just five percent by 2030—the same rate before childhood obesity first began to rise in the late 1970s. The report presents a series of 70 specific recommendations, many of which can be implemented right away. You can obtain a copy of the full report, relevant pieces, or a summary of the recommendations at www.letsmove.gov/obesitytaskforce.php.

Consider forming a childhood obesity task force in your own community. Feel free to use the federal task force as a model for your community's efforts. Consider convening the relevant city agencies such as (but not limited to):

- School Department
- Department of Health
- Department of Public Safety
- Department of Parks and Recreation
- Department of Transportation
- Department of Housing
- Zoning Department

Also consider convening community stakeholders that can play a central role in tackling childhood obesity in your community. While mayors and elected officials have developed many of the ideas recommended in this toolkit, some of these ideas have come from community members. If you engage residents and solicit ideas to make your process inclusive and collaborative, you increase your likelihood of success. Some mayors have found groups such as their local chapter of the American Heart Association, Boys and Girls Clubs, Boy Scouts and Girl Scouts, YMCA/YWCA to be helpful, to name just a few. In addition to organizations, reach out to individuals who are working in this space, such as pediatricians, chefs, PTA leaders, teachers, intramural coaches, after school program leaders, personal trainers, dieticians, social workers, green space advocates, and anyone else in your community who you feel can help you identify challenges and potential solutions that your city, town or county can take.

Four Strategic Focuses

If you decide to organize your own childhood obesity task force, you may choose to focus your policy recommendations around the same pillars as the national *Let's Move!* initiative: early childhood, empowering parents and caregivers, improving nutrition in schools, increasing access to fresh and affordable food, and increasing opportunities for physical activity. (www.letsmove.gov/obesitytaskforce.php) While the policy changes are what will make you a member of the *Let's Move Cities and Towns* network, your initiative does not have to end there.

The national *Let's Move!* initiative is organized around four strategic focuses. Consider including some or all of them in your local initiative.

Policy

Systemic policy changes are at the heart of *Let's Move!* While one-time events might attract publicity for the cause, only with structural changes to our communities will we expect to see an actual decrease in the rate of childhood obesity. This toolkit provides you with many ideas for systemic policy changes that will have an impact in your city, town or county.

Communications

Consider including a communications strategy in your local *Let's Move!* initiative. The White House *Let's Move!* team can provide you with some general fact sheets about the epidemic of childhood obesity that you can use to craft messages that will help your community make choices that will give young people a better chance at a healthier life. E-mail letsmove@who.eop.gov to request these fact sheets, or just download them at www.letsmove.gov/stakeholders.php. You may want to enlist local celebrities (sports stars, community leaders, entertainers) in a public awareness campaign. Your communications initiative might include information about how to make healthy choices, details about the changes your community is making to combat childhood obesity, and ways parents and caregivers can access tools and resources.

Public—Private Partnerships

Many business leaders are eager to do their part to help their community take on childhood obesity. Restaurant owners might be willing to create more healthy menu options. Health club owners might be willing to consider joint-use agreements that allow young people easier access to their facilities. Community businesses might be willing to fund community based projects like community gardens and playgrounds. Consider reaching out to business leaders in your community and enlist them in your *Let's Move!* initiative.

Community Engagement

While the policy changes you enact will make an impact on childhood obesity rates in your community, you might see your efforts multiply if your community gets behind your initiative and commits to getting involved. For example, you might establish a walking school bus program (see details in the policy ideas section of this toolkit), but if you only recruit a few adult volunteers, you won't have the breadth

of impact that is possible if you recruit a large team. You might make it easier for community members to participate in community gardens, but without large-scale buy-in, your effort won't have the same impact.

Two non-profit organizations have launched efforts in support of *Let's Move!* You might find them helpful in engaging your community:

ServiceNation is a national organization committed to increasing volunteer service opportunities across America. They are a leader in creating community-based solutions to many of the problems facing municipalities. ServiceNation has launched several grassroots blueprints that support *Let's Move!* that give community members ways to organize each other to make real change in their community. You can find these blueprints at www.servicenation.org

PreventObesity.net is a social networking website launched by the Robert Wood Johnson Foundation. On this site, individuals can create profiles and connect with others in a community who are interested in getting involved in projects targeting childhood obesity. Consider encouraging community members to log on and connect with each other to join with you, or create new projects that reinforce the goals of your local *Let's Move!* initiative.

Identify A *Let's Move!* "Community Leader" In Your Community

Many municipal leaders find it helpful to identify a city official or community stakeholder to be the main point of contact as your organize your *Let's Move!* initiative. This individual might be a member of your staff, or an official in your municipal health department or school department, or they might be an engaged and trusted member of your community. It is helpful for you to identify someone you trust who can arrange meetings, facilitate discussions, organize your community, and help you decide which systemic policy changes will make the most sense in your city, town or county.

If you have appointed a *Let's Move!* community leader in your community and want this individual to receive the same updates and information from the federal government that we will send to you, include their name and contact information in the space provided on the web form where you report to us the commitments you are making in your community. We will make sure they receive information about webinars, networking opportunities, and other resources throughout the year.

Include Young People In Your Planning

As you determine what steps your community will take to combat childhood obesity, it is important to hear from the constituents you are actually trying to help: young people themselves. Find out from young people themselves what after-school programs they would use, what changes they might embrace at their school, and what changes would lead them to take better advantage of physical activity opportunities in your community.

Some mayors across the country already have youth advisory councils, student cabinets, or other methods of soliciting input from young residents. If your community has an existing mechanism, consider asking one or two members of that panel to co-chair a subcommittee that provides recommendations

for addressing childhood obesity in your community. If you don't have an existing panel, consider reaching out to schools, after school programs, faith-based and neighborhood associations, student sports leagues, and other relevant associations of young people to find engaged youth who would advise you as you build your initiative. Youth Service America (www.ysa.org) has developed more ideas about forming youth advisory panels and some have found them a helpful group to consult.

Learn From Municipal Leaders Who Are Succeeding

When you sign your city, town or county up with *Let's Move!*, you are immediately connected to staff in your regional office of the US Department of Health and Human Services (HHS). Your HHS Regional Director is a key contact person for you as you develop your *Let's Move!* initiative. One of the first steps the Regional Director can do is connect you with another mayor or municipal leader in your region who has successfully launched an initiative like yours. Mayors across the country are ready and willing to share their experiences and their lessons learned. Let us connect you with leaders who have already made progress.

