

NACo is pleased to present

***Let's Move Initiative:
Learn How Your County Can Join***

Thursday, June 30, 2011



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NACo Healthy Counties Initiative Sponsors



www.naco.org/healthycountiesinitiative

Speakers

Hon. Lenny Eliason

NACo First Vice President & Commissioner, Athens County, OH

Dean Fluker

Let's Move! Cities, Towns & Counties

Office of Intergovernmental Affairs

U.S. Department of Health & Human Services

Hon. Liz Kniss

Supervisor, Santa Clara County, CA

Hon. Larry Johnson

Commissioner, DeKalb County, GA

Nick Macchione

Director and Deputy Chief Administrative Officer

Health and Human Services Agency, San Diego County, CA

Hon. Lenny Eliason
NACo First Vice President
Commissioner, Athens County, OH



Let's Move!



let's m^ove

cities, towns & counties



Crisis

1 in 3 American children are overweight or obese.



Crisis

Obesity is linked to almost all the top 10 diseases that kill Americans:

heart failure, diabetes, high cholesterol, high blood pressure



Crisis

This is more than health...

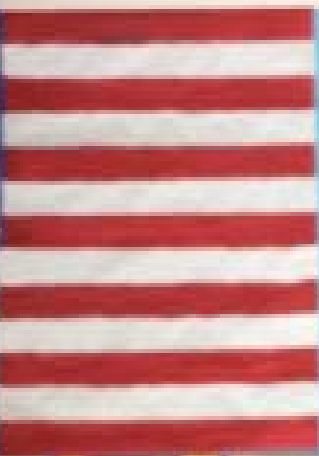
It affects our human capital, our economic growth, our communities, our neighborhoods, our national security.



Crisis

How did we get here?





Welcome, Mrs. Obama
Bienvenida, Sra. Zaval



We've started working together to beat this.



Food Industry listening





Outpouring of support



*Sports
Sector
stepping
up.*





LET'S
MOVE



US Healthier Schools Challenge...

A woman in a red suit is dancing on a stage, surrounded by children wearing blue t-shirts that say "LET'S MOVE". A red banner in the background reads "LIVE AND MOVE". The scene is set against a dark background with stage lighting. In the foreground, the back of a person's head and shoulders is visible, looking towards the stage.

