LET'S MOVE!

AMERICA'S MOVE TO RAISE A HEALTHIER GENERATION OF KIDS

Toolkit for Faith-based & Neighborhood Organizations

UNITED STATES DEPARTMENT OF HEALTH & HUMAN SERVICES

This toolkit was produced by the White House Office of Faith-based and Neighborhood Partnerships team, led by the Centers for Faith-based and Neighborhood Partnerships at the U.S. Department of Health and Human Services, the U.S. Department of Agriculture, the U.S. Department of Education, and the Corporation for National and Community Service, in collaboration with the Office of the First Lady and the Centers for Disease Control and Prevention.

You can find more ideas for supporting ***Let's Move!*** and download the full version of the *Let's Move: Faith and Communities Toolkit for Faith-based and Neighboorhood Organizations* at http://www.letsmove.gov

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Executive Summary

The ***Let's Move!*** campaign, started by First Lady Michelle Obama, has an ambitious national goal of solving the challenge of childhood obesity within a generation so that children born today will reach adulthood at a healthy weight. ***Let's Move!*** addresses the epidemic of childhood obesity through a comprehensive approach that engages every sector impacting the health of children and provides schools, families and communities simple tools to help kids be more active, eat better, and get healthy.

Faith-based and neighborhood organizations have a unique and critical role to play in ending childhood obesity and addressing related issues of hunger. Your organizations are trusted leaders in the community, making you well-positioned to encourage people to take action. Children learn many lessons about healthy living and well-being in faith- and community-based settings that set the foundation for their lifestyle as adults. This toolkit is designed to help faith-based and neighborhood organizations transform neighborhoods, engage communities, and promote healthy choices. There are a variety of activities and resources provided in this toolkit, so please don't feel as if you need to do all of them. We invite you to explore the menu of options and to see which ones could work best for your organization. Below we have highlighted five activities that are quite popular. You can find more information by exploring each of the four ***Let's Move!*** sections included in this toolkit.

FIVE IDEAS TO GET STARTED

- **Grow a garden:** Open up land at your house of worship or organization to community members who may not have their own space to grow food or start a community garden *(see the step-by-step guide for information on how to get started)*.

- **Take the President's Challenge:** Help children get physically active by ***taking the*** *President's Active Lifestyle Challenge* and hosting the challenge within your organization. All you have to do to earn a *Presidential Active Lifestyle Award* (PALA) is be physically active for five days a week for six weeks! For more information, visit **http://www.presidentschallenge.org** *(see the step-by-step guide for information on how to get started)*.

- **Make community meals healthier:** At community or congregation potlucks or meals, provide healthy options, including fresh fruits and vegetables and whole grains. Use smaller plates at events to encourage smaller portions. Studies show that using smaller plates reduces the amount of food people eat, which is a healthier choice and saves money. People do not usually notice differences in portion size and unknowingly eat larger amounts when presented with a larger portion. For more information on portion size, visit the National Heart, Lung and Blood Institute at **http://www.nhlbi.nih.gov** and check out the *We Can!* Educational Campaign.

- **Partner with a school:** Provide community access to your buildings and facilities to operate a Summer Food Service Program or afterschool program to ensure that children have access to healthy meals when school is out. For more information on the Summer Food Service Program, visit **http://www.summerfood.usda.gov**. For information on creating formal agreements for community access to your buildings and facilities (for any after-hours activities), visit **http://www.jointuse.org**.

- **Encourage families in your community to make small, simple changes to their daily lives:** Families can add a side of fruit or veggies to every meal, drink more water and skim milk, go for family walks and get screened for obesity. At their next family checkup, they can ask the doctor to take each child's Body Mass Index. It's an easy way to understand if kids are at a healthy weight.

Introduction

To tackle the challenge of childhood obesity in America, the First Lady, Michelle Obama, is leading an Administration-wide effort with the bold, ambitious goal of solving the problem of childhood obesity within a generation. She launched ***Let's Move!***, an initiative designed to engage parents, families, teenagers, children, schools, and communities in the fight against childhood obesity and ensure access to affordable and healthy food.

Over one-third of American children are at risk of being overweight or obese. At the same time, one million children in the United States did not get enough to eat in 2008. We need your help to reverse these trends. This toolkit is designed to help faith-based and neighborhood organizations engage their communities and promote healthy choices and access to healthy food. Since there is a great deal of variation among faith-based and neighborhood organizations, we include a variety of activities so that every organization or congregation has the opportunity to be part of ***Let's Move!***

This toolkit provides concrete action steps that an organization can take for each of the four pillars of ***Let's Move!*** The four pillars are:

- **Healthy Choices,**
- **Healthy Schools,**
- **Physical Activity,**
- **Affordable and Accessible Food.**

We have included tips on how to get started and stories of groups that are working on these issues and succeeding.

Think of these action steps as a menu of options – you don't have to order the whole menu! Rather, this toolkit provides different steps for you to consider which strategies match up with resources and interests in your community. Also, a web-based version of this toolkit can be found at **http://www.letsmove.gov**.

Thank you for all you do in your communities and for being involved in this important initiative. Now, **Let's Move!…**

The Need

Obesity has increased rapidly in the United States. Since 1970, the percentage of children who are overweight has more than doubled, and the percentage of overweight adolescents has tripled. This rise affects children, adolescents, and adults of all ethnicities and income levels.

Childhood obesity impacts health immediately and sets the stage for a number of health problems later in life. Type 2 diabetes is increasingly reported among children and adolescents who are obese.[1] Adults who were obese as children have a higher risk of poor health and may be more likely to have diabetes and heart disease.[2] They are often afflicted with poor self-esteem and have to fight stigma. These conditions can lead to depression and other emotional problems, as well as social isolation, and can prevent them from achieving their full potential.

What is more, a poor diet combined with a lack of physical activity can negatively impact student concentration, performance, and motivation to learn. Research shows that there is a direct link between good nutrition and a child's ability to learn, play, grow, and develop. Well-nourished children have higher test scores, better school attendance, and fewer behavioral problems.

At the same time, nearly 17 million or 14.6% of children in the United States live in households that are food insecure. This means that at some point during the year, they simply did not get enough to eat. Often the foods that are least expensive have the least nutritional value as well as the highest calorie count. As a result of this discrepancy, many children and their families are left malnourished. Less expensive and highly processed foods are often the only option for many low-income families. These households often lack access to fresh produce, including farmers markets and community gardens. So, despite being hungry, many of these children also face the risk of obesity because they lack access to a balanced and nutritious diet. Additionally, many food pantries serving low-income neighborhoods lack resources for purchasing fresh foods, including produce, dairy products, and meat. These food pantries also lack facilities for handling, storing, and distributing fresh foods.

1. "Overweight and Obesity: Additional Health Risks." *Centers for Disease Control and Prevention.* Web. http://www.cdc.gov/obesity/childhood/consequences.html

2. "Childhood Overweight and Obesity." *Centers for Disease Control and Prevention.* Web. http://www.cdc.gov/obesity/childhood/index.html

The Opportunity

Leaders in faith communities and neighborhood organizations have a unique and critical role to play in ending childhood obesity and hunger. These organizations are trusted in their communities and can motivate people to take action. The neighborhoods we live in teach us about healthy behavior and shape many of the ways we see health and success.

More than 120 million people in the United States attend religious services regularly, providing opportunities for sharing information and organizing initiatives to combat malnutrition and obesity. Numerous community-based nonprofit and volunteer-driven organizations are also well-positioned to address the challenge of obesity among children and youth.

Trusted leaders and members of faith communities and neighborhood-based organizations can contribute valuable resources, including people, buildings, kitchens, and land to projects that encourage children and their families to live healthier lifestyles. Leaders and members of congregations and community organizations – people like you – know their communities well and can communicate important health and nutrition information in motivating and effective ways.

Solving the challenge of childhood obesity will take all of us – parents, faith-based and neighborhood organizations, state, local and tribal governments, schools and child care centers, health care facilities and businesses – working together.

Action Items

Faith-based and neighborhood organizations can help create a community of support by initiating, expanding, or coordinating activities described in the following menu of activities provided for each of the ***Let's Move!*** pillars. For several of the activities, we have provided step-by-step guides to help you get started.

Remember, you don't have to do everything. Picking one or two activities that make sense for your community or organization, and that you feel you have the capacity to implement, will get you off to a good start. You can then build on success and choose more steps from the menu if you want to expand your efforts.

Before you begin…As trusted leaders in your city or town, you have the potential to create change beyond your congregation or community group. Meet with your local decision-makers (e.g., mayor, town administrator, city council or county commission member, parks and recreation director, city planner). Encourage them to sign your municipality up as a Let's Move City or Town. Learn more about the lasting policy changes Let's Move Cities and Towns are making at:

http://www.letsmove.gov/officials-step-1.php.