Publicly Launch Your *Let's Move!* Initiative

Many municipal leaders are launching their efforts with a kick-off event. Below are just a few ideas of what you can do to launch your initiative. These suggestions refer to some of the policy changes you will learn about in the Policy Changes and Programs section of this toolkit, beginning on page 11. Feel free to combine parts of different ideas, or come up with something completely different. Contact your HHS Regional Director for help setting up your event, reaching out to stakeholders, and amplifying it through your local media.

- **Host an event at a school**

  You can hold a school assembly, or a press conference at the school, where (for example) you announce that the school, or several schools in your district, is starting the process of joining the US Healthier School Challenge. (Find out more information about the Challenge on page 14.) Have a well-known speaker join you to talk about the importance of staying healthy and preventing childhood obesity. If you are holding an assembly, you can lead some games and other physical activities with students.

- **Host an event at a recreation center, park, or private health facility**

  If one of the policy changes you are pursuing is the creation of joint-use agreements so that children can use open spaces or recreation centers (or even health clubs) for physical activity, hold an event at the location where children utilize the space. You can announce the agreement (or the start of a program where you will have these kinds of agreements), and you can sign up volunteers to help with whatever programs will be utilizing the space.

- **Host an event at a child care center**

  Many communities are working with child care centers to set new standards for limiting screen time, improving nutrition and increasing physical activity. You can launch your *Let's Move!* initia-

tive at a child care center that is adopting new standards. Hold a press conference highlighting the effort of the centers in your community, and announce the other steps you are taking as part of your initiative.

- **Host an event at a playground**

  If playgrounds are part of your *Let's Move!* initiative (more organized activity at playgrounds, more playgrounds being built, new transportation to existing playgrounds, etc), hold an event at an existing playground or at a groundbreaking of a new playground. Have a speaker talk about the importance of sixty minutes of active play each day, host some organized activities with children, and announce the changes you are making as part of your *Let's Move!* effort in your community.

- **Host an event with a chef**

  The Chefs Move to School program matches chefs with local schools. You can launch your *Let's Move!* initiative at an event where a chef (or chefs) is paired with a local school (or schools). Have the chef talk about nutrition and demonstrate preparing healthy snacks or a healthy meal, have a speaker talk about the importance of physical fitness, and present opportunities for community members to join your effort.

Important Contact Information

The US Department of Health and Human Services (HHS) Regional Directors can be your first point of contact with any question regarding your *Let's Move!* initiative. They are ready to help you create your plan, connect you with other municipal leaders who are engaged in this issue, help you amplify your messages, and connect you to federal and private resources that can augment your efforts.

Region I—Boston, MA
CT / ME / MA / NH / RI / VT
Region I Director: **Chris Hager**
christie.hager@hhs.gov
Office: 617.565.1501

Region II—New York, NY
NJ/NY/PR/VI
Region II Director: **Jaime Torres**
jaime.torres@hhs.gov
Office: 212.264.3618

Region III—Philadelphia, PA
DE / DC / MD / PA / VA / WV
Region III Director: **Joanne Grossi**
joanne.grossi@hhs.gov
Office: 215.861.4648

Region IV—Atlanta, GA
AL / FL / GA / KY / MS / NC / SC / TN
Region IV Director: **Anton Gunn**
Anton.Gunn@hhs.gov
Office: 404.562.7888

Region V—Chicago, IL
IL / IN / MI / MN / OH / WI
Region V Acting Director: **Jim Galloway**
James.Galloway@hhs.gov
Office: 312.353.5160

Region VI—Dallas, TX
AR / LA / NM / OK / TX
Region VI Director: **Marge Petty**
Marjorie.Petty@hhs.gov
Office: 214.767.5467

Region VII—Kansas City, MO
IA / KS / MO / NE
Region VII Director: **Judy Baker**
Judy.Baker@hhs.gov
Office: 816.426.6782

Region VIII—Denver, CO
CO / MT / ND / SD / UT / WY
Region VIII Director: **Marguerite Salazar**
marguerite.salazar@hhs.gov
Office: 303.844.7299

Region IX—San Francisco, CA
AZ / CA / HI / NV / Guam / Pacific Islands / American Samoa
Region IX Director: **Herb Schultz**
herb.schultz@hhs.gov
Office: 415.437.8502

Region X—Seattle, WA
AK / ID / OR / WA
Region X Director: **Susan Johnson**
Susan.Johnson@hhs.gov
Office: 206.615.2012

Policy Changes And Programs

Let's Move Cities and Towns are communities that are making at least one lasting, systemic change in each of the four *Let's Move!* pillars that call for local action. Some suggested policy changes and permanent programs that meet the *Let's Move!* standard are included here. By no means are these the only policy changes or programs you can launch as a Let's Move city or town. Many of the best ideas have come from innovative mayors and municipal leaders, and as the leader of your community, you are the best person to determine what changes will work best in your community.

As you develop your ideas, consult your legal counsel as appropriate and ensure programs are consistent with relevant laws and regulations or make changes pursuant to local procedures as necessary.

If you have any questions about implementing any of these ideas, or about any ideas of your own, please don't hesitate to contact your HHS Regional Director.

Pillar 1: Giving parents and caregivers the tools they need to make healthy choices in early childhood

Parents and caregivers play a key role in making healthy choices and shaping lifelong healthy habits. Young people learn about healthy eating from the family and from what is served at home and in their community. Parents and community members can model healthy decisions about physical activity and nutrition. But in today's busy world, figuring out the healthiest choices isn't always easy. Parents and caregivers need a community of support. Here are some ways cities and towns can enact changes that give parents the tools they need to make healthy choices:

☑ ***Work with local childcare providers and after-school programs to implement evidence-based standards for nutrition, physical activity and screen time within childcare settings***

Ask your local child care programs to complete a self-assessment and aggregate the data to identify areas for improvement. Self-assessment tools are available for your use (see below).

Work with local childcare providers to adopt standards including:

- 60 minutes physical activity/day, outside play is preferable;
- No screen time for children less than 2 years of age and limit screen time for older children to 1-2 hours per day of educational programming or programming that fosters physical activity;
- No sugar sweetened beverages;
- Low fat or no fat milk for children older than 2 years
- Provide water throughout the day and at all meals
- Offer a fruit or vegetable at meal or snack time

Organize workshops and trainings for child care providers to learn, share best practices and support one another in making changes. And, include parents and other caregivers in educational outreach and programming.

