



Let's Move! Cities, Towns and Counties



The screenshot shows the homepage of the Healthy Communities website. At the top left is the National League of Cities logo and the text "INSTITUTE FOR YOUTH, EDUCATION & FAMILIES". To the right is the "HEALTHY COMMUNITIES for a HEALTHY FUTURE" header. Below this is a red navigation bar with links: HOME, LEARN THE FACTS, GET STARTED, TAKE ACTION, SEE PROGRESS, NEWS, FAQ, RESOURCES, and ABOUT US. The main content area features a large photo of a diverse group of children and a woman. Below the photo are five colored boxes representing goals: GOAL I: START EARLY, START SMART (yellow); GOAL II: MY PLATE, YOUR PLACE (green); GOAL III: SMART SERVINGS FOR STUDENTS (purple); GOAL IV: MODEL FOOD SERVICE (blue); and GOAL V: ACTIVE KIDS AT PLAY (maroon). To the left of these goals is a button that says "LOCAL ELECTED OFFICIALS: SIGN UP & GET STARTED". Below this button is the "let's move cities, towns & counties" logo. To the right of the goals is a portrait of Mayor Cory Booker with the text "Mayor Cory Booker Newark, NJ". Below the portrait is a section titled "LMCTC LOCAL ELECTED OFFICIALS" with a row of small portraits of other officials and a play button icon.

www.HealthyCommunitiesHealthyFuture.org

Over 400 LMCTC Sites Committed to 5 Goals





YEF Institute Childhood Obesity Knowledge Development

- Created Action Kit for leaders at www.nlc.org/iyef
- Completed two year technical assistance with AASA
- Host workshops at NLC annual conferences and bi-annual Your City's Families Summit sessions
- Disseminate e-newsletters that highlight city examples and national resources
- Work closely with First Lady on *Let's Move Cities and Towns*
- Municipal Network for Combating Obesity Steering Committee
- *Community Wellness* publication case study of 6 cities
 - Charleston, SC
 - Jackson, TN
 - La Mesa, CA
 - Oakland, CA
 - San Antonio, TX
- Partnered with Y-USA on Pioneer for Healthy Comm.



Sustaining City Leadership:

5 Key Components for a Healthy Community

**ENGAGE DIVERSE
STAKEHOLDERS**

**FORGE A COMMON
VISION**

**IMPLEMENT
POLICIES &
STRATEGIES**

**SHARE
ACCOUNTABILITY**

**COORDINATE
INFRASTRUCTURE**

Sustaining City Leadership: Implement Policies and Strategies

- ✓ Balance strategies that focus on *developing and sustaining effective interventions that promote physical activity, access to healthy foods, and health eating among children and youth*
- ✓ Implement policies for recreational opportunities and improved access to healthy eating
- ✓ Define a shared and comprehensive framework:
 - ✓ Reaching high-risk populations
 - ✓ Establish sustained partnerships with schools
 - ✓ Make the most of out-of-school time
 - ✓ Promote access to nutritious foods
 - ✓ Utilize Parks and Recreation
 - ✓ Reshape the physical environment

False Universalism: Creating Healthy Communities

- Armed with this knowledge, many communities still take a universal approach to healthy communities strategy, policy, programming, and evaluation.
- “Universal approaches that are not sensitive to the needs of the particular have uneven impact (Powell, 2011).”
 - False universalism assumes that targeted policies that address the needs of certain populations become a divisive wedge.
 - False universalism also assumes that everyone benefits from universal approaches. But universal approaches that are not sensitive to the needs of the particular are never truly universal; they tend to have an uneven impact, and can even exacerbate racial inequality at times.
 - We need to be universal in our goals but not in our process.

Sustaining City Leadership: **Policies for Recreation Opportunities**

- **Joint-use agreements for recreation facilities**
- Mandated physical activity requirements for city-funded youth programs
- **Commitment to ensure that all children live within walking distance of a playground or recreation center**
- Conversion of unused railways to trail ways (i.e. Rails to Trails)
- Roadways designed to provide access for cars, pedestrians and bicyclists (i.e. Complete Streets)
- Conversion/rehabilitation of blighted areas into community gardens, parks or green spaces
- Public-private partnerships with local gyms/recreation facilities to offer reduced-cost fees for low income residents
- City Master Plan that includes provisions to encourage walking and biking
- Policy requiring construction of new recreation facilities along trails or public transit routes to make them more accessible to residents
- **Policy to ensure sidewalk continuity and direct routes for pedestrians and bicyclists to city centers and recreation areas**
- Streetscape design guidelines aimed at improving streetscapes to promote walkability/bikeability

Sustaining City Leadership: Policies for Fresh, Healthy Food

- Food Policy Council resolution
- Grants, loan programs, small business development programs or tax incentives that encourage grocery stores to locate in underserved areas
- Zoning requirements that encourage supermarkets to move into densely populated urban and rural areas
- Local development plans that include grocery stores as consideration to neighborhood development
- Public-private partnerships to identify and assemble land for grocery retail
- **Financial, promotional and other incentives to encourage convenience store owners to offer healthier food options**
- Policy requiring grocery/convenience store owners to accept electronic benefit transfer cards for Supplemental Nutrition Assistance Program (SNAP) benefits
- Policy to limit marketing of unhealthy food in grocery/convenience stores located near schools
- Incentives, grants and/or subsidies to farmers' market organizers to support new and existing farmers' markets
- **Policy requiring farmers' markets to accept WIC and SNAP benefits**
- **Land use protections for community gardens**
- Incentives to mobile produce markets that locate in low income areas
- Government and/or school procurement policies that favor local, healthy foods
- Financial assistance to regional produce farmers for processing and distribution to government and/or schools

- To learn more visit:
 - www.HealthyCommunitiesHealthyFuture.org