Pillar 1: Healthy Choices

Healthy Choices

Parents and caregivers play a key role in making healthy choices and shaping lifelong healthy habits. Kids learn about healthy eating from their 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 healthier choices isn't always easy. Parents and caregivers need a community of support. Here are some ways faith-based and neighborhood organizations can provide that support:

- **Make Community Meals Healthier:** Provide healthy selections, including fresh fruits and vegetables and whole grains, at community potlucks or meals. Work to limit portion size by using smaller plates and beverage containers or eliminating buffet-style meals. People do not usually notice differences in portion sizes and unknowingly eat larger amounts when presented with a larger portion. For more information on portion sizes, visit the National Heart, Lung and Blood Institute at **http://www.nhlbi.nih.gov** and check out the *We Can!* Educational Campaign.

- **Motivational Groups:** Challenge members of your community to form motivational groups for those who decide to change food buying or switch to healthy eating habits *(see the step-by-step guide for information on how to get started)*. See "Pillar 3: Physical Activity" for some great ideas on how to form similar motivational groups around physical activity.

- **Serve Healthy Drinks and Water:** Always have plenty of water around! For your body to function properly, you must replenish its water supply by consuming beverages and foods that contain water. If you have vending machines in your facility, replace offerings with water, 100% fruit juice, or low-fat or fat-free milk. You can use the Food Calculator to determine whether packaged snack foods are lower in fat, sodium, and added sugars by visiting **http://healthymeals.nal.usda.gov/hsmrs/HUSSC/calculator.html**.

- **Community Cookbook:** Create a community or congregational cookbook that features healthy, locally grown seasonal food *(see the step-by-step guide for information on how to get started).*

- **Open your Facility:** Provide open access to your organization's facilities such as large open green spaces (like lawns), gymnasiums, outdoor courts, recreation rooms, fellowship halls, and other meeting spaces for local school, afterschool programs or club teams or groups to increase youth opportunities for physical activity after school and on weekends. Concerned about the complications

- **Teach Healthy Living to Kids:** Utilize youth education curriculum to communicate culturally appropriate health habits connected with the teachings in your community or faith tradition. Curriculum should assist young people to identify and prepare fruits and vegetables for meals, know and reduce their consumption of unhealthy foods, and participate in physical activity.

- **Support New Mothers in Your Community:** The majority of women initiate breastfeeding; however, many women indicate barriers to exclusively breastfeed for six months or to continue breastfeeding to one year. Support breastfeeding by establishing a lactation room on church grounds for staff and congregation members, having a breastfeeding friendly child care environment, and offering peer support groups for new moms *(see the step-by-step guide for information on how to get started)*.

- **Start a Community Supported Agriculture Club:** Partner with local farmers and businesses to sponsor Community Supported Agriculture (CSA) clubs at your place of worship or organization. Subsidize CSA shares for families with limited resources. For an example of a CSA club, visit **http://www.justfood.org/csa**. of opening your facilities to the community? Develop a joint-use agreement to facilitate a partnership between your organization and other non-profit, private or governmental organizations in your community. This formal agreement can clarify and define shared responsibilities over maintenance, operations, ownership, liability and cost of your facilities. The following website offers a step-by-step guide on how to develop a joint-use agreement: **http://www.jointuse.org**.

Let's Move! Science Facts:

Let your kids serve themselves at dinner. Teach them to take small amounts at first. Tell them they can get more if they're still hungry.[1]

The USDA's Healthy Eating Index shows that children 2 to 17 years old need to increase their consumption of whole fruit, whole grains, and dark green and orange vegetables and beans because they are consuming less than one-fifth of what they need from these food groups.[2]

1. "FNS Core Nutrition Messages," Core Nutrition Messages. Web. http://www.fns.usda.gov/fns/corenutritionmessages/Files/AllMessages.pdf.

2. "The Quality of Children's Diets in 2003-04 as Measured by the Healthy Eating Index-2005: Nutrition Insight 43," April 2009, USDA/CNPP. Web. http://www.cnpp.usda.gov/Publications/NutritionInsights/Insight43.pdf.

Let's Move! Science Facts:

Infants given breast milk are 22% less likely to be obese than infants given formula.[1]

Milk and other calcium-rich foods are key building blocks for strong, healthy bones. But more than 90% of girls and 75% of boys ages 9 to 13 fail to get the recommended 1,300 milligrams of calcium per day.[2]

Step-by-step guide

Motivational Groups: Challenge members to form motivational groups to focus on changing food buying or eating habits.

Healthy food choices are important for good health and well-being. Eating well means eating a variety of nutrient-rich foods and beverages from a variety of food groups and staying within your caloric needs. Providing healthy meals at home is easier when you know what to shop for and understand how to make healthy choices about the food you eat. Members in a motivational group can encourage each other to improve and maintain healthy food shopping strategies. For a template to fill in your weekly grocery list go to **http://www.letsmove.gov/pdf/Grocery_List.pdf**. For more information on the food pyramid, you can visit **http://www.mypyramid.gov/** or call **1.888.7.PYRAMID**.

What are some healthy food shopping tips that my motivational group can use? Grocery stores have thousands of products, with most food items grouped together to make your decision-making easier. Many grocery stores have sections where foods are shelved much like the food groups in the food pyramid (e.g., fruits, vegetables, dairy, and meat). The National Heart, Lung, and Blood Institute's Obesity Guidelines say that healthy food shopping strategies focus on:Reading the nutrition facts labels as you shop;

- Paying attention to serving size, servings per container, and number of calories per serving;
- Using a shopping list; and
- Comparing the total calories in similar products and choosing the lowest calorie ones.

What resources are available on how to shop for healthy foods that a motivational group could use? The U.S. Food and Drug Administration (FDA) has an interactive website that teaches you about the different parts

1. "Breast Milk Associated With Greater Mental Development in Preterm Infants, Fewer Re-hospitalizations," October 1, 2007, National Institutes of Health (NIH), NIH News. Web. http://www.nih.gov/news/pr/oct2007/nichd-01.htm.
2. "Milk Matters Calcium Education Campaign" The National Institute of Child Health and Development. Web. http://www.nichd.nih.gov/milk/prob/critical.cfm.

of a Nutrition Facts Label, such as serving size and calories, on packages of food. Please visit the website at **http://www.accessdata.fda.gov/videos/CFSAN/HWM/hwmsk01.cfm**.

- The U.S. Government's nutrition website has information on shopping, cooking, and meal planning available in both English and Spanish. Please visit the website at **http://www.nutrition.gov** for more information or call the National Hunger Hotline at **1.866.348.6479**.

- The National Heart, Lung, and Blood Institute's website provides information on how to shop smart at the grocery store. For more information, please visit **http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/eat-right/smart-food-shopping.htm** or call **301.592.8573**.

Step-by-step guide

Community cookbook: Create a congregational or community cookbook that features healthy, locally grown food in season.

Food is a fundamental part of the traditions and cultures that make up a community. In order to support your community in making healthy choices, try creating a community cookbook with your congregation or organization.

What is a community cookbook? A community cookbook is a collection of recipes that reflects the cultures and traditions of a specific group. Recipes are submitted by members of the community and are bound together in one collective volume. Through this sharing, community cookbooks provide members with an abundance of healthy meals at their fingertips.

What kinds of guidelines should a healthy community cookbook have? When selecting recipes for the community cookbook, you should make sure

Let's Move! Science Facts:

An NIH study found that maternal smoking during early pregnancy is associated with a greater risk of obesity by age 8.[1]

Kids and teens that eat breakfast have more energy, do better in school, and eat healthier throughout the day. So make time for breakfast − for you and your kids![2]

1. Chen A, Pennell ML, Klebanoff MA, Rogan WJ, Longnecker MP. IJE Advance Access originally published online on October 31, 2005. Maternal smoking during pregnancy in relation to child overweight: follow-up to age 8 years. International Journal of Epidemiology, 2006 35(1) : 121-30.
2. "Childhood Overweight and Obesity Prevention Initiative" Office of the Surgeon General, Department *of Health and Human Services*. Web. http://www.surgeongeneral.gov/obesityprevention/parents.html.

