



Let's Move!

Urbana

www.letsmove.gov

First Lady Michelle Obama launched *Let's Move!* in 2010 to tackle the challenge of childhood obesity (www.letsmove.gov). Since 1980, the incidence of obesity among 2-5 year olds has doubled; it has tripled among children 6-11 years old. Illinois has the 4th highest rate of obesity in the nation among 10-17 year olds. Nationwide, 12.5 million children ages 2-19 are obese (1). Mrs. Obama is encouraging community leaders to identify strategies and to implement sustainable changes that will help youth reach adulthood at a healthy weight. In March 2011, *Let's Move Cities and Towns Toolkit for Local Officials* was released to help support local efforts.

Last year, Mayor Prussing attended a speech by Mrs. Obama and signed Urbana up to participate in *Let's Move!* This initiative is consistent with many of the strategies we outlined in our Urbana City Council and Mayor Goals (adopted February, 2010.) The council supported improving access to healthy foods, creating a bicycle and pedestrian-friendly community, and improving intergovernmental cooperation. Over the past few months, we have met with stakeholders such as City of Urbana Mayor and staff, Urbana School District, Urbana Park District, Family Resiliency Center, Child Care Resiliency Program, and C-U Fit Families to build the foundation for *Let's Move! Urbana*.

Overview

Action Pillars

Let's Move! asks communities to take action in each of the four pillar areas of the campaign. These pillars include:

- A. Offer parents and child care providers tools, support, and information to make healthy choices for children and families;
- B. Promote healthier food in schools;
- C. Promote physical activity in the community; and
- D. Improve access to healthy and affordable food.

Health Messages

Let's Move! health messages can be incorporated into all activities. These seven basic messages are:

1. Aim for 60 minutes of physical activity per day; outside play is preferable
2. No screen time for children less than 2 years; limit screen time for older children to 1-2 hours per day of educational programming or programming fostering physical activity.
3. No sugar-sweetened beverages.
4. Serve low-fat or no-fat milk for children over 2 years.
5. Provide drinking water throughout the day and at all meals and snack times.
6. Offer fruits and vegetables at meals and snack times.
7. Make time for regular family meals.

Strategies for Success

Let's Move! recommends using strategies which include systemic policy changes, effective communication, public/private partnerships, community engagement, and a public launch for the initiative.

Action Plan

Communities must identify actions in each of the four pillar areas in order to enroll in *Let's Move!* We have worked with city staff and community stakeholders to compile a draft "action plan" (attached). With an eye toward strained budgets and limited staff time, we are incorporating *Let's Move!* strategies and information into existing programs and services, for the most part. The *Let's Move!* campaign provides a framework for promoting community wellness and a way to disseminate consistent, research-based information in multiple venues. For example, under this framework, children and families could encounter the seven basic health messages in a number of places, including some park district activities, in the Safe Routes to Schools program, at the farmers' market, from their child care providers, and through UPTV and the city's website.

Next Steps

Over the next few weeks, we will finalize the action plan with council input and submit it to *Let's Move!* In March, we'll publicly launch the initiative and encourage other stakeholders to join the effort. Other communities can build on what we've started. For example, some activities planned by the University of Illinois, Champaign-Urbana Mass Transit District/Safe Routes To School, Illinois Public Media, and the C-U Public Health District have a county-wide or regional focus and could be included other cities' action plans.

Summary

Healthy families are the building blocks of healthy communities. *Let's Move!* Cities and Towns recognizes that city policies, infrastructure development, and budget decisions have a direct impact on residents' health and wellbeing. This initiative will help us identify and enhance opportunities to have a positive impact on children's health. We hope that Champaign, Savoy, and other communities join in the effort.

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1. Center for Disease Control and Prevention, National Center for Health Statistics, Division of Health and Nutrition Examination Surveys, 2010.