*Let's Move Faith
and Communities.*





Chefs Move to Schools



Let's Move Outside

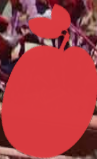


Safe Routes to Schools Program





Let's Move in Indian



Let's Move Child Care

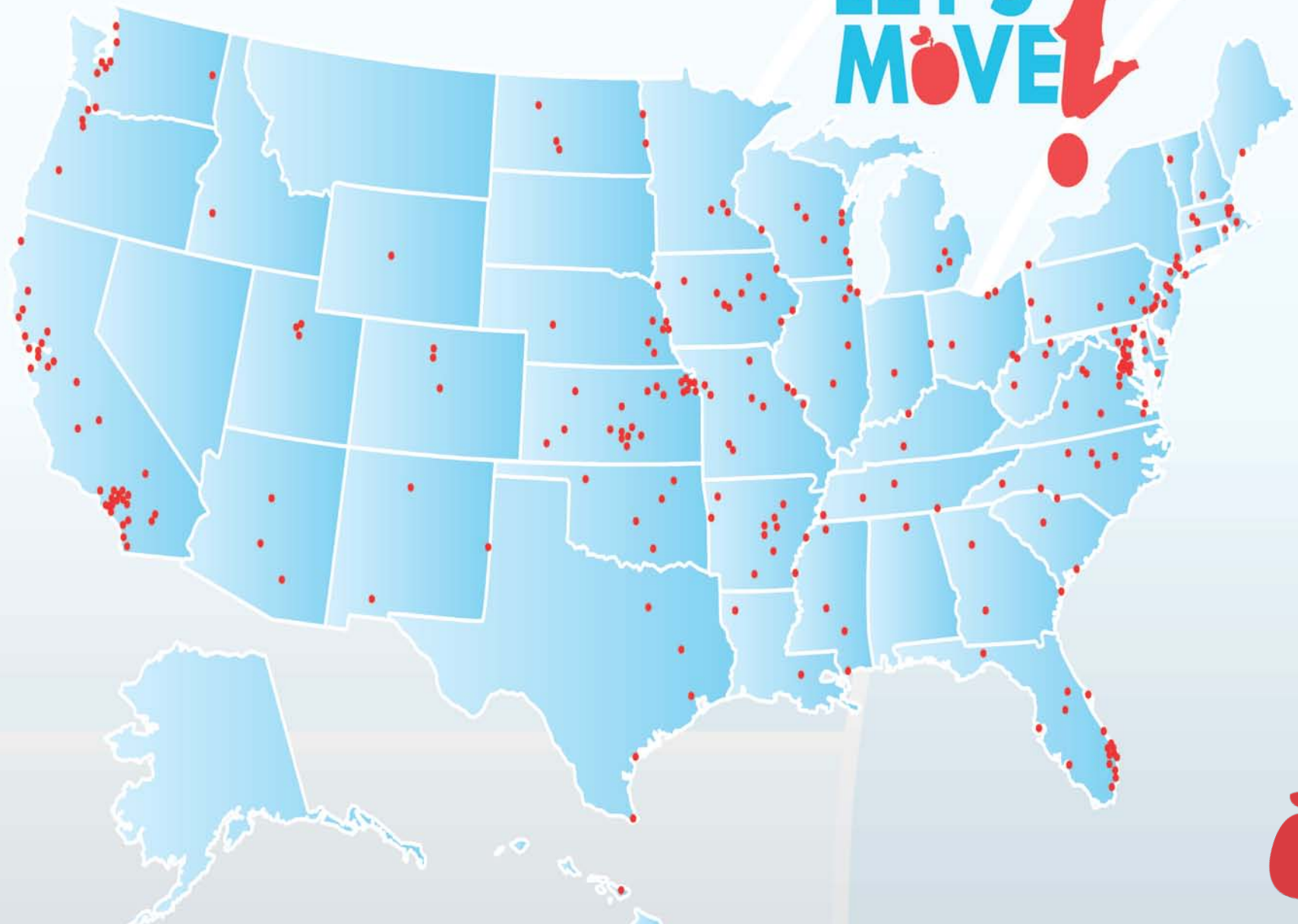
LET'S MOVE!

Childcare



Communities coming together to solve obesity

**LET'S
MOVE**



Giving Parents and Caregivers the tools they need to make healthy choices in Early Childhood



Improving nutrition in schools



*Making healthy food affordable
and accessible!*



Increasing Physical Activity Opportunities





An active lifestyle is the norm.



Let's Move.



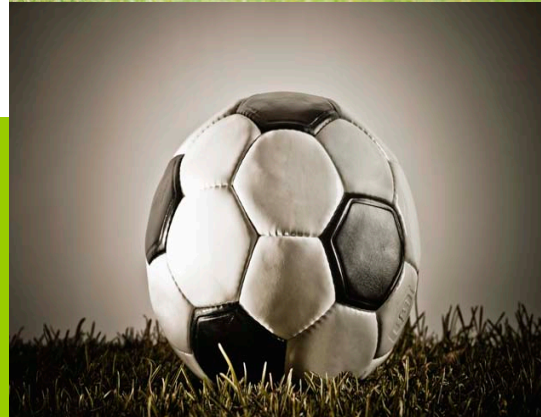
There's a long road ahead of us.



Hon. Liz Kniss
Supervisor, Santa Clara County, CA



Santa Clara County Kick-Off for Let's Move Campaign



Let's Move! in Santa Clara County

- January: Utilizing a local collaborative of cities, the Cities Association of Santa Clara County, obtained a pledge of support to join *Let's Move Cities and Towns*.
- The Public Health Department created a template resolution for councils to use to become a Let's Move City or Town.
- February: County Board of Supervisors adopted a resolution to become a *Let's Move* community.
- April: Recognize achievement -100% enrollment - with award to cities, towns and County Public Health Department.



Board of Supervisors Resolution

Whereas.....

- Supports policies and programs that focus on health and wellness and the creation of healthier community environments
- Believes there are important long-term community benefits to be gained by creating healthy community environments, including a decrease in the rate of childhood obesity and related risk factors for chronic disease
- The County and other community partners can work together to understand the relationship between obesity, land-use policy, redevelopment , transportation, and community planning
- The County and other community partners, including schools, can work in partnership to ensure that there are safe places for residents to be active, such as routes to school and work, parks, ball fields, pools, gyms, and recreation centers



Board of Supervisors Resolution

Whereas.....