Let's Move! Science Facts:

Salt is America's favorite food ingredient. While a small amount of salt is necessary for good health, the amount in the typical American diet is a major cause of high blood pressure (hypertension). Cutting back on salt is a good idea for everybody, even kids.[1]

Deep orange and dark green vegetables provide vitamin A, vitamin C, fiber, potassium, and many other nutrients. Whole foods, rather than supplements, are the best source of vitamins and minerals. [2]

they all focus around a common theme: being healthy! Below are guidelines suggested by the U.S. Department of Agriculture (USDA) for creating a healthful standard in any meal. When you follow these steps, the community cookbook will allow making healthy choices easier and more convenient and will take less timeEmphasize fruits, vegetables, whole grains, and fat-free or low-fat milk and milk products.

Include lean meats, poultry, fish, beans, eggs, and nuts.

Make sure the recipe is low in saturated fats, trans fats, cholesterol, salt (sodium), and added sugars.

Here are some great Internet resources to help you get started:

Find a Farmers Market in your State: **http://apps.ams.usda.gov/FarmersMarkets/**.

Practice Seasonal Food Safety: **http://www.fsis.usda.gov/fact_sheets/Seasonal_Food_Safety_Fact_Sheets/index.asp**.

Use the Comparative List of Low-Calorie, Lower Fat Alternatives to Everyday Ingredients: **http://www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt/lcal_fat.htm**.

Learn Great Tips on Food Shopping and Meal Planning: **http://www.nutrition.gov**.

1. "Salt and Sodium: Ten Tips to Cut Back," Center for Nutrition Policy and Promotion, U.S. Department of Agriculture. Web. http://www.mypyramid.gov/downloads/TenTips/SodiumTipSheet.pdf.

2. "Eat Deep Orange and Dark Green Vegetables: 10 Tips to Choosing a Harvest of Colorful Vegetables," USDA Center for Nutrition Policy and Promotion (CNPP). Web. http://www.mypyramid.gov/downloads/TenTips/ColorfulVegetablesTipsheet.pdf.

Step-by-step guide

Support New Mothers in Your Community: Support continued breastfeeding by providing peer support groups and supportive workplace, childcare and community environments.

Breastfeeding optimally supports infant growth and development and protects mothers' and infants' health. This protection increases with more months of breastfeeding and is strongest when babies receive no foods and fluids other than breast milk for the first six months of life. Studies have found that breastfed babies are less likely to develop ear infections or to be obese in later life than those not breastfed. Support from family, friends, health care workers, employers and the larger community (e.g., allowing breastfeeding in public and private places, use of mother's breast milk in child care centers) can help mothers meet their breastfeeding goals in today's busy world.

How can we support breastfeeding in our community? There are many ways to support mothers to breastfeed and make it easier for them to do so. In addition to providing secure, enclosed and comfortable areas where mothers can nurse, communities can host breastfeeding peer support groups to help parents overcome barriers to breastfeeding and receive helpful instruction and tips.

How can a community organize breastfeeding peer support groups? A good way to begin organizing a breastfeeding peer support group is to identify breastfeeding experts in your community who would be willing to lead or present to the group. You can also identify experienced moms who are willing to share their stories with your group. Then you can reach out to WIC clinics and maternity care facilities and advertise the availability of the group. There are two groups of breastfeeding experts who you can engage with your group:

Lactation Consultant – This person is a credentialed breastfeeding professional with the highest level of knowledge and skill in breastfeeding

Let's Move! Science Facts:

Young people (79%) do not eat the recommended five servings of fruit and vegetables each day. Finding creative ways to encourage fruits and vegetables in your child's diet can be fun for the whole family![1]

Since children grow at different rates at different times, it is not always easy to tell whether a child is overweight. Your health care provider can measure your child's height and weight and tell you whether your child is at a healthy weight and what you can do to help.[2]

1. "Steps to Healthier US − Prevention Portfolio − Prevention Strategies That W ork." Healthier US.gov Home Page. Web. http://www.healthierus.gov/steps/summit/prevportfolio/strategies/addressing/school/critical.htm.

2. "Helping Your Overweight Child," January 2008, WIN − The Weight-control Information Network, National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK). Web. http://win.niddk.nih.gov/publications/over_child.htm.

Let's Move! Science Facts:

Kids don't always take to new foods right away. Offer new fruits and veggies many times. Give them a taste at first and be patient with them.[1]

Offer your children new foods. Then, let them choose how much to eat. Kids are more likely to enjoy a food when eating it is their own choice. It also helps them learn to be independent.[2]

support. Many lactation consultants are also nurses, doctors, dietitians, or other kinds of health professionals. Ask your local hospital or birthing center for the name of a lactation consultant who can help develop breastfeeding support programs. For more information, you can visit the "Find a Lactation Consultant" Directory at **http://www.ilca.org** or call **1.888.ILCA.ISU (452.2478)**.

Breastfeeding Peer Counselor or Educator – A breastfeeding counselor can teach others about the benefits of breastfeeding and can help women with breastfeeding challenges and questions. A "peer" means a person who has breastfed her own baby and is available to help other mothers. You can find a peer counselor with the Special Supplemental Program for Women, Infants, and Children (WIC) by visiting **http://www.fns.usda.gov/wic/Contacts/coor.htm** or by calling the **National Hunger Hotline at 1.866.348.6479.** Peer counselors can also be found through La Leche League's Peer Counselor Program at **http://www.llli.org**. Some breastfeeding educators have letters after their names like CLC (Certified Lactation Consultant) or CBE (Certified Breastfeeding Educator).

What resources are available for mothers interested in breastfeeding their child? The U.S. Department of Health and Human Services' (HHS') Office on Women's Health hosts a breastfeeding helpline with trained peer counselors and website to help mothers with common breastfeeding problems and challenges. Breastfeeding Peer Counselors are available to answer emails and assist callers with questions and concerns. These counselors answer questions in English and Spanish Monday through Friday from 9 a.m. to 6 p.m. Eastern Standard Time (1.800.994.9662 and TDD 1.888.220.5446). Information is available 24 hours a day on the HHS Office on Women's Health website located at **http://www.womenshealth.gov/breastfeeding/**. Pregnant and lactating women may also qualify for the Special Supplemental Program for Women, Infants, and Children (WIC) that provides food and nutritional counseling to encourage mothers to breastfeed their children. For more information on WIC, visit **http://www.fns.usda.gov/wic** or call **1.866.348.6479.**

1. "FNS Core Nutrition Messages," Core Nutrition Messages. Web. http://www.fns.usda.gov/fns/corenutritionmessages/Files/AllMessages.pdf.
2. "Messages for Preschool Moms," December 2008, USDA/FNS. Web. http://www.fns.usda.gov/fns/corenutritionmessages/Files/MomsofPreschoolers_Message.pdf.

The HHS Office of Women's Health also has the following breastfeeding resources available:

An Easy Guide to Breast Feeding:
http://www.womenshealth.gov/pub/BF.General.pdf

An Easy Guide to Breast Feeding for African American Women:
http://www.womenshealth.gov/pub/BF.AA.pdf

An Easy Guide to Breast Feeding for American Indian and Alaska Native Families:
http://www.womenshealth.gov/pub/BF.AIAN.pdf

The HHS Centers for Disease Control and Prevention invests in breastfeeding as a strategy to improve infant dietary quality, and to prevent obesity and other chronic diseases. Information is available at **http://www.cdc.gov/breastfeeding/resources/guide.htm**.

2010 Breastfeeding Report Card

The CDC Breastfeeding Report Card provides state-by-state data so that health professionals, legislators, employers, business owners, community advocates, and family members can work together to protect, promote, and support breastfeeding. The Report Card indicators measure types of support in key community settings as well as the most current data on the breastfeeding goals outlined in *Healthy People 2010*. For more information, visit **http://www.cdc.gov/breastfeeding/data/reportcard.htm**.

Notes:

What resources are available on creating a breastfeeding friendly workplace? HHS' Office on Women's Health and the Health Resources and Services Administration (HRSA) have partnered to produce the toolkit, *The Business Case for Breastfeeding*. This comprehensive program is designed to educate employers about the value of supporting breastfeeding employees in the workplace. *The Business Case for Breastfeeding* offers tools to help employers provide worksite lactation support and privacy for breastfeeding mothers and offers guidance to employees on breastfeeding and working. Resources to help lactation specialists and health professionals to educate employers in their communities are also available. To get more information and to order a free kit, visit **http://www.womenshealth.gov/breastfeeding/programs/business-case/**.

Pillar 2: Healthy Schools

Healthy Schools

Many children consume at least half of their daily calories at school. As families work to ensure our kids eat right and have active play at home, we also need to ensure our children have access to healthy food and opportunities to be physically active in their schools. Because over 95% of young people are 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, afterschool 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 feeding program. ***Let's Move!*** to get healthier food in our nation's schools.