Urbana Action Plan (draft)

Offer parents and child care providers tools, support, and information to make healthy choices for children and families

1. Develop training materials for child care providers based on Let's Move! health messages and recommendations. Pilot training materials in Urbana-Champaign and disseminate statewide. (Child Care Resilience Program, Child Care Resource Service, Family Resiliency Center, University of Illinois at Urbana-Champaign (UIUC) and Illinois Network of Child Care Resource and Referral Agencies.)
2. Present workshop on Let's Move! child care provider training materials at Illinois Action for Children "Spring into Action" conference, March 27-28, 2012. (Child Care Resilience Program)
3. Develop "Sprouts at the Market" educational programming for children ages 3-8 years. (City of Urbana, Market at the Square, and Department of Food Science and Human Nutrition UIUC)
4. Encourage walking and biking to school year-round through Safe Routes To School program (Champaign-Urbana Mass Transit District/SRTS).
5. Promote voluntary snow-clearing on SRTS sidewalk routes and celebrate Walk and Roll to School Day. (City of Urbana, Urbana Park District, Urbana School District #116, Champaign-Urbana Mass Transit District/Safe Routes to School)
6. Promote participation in Urbana Park District activities by funding scholarships (Urbana Park District, City of Urbana)
7. Incorporate Let's Move! health messages into Urbana Park District day camp activities and the "Quest" family letterboxing activity. (Urbana Park District)
8. Create health / wellness page on city's website. (City of Urbana)
9. Work with youth to produce Public Service Announcements promoting healthy eating and active living. (City of Urbana, Urbana Public TV)
10. Complete Asset Mapping project for a SE Urbana neighborhood to identify amenities such as parks, playgrounds, grocery stores, etc. (Lisa Searing, Illinois Wesleyan University, Clinical Nursing Program)
11. Incorporate Let's Move! health messages into the Champaign-Urbana Public Health District's existing programming
12. Incorporate education and safety programs into school and park district programming to teach pedestrian and bicycle skills as well as the health benefits of active transportation (Champaign-Urbana Mass Transit District/Safe Routes to Schools).
13. Include Let's Move! in Urbana Youth Summit agenda (City of Urbana)

Promote healthier food in schools.

1. Apply for the USDA's "HealthierUS Schools Challenge(USD#116).
2. Promote healthy eating through a K-12 nutrition education curriculum, offering a "healthy lifestyle" course at the high school level, offering healthy snacks in vending machines, and encouraging healthy snacks at extra-curricular activities(USD#116 Wellness Policy)
3. Support school district/community partnerships to prevent childhood obesity and promote healthy eating. These partnerships will:
 - Develop family-centered nutrition education activities and materials at two elementary schools (Department of Food Science and Human Nutrition Dietetic Interns, Dr. Sharon Donovan, UIUC, King School, Prairie School)
 - Promote physical activity in elementary school children (FIT Kids After School Program, King School, Department of Kinesiology, Dr. Charles Hillman, UIUC; "Frequent Walker Club", Thomas Paine School, Safe Routes to School program)
 - Reduce food insecurity in families (Backpack Program, Eastern Illinois Food Bank)
4. USD#116 Food Service provider (Aramark) offers the following DAILY:
 - 1% and skim milk
 - Breakfast and lunch at all campuses
 - Dinner at Urbana Middle School and Urbana High School
 - Whole grain and white whole grain items
 - Fruit and vegetable bars at all elementary schools
 - Fried foods eliminated from all menus
 - "Treat Yourself Right" and FUEL programs provide monthly newsletters and food label identifiers to direct students to healthy food choices
5. Present Let's Move! workshop at the 2012 Winter Institute for Urbana School District staff on January 13, 2012. (Diane Marlin, MS, RD, Urbana City Council; Nikki Hillier, PhD, C-U Public Health District, USD #116)
6. Produce Public Service Announcements promoting healthy eating and active living. (UHS and UMS students, City of Urbana, Urbana Public TV, WILL-AM-FM-TV, USD#116, CU Fit Families)
7. Continue participation in the Summer Food Program (Champaign-Urbana Public Health District)
8. Continue to offer CATCH training in school nutrition (Coordinated Approach to Child Health) (Champaign-Urbana Public Health District)