Resources and tools to help you get started:

- Caring for Our Children National Health and Safety Performance Standards: http://nrckids.org/CFOC/index.html
- Nutrition and Physical Activity Self-Assessment for Childcare Programs: http://www.center-trt.org/index.cfm?fa=opinterventions.intervention&intervention=napsacc&page=materials
- Robert Wood Johnson Foundation, Promoting Good Nutrition and Physical Activity in Child Care Settings: http://www.healthyeatingresearch.org/images/stories/her_research_briefs/her%20child%20care%20setting%20research%20brief.pdf

☑ *Improve food choices for children in public venues in your city*

There are many ways your community can improve food choices for children. Start by identifying the public service venues in your city where children are consuming food and beverages. Develop a healthy vending policy requiring that food and beverages sold in vending machines in public venues in your city meet nutrition standards. Increase availability of water in schools, parks, and all other venues serving children. Utilize pricing strategies to incentivize the purchase and consumption of healthier foods and beverages. Work with local retailers to improve product placement of healthier food and beverage choices. Any of these ideas will create needed change, as well as meet the criteria of a systemic *Let's Move* policy change.

Resources and Tools to Help You Get Started:

- CDC, Recommended Community Strategies and Measurements to Prevent Obesity in the United States: http://cdc.gov/mmwr/preview/mmwrhtml/rr5807a1.htm.
- National Policy & Legal Analysis Network to Prevent Childhood Obesity Model Healthy Vending Program: http://www.nplanonline.org/nplan/products/district-policy-establishing-healthy-vending-program.
- US Conference of Mayors, Mayor's Guide to Fighting Childhood Obesity: http://www.usmayors.org/chhs/healthycities/documents/guide-200908.pdf.

☑ *Improve restaurant meals for children in your city*

Meet with local restaurant owners to discuss portion size and request reductions or alternate smaller sized options. Ask restaurants to make changes such as using whole grain breads and pastas, eliminating trans-fats, limiting saturated fat, only serving 1% or no fat milk and limiting free refills on sugary beverages. For "combo" meals, ask restaurants to make the healthy option—such as a low fat or no fat milk or a side order of fruit—the default choice whenever possible.

Establish voluntary agreements with restaurants who agree to serve healthier children's meals.

Develop a healthy food campaign to help restaurants promote their children's healthier options at a reasonable portion size. For example, offer a healthy eating designation for restaurants to use to support parents in making healthy choices. Acknowledge and promote participating restaurants through your community events, web sites, etc.

Resources and Tools to Help You Get Started:

- Working with Restaurants: Tips, Examples, Resources and Research: http://www.astphnd.org/resource_files/59/59_resource_file1.pdf
- Howard County's Model for Implementing a Healthy Restaurant Program: http://www.howardcountymd.gov/Health/docs/HealthyResToolkit.pdf
- Advancing Policies to Support Healthy Eating and Active Living from Robert Wood Johnson: http://www.rwjf.org/files/research/20090508lhcactionstrategiestoolkit.pdf

☑ ***Encourage hospitals in your community to become Baby-Friendly Hospitals***

The Baby-Friendly Hospital Initiative is a program sponsored by the World Health Organization and the United Nations Children's Fund. It encourages and recognizes hospitals that offer excellent levels of care for infant feeding. The Initiative assists hospitals in giving mothers the information, confidence and skills needed to initiate and continue breastfeeding. You can learn more at www.babyfriendlyusa.org.

☑ ***Form a community coalition tasked with identifying local barriers to healthy living***

☑ ***Promote local community organizations that provide access to healthy activities***

☑ ***Launch a city website with information for parents on healthy living***

Pillar 2: Improving Nutrition in Schools

Many children consume at least half of their daily calories at school. As families work to ensure that their children and teenagers eat right and have active play at home, we also need to ensure that young people have access to healthy food and opportunities to be physically active in their schools. With more than 95% of young people enrolled in schools, the school setting can offer multiple opportunities for students to engage in physical activity such as physical education classes, recess periods for unstructured play in elementary schools, after-school programs, intramural sports programs, and physical activity clubs. These opportunities are particularly important because they are accessible to all students, including those who are not athletically gifted and those with special health care needs.

With more than 31 million children participating in the National School Lunch Program and more than 11 million participating in the National School Breakfast Program, good nutrition at school is more important than ever. It is our nation's largest program for providing regular meals.

Cities and towns can help students adopt healthy lifestyles by providing information and practical strategies. Here are some action step suggestions:

☑ *Encourage local schools to participate in the Healthier US School Challenge*

Call on your local schools to take the Healthier US School Challenge. The Challenge is a certification program that recognizes schools that take specific steps to improve their school environment by providing physical education classes, serving healthy foods, and teaching nutrition. For more information on the Challenge, visit http://fns.usda.gov/tn/healthierus/index.html or call 866-348-6479.

☑ *Support the development of a summer food service program*

One option is to create a BackPack Program. Partner with your local food banks to support a local BackPack Program to provide children with healthy food options when they are not at school. The BackPack Program gives hungry children food to take home on the weekends or during school vacations. For information on the BackPack Program, visit http://feedingamerica.org/our-network/network-programs/backpack-program.aspx

☑ *Maximize participation in the national school lunch and breakfast programs*

Streamline or provide online application processes for school lunch and breakfast programs. Consider direct certification or greater use of broad-based categorical eligibility. Under direct certification, school districts could use information from other state assistance programs offices to certify children to receive free meals.

Improve the marketing and quality of school meals. School lunches that look and taste good will increase customers—as well as more money for your program. Consider pricing; make the school lunch cost less than à la carte snacks.

Make sure your local schools have a breakfast program to meet the nutritional needs of students, but also to help your schools receive maximum reimbursement.

Resources and Tools to Help You Get Started from the Community Food Security Coalition:

- Improving the School Nutrition Environment: http://teamnutrition.usda.gov/Resources/changing.html
- Discover School Breakfast Toolkit: http://www.fns.usda.gov/cnd/Breakfast/toolkit/Default.htm
- USDA fact sheet for Afterchool snack programs: http://www.fns.usda.gov/cnd/afterschool/

☑ *Engage local chefs in the Chefs Move to Schools program*

Good nutrition at school is more important than ever. *Chefs Move to Schools*, run through the U.S. Department of Agriculture (USDA), matches chefs with school districts to help schools improve health and nutrition.

As a municipal leader, you can encourage chefs in your community to help your effort to curb childhood obesity by launching a Chefs Move to Schools program in your community. In the program, chefs adopt a school and work closely with teachers, parents, school nutritionists and administrators. They teach new techniques and recipes for healthier meals that meet the schools' dietary guidelines and budgets.