Faith-based and neighborhood organizations can work with schools to help students adopt healthy lifestyles by providing information and practical strategies. Here are some action step suggestions:

- **Partner with a School:** Work with your organization or congregation to partner with a school or Local Education Agency (LEA) or other community-based agencies to promote healthy living and physical activities in the school and community *(see the step-by-step guide for information on how to get started)*.

- **Healthier US School Challenge:** Identify strategies to support local schools in the HealthierUS 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 information on the Challenge, visit **http://www.fns.usda.gov/tn/healthierus/index.html** or call **1.866.348.6479**.

- **School Salad Bars:** Help your local school install a salad bar in its cafeteria to offer children a healthy alternative for lunch. The Let's Move Salad Bars To Schools initiative provides information on the benefits of school salad bars and can assist with fundraising to purchase salad bars. For more information on the initiative, visit **http://www.saladbars2schools.org**.

- **School Meal Programs:** Encourage eligible families to enroll their children in school meal programs. Students may be eligible for free or reduced-priced breakfasts and lunches based upon family income levels. Please call the **National Hunger Hotline** at **1.866.348.6479** for more information.

- **Start a Farmers Market:** Work with others in your community to start a farmers market at your facilities or at a local school site. Volunteering to set up or break down a farmers market is also a good source of physical activity for teens *(see the step-by-step guide for information on how to get started)*.

- **Increase Opportunities for Physical Activity:** Work with local schools to increase opportunities for students to enjoy physical activity, including those students who are not athletically inclined. For more information, visit **http://www.cdc.gov/healthyyouth/keystrategies/index.htm**.

- **Child and Adult Care Food Program:** If your organization provides child day care services, or operates afterschool care programs, it may be eligible to receive reimbursement for nutritious meals and snacks served to children who are enrolled for care through the Child and Adult Care Food Program (CACFP). Participating institutions must be licensed or approved to provide day care services. For more information on this program, please visit **http://www.fns.usda.gov/cnd/care** or call **1.866.348.6479**.

- **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, please visit **http://feedingamerica.org/our-network/network-programs/backpack-program.aspx**.

- **Walk/Bike to School:** Organize parents to walk or bike with their children to school in walking school buses and rolling bike trains once a month or once a week. For more ideas, check out the Safe Routes to School Center at **http://www.saferoutesinfo.org/**.

Let's Move! Science Facts:

The average child drinks at least 20 ounces of soda pop each day. Because each soda on average contains one-third of a cup of sugar, this amounts to drinking 53 pounds of sugar a year![1]

While 90 percent of schools offer students the opportunity to select a healthful meal, meals that meet all nutrition standards are usually chosen in only 6% to 7% of schools.[2]

1. "Portion Distortion and Serving Size," We Can!, National Heart Lung and Blood Institute. Web. http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/eat-right/distortion.htm.

2. "Healthy Meals, Healthy Schools, Healthy Kids," April 2007, USDA School Meals. Web. http://www.fns.usda.gov/cga/FactSheets/school_meals.pdf.

- **Healthy Living Club:** Create a healthy living club to facilitate health programming in schools and in the community. Assess healthy eating and physical activity policies as well as programs that are currently offered and establish a plan to work towards creating a healthier environment for children *(see the step-by-step guide for information on how to get started)*.

Step-by-step guide

Partner with a School: Have your organization or congregation partner with a school, local education agency (lea), or other community-based agency.

How do we move from talking to action? Work within your organization and with leaders identified by the school to identify effective strategies that your organization can help support within the school or the LEA. Consider some of the following activities that you could potentially implement through this partnership:

- **Incorporate physical activity** into afterschool programs and physical activity breaks into classes held both at school and at your community organization or congregation.
- **Offer intramural sports and physical activity clubs** that are open to students and school staff, regardless of skill or athletic ability, at your organization or congregation.
- **Offer healthy cooking classes for local parents**. Create a newsletter to educate parents and students on healthy living.
- **Partner with local health organizations** to provide free health education and health screenings (e.g., blood pressure) to the school and faith-based community.

- **Provide local school access to build a garden** on the congregation site or build a garden on the school property.

- **Help local schools raise funds for a salad bar** in the school cafeteria to provide children with more fruits and vegetables for lunch.

- **Create a wellness club for teachers** with volunteer instructors from the congregation.

- **Provide resources** (e.g., volunteer time, equipment, and transportation) to schools to implement physical activity and healthy eating programs.

- **Encourage schools to implement the nutritional standards for schools** recommended by the Institute of Medicine for foods sold outside of school meals. Please visit **http://www.cdc.gov/healthyyouth/nutrition/pdf/nutrition_factsheet_schools.pdf** for information.

- **Beyond the school, are there other groups we can work with to support healthy schools?** In the spirit of ***Let's Move!***, create a community network to provide resources for the school district to provide multiple healthy living options:

- **We Can! Communities –** Visit the *Energize Our Community! Toolkit* at **http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan_mats/toolkit.pdf**.

- Identify farmers and local grocers.

- Promote and encourage physical activity among nine- to 13-year-olds using the Centers for Disease Control and Prevention (CDC) colorful materials and contests (**http://www.cdc.gov/verb**).

Step-by-step guide
Start a farmers market: at a local school.

How does an organization create a weekly farmers market for students and parents at a local school? Start by exploring several factors in running the farmers market, such as:

- Food sources for the farmers market;
- Duration of the farmers market, including dates and days the market will be open;
- Creation of a staffing plan for the farmers market, including who are the necessary liaisons to the community, school, and farmers. Consider recruiting student volunteers for tasks such as set-up and break down, as this is a good source of physical activity;
- Funding sources for the farmers market;
- Other interested congregation or community partners who can collaborate;
- Identification of potential sites for the market; and
- Creation of an outreach campaign that brings shoppers to the market.

How do we leverage community partnerships for this activity? A great farmers market does not only attract students and parents from the school but other people in the community. Local sports teams can volunteer at the farmers market or you can partner with other large community groups focused on healthy living practices and eating. If you are in an urban center, you could consider partnering with distributors to bring produce from rural areas.

For more information, the USDA provides further valuable guidance on how to start a farmers market at **http://www.ams.usda.gov/AMSv1.0/FARMERSMARKETS**. For information related to legal and policy considerations related to this and other recommendations, consider resources available through the **National Policy and Legal Analysis Network to Prevent Childhood Obesity** at **http://www.nplanonline.org/**.

Step-by-step guide

Healthy living club: Create a healthy living club or partner with student groups at the school.

How do we get started? Identify all interested students from a local organization or congregation. Also, you can connect with a student group at the school. We recommend engaging student and/or youth leaders to get their input and ownership.

How can young people get community service credit? You will need to work with your LEA or school system to determine whether students can receive credit for community service activities.

What are some community service projects youth should consider? Be sure to find out what young people want to do, but you can start by providing them with some project ideas. Encourage youth to consider ideas that not only have them being active but that also encourage other young people in the community or at the school to be active as well. Here are a few activities that could start the brainstorming session with young people:

- **Celebrate Walk to School Month in October**. The website **http://www.walktoschool.org/eventideas/index.cfm** has a number of activities a community can adopt in celebration of our mobility. But don't just move in October! Designate a day once a week or once a month to walk to school and walk to your place of worship.

Notes:

- **Partner with other organizations to hold a healthy living week**. Promote the week and hold activities in local places that young people frequent in the community.
- **Hold a recipe contest** and challenge young people to create healthy recipes for traditional meals.
- **Set a physical activity goal** – like walking to another state, country or continent – and log the miles walked by members of the community with a prize at the end.
- **Offer intramural sports or physical activity clubs** that are accessible to all community members, regardless of skill or ability.
- **Educate community members** (e.g., senior citizens) on maintaining a healthy lifestyle.
- **Volunteer in a local soup kitchen** to produce healthy meals.

What are some things that could help this process be a success for everyone involved? Remember that students like to create their own ideas that promote social interaction. Many young people develop a commitment to service at a young age; therefore, they will want to take leadership in the activities. Work with school health councils to coordinate school and community activities. Work with youth to incorporate social media into the planning and promotion of the event.

Pillar 3: Physical Activity

Physical Activity

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 eight- 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.

Congregations and neighborhood organizations can help our children get the physical activity they need in many ways. Here are some ideas:

- **President's Active Lifestyle Challenge:** Help children participate in the Presidential Active Lifestyle Award by hosting the challenge within your organization *(see the step-by-step guide for information on how to get started)*. Sign up at **http://www.letsmove.gov**.

- **Support Community Sports:** Support or start a community sports league, intramural sport or physical activity club that is accessible to all community members, regardless of skill, ability, or financial resources. This is especially critical in locations with no school-supported athletic or physical activity programs.

