

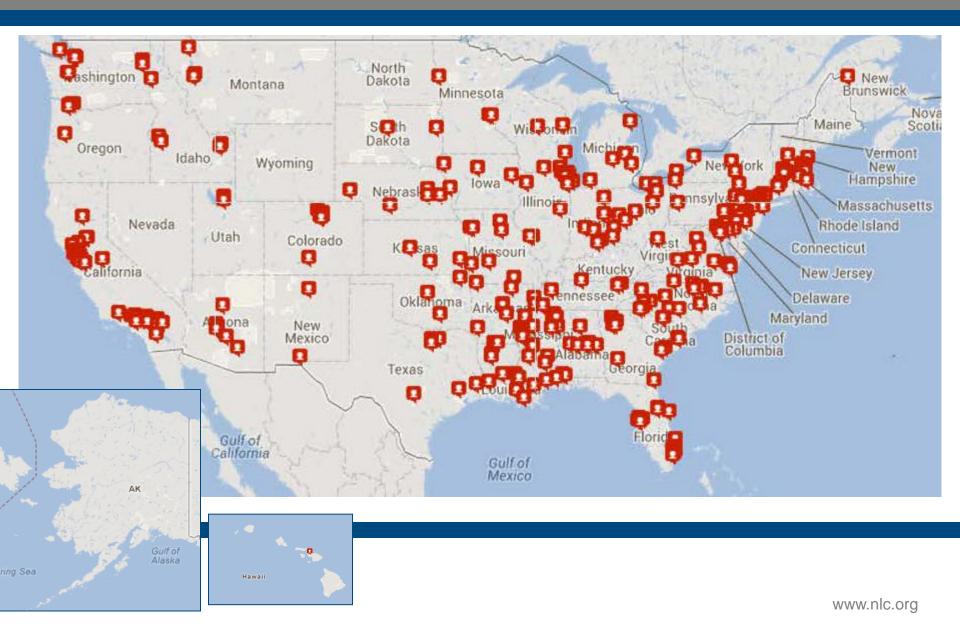


Let's Move! Cities, Towns and Counties



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 INFRASTRUCTRURE

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