- The County and other community partners, including schools, can work in partnership to ensure access to healthy, affordable foods, as this has a direct impact on the overall health of our community
- Planning for the availability of fresh food in neighborhood stores, farmers markets, community organizations, and worksites, and improved access through sidewalks, bike paths, and transit routes should be a priority
- Wants to partner with and support the *Let's Move* Campaign, headed by the First Lady of the United States, the Presidents' Task Force on Childhood Obesity, and the Secretary of Health and Human Services, in an effort to solve the challenge of childhood obesity within a generation



Board of Supervisors Resolution

Now Therefore, Be It Resolved by the Board of Supervisors of the County of Santa Clara, State of California, that the County of Santa Clara will enroll to become a *Let's Move* County and adopt preventive strategies to fight obesity as put forth by the First Lady of the United States of America in the *Let's Move* campaign.

February 8, 2011



County of Santa Clara Highlights The 4 Let's Move Pillars

- **Helping Parents Make Healthy Choices**

- County ordinance restricting restaurants from using incentives and giveaways for food that does not meet certain nutrition criteria
- Childhood Feeding Collaborative training on best feeding practices that support healthy eating in families and institutional settings



- **Improving Health at Schools**

- Development of school district wellness policies and Coordinated School Health Councils, designed to create healthy school environments



County of Santa Clara Highlights The 4 Let's Move Pillars

- **Increasing Physical Activity Opportunities**
 - Inclusion of a health element in County General Plan Update.
 - Employee Wellness Program strengthened.
 - Safe Routes to School.
- **Making Healthy food Affordable and Accessible**
 - Healthy food and beverage procurement policy.
 - Community Supported Agriculture (CSA) Program for employees.
 - Encourage farmers market acceptance of Cal Fresh (food stamps) and WIC.



A City Specific Example “Healthy Mountain View”

- Office of Liz Kniss and City of Mountain View collaboration.
- Engage community leaders, schools, health providers, and residents in planning a kick-off event.
- Goal 1: Using the wheel of health, identify existing efforts.
- Goal 2: Learn about other successful strategies for the community, workplace and family.
- Goal 3: Build local momentum to continue.



Hon. Larry Johnson
Commissioner, DeKalb County, GA



Let's Move! DeKalb

Commissioner Larry Johnson

LET'S MOVE! DEKALB



- ❑ DeKalb is the only County in the Country that has an official exercise. In 2005 “walking” was proclaimed as DeKalb’s Official Exercise
- ❑ Walking is only one aspect of physical exercise focused upon getting residents of DeKalb, especially, children walking for their health. Each year I host a “DeKalb Walks...For the Health of It event. This year the focus will be “Let’s Move! DeKalb”
- ❑ In addition we have the NACo Prescription Drug Card Program where, to-date residents have saved over \$577,916
- ❑ As part of the built environment – the Exchange Park Intergenerational Center has been constructed where groups of all ages can interact as they take advantage of the amenities provided through the newly constructed center.

Let's Move! DeKalb

- In partnership with C.H.O.I.C.E.S – Center Helping Obesity In Children End Successfully, Inc. the Let's Move! DeKalb event was held June 18, 2011



Let's Move! DeKalb

ZTrainer Virtual Marathon Mobile App created by Harold and Dionna Littlejohn of Zelkova Company provides:

- Mobile fitness app that allows walkers to track: steps, speed, location, calories and miles walked. App uses GPS technology to allow walkers to “virtually” walk and connect with other walkers ANYWHERE.
- App allows users to set fitness goals, and develop a “virtual” support team to reach collective fitness goals. App can also be used a fundraising tool for community organizations.
- App developed for Blackberry, iPhone and Android

Nick Macchione
Director and Deputy Chief
Administrative Officer
Health and Human Services Agency
San Diego County, CA



Live Well San Diego

Building Better Health



*Nick Macchione, FACHE
Health & Human Services Agency
County of San Diego, California
June 29, 2011*