- **Safe Routes to Walk and Bike in your Communities:** Walk and bike with kids to school, shopping and places of worship. The National Center for Safe Routes to Schools provides more information at **http://www.saferoutesinfo.org/** *(see the step-by-step guide for information on how to get started)*.

- **Organize Active Events:** Create a physical activity club in your congregation or community center. Organize a walk, dance, bike-a-thon, 5K, field day, fun run, relay race, or come up with your own active event ideas. See this helpful resource: **http://www.fns.usda.gov/tn/Resources/popularevents.pdf.**

- **Promote Recreational Facilities:** Partner with other local community centers and schools to promote the use of recreation facilities, gymnasiums, playing fields, and playgrounds and classes, especially if your organization lacks these resources. You can develop joint use agreements to facilitate these partnerships. For more information, visit **http://www.phlpnet.org/healthy-planning/products/joint_use_toolkit.**

- **Support or Start a BodyWorks Program in your Community**: BodyWorks is designed to teach active and healthy lifestyle habits to adolescents and families and to help them eat right and accumulate 30 to 60 minutes of physical activity per day. For more information on BodyWorks, visit **http://www.womenshealth.gov/BodyWorks/index.cfm or call 202.401.9588.**

- **Participate in a CROP Hunger Walk** to raise awareness about hunger and money for hunger-related causes, both locally and around the world. For more information, please visit **http://www.churchworldservice.org/site/PageServer?pagename=crop_main or call 1.888.CWS.CROP.**

Step-by-step guide

PALA: Participate in and encourage members to participate in the Presidential Active Lifestyle Award.

Unfortunately, budget cuts in many schools have led to physical activity classes and afterschool sports being lost in some areas. But faith-based and neighborhood organizations can help to keep our kids healthy and active by engaging members in the President's Active Lifestyle Award. For information

Let's Move! Science Facts:

Adolescents who participate in physical education at school are more likely to maintain a normal weight as young adults.[1]

1. "What Causes Overweight and Obesity?" National Heart Lung and Blood Institute. Web. http://www.nhlbi.nih.gov/health/dci/Diseases/obe/obe_causes.htm

Let's Move! Science Facts:

Be a role model. Children who see parents enjoying healthy foods and being physically active are more likely to do the same.[1]

Balance what you eat with physical activity. Eating healthier foods is important, but we all need to be physically active – at least 60 minutes for kids and 30 minutes for adults every day or most days of the week.[2]

and to sign up, visit **http://www.letsmove.gov**.

What is the President's Active Lifestyle Award? The President's Active Lifestyle Award 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, you are on your way to receiving your award.

Why should a community or faith-based organization encourage participation in the Active Lifestyle Award? Community groups possess a number of unique resources and characteristics that make them ideal for promoting the Active Lifestyle Award. First, faith-based and neighborhood organizations create a social support network for individuals, couples, families, and friends to come together and work toward the common goal of incorporating physical activity into daily life. Second, community groups often have the facilities available to host physical activity programs or events.

What are the steps involved in the Active Lifestyle program? The Active Lifestyle Award is easy and fun. It consists of only four simple steps and can be tailored to activities that suit the group or individual's needs.

Step One: Choose an activity.

Step Two: Get active.

Step Three: Track your activity.

Step Four: Order your award!

Visit **http://www.letsmove.gov** for more details about each step.

What kind of activities count toward the Active Lifestyle Award? When taking part in the Active Lifestyle Award, you'll be surprised how much fun it actually is. The program supports both traditional activities, such as walking,

1. "Parents and Caregivers Checklist." Childhood Obesity Prevention Initiative, Office of the Surgeon General, Department of Health and Human Services. Web. http://www.surgeongeneral.gov/obesityprevention/pledges/parents.html.
2. "A Healthier You – Chapter 9. The Balancing Act: Food and Physical Activity." Web. http://www.health.gov/dietaryguidelines/dga2005/healthieryou/html/chapter9.html.

cycling, aerobics, and organized sports, as well as innovative activities like sledding, fishing, and dancing. For more ideas, there is a list on the website of almost 100 different activities in which you and others can participate. For more ideas on activities, visit the website of Up2Us, a national coalition of Sports-Based Youth Development organizations, at **http://www.up2us.org/** or call **212.563.3031**. Also, the California Department of Education maintains an afterschool physical activity website with fun activity ideas (**http://www.afterschoolpa.com**).

Step-by-step guide

Safe routes to walk and bike in your communities: Ensure that children have safe routes to walk and bike through your communities.

Many communities have experienced a decline in walking and bicycling. 13 percent of children age five to 14 walk or bike to school, down from 44 percent of students in 1969. Parents often cite safety issues as reasons for not allowing children to walk or bike to school. However, children who walk or bike to school report being more physically active than those who travel by bus, car, or train.

What can my organization do to help ensure the safety of pedestrians and cyclists? There are a number of ways that community groups can be involved in the following activities:

ROUTE MAPPING

First, identify a focused area surrounding schools and map the routes that children currently take to school.

Walk the routes in groups and identify safety issues, using the checklist found at **http://www.nhtsa.gov/people/injury/pedbimot/bike/Safe-Routes-2004/images/walkingchecklist.pdf**.

Involve the students and have them map the routes themselves. Those who walk and ride regularly are already familiar with their streets, whereas those who do not will begin to learn about their neighborhood.

Working with local government staff, develop an improvement plan for addressing such safety issues as speeding cars, dangerous intersections, and missing or ineffective crosswalks, sidewalks, and bike lanes. Check out the Safe Routes to School organizing manual for ideas: **http://www.saferoutesinfo.org/guide/steps/index.cfm**.

ESCORT PROGRAMS

Recruit adult volunteers who can accompany children to school, stopping at designated locations where children can join the group at prearranged times, often called walking school buses. This is a great way for seniors to get involved. Consider working with Senior Corps (**http://www.seniorcorps.gov**) to create a formal program.

Encourage school districts to place crossing guards at particularly dangerous crossings.

Have volunteers act as monitors on the street in urban areas where crime is a major concern.

What are some ways that my organization can promote a safe routes program? It takes time to develop new approaches and attitudes regarding transportation.

Be sure to reintroduce your program every year at the beginning of the school year by doing some of the following:

Notify families and parents about the program and its benefits.

Participate in International Walk to School Day held every October (for more information, visit **http://www.walktoschool.org/**).

Inform your community about the work you are doing through press releases and newsletter articles.

Keep your school community up-to-date on the latest street improvements. Every new success builds increased support for the program.

Keep measuring your success through new surveys. The greatest satisfaction comes from seeing the increase in the number of children walking and biking to school and the reduction of cars entering the school grounds.

Use existing toolkits to start your own program. Many schools and communities have already started walk and bike to school programs. Look at existing toolkits and see what will work in your community. For more information, visit **http://www.saferoutesinfo.org/resources/program-development_toolkits.cfm**.

Where should I go for more information? Each state has a Bicycle and Pedestrian Coordinator in its State Department of Transportation to promote and facilitate the increased use of non-motorized transportation, including developing facilities for the use of pedestrians and bicyclists and public educational, promotional, and safety programs for using such facilities. For contact information for your State coordinator, please visit **http://www.walkinginfo.org/assistance/contacts.cfm**.

You can visit the U.S. Department of Transportation's *Safe Routes to School Toolkit* at **http://www.nhtsa.gov/people/injury/pedbimot/bike/Safe-Routes-2002/overview.html#4** for additional information on creating walk and bike programs in your community. You can also check out KidsWalk-to-School, a guide from HHS to help communities promote walking to school, at **http://www.cdc.gov/nccdphp/dnpa/kidswalk**.

Safe Routes to School Partnership – www.saferoutespartnership.org

The Safe Routes to School National Partnership is a network of more than 500 nonprofit organizations, government agencies, schools, and professionals working together to advance the Safe Routes to School (SRTS) movement in the United States. SRTS can provide a variety of important benefits to children and their communities, including increasing physical activity, reducing traffic congestion, improving air quality, and enhancing neighborhood safety.

Let's Move! Science Facts:

A regular routine of at least 30 to 45 minutes of fast walking, bicycling, or working around the house or yard will reduce the risk of coronary heart disease, hypertension, colon cancer, and diabetes![1]

Studies show a link between screen time and obesity, so set limits on your child's TV-watching, gaming, and Web surfing. Experts recommend no more than two hours per day.[2]

1. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. "Notice to Readers: Publication of Surgeon General's Report On Physical Activity and Health," Morbidity and Mortality Weekly Report, 45(27), 591-592, July 12, 1996. http://www.cdc.gov/mmwr/preview/mmwrhtml/00042984.htm.