And, they engage young people about nutrition and making balanced and healthy choices. By creating healthy meals that are also delicious, chefs have a unique ability to make good nutrition fun and appealing. So far, 1800 chefs and 1400 schools are participating.

To get involved or learn more, visit http://www.letsmove.gov/chefs-step-1.php.

☑ ***Support upgrades or exchanges of school cafeteria equipment. For example, swap out a deep fryer for a salad bar***

Apply for your schools to receive new salad bars at http://saladbars2schools.org.

☑ ***Encourage all schools to provide a school breakfast program***

☑ ***Promote the expansion or improvement of nutrition education in schools***

☑ ***Work to ensure that school cafeterias and vending machines are designed to encourage children to choose healthier snacks and meals, including a free or reduced price lunch or breakfast***

☑ ***Promote school gardens***

☑ ***Promote farm-to-school programs and the incorporation of fresh food into school meals***

Pillar 3: Increasing Physical Activity Opportunities

Being physically active is just as important to health as eating right. Children need 60 minutes of active play every day to grow up to a healthy weight. If this sounds like a lot, consider that 8- to 18-year-olds devote an average of seven-and-a-half hours to using entertainment media including TV, computers, video games, cell phones, and movies in a typical day. Only one-third of high school students get the recommended levels of physical activity.

To increase physical activity, children need physical education, safe routes to walk and ride their bikes to school, parks, and access to playgrounds and community centers. Children need access to sports leagues and dance or fitness programs that are exciting and challenging to keep them engaged. *Let's Move!* to increase opportunities for kids to be physically active, both in school and in communities and to create new opportunities for families to be physically active together.

In addition to being fun, regular physical activity strengthens bones and muscles, increases self-esteem, and provides many other health benefits. Physical activity, along with eating healthy foods, can help children live healthier lives and perform better in school.

Cities and towns can help our nation's children and youth get the physical activity they need in many ways. Here are some ideas:

☑ Implement *Let's Move Outside!* programs in your community

Regular exercise in nature is proven to improve children's physical and mental health. Outdoor activity helps kids maintain a healthy weight, boosts their immunity and bone health and lowers stress. *Let's Move Outside*, administered by the Department of Interior, was created to get kids and families to take advantage of America's great outdoors—which can be found in every city, town and community. And together, these agencies oversee more than one-fifth of the nation's land—including millions of acres of national forests, parks and trails.

Young people need at least 60 minutes of active and vigorous play each day to stay healthy, and one of the easiest and most enjoyable ways to meet this goal is by playing outside. By linking parents to nearby parks, trails and waters—and providing tips and ideas—*Let's Move Outside* can help families develop a more active lifestyle.

Find out everything you need to know about the resources available to you through *Let's Move Outside* at http://www.letsmove.gov/letsmoveoutside.php.

☑ *Participate, and encourage other groups and organizations to participate, in the President's Active Lifestyle Award Program (PALA).*

The President's Active Lifestyle Award program is part of the President's Physical Fitness Challenge. It is a challenge for both children and adults to build healthy habits by committing to regular physical activity five days a week, for six weeks. Everyone can participate and you don't need to be an Olympic athlete. You can walk, bike, run or garden. As long as children are active 60 minutes a day and adults 30 minutes a day, they are eligible to receive the award.

Find out more information about the President's Active Lifestyle Award program (and sign up yourself!) at http://www.presidentschallenge.org/celebrate/active-lifestyle.shtml.

☑ *Break down barriers to children's physical activity through innovative joint-use agreements*

Assess community needs to identify unmet recreation needs and locations in the community where recreation needs can be met. Create a dialogue among parties to agree upon issues including which facilities to include in the agreement; whether to allow third parties to operate programs on the facilities; whether to open city properties to school use; and whether to consolidate scheduling of properties.

Covering the facilities' extended hours of operation will likely require some employees to work additional time. Resolve any employment-related issues and determine whether volunteers could be used to help. Consult with risk management professionals and legal counsel to determine insurance requirements, allocate risk, and ensure agreement is consistent with state and local laws and regulations. Determine the duration of the agreement, and the bases for cancelling or terminating the agreement before the term ends.

Resources and Tools to Help You Get Started:

- Although you will want to work with your own legal counsel on the appropriate framework for your community, the National Policy and Legal Analysis Network to Prevent

Childhood Obesity has developed some model resources for developing a joint use agreement that some have found helpful: http://www.nplanonline.org/nplan/products/checklist-developing-joint-use-agreements

- Model Joint Use Agreements: http://www.nplanonline.org/childhood-obesity/products/nplan-joint-use-agreements

☑ ***Promote Safe Routes to Schools***

Convene a local working group of community partners interested in developing a Safe Routes to Schools program (find more details in the Action Ideas Appendix), knowledgeable about the key issues in your city, and willing to assist and secure appropriate partnerships. Gather the information and identify issues unique to your community: survey parents and students about transport patterns and concerns and complete traffic counts.

Map the routes for walking and biking to schools. Identify and address safety issues in the routes. Promote safety awareness and develop a plan for safety enforcement; develop and implement an Escort Program.

Plan and host "Walk and Bike to School" days to encourage students and their parents to walk to school. Recruit volunteers, parents or seniors in the community to escort students to schools to create a "walking school bus" or "rolling bike train".

Resources and Tools to Help You Get Started:

- National Center for Safe Routes to Schools Toolkit: http://www.nhtsa.gov/people/injury/ped-bimot/bike/Safe-Routes-2002/index.html.
- Getting Started: Steps to Safe Routes to Schools: http://www.saferoutesinfo.org/getting_started/.
- CDC Kids-Walk-to-School Resources: http://www.cdc.gov/nccdphp/dnpa/kidswalk/.

☑ ***Establish a local fitness challenge that sets goals for physical activity***

☑ ***Encourage daily, high-quality physical education for students in kindergarten through grade 12 (150 minutes per week for elementary students and 225 minutes per week for secondary students)***

☑ ***Build physical activity into classroom lessons***

☑ ***Increase options for affordable transportation to parks and open spaces by discounting public transit, altering or expanding school bus routes, and incentivizing ride sharing***

☑ ***Incorporate physical activity into the planning and design of every physical improvement to the city—from municipal buildings and new parks to streets and sidewalks***

☑ ***Incorporate pedestrian and bicycle lanes into street development***

☑ ***Enhance public safety near parks and other public spaces***

☑ ***Develop a "park deserts map" that indicates the distance from population centers to parks and green spaces***

☑ ***Offer physically active intramural sports for students of all skill levels and make sure that it is free and accessible for all children***

Pillar 4: Making Healthy Food Affordable and Accessible

More than 23 million Americans, including 6.5 million children, live in low-income urban and rural neighborhoods that are more than one mile from the closest supermarket. These communities, where access to affordable, quality, and nutritious foods is limited, are known as "food deserts." In these communities, people either don't have regular access to grocery stores that sell healthy foods such as fresh fruit and vegetables, or if they do, these items are too expensive.

