



GOAL I START EARLY, START SMART

Goal I: To provide children with a healthier start, local elected officials commit to helping early care and education program providers incorporate best practices for nutrition, physical activity and screen time into their programs.*



The LMCTC site is participating in an active interagency collaboration on early care and education programs.



Participation in *Let's Move!* Child Care is promoted among early care and education providers using at least three approaches; plus Bronze benchmark.



Each of the five goals of *Let's Move!* Child Care has been integrated into at least one professional development training offered annually to early care and education providers; plus Bronze and Silver benchmarks.

GOAL I START EARLY, START SMART

WHAT ARE EARLY CARE AND EDUCATION (ECE) PROGRAMS?

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WHAT ARE EARLY CARE AND EDUCATION (ECE) PROGRAMS?

Early care and education (ECE) programs include family and center-based child care, Head Start programs, preschools and pre-kindergarten programs.

WHY SHOULD LOCAL ELECTED OFFICIALS COLLABORATE WITH ECE PROVIDERS?

One in five children in the U.S. is overweight or obese by the age of six. Encouraging healthy eating and physical activity early in life is vital to reversing the childhood

obesity epidemic within a generation. ECE programs exist in every community and are an ideal place to reach young children and help them develop healthy behaviors that can last a lifetime. As a local elected official, you have a powerful opportunity to support and recognize ECE providers in your community as they make improvements in their centers and homes to prevent childhood obesity, support children's healthy development, and prevent early onset of chronic disease.

Did you know? *Let's Move!* Child Care (*LM* Child Care) is a voluntary initiative to encourage early care and education providers and parents to adopt a set of best practices for obesity prevention. *LM* Child Care has [five key goals](#). ECE providers can take the *LM* Child Care Checklist quiz to see which best practices they are already implementing and create an action plan to make improvements in the care they provide with respect to nutrition, physical activity and screen time. [Learn more and access free tools and resources](#).

STEPS TO SUCCESS:

To achieve this goal, take action by following the steps below.

1. **BRONZE:** Participate in an active interagency collaboration on early care and education programs. This collaboration can help you promote participation in *LM* Child Care and ensure that at least one professional development training offered annually to ECE providers integrates the goals of *LM* Child Care.
 - This collaboration could include: health and human services agencies, child welfare organizations, parks and recreation agencies, community and faith-based organizations, parent organizations, child care commissions, state or local child care resource and referral agencies and ECE providers.
 - Consider whether the interagency collaboration:
 - Capitalizes on relationships with your city's, town's, or county's staff in family and child services agencies.
 - Includes vocational schools, community colleges or universities in your community that offer certification or degree programs in early care and education.
 - Engages the following in collaborating and coordinating training and technical assistance for ECE providers:
 - Your local or state [child care resource and referral agencies](#) (CCR&Rs)
 - Extension services. Find your [local cooperative extension staff](#)
 - Your state's American Academy of Pediatrics [chapter child care contact](#)
 - Local pediatric medical community
 - [Head Start State Collaboration Directors](#)
 - Local Head Start Health Services Advisory Council
 - Builds upon an existing coalition of ECE providers in your community. If one exists, have you reached out to this coalition to discuss partnership opportunities?
 - Leverages your city's, town's or county's *Let's Move!* Task Force. If one exists, does a representative of the ECE community participate in this task force?

- Engages your local, county or state public health department. Does this department have obesity prevention initiatives that target children in ECE settings?
- Partners with nonprofit agencies in your area that support childhood obesity prevention in ECE settings.

2. **SILVER:** Promote participation in *LM* Child Care to ECE providers in your community through at least three approaches.

- Establishing new or enhancing existing approaches to reach ECE providers can include incorporating messages about *LM* Child Care into:
 - The city's, town's or county's website.
 - Your city's, town's or county's public service agency's newsletter.
 - A local elected official's press announcement.
 - A state of the city or state of the county address by a mayor or county executive, or a city/county council meeting.
 - City or county official statements supporting *LM* Child Care and encouraging participation by ECE providers.
 - Local media stories and ads (television, newspapers, radio)
 - Visits made to local ECE providers.
 - Community events and other opportunities for ECE providers to sign up for *LM* Child Care.
 - Opportunities for public recognition of ECE providers who are implementing *LM* Child Care best practices.

3. **GOLD:** Integrate each of the [five *LM* Child Care goals](#) into at least one professional development training offered annually to ECE providers. You are encouraged to work with your interagency collaborators to determine the steps needed to engage organizations and providers that offer professional development and training. Consider the following:

- Take an inventory of the professional development training opportunities in your city, town, county or state. This is an excellent opportunity for CCR&Rs to partner with Child & Adult Care Food Program sponsors, health consultants, extension offices, community colleges and others.
 - Check with your state or local [child care resources and referral agency](#) to see if they provide professional development for ECE providers.
- Identify aspects of the *LM* Child Care initiative that can be incorporated into existing training provided to ECE providers.
 - [Access resources for trainers](#), including sample training materials and slide sets.

You can receive a report on the number of ECE providers in your zip code(s) that have signed up to participate in *LM* Child Care and achieved the five *LM* Child Care goals.

To receive reports, please contact LMCCHelp@cdc.gov.

4. Report your progress by updating your medal status survey. In order to earn bronze, silver and gold medals when benchmarks are reached, you *must* update your progress using your survey link. Sites received their survey link in their confirmation sign up email, however if it has been misplaced, please send an email to lmctc@nlc.org to request the link.

GOAL I WEBINAR:

A webinar on Goal I was held in November 2012 and demonstrated how local elected officials through LMCTC can provide children with a healthier start by helping early care and education program providers incorporate best practices for nutrition, physical activity and screen time into their programs.