2. "Reduce Screen Time." We Can! National Heart Lung and Blood Institute. Web. http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/reduce-screen-time/index.htm.

Notes:

National Center for Safe Routes to School – www.saferoutesinfo.org

Established in May 2006, the National Center for Safe Routes to School assists communities in enabling and encouraging children to safely walk and bike to school. The Center strives to equip Safe Routes to School programs with the knowledge and technical information to implement safe and successful strategies.

The National Center for Safe Routes to School is maintained by the University of North Carolina Highway Safety Research Center with funding from the U.S. Department of Transportation Federal Highway Administration.

Pillar 4: Affordable and Accessible Food

Affordable and Accessible Food

More than 23 million Americans, including six-and-a-half 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 faith-based and neighborhood organizations can play an important role in providing access to affordable and healthy food options:

- **Organize a Food Pantry**: Partner with your local food bank to host a food pantry with healthy food options at your organization or congregation. Visit Feeding America at **http://www.feedingamerica.org/foodbank-results.aspx** to find the food bank closest to you or call **1.800.771.2303**.

- **Host a Farmers Market**: Host a local farmers market at your place of worship or organization, and advocate for hosts to accept Supplemental Nutrition Assistance Program (SNAP) benefits. For information on SNAP benefits, visit **http://www.fns.usda.gov/snap/** or call the **SNAP Hotline** at **1.800.221.5689**.

- **Supplemental Nutrition Assistance Program**: Help people in your congregation or community sign up for the Supplemental Nutrition Assistance Program (SNAP) that provides more purchasing power at the grocery story *(see the step-by-step guide for information on how to get started)*.

- **Women, Infants and Children (WIC)**: Promote participation in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) in an outreach effort to pregnant women/new mothers. For information on WIC, please visit **http://www.fns.usda.gov/wic/** or call **1.866.348.6479**.

- **Summer Food Service Program:** Your organization can help children in low-income areas get the nutrition they need to learn, play, and grow throughout the summer months when they are out of school.

You can do this by participating as a sponsor or a feeding site that receives reimbursements for serving meals and snacks through the Summer Food Service Program (SFSP). For more information on this program, please visit **http://www.fns.usda.gov/CND/summer/** or call **1.866.348.6479**.

- **Start a Community Garden:** Donate land at your house of worship to community members without their own space to grow food or start a congregational garden. Create and cultivate vegetable gardens as healthy eating educational tools. Community gardening is also a great way for kids to get exercise and spend time outdoors *(see the step-by-step guide for information on how to get started)*.

- **Hold a healthy food drive:** Start a local produce exchange table for your congregation or community organization, or hold a food drive and encourage donations of healthy food items. Teach others about preserving local food by organizing canning and preserving sessions at your congregation, organization, or in homes of members. The National Center for Home Food Preservation has detailed information on canning and preserving at **http://www.uga.edu/nchfp/publications/publications_usda.html**.

- **Gleaning Program**: Encourage participation in a gleaning program that harvests and donates nutritious food left behind in fields because of the high cost of harvesting it and low market price. For an example of a gleaning program, please visit **http://www.endhunger.org/** or call **1.800.333.4597**.

- **Start a CSA Club**: Partner with local farmers to start a Community Supported Agriculture (CSA) club at your organization or place of worship. Subsidize CSA shares for families with limited resources.

Let's Move! Science Facts:

An NIH-funded study found that the addition of one supermarket to a community increased people's fruit and vegetable consumption by 32%.[1]

In 2008, 16.7 million children did not get enough to eat; they had to cut the size of their meals, skip meals, or even go whole days without food at some time during the year.[2]

Step-by-step guide

Supplemental Nutrition Assistance Program (SNAP): Help people in your congregation or community sign up for SNAP. SNAP is the new name for the Federal Food Stamp Program. Your State may use a different name, but it is still the same program.

With SNAP benefits, low-income individuals and families can purchase healthier food, such as fruits and vegetables, whole grain foods, and dairy products. Food stamp benefits also bring Federal dollars to your community that can help the local economy.

What is 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.

How can my congregation help people apply for SNAP? Form an outreach group with a goal of helping eligible congregants sign up for SNAP. Train staff and volunteers at your congregation or organization with basic information about SNAP and how to apply. Have an information table before and after services where volunteers help eligible congregants apply for SNAP. Your local SNAP office can partner with you and help provide training and materials. To locate your local SNAP office, visit **http://www.fns.usda.gov/snap/outreach/map.htm** or call the **SNAP Hotline at 1.800.221.5689**.

How can we let people know about the program? Consider displaying SNAP posters, flyers, magnets, and other materials in your place of worship

1. Williamson, David. "Nearness of Supermarkets Boosts People's Intake of Nutritious Fruits and Vegetables, Study Reveals," The University of North Carolina at Chapel Hill. Web. http://www.unc.edu/news/archives/nov02/wing110102.html.

2. "Food Security in the United States: Key Statistics and Graphics." Economic Research Service, United States Department of Agriculture. Web. http://www.ers.usda.gov/Briefing/FoodSecurity/stats_graphs.htm.

or organization. You can order these free materials from the U.S. Department of Agriculture (USDA) at **http://snap.ntis.gov/**. Put SNAP information in all bulletins, newsletters, and other print and electronic items shared with the congregation or community. If your organization manages a food pantry, include SNAP information with food that you distribute.

How can we support healthier food choices? Host a nutritious food tasting, cooking demonstration, or health fair at your place of worship. Give out recipe cards that also include information about SNAP. Check out the SNAP recipe finder for more ideas at **http://recipefinder.nal.usda.gov/** or by calling **1.866.348.6479**.

Are SNAP materials available in Spanish? Yes! SNAP materials can be ordered or downloaded in Spanish from the USDA at **http://snap.ntis.gov**.

Step-by-step guide
Start a community garden

Get others involved! It is not a community garden without a COMMUNITY! Invite various groups, associations, and people in your congregation or community to help get the garden started. Involve young people (especially at-risk young people) as participants in the garden. Consider devoting a portion of the garden to cultivation by members of afterschool groups such as Boys and Girls Clubs of America. Gardening is a great way for children and teens to get their daily physical exercise and spend time outdoors.

Find the land: Look for a vacant spot that gets plenty of sun (at least six hours a day), is located near a water source, and has good drainage. The site should have soil that is free of trash and debris. Once you find potential sites, visit your local tax assessor or local government office to find out who owns the land. Consider partnering with government agencies to provide land for a garden. The National Park Service, for example, allows groups to form community gardens in parks. Try consulting with other community gardens in the area to find out how they obtained their site and got started.

Work out the logistics: After finding the site, contact the land owner or government agency to:

- **Ask for permission** to put a community garden plot there;
- **Explain the benefit** of the garden to the community and the environment;
- **Sign a lease** that includes the terms of agreement for use of the site;
- **Include a "hold harmless" waiver** so that the land owner will not have to worry about injuries incurred at the site; and
- **Obtain a multi-year lease** to ensure the continuation of your garden to future seasons.

Each gardener should sign a gardener's agreement that includes a hold harmless waiver and commits to upkeep of the plot and the garden throughout the year. Landowners can also obtain liability insurance as added protection.

Design the garden: When designing a garden, consider:

- **Individual plots** for participants to help ensure dedicated participation;
- **Plot size,** especially if the planting beds are raised, which should be narrow enough to access plantings from all sides without having to stand in the plot;
- **Factors such as irrigation,** a tool shed for shared tools and supplies, and a fence around the perimeter if you anticipate problems with wildlife;
- **A communal compost area** to turn excess green matter into free fertilizer;
- **Posting a garden sign** that displays partners and participants and a community bulletin board to share your garden with interested passers-by;

- **Trash removal;**
- **Plants on the perimeter** that are drought resistant but draw in pollinating friends like bees or butterflies that are attractive and beneficial to the garden; and
- **Adding children's areas** with small plots or sand boxes.

Start GROWING! The USDA's National Agricultural Library offers further resources on starting a community garden. Please visit the Library at **http://afsic.nal.usda.gov**. Check out the "Urban Agriculture and Community Gardening" section under the "Farms and Community" tab for community garden resources, or call **301.504.6559** for more information on the Library.