Lack of access to proper nutrition is one reason many people, including children, do not get recommended levels of fruits, vegetables, and whole grains. Food insecurity and hunger among our children is even more widespread. *Let's Move!* to ensure that all families have access to healthy, affordable food in their communities.

In our effort to fight obesity in children and adolescents, it is important that we focus on increasing access to healthy and affordable foods. Here are some ways that cities and towns can play an important role in providing access to affordable and healthy food options through activities such as the following:

☑ *Establish a Food Policy Council*

Food policy councils are organizations made up of many agencies and community organizations that look at the availability of affordable healthier food choices at the community level.

Prepare a city or county resolution establishing a Food Policy Council. Develop a mission and charter for the food policy Council and identify appropriate membership, and charge the Council with completing an assessment of your city's food system. Using the findings from the assessment, ask the Council to develop a Food Policy Action Plan to explore opportunities to increase access to and promotion of healthy food options. The Council's Action plan should explore:

- Locations and infrastructure for farmers markets, community gardens, etc.;
- Public-private partnerships to support farmers markets, community gardens, etc.;
- Farm-to-institution and/or farm-to-school programs; and
- Marketing strategies to promote consumption of healthier foods including fruits and vegetables.

Create opportunities for residents to provide public input and comments into the work of the Council.

Resources and Tools to Help You Get Started from the Community Food Security Coalition:

- What's Cooking in Your Food System? An Assessment Guide : http://foodsecurity.org/pub/whats_cooking.pdf
- Food Policy Councils, Lessons Learned: http://foodsecurity.org/pub/Food_Policy_Councils_Report.pdf
- Healthy Food, Healthy Communities: http://www.foodsecurity.org/CFPdecadereport.pdf
- Healthy Farms, Healthy Kids; Barriers and Opportunities to Farm-to-School Programs: http://foodsecurity.org/pub/HealthyFarmsHealthyKids.pdf

☑ ***Increase enrollment in the Supplemental Nutrition Assistance Program (SNAP)***

SNAP helps low-income people and families buy the food they need for good health.You can apply for benefits by completing a State application form at http://www.fns.usda.gov/snap/applicant_recipients/10steps.htm or get more information by calling the SNAP Hotline at 1-800-221-5689.Benefits are provided on an electronic benefits card (known as an EBT card) that is used like an ATM card and accepted at most grocery stores. Consider displaying SNAP posters, flyers, magnets, and other materials throughout your community. You can order these free materials from the U.S. Department of Agriculture (USDA) at http://snap.ntis.gov/.

☑ ***Support the sale of local foods across the community by offering incentives and encouraging the establishment of farmers' markets***

Encourage local food retailers and farmers markets to accept SNAP benefits (food stamps) and WIC Program benefits. Encourage local foundations to sponsor Electronic Benefit Transfer matching programs at farmers' markets.

☑ ***Promote policies that support and protect community gardens***

Municipal leaders can work with local neighborhoods to convert blighted areas into green spaces that can be used for community gardens.

☑ ***Adopt food policies that require food and beverages purchased with government funds to meet certain nutrition standards***

☑ ***Require access to free and safe drinking water in public places***

☑ ***Ensure that residents can access healthy and affordable food through public transportation—by realigning bus routes, providing free shuttles or other means***

Webinars

To help you implement policy changes and launch new programs as a Let's Move City or Town, the Let's Move team is hosting monthly webinars where members of your team can log on, learn about specific Let's Move programs, ask questions, and be provided with new resources. The webinars occur monthly, on the first Friday of every month. They are hosted by the US Department of Health and Human Services, and are live broadcasts filmed at HHS studios in Washington, DC. They are available for download, so members of your team can watch at their convenience if unable to log on live. Webinars cover topics such as:

- The Healthier US School Challenge
- Creating Joint-Use Agreements in your community
- Service Initiatives that you can launch
- Chefs Move to Schools
- Baby Friendly Hospitals
- Let's Move Outside

The contact person you have designated to receive Let's Move information will receive monthly invitations to these webinars. To learn more, or to request that a specific topic be covered, e-mail letsmove@hhs.gov.

Private Resources

Opportunities for funding for healthy communities initiatives broadly, and obesity prevention more specifically, are becoming more available as both the public and private sectors realize the epidemic's significant impact on productivity and quality of life. The following organizations have offered potential funding opportunities for communities interested in improving health and well-being of all residents through policy and environmental change strategies. This is by no means an exhaustive list of resources, but a starting point for your outreach.

- **The California Endowment**—Building Healthy Communities in the State of California will select a limited number of communities for deep and comprehensive investments in prevention-oriented partnerships connecting leaders and residents of these communities as they strive to achieve healthier neighborhoods and school environments through community development. http://www.calendow.org/grant_guide/
- **Convergence Partnership**—The Convergence Partnership engages in limited targeted grant making, however the six philanthropies that comprise the partnership individually fund a variety of healthy eating, active living initiatives. http://www.convergencepartnership.org/site/c.fhLOK6PELmF/b.6136243/k.2435/Who_We_Are.htm
- **Michael and Susan Dell Foundation**—The foundation's giving reflects a commitment to transforming the lives of children living in urban poverty through better health and education. http://www.msdf.org/Grants/default.aspx
- **The Foundation Center's Requests for Proposals (RFP) Bulletin**—The Foundation Center is a national nonprofit service organization recognized as a leading authority on organized philanthropy, connecting nonprofits and grant makers, supporting them with tools they can use and information they can trust. Its audiences include grant seekers, grant makers, researchers, policymakers, the media, and the general public. This listing of RFPs, which is published every Friday, provides a brief overview of current funding opportunities offered by foundations or other grant making organizations. http://foundationcenter.org/pnd/rfp/
- **Robert Wood Johnson Foundation**—The Robert Wood Johnson Foundation provides grants for projects in the United States and U.S. territories that advance their mission to improve the health and health care of all Americans. Childhood obesity is one of seven program areas of focus. http://www.rwjf.org/grants/
- **Kaiser Permanente**—Kaiser Permanente is dedicated to proactively helping people get and stay healthy. They take long-term, comprehensive programs into schools, worksites, and neighborhoods, while at the same time working to change policy and community conditions that affect people's heath. Healthy Eating Active Living (HEAL) is a multifaceted approach to addressing obesity and related health conditions. Bringing fresh, locally grown food into low-income neighborhoods and improving public parks so that residents will have safe and healthy recreational spaces to play in are just two examples of HEAL at work. http://info.kp.org/communitybenefit/html/index.html