Plan Framework



Better Service Delivery System

Healthy Choices

Policy & Environmental Change

Culture Change

System

- Quality and efficient care
- Access to care
- Improve systems



Choice

- Healthy eating
- Active living
- Tobacco and drug free lives



3

FOUR

50

BEHAVIORS

DISEASES

PERCENT

**TOBACCO USE
POOR DIET
NO EXERCISE**

**HEART DISEASE
TYPE 2 DIABETES
LUNG DISEASE
CANCER**

**PERCENT
OF
DEATHS**



Policy & Environment



- Access to healthy foods
- Active communities
- Tobacco and drug free communities

54



Culture

- Increase knowledge
- Promote wellness
- Implement policies and practices to support health



Let's Move! County In Action



*What is
San Diego
Doing?*



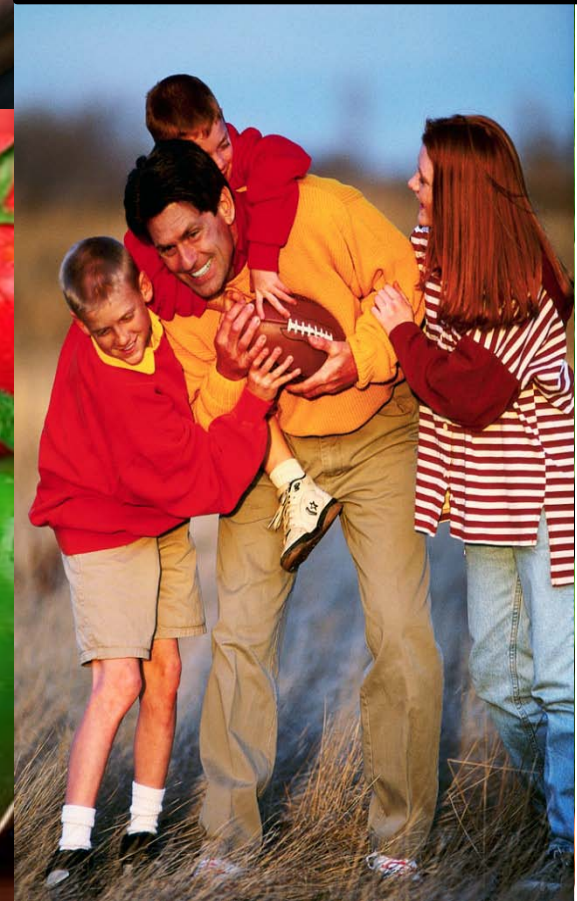
Family Choices

- Resident Leadership Academy
- Regional Garden Education Centers
- “It’s How We Live!” health festivals
- Cooking classes

1. Healthy eating*

2. Active living*

3. Tobacco and drug free lives

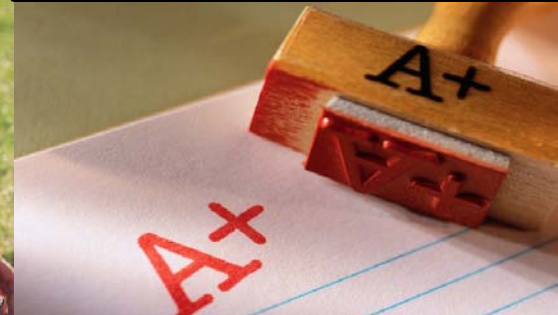


Healthy Schools

- Implemented school nutrition programs
- Improved school sites to promote physical activity
- Provided “Get Moving” training to >half of the 42 San Diego’s school districts



1. Healthy eating*
2. Active living*
3. Tobacco and drug free lives



Policies

Access to Healthy Food

- Supplemental Nutrition Assistance Program/Food Stamps
- Fresh Funds Incentives at Farmers' Markets
- Facilities for community gardens and Farmers' Markets
- Media Messages



1. Healthy eating*

2. Active living

3. Tobacco and drug free lives



Access

Physical Activity

- Safe Routes to Schools
- Joint land use policies between schools and their communities
- iCommute web site
- Play 60



1. Healthy eating
2. Active living*
3. Tobacco and drug free lives



Environment

Building Better Health



Question & Answer Session Instructions

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To learn more about and register to attend
NACo's 2011 Annual Conference
in Multnomah County, OR July 15-19

Please visit www.naco.org/meetings



Thank you for participating in NACo's webinar

For more information about Let's Move

www.letsmove.gov

To sign up for Let's Move Cities, Towns & Counties:

<http://www.hhs.gov/intergovernmental/letsmove/>

For more information about

NACo's Healthy Counties Initiative, visit

www.naco.org/healthycountiesinitiative