Notes:

Additional Resources

The following section provides information on additional resources that are relevant to faith-based and neighborhood organizations interested in working on ***Let's Move!***

Summary of obesity funding programs from the U.S. Department of Health and Human Services' Rural Assistance Center

http://www.raconline.org/funding/funding_topic_details.php?topic=Obesity

Summary of grants for obesity programs and research from the National Institutes of Health

http://www.obesityresearch.nih.gov/funding/funding.htm

Summary of grants from the U.S. Department of Agriculture (USDA)

http://www.csrees.usda.gov/fo/funding.cfm

http://www.usda.gov/knowyourfarmer

Summary of USDA Nutrition Assistance Programs:

http://www.fns.usda.gov/fns/services.htm

The following organizations and programs provide information and resources that can assist faith-based and neighborhood organizations in their efforts to address childhood obesity. These organizations include:

Robert Wood Johnson Foundation (RWJF) Center to Prevent Childhood Obesity

The RWJF Center to Prevent Childhood Obesity is a national organization dedicated to reversing the childhood obesity epidemic by changing public policies and creating healthier environments in schools and communities. The Center provides technical assistance to help communities achieve these goals and educate policymakers and advocates about which national, State, regional, and local policies are most effective in preventing childhood obesity. A host of technical assistance tools and resources, including webinars, case studies, and toolkits, can be accessed via the Center website at http://www.reversechildhoodobesity.org/content/technical-assistance or by calling 510.663.4341.

In addition to providing technical assistance, the RWJF Center serves as a repository of information from a number of the organizations and programs listed below that address childhood obesity.

Active Living Research

Active Living Research contributes to the prevention of childhood obesity in low-income and high-risk racial/ethnic communities by supporting research to examine how environments and policies influence active living for children and their families. Active Living Research manages grants to help build the evidence base and has a resource center of literature citations and active living news. For more information, visit http://www.activelivingresearch.org.

African American Collaborative Obesity Research Network (AACORN)

The mission of AACORN is to improve the quality, quantity, and effective translation of research to address weight-related issues in African American communities.

AACORN's interests include research about healthful eating and physical activity, prevention of weight gain, and weight loss and maintenance. AACORN addresses these issues in the contexts of social and family interactions and other aspects of day-to-day life in African American communities. For more information and to access AACORN's community tools, visit http://www.aacorn.org/index.html.

Alliance for a Healthier Generation

The American Heart Association and the William J. Clinton Foundation joined forces in May of 2005 to create a healthier generation by addressing childhood obesity. Along with co-leader Governor Arnold Schwarzenegger of California, the Alliance for a Healthier Generation works to positively affect the places that can make a difference to a child's health: homes, schools, restaurants, doctor's offices, and communities. For more information and to access the Alliance's print resources, visit http://www.healthiergeneration.org/schools.aspx.

Bridging the Gap

Bridging the Gap is a research program with a goal to improve the understanding of how policies and environmental factors affect diet, physical activity, and obesity among youth, as well as youth tobacco use. Bridging the Gap tracks trends and changes in these factors over time at the State, community, and school levels and disseminates findings to help advance solutions for reversing the childhood obesity epidemic. For more information, visit http://www.bridgingthegapresearch.org/.

Communities Creating Healthy Environments (CCHE)

CCHE is a national capacity-building initiative to support diverse, community-based organizations and indigenous groups in developing and organizing for effective, culturally competent policy initiatives that address the root causes of childhood obesity at the local level. For more information, visit http://www.ccheonline.org/.

Community Action Agencies (CAAs)

CAAs are nonprofit private and public organizations established under the *Economic Opportunity Act of 1964* to fight America's War on Poverty. CAAs help people to help themselves in achieving self-sufficiency. Today, approximately 1,000 CAAs serve the poor in every State as well as Puerto Rico and the Trust Territories.

The service areas of CAAs cover 96% of the nation's counties. The CAAs are connected by a national network that includes the Community Action Partnership national association, regional associations, State associations, a national lobbying organization, and a national association of Community Service Block Grant administrators. Because each CAA is governed locally, each provides a different mix of programs and services. For example, 84% of CAAs deliver food and nutrition services, whereas 29% deliver health care. To learn more about CAAs and to find a nearby CAA, please visit http://www.communityactionpartnership.com.

The Food Trust

The Food Trust, a nonprofit founded in 1992, strives to make healthy food available to all. Working with neighborhoods, schools, grocers, farmers, and policymakers in more than a dozen States, the Food Trust promotes a comprehensive approach that combines nutrition education and greater availability of affordable, healthy food. The Food Trust is a partner in the Pennsylvania Fresh Food Financing Initiative, on which ***Let's Move!'s*** Healthy Food Financing Initiative to encourage supermarket development is based. To find free resources on nutrition education, supermarket development, healthier corner stores, and other important food issues, please visit http://www.thefoodtrust.org/.

Galvanizing Communities

Galvanizing Communities works with faith-based coalitions to advocate for improved food, nutrition, and environmental policies. For more information, visit http://www.galvanizingcommunities.com/Galvanizing_Communities/Welcome.html.

Healthy Eating Active Living Convergence Partnership

In 2006, a collaboration of funders came together to create the Healthy Eating Active Living Convergence Partnership, with the shared goal of changing policies and environments to better achieve the vision of healthy people living in healthy places. The Convergence Partnership supports multi-field equity-focused efforts to create environments that support healthy eating and active living. For more information and resources, visit http://www.convergencepartnership.org.

Healthy Eating Research

Healthy Eating Research supports research on environmental and policy strategies with strong potential to promote healthy eating among children to prevent childhood obesity, especially among low-income and racial and ethnic populations at highest risk for obesity. Healthy Eating Research issues calls for proposals on a variety of topics related to environmental and policy research and develops research briefs that address major issues in childhood obesity. For more information, visit http://www.healthyeatingresearch.org/.

Healthy Kids, Healthy Communities

The primary goal of Healthy Kids, Healthy Communities is to implement healthy eating and active living policy- and environmental-change initiatives that can support healthier communities for children and families across the United States. Healthy Kids, Healthy Communities places special emphasis on reaching children who are at highest risk for obesity on the basis of race/ethnicity, income and/or geographic location. To get more information and to learn about how Healthy Kids, Healthy Communities supports local community leaders, visit http://www.healthykidshealthycommunities.org/.

Leadership for Healthy Communities

Leadership for Healthy Communities supports local and State government leaders nationwide in their efforts to reduce childhood obesity through public policies that promote active living, healthy eating, and access to healthy

foods. The program targets 15 priority States: Alabama, Arizona, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, and West Virginia. For more information, visit http://www.leadershipforhealthycommunities.org/.

National Cancer Institute (NCI)

NCI is a good resource for recipes to help families prepare nutritious and delicious food that can be incorporated into a community cookbook. Visit these websites for healthy, nutritious recipes:

Recipes for better nutrition: http://www.thebody.com/content/art6423.html; and

Down home healthy cooking: http://www.cancer.gov/cancertopics/down-home-healthy-cooking.

National Hunger Clearinghouse (NHC)

The NHC collects and distributes information about community-based resources and government programs that address the immediate and long-term needs of struggling families and individuals. Funded by the U.S. Department of Agriculture and managed by WhyHunger, the NHC operates the National Hunger Hotline (1-866-3-HUNGRY), which receives calls from individuals and organizations in need of information and resources. According to the particular needs of the caller, the Hotline provides referrals to emergency food providers, government programs and benefits, and community-based organizations. For more information, please visit http://www.whyhunger.org.

National Initiative for Children's Healthcare Quality (NICHQ)

Led by experienced pediatric health care professionals, NICHQ's mission is to improve children's health by improving the systems responsible for the delivery of children's health care. NICHQ's current initiatives focus on ensuring that every child receives care in a high-performing medical home, including the prevention and treatment of childhood obesity; improving care systems for children with special health care needs; and improving perinatal care. NICHQ works with providers, funders, payers, policymakers, patients, and families to change care. NICHQ offers expert training, consulting support, educational materials, and data to entities working toward improving perinatal care and addressing childhood obesity. For more information, visit http://www.nichq.org/.

National Policy and Legal Analysis Network to Prevent Childhood Obesity (NPLAN)

NPLAN provides leaders in the childhood obesity prevention field with focused legal research, model policies, fact sheets, toolkits, training, and technical assistance to explain legal issues related to public health. For more information and resources, visit http://www.nplanonline.org/.

New Jersey YMCA State Alliance

The New Jersey YMCA State Alliance is an association made up of 44 YMCA from the State of New Jersey. Among its goals is to develop and implement strategic statewide programs that will have a

positive impact on solving critical needs and issues in New Jersey, to provide a unified voice to address public policy issues, and to fulfill its mission to build strong kids, strong families, and strong communities. For more information, visit http://www.njymca.org/.