- **W.K. Kellogg Foundation**—The Kellogg Foundation helps children access nutrition, stimulation, healthy living conditions and quality health care by funding organizations that improve birth outcomes and first food experiences, creating access to healthy foods, improving health services, and educating families and communities about the inter-related factors that determine well-being. http://www.wkkf.org/what-we-support/what-we-support.aspx
- **Kresge Foundation**—Kresge seeks to promote the physical health and well-being of low-income and vulnerable populations by improving the environmental and social conditions affecting them and their communities. They also work to increase both access and quality of health-care services. http://www.kresge.org/index.php/what/health_program/
- **Nemours Health and Prevention Services**—Nemours is taking a leading role to help people understand the causes and health implications of obesity and to promote healthier lifestyles among children and families. http://www.nemours.org/service/preventive/nhps.html
- **Shaping America's Youth (SAY)**—Shaping America's Youth is a nonprofit organization steering a nationwide initiative to identify and centralize information on the widespread efforts underway throughout all sectors of American society to reverse the rapidly increasing prevalence of overweight and inactivity among children and adolescents. SAY's mission is to assure that the voices of families and communities are integrated into local and national policy to improve the nutrition, physical activity, and health of children and youth. http://www.shapingamericasyouth.com/Page.aspx?nid=23

In addition to grant making institutions, there are many organizations committed to ending childhood obesity that can provide technical assistance to your community as you launch your *Let's Move!* initiative. While we encourage you to reach out to your HHS Regional Director, we also encourage you to utilize these organizations to help you reach your goals. Your HHS Regional Director can also connect you to appropriate contacts.

American Academy of Pediatrics
www.aap.org

American Association of School Administrators
www.aasa.org

Council of Great City Schools
www.cgcs.org

National Association of Counties
www.naco.org

National Association of County and City Health Officials
www.naccho.org

National Association of State Boards of Education
www.nasbe.org

National League of Cities

www.nlc.org

National Parent Teacher Association
www.pta.org

National Policy and Legal Analysis Network
www.nplanonline.org

National School Boards Association
www.nsba.org

Policy Link
www.policylink.org

Prevention Institute
www.preventioninstitute.org

Robert Wood Johnson Foundation (RWJF) Center to Prevent Childhood Obesity
www.reversechildhoodobesity.org

School Nutrition Association
www.schoolnutrition.org

United States Conference of Mayors
www.usmayors.org

Federal Grant Resources

One of the goals of *Let's Move!* is to streamline the processes for municipal leaders to access federal grants available to help combat childhood obesity. This section of the toolkit is a collection of the grants across the different agencies of the federal government that relate to childhood obesity.

Federal grants have different deadlines, and some are renewed year-to-year while some are not. This list is inclusive of the grants that are available in FY2010. Use this list to start your research into potential funding opportunities for your city, town or county. Connect with your HHS Regional Director for more information about any of these programs. Check back with *Let's Move* for updated information in future fiscal years.

The grants below are organized according to the four pillars of the *Let's Move!* initiative that call for local action.

Empowering Parents & Caregivers in Early Childhood

To promote increased physical activities and healthy food choices during the early years of childhood, the **Head Start and Early Head Start** programs include an **"I am Moving, I am Learning" Initiative**. The Department of Health and Human Services provides IMIL curriculum and program materials to all Head Start and Early Head Start grantees. Mayors and local officials can encourage State Head Start Collaboration Offices as well as local Head Start and Early Head Start providers to share IMIL resources with other local early learning centers and family daycare providers in their areas.

- General information about IMIL is available at http://eclkc.ohs.acf.hhs.gov/hslc/ecdh/Health/Nutrition/Nutrition%20Program%20Staff/IamMovingIam.htm.
- Mayors and local officials can find their State Head Start Collaboration Office at http://eclkc.ohs.acf.hhs.gov/hslc/hsd/SCO/state_collaboration.html and a listing of their local Head Start providers at http://eclkc.ohs.acf.hhs.gov/hslc/HeadStartOffices.

To ensure that more children in your city or town have access to nutritious foods during their early years, local leaders can work with public, private, and non-profit organizations to participate in the **Child and Adult Care Food Program (CACFP)**. Funds are distributed by the US Department of Agriculture to States who then reimburse participating child care providers for the nutritious meals and snacks they provide to young children and adults in day care homes and non-residential centers as well as to teenagers in afterschool programs in low income areas. Local sponsoring organizations often provide administrative and technical assistance functions and can encourage more local child care providers to participate in the program. Tribes should work with state agencies to access benefits. Local officials can also work with their State officials to ensure that state policies comply with USDA requirements without creating additional barriers to participation such as added requirements and complicated applications.

- Mayors and local officials can find the state agency that manages CACFP for their state at http://www.fns.usda.gov/cnd/Contacts/StateDirectory.htm.

- Further information about managing and planning a CACFP program is available at http://www.fns.usda.gov/cnd/care/.

To ensure that nutrients are available to children from the earliest stages of development and that pregnant women can maintain healthy bodies at a healthy weight, the **Women, Infants, and Child Program (WIC)** provides nutritious supplemental foods, nutrition education, and health referrals at no cost to low-income pregnant, postpartum, and breastfeeding women, to infants, and to children up to age 5, who are determined to be at nutritional risk. Additionally, within WIC totals, specific funds are available to support the implementation and expansion of **breastfeeding peer counseling programs**. States then distribute these funds to participating local health agencies. Mayors and local leaders can work with their local health agencies to influence how these funds are directed at a ground level.

- Mayors and local officials can find their state WIC agency at http://www.fns.usda.gov/wic/Contacts/statealpha.HTM
- Contact information for the state and tribal nutrition and breastfeeding coordinators at http://www.fns.usda.gov/wic/Contacts/cooralpha.htm.

To ensure that children in your community get a healthy start to life, **Healthy Start** grants support community-designed interventions to improve the health of pregnant women and young children. Healthy Start supports systemic and individual programs to improve quality of and access to health care and support services that impact perinatal and early childhood outcomes. Healthy Start grants are to local health departments, as well as to non-profit organizations and to States and Tribes. Supported projects involve both individual and community-based programs, including case management, home visitation, classes, and outreach to improve child health outcomes. Availability of the Healthy Start grants varies each year, depending on the nature of prior years' grants.