Promote physical activity in the community

1. Provide CATCH training(Coordinated Approach to Child Health) for Urbana Park District summer day camp leaders and full-time staff (Urbana Park District, CU Public Health District)
2. Create Let's Move! activity for children at the annual Thanksgiving Day "Turkey Trot" (Urbana Park District).
3. Continue implementation of Bicycle Master Plan (City of Urbana)
4. Upgrade "Bicycle Friendly Community" designation from Bronze to Silver (League of American Bicyclists, City of Urbana)
5. Implement "complete streets policy" for active transportation and public transit (City of Urbana, adopted Nov. 2010)
6. Support Safe Routes to School program through infrastructure improvements, educational programs, voluntary snow clearing of routes, and promoting Bike to Work and School Day. (City of Urbana, Champaign-Urbana Mass Transit District/Safe Routes to School)
7. Install bicycle network within 1.5 miles of Urbana Middle School (2.2 miles of bike lanes, 0.5 miles of shared bike/parking lanes, and 5.6 miles of bike routes.) (City of Urbana, Champaign-Urbana Mass Transit District/Safe Routes To School)
8. Install 112 new bike parking spaces at Urbana Middle School and five Urbana elementary schools. (Champaign-Urbana Mass Transit District/Safe Routes to Schools, City of Urbana)
9. Disseminate award-winning, locally-produced bicycle video entitled "Sharing the Road" and locally-produced pedestrian and bicycle safety skills video "C-U Walking and Biking to School Safety Video". (City of Urbana, City of Champaign, Champaign-Urbana Mass Transit District, Urbana Public TV)
10. Promote bicycle safety through multiple venues including: "Bike Rodeos" and "Light the Night" programs and school PE classes; (City of Urbana, Champaign-Urbana Mass Transit District/Safe Routes to Schools, Champaign County Bikes, USD #116)
11. Offer bicycle safety and education programming (Urbana Adult Education, Urbana Park District, Champaign County Forest Preserve District)
12. Support Christie Clinic Illinois Marathon, an annual event for all age levels which attracts 20,000 runners and walkers. (City of Urbana and others)
13. Bicycle and Pedestrian Advisory Commission considers policy and advises city staff, mayor, and city council (City of Urbana)
14. Begin construction of new public swimming pool (Urbana Park District)
15. Encourage access to parks and swimming pool via public transit(Champaign-Urbana Mass Transit District)
16. Begin planning and design of the Boneyard Creek recreational area and streetscapes in downtown Urbana (City of Urbana).
17. Continue implementation of plan to construct separate gymnasiums and cafeterias/community rooms at each elementary school to promote daily physical activity and an environment conducive to healthy eating and community involvement. (Urbana School District #116)
18. Finish construction of new athletic complex at Urbana High School to accommodate daily physical education classes and extra-curricular sports and activities. (Urbana School District #116)
19. Support special events, activities, and economic development opportunities which focus on physical activity and healthy eating (City of Urbana)
20. City staff and elected officials set an example for active living and healthy eating by being avid bikers, walkers, runners and by using active transportation modes (walking, biking, and transit).
21. Promote active transportation in the community including public transit, walking and biking through public information campaigns and events.

Improve access to healthy and affordable food

1. Urbana's Market at the Square is one of the oldest and largest farmers' market in Illinois, serving 10,000 patrons on peak days. It is operated by the City of Urbana and features food and artisan products from the State of Illinois. The City of Urbana will:
 - Promote use of Electronic Benefits Transfer (EBT), including LINK and cooperate with other markets accepting WIC and LINK benefits.
 - Pursue EBT matching grants such as "LINK UP Illinois."
 - Appoint a Market at the Square stakeholder Advisory Board to help develop policy and guide programming and future direction (Strategic Plan)
 - Promote educational programming for children and families through Sprouts at the Market
 - Encourage Market vendors to donate leftover products to Eastern Illinois Food Bank
 - Maintain Market at the Square webpage, blog, and Facebook page
2. Promote access to farmers' market via public transportation. (CU Mass Transit District, City of Urbana, Urbana Park District)
3. Encourage local chefs to work with schools, including alternative educational settings.
4. Promote the Champaign-Urbana Public Health District farmers' market serving low income clients. Accept LINK and WIC vouchers and offer matching produce.
5. Disseminate "how-to" video on using LINK and WIC vouchers at each farmers' market. (Illinois Public Media, Champaign-Urbana Public Health District, Market at the Square, Historic N. First Street Farmers' Market)
6. Promote use of community gardens at the Champaign-Urbana Public Health District and provide raised garden beds free of charge to residents.
7. Provide community gardening space in some Urbana parks and selected neighborhoods and explore garden tool-sharing program. (Urbana Park District, City of Urbana)