PolicyLink

PolicyLink is a national research and action institute advancing economic and social equity by Lifting Up What Works.® Founded in 1999, PolicyLink connects the work of local residents to the creation of sustainable communities of opportunity that allow everyone to participate and prosper. Such communities offer access to healthy food and physical activity, quality jobs, affordable housing, good schools, and transportation. PolicyLink shares its findings and analysis through its publications, website, and online tools and in briefings with national and local policymakers. For more information on PolicyLink, please visit http://www.policylink.org. Highlighted below are two recent reports from PolicyLink that relate to the four pillars of *Let's Move*:

*Healthy Food, Healthy Communities: Promising Strategies to Improve Access to Fresh, Healthy Food and Transform Communit*ies provides information about ways that communities across the country have succeeded in improving access to healthy food. To access the report, visit http://www.policylink.org/publications/healthyfoodhealthycommunities.

Grocery Store Attraction Strategies: A Resource Guide for Community Activists and Local Governments focuses on strategies for attracting grocery stores to underserved low-income communities. To access the report, visit http://www.policylink.org/publications/grocerystoreattractionstrategies.

The Reinvestment Fund (TRF)

TRF is an innovator in the financing of neighborhood and economic revitalization. Central to its mission is a commitment to put capital and private initiative to work for the public good. TRF has made $1 billion in community investment across the Mid-Atlantic since its inception in 1985. In pursuit of its mission, TRF finances homes, schools, supermarkets, commercial real estate, and sustainable energy projects using loan, equity, and other financing tools. It supports its financing with a strong research and policy analysis capacity that has become a highly regarded source of unbiased information for public officials and private investors. TRF's strength is reflected in its national online data and mapping tool that is available at http://www.policymap.com.

TRF provides financing for supermarkets or other grocery stores that plan to operate in underserved communities, where infrastructure costs and credit needs cannot be solely filled by conventional financial institutions. By improving the food landscape of underserved communities, TRF's financing provides families with increased access to affordable healthy food. Supermarkets and other grocery stores also make valuable contributions to the community by creating jobs and revitalizing neighborhoods. TRF is proud

to have managed the Pennsylvania Fresh Food Financing Initiative that has supported more than 85 varied stores across Pennsylvania. To learn more about TRF's supermarket financing program, visit http://www.trfund.com/financing/realestate/supermarkets.html or call 215.574.5898.

Safe Routes to School National Partnership

The Safe Routes to School National Partnership is a network of hundreds of organizations, government agencies, and professional groups working to set goals, share best practices, secure funding, and provide educational materials to agencies that implement Safe Routes to School programs. The mission is to advocate for and promote the practice of safe bicycling and walking to and from schools throughout the United States. For 2010 and 2011, the project has been funded in the District of Columbia and 19 States: Arkansas, California, Colorado, Florida, Georgia, Hawaii, Illinois, Kentucky, Louisiana, Maryland, Minnesota, Mississippi, Missouri, Montana, Oklahoma, Pennsylvania, Tennessee, Virginia, and Wisconsin. The project brings together stakeholders from diverse fields to work with State Departments of Transportation to increase physical activity in students, to make the best use of available Federal funds, and to remove policy barriers to walking and bicycling to schools. For more information and resources, visit http://www.saferoutespartnership.org/.

Salud America! The RWJF Research Network to Prevent Obesity Among Latino Children

Salud America! The RWJF Research Network to Prevent Obesity Among Latino Children is a national network of researchers, community leaders, policymakers, and other stakeholders who are working together to increase the number of Latino scientists seeking environmental and policy solutions to address Latino childhood obesity. For more information, visit http://www.salud-america.org/.

Save the Children: Campaign for Healthy Kids

Save the Children works to change the lives of children in need in the United States and around the world. Save the Children works in impoverished rural communities in Appalachia and across America to provide early childhood development, literacy, physical activity, and nutrition programming as well as emergency relief. To learn more, visit http://www.savethechildren.org/ and http://www.k2kusa.org/.

United States Breastfeeding Committee (USBC)

USBC is a coalition of national organizations dedicated to supporting breastfeeding in the United States. Its mission is to improve the nation's health by working collaboratively to protect, promote and support breastfeeding. Members include non-profit organizations, professional associations, and governmental agencies. The USBC strategic plan includes goals to improve the integration of breastfeeding services

in health care, supporting women in the workforce, and addressing marketing of infant formula. For more information, please visit http://www.usbreastfeeding.org.

Yale University Rudd Center for Food Policy and Obesity

The Rudd Center for Food Policy and Obesity seeks to improve the world's diet, prevent obesity, and reduce weight stigma by establishing creative connections between science and public policy, developing targeted research, encouraging frank dialogue among key constituents, and expressing a dedicated commitment to real change. The Rudd Center assesses, critiques, and strives to improve practices and policies related to nutrition and obesity to inform and empower the public; to promote objective, science-based approaches to policy; and to maximize the impact on public health. The Rudd Center is dedicated to assessing and disseminating information about effective community and school interventions that address nutrition and obesity. For more information and resources, visit http://www.yaleruddcenter.org/.

YMCA of the USA (Y-USA): Pioneering Healthy Communities

Y-USA's Activate America® Healthier Communities Initiatives are helping more than 100 YMCAs and their communities take the action needed to increase opportunities for physical activity and healthy eating. Y-USA's Healthier Communities Initiatives focus on collaborative engagement with community leaders, how environments influence health and well-being, and the role policy plays in sustaining change. In addition, these initiatives empower local communities with proven strategies and models to create and sustain positive, lasting change for healthy living. Participating communities represent a variety of sizes (urban, rural, and suburban), hard-to-reach populations (low-income, underserved, and racial and ethnic), and geographic diversity and committed leadership at the community level, including strong YMCA leadership and presence.

Define the goals and objectives of the initiative and develop a realistic strategy toward attaining them. Make sure there is a system to maintain accountability.

Stress strengths of your organization and highlight needs that can be fulfilled through partnerships.

Establish good personal relationships in order to increase the ability to anticipate and resolve problems.

For more information about how to support public-private partnerships, see "Maximizing Program Services Through Private Sector Partnerships and Relationships: A Guide for Faith- and Community-Based Service Providers," which can be found at http://www.hhs.gov/fbci/Tools%20&%20Resources/partnerhandbook_feb2006.pdf.

Building Networks and Partnerships

It will take all parts of our communities working together to help end the childhood obesity epidemic. The following section provides some tips to consider for building networks to implement these activities, as well as partnerships with the foundation or business community to support those activities.

Strategies for Mobilizing Your Community

Consider the following steps from the Communities That Care guide:

1. Build a community action plan around ***Let's Move!*** that includes shared goals, timelines, and assignments.
2. Involve everyone in the community to most effectively use all available resources to achieve your goals.
3. To ensure that the action plan continues to move forward, identify a leader who is willing to be responsible for the achievement of the community action plan's goals.
4. Collect data to monitor progress toward achieving the community's goals.
5. Focus on teamwork to accomplish goals: give everyone a part to play and make them feel involved and engaged.

These tips are gathered from the Communities That Care tool (http://ncadi.samhsa.gov/features/ctc/resources.aspx), developed to help community and faith leaders and organizations improve the mental health of their communities.

Ideas for Leveraging Private Partnerships

There may be specific opportunities to collaborate with the private and foundation sector (e.g., the business community and foundations) to address obesity and hunger among children in your community. The kinds of initiatives that result from collaboration and mutual support between nonprofits and congregations and the philanthropic and business sector are often called public-private partnerships. The following are a few steps that can be taken in the process of exploring how these partnerships can support your efforts:

1. In light of your community, define and establish your mission and goals.
2. Define your assets and needs, and then determine what type of partnership with a private entity would best forward your goals.
3. Leverage the skills of a private partner to develop a marketing plan for your organization and present the plan to your corporate partner.
4. Identify several methods of funding other than the private partner and create grant proposals.
5. Plan to communicate regularly with partners and identify a partnership manager who can communicate with both private and public institutions.

With the gift of a new partnership, here are a couple of ideas of how to put the partnership to good use for leveraging

that relationship into resources for your community:

6. Build a record of success through consistent, effective programs to gain support.

7. Define the goals and objectives of the initiative and develop a realistic strategy toward attaining them. Make sure there is a system to maintain accountability.

8. Stress strengths of your organization and highlight needs that can be fulfilled through partnerships.

9. Establish good personal relationships in order to increase the ability to anticipate and resolve problems.

For more information about how to support public-private partnerships, see "Maximizing Program Services Through Private Sector Partnerships and Relationships: A Guide for Faith- and Community-Based Service Providers," which can be found at http://www.hhs.gov/fbci/Tools%20&%20Resources/partnerhandbook_feb2006.pdf.

UNITED STATES DEPARTMENT OF HEALTH & HUMAN SERVICES

Center for Faith-based
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