- Information about the Healthy Start program is available at http://mchb.hrsa.gov/healthystart/phase1report/profile.htm
- Available HRSA grants can be found at http://www.hrsa.gov/grants/#Maternal.

Additionally, communities interested in perinatal interventions should inquire with their state health officials about state participation in the **Affordable Care Act Maternal, Infant, and Early Childhood Home Visiting Program**.

To support nutrition education for families and youth eligible for SNAP, local officials can partner with state agencies that participate in **Supplemental Nutrition Assistance Program-Nutrition Education (SNAP-Ed).** The goal of SNAP-Ed is to improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the Dietary Guidelines for Americans and My Pyramid. SNAP-Ed is implemented through partnerships with state agencies, land grant institutions, state and local public health departments, food banks, and tribal programs. Information about healthy food choices and physically active lifestyles is delivered through individual and group interactive education and through broader social marketing campaigns. Land-grant institutions often contract with SNAP agencies to deliver SNAP-Ed. Through the Healthy, Hunger-Free Kids Act, Congress has also broadened the focus of SNAP-Ed to include obesity prevention.

- Local officials can find the state SNAP office or implementing agency for their state at http://snap.nal.usda.gov/nal_display/index.php?tax_level=1&info_center=15&tax_subject=266.
- Additionally, the SNAP-Ed online resource center for state and local providers is available at http://snap.nal.usda.gov/nal_display/index.php?tax_level=1&info_center=15 and list of land grant institutions by State is available at http://www.csrees.usda.gov/qlinks/partners/state-text.html.

Improving Nutrition in Schools

To provide school-age children greater access to healthy meals and snacks, mayors and local officials can work through their state education agency to encourage schools to participate in the National School Breakfast Program. The **National School Lunch Program (NSLP)** and **School Breakfast Program (SBP)** provide nutritious meals in public and private elementary, middle and secondary schools. Additionally, schools with more than 50% of students receiving free or reduced price lunches can compete for **Fresh Fruit and Vegetable Program** grants from their State to fund the provision of fresh fruit and vegetable snacks. USDA provides funds to States to reimburse school food authorities for meals and snacks provided to children in participating schools. To maximize the purchasing power of your local school's food budget while ensuring that students have access to fruits and vegetables, local officials can encourage their schools to participate in the **Department of Defense Fresh Fruit and Vegetable Program**. Either states or schools, through their school lunch program, can place orders directly with the Department of Defense, Defense Logistics Agency. Tribal schools are also eligible to participate and should work with State education agencies to implement the programs. Local officials can also encourage local schools or school districts to compete in the **Healthier US School Challenge**.

- Information and resources on the HealthierUS School Challenge is available online at http://www.fns.usda.gov/tn/healthierus/index.html.
- Local officials can find the agency managing the Child Nutrition Programs in their state at http://www.fns.usda.gov/cnd/Contacts/StateDirectory.htm.
- Resources on expanding existing school breakfast programs are available at http://www.fns.usda.gov/cnd/breakfast/expansion/default.htm.
- Detailed information about the Department of Defense Fresh Fruit and Vegetable Program is available at http://www.dscp.dla.mil/subs/produce/school/index.asp.

To better link local farmers with school meals, USDA has established a **Farm to School Tactical Team**. The team is conducting field work, identifying trends and best practices, and providing technical assistance to schools and producers.

- Information about the Farm to School Team is available at http://www.fns.usda.gov/cnd/F2S/f2stacticalteam.htm.

To help children develop good nutrition and physical activity habits for healthier lifestyles, USDA provides **Team Nutrition** training grants to states. States use the funds to provide schools with nutrition education materials and resources for students and parents as well as technical assistance and training

for food service providers and communities to make healthier school meals. Mayors and local officials should encourage their State to apply for the competitive program. Many grantees are using the money to support efforts to help their elementary and secondary schools apply for the **Healthier US School Challenge**.

- More information on the HealthierUS Schools Challenge is available at http://www.fns.usda.gov/tn/HealthierUS/index.html.
- Details on 2010 grantees are available at http://www.fns.usda.gov/tn/Grants/tnt10.html.

To promote school-based or community-based gardening for students in low income schools, local officials can encourage local schools and organizations to develop a school garden. The federal government is supporting this effort through the **School Garden Initiatives Pilot Program**. This is a $1 million pilot program to test the impact of school and community gardens on student dietary and educational outcomes. There may be opportunities for mayors and local officials to participate.

- Information about the pilot program is available at http://www.fns.usda.gov/fns/outreach/grants/garden.htm.
- Information on starting a school garden in your community is available at http://www.fns.usda.gov/fns/outreach/grants/Checklist_for_Starting_a_School_Garden.pdf.

To improve the capacity of local schools to store, prepare, and serve healthy and nutritious schools, local leaders can apply for grants and financing through the **USDA Rural Development Community Facilities Program**. The Rural Development Community Facilities Program provides financing for rural communities with a population of up to 20,000. Financing is available in the form of grants, loans, and loan guarantees.

- Information about the USDA Rural Development Community Facilities Program is available at http://www.rurdev.usda.gov/HCF_CF.html.

Access to Healthy, Affordable Food

To eliminate food deserts in your community and enable residents to access healthy foods, mayors and local officials can collaborate with public and private sector partners to bring supermarkets to neighborhoods and towns without access to grocery stores. Funds through the **Healthy Food Financing Initiative** will be distributed in the form of grants, loan guarantees, and tax credits.

- To find the food deserts check: http://www.ers.usda.gov/FoodAtlas/
- Information about the overall Healthy Food Financing Initiative is available at http://apps.ams.usda.gov/fooddeserts/

To promote the production and consumption of healthy foods and increase opportunities for direct producer-to-consumer markets, local officials can apply for grants from the **USDA Farmers Market Promotion Program**. The Farmers Market Promotion Program provides grants targeted to improve and expand farmers' markets, roadside stands, community-supported agriculture programs, agri-tourism activities, and other direct producer-to-consumer market opportunities.

- More information about the Farmers Market Promotion Program, including grant application resources, is available at http://www.ams.usda.gov/FMPP.

To support science and research on improving nutrition and ending the epidemic of childhood obesity, the **Agriculture and Food Research Initiative** funds scientific research at a variety of institutions, including Tribal organizations and grants to individuals. Mayors and local officials can work with local institutions such as Land Grant Institutions, small businesses, and 501(c)(3) organizations to apply for this funding.

- The request for applications, including for the childhood obesity prevention program, is available at http://www.nifa.usda.gov/funding/rfas/afri_rfa.html.
- Eligibility and further information about the Childhood Obesity Prevention program is available at http://nifa.usda.gov/fo/africhildhoodobesityprevention.cfm.

To increase access to fresh foods and improve the overall food system in low-income communities, local officials can encourage community organizations to apply for grants through the **Community Food Systems** program. The program provides for infrastructure improvement and innovative marketing activities that benefit food suppliers and low-income consumers. Funds are provided as one-time grants to private non-profit organizations and require a dollar-for-dollar match in resources. Awards range from $10,000 to $300,000. Examples of funded projects include community gardening initiatives, supermarket development, and promotion of buying local produce.

- Local officials can find more information about the program at http://www.csrees.usda.gov/nea/food/in_focus/hunger_if_competitive.html.

To improve access to healthy and local produce by SNAP recipients in your community, local officials can promote **SNAP benefit redemption at farmer's markets**. Markets that conduct $100 or more in SNAP business per month are eligible for a free POS device for EBT transactions. The market must have a central location with electricity and a phone line to be able to utilize the free equipment. To accept SNAP benefits, the market must be licensed with the Food and Nutrition Service. The federal government estimates that only 20 percent of farmer's markets currently have an EBT machine. The goal of the **EBT Equipment for Farmer's Markets** program is to enable all Farmer's Markets to accept SNAP benefits.

- More information about accepting SNAP benefits at farmer's markets is available at http://www.fns.usda.gov/snap/ebt/fm.htm.
- A handbook for facilitating the use of SNAP benefits at your community's farmer's markets is available at http://www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELPRDC5085298&acct=wdmgeninfo.
- Information on obtaining EBT equipment for your local farmer's market is available at http://www.fns.usda.gov/snap/ebt/fm-scrip-EBT_Equipment.htm.

To ensure that mothers and young children have access to nutritious fruits and vegetables, local officials can work with their local farmers, farmer's markets, and produce stands to promote participation in the **Farmer's Market Nutrition Program**. Participating states receive funding from USDA along with the regular WIC funding. Special coupons are then issued to program participants along with their regular

benefits. The program operates on a state-by-state basis and in some cases, private organizations work with the state to match the value of the WIC coupon. Currently, 45 states and tribal governments participate in the FMNP.

- Information on participation and detailed information about the program is available at http://www.fns.usda.gov/wic/fmnp/fmnpfaqs.htm.

Increasing Physical Activity

To increase physical activity in schools, mayors and local officials can work with their local education agencies and/or community-based organizations to apply for the competitive **Carol White Physical Education Program**. The PEP program provides grants to initiate, expand, and improve physical education for students in grades K–12. Grant recipients must implement programs that help students make progress toward meeting State standards; preference is given to those organizations that provide BMI screening. LEAs and CBOs are expected to partner together to tie increased physical activity to other outcomes. Tribes can apply for grants as a local education agency. The average 3 year grant is $427,000 and grantees are required to match 10% in the first year and 25% in years 2 and 3.

- Further information about the Carol White Physical Education Program is available at http://www2.ed.gov/programs/whitephysed/index.html.

Note: For Future years, the Administration has proposed consolidating the PEP program and other programs into a **Safe, Successful and Healthy Students** program which will focus on improving school climate, reducing and preventing drug use, violence, or harassment; and supporting the health, fitness, and mental well-being of students so that schools and students can succeed. The program would increase the capacity of States, districts, schools, and their partners to provide the resources and supports necessary for safe, healthy, and successful students, including programs designed to improve student physical health and well-being.

To increase opportunities for physical activity by making bicycling and walking to school a safer and more appealing transportation alternative, the US Department of Transportation provides funds to State Departments of Transportation to fund **Safe Routes to Schools** projects. These funds can be used to build sidewalks, create pedestrian/bicycle crossings, and implement traffic calming and diversion methods within 2 miles of schools. Funds can also be used for public awareness, traffic education and enforcement, student information andthe administration of safe routes programs. Mayors and local officials can work with local schools and parents groups to assess the need for such programs in their neighborhoods and contact their State DOT SRTS Coordinator to learn more about the Safe Routes to School program in their state. Other transportation funding streams that flow through State DOTs may also be used to support such efforts as building sidewalks or bike trails and paths.

- Each State has a designated SRTS Coordinator: http://www.saferoutesinfo.org/contacts/index.cfm
- The National Center for Safe Routes to Schools is a federally funded resource providing technical assistance to communities looking to build safe routes to school: http://www.saferoutesinfo.org/.

- The federally funded Pedestrian and Bicycle Information Center provides information and resources to help realize opportunities for increased walking and biking in communities: http://www.pedbikeinfo.org/.

To improve infrastructure that encourages physical activity and active transportation, local officials can work with their State Departments of Transportation to identify projects for **Transportation Enhancement** funding. Funds are apportioned to State DOTs, and generally must be matched 80%/20%. Mayors and local officials should contact their State TE programs to apply for funds.

- Eligibility requirements for Transportation Enhancement projects are available here: http://www.fhwa.dot.gov/environment/te/eligibility.htm.
- Guiding principles for the program are available here: http://www.fhwa.dot.gov/environment/te/principles_pt1.htm.
- State contacts and project examples are listed here: http://www.enhancements.org/.

To increase opportunities for physical activity outdoors through the use of recreational trails, the US Department of Transportation provides funds through the **Recreational Trails Program** to State agencies (usually State resource agencies) to develop and maintain recreational trails and trail-related facilities for both motorized and non-motorized use. Funds are apportioned to the States, and generally must be matched 80%/20%. Mayors and local officials should contact their State trail programs to apply for funds.

- Eligibility requirements for Recreational Trails Program projects are available here: http://www.fhwa.dot.gov/environment/rectrails/.
- Each State has a designated RTP administrator listed here: http://www.fhwa.dot.gov/environment/rectrails/rtpstate.htm

To increase opportunities for outdoor physical activity, the **Land and Water Conservation Fund (LWCF) State Assistance Program** provides matching grants to States and local governments for the acquisition and development of public outdoor recreation areas. The formula grant is distributed to states; local and Tribal governments can then work with states to identify projects and receive funds.

- Complete information about the LWCF State Assistance Program is available at http://www.nps.gov/lwcf/manual/lwcf.pdf