[Watch a recording of this webinar](#)

RECOGNITION:

A **bronze medal** will be earned when the LMCTC site is participating in an active interagency collaboration on early care and education programs.

A **silver medal** will be earned when participation in *Let's Move!* Child Care is promoted among early care and education providers using at least three approaches; plus Bronze benchmark.

A **gold medal** will be earned when each of the five goals of *Let's Move!* Child Care have been integrated into at least one professional development training offered annually to early care and education providers; plus Bronze and Silver benchmarks.

GOING BEYOND GOLD

After you have completed all five goals, keep up the momentum by signing up for LMCTC All-Stars, which offers a set of eight advanced strategies for cities, towns and counties to pursue. More information about LMCTC All-Stars is available [here](#).

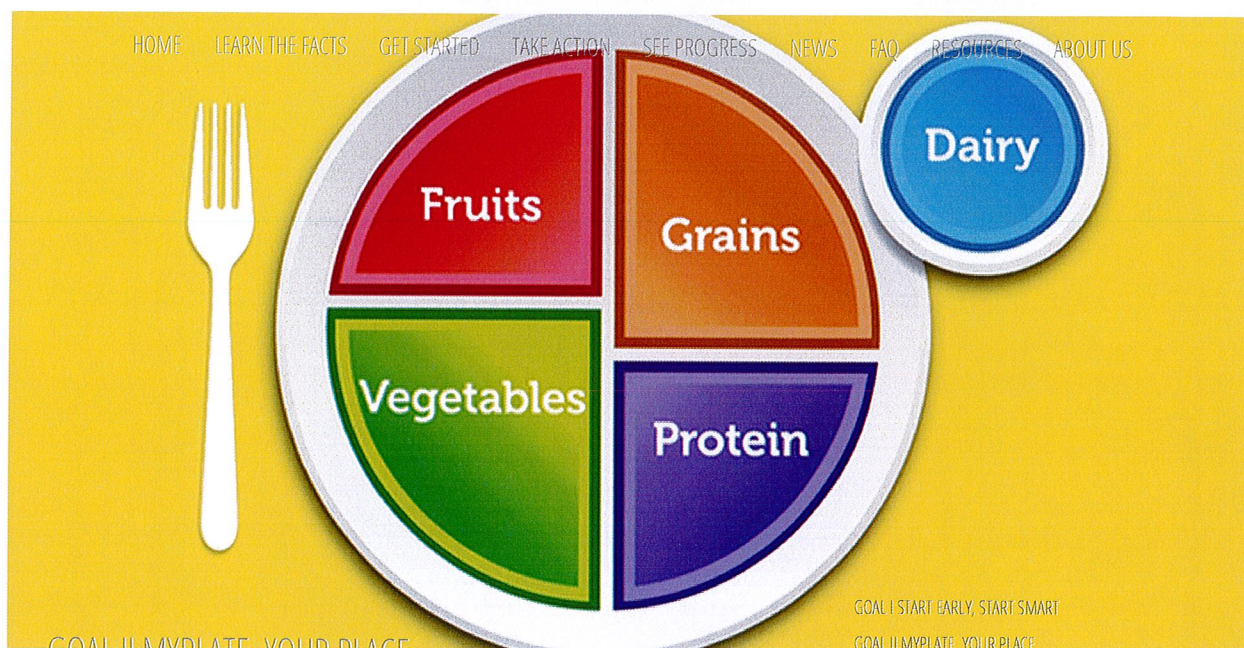
RESOURCES:

To access resources to help you succeed in accomplishing the medal achievements, please [click here](#).

Still need help? Contact lmctc@nlc.org to receive additional assistance and connect with expert federal staff.

**To better illustrate how the medal benchmarks build upon each other (i.e. the silver benchmark includes the bronze benchmark), in March 2014, the medal benchmarks were re-formatted to illustrate this more directly. No changes have been made to the goal benchmarks themselves; they were only reformatted.*

U.S. Department of Agriculture, the National Association of Counties and other nonprofit organizations to assist local elected officials who join *Let's Move!* Cities, Towns and Counties (LMCTC) as they implement policy and environmental changes to prevent childhood obesity.



GOAL II MYPLATE, YOUR PLACE

Goal II: To empower parents and caregivers, local elected officials commit to prominently displaying MyPlate in all municipally- or county-owned or operated venues that offer or sell food/beverages.



At least 51% of municipally- or county-owned or operated venues that offer or sell food/beverages prominently display MyPlate, and the *Let's Move!* Cities, Towns and Counties (LMCTC) site is registered to be a MyPlate Community Partner.



At least 75% of municipally- or county-owned or operated venues that offer or sell food/beverages prominently display MyPlate, and the *Let's Move!* Cities, Towns and Counties (LMCTC) site is registered to be a MyPlate Community Partner.



100% of municipally- or county-owned or operated venues that offer or sell food/beverages prominently display MyPlate, and the *Let's Move!* Cities, Towns and Counties (LMCTC) site is registered to be a MyPlate Community Partner.

Municipally- or county-owned or operated venues that offer or sell food/beverages may include vending machines, cafeterias, concession stands, recreation facilities, libraries, police departments or fire stations, public medical facilities/clinics or areas served by food distribution programs.

WHAT IS MYPLATE?



MyPlate is the U.S. Department of Agriculture

GOAL I START EARLY, START SMART

GOAL II MYPLATE, YOUR PLACE

WHAT IS MYPLATE?

WHAT ROLES CAN LOCAL ELECTED OFFICIALS PLAY IN PROMINENTLY DISPLAYING MY PLATE?

STEPS TO SUCCESS

RECOGNITION

GOING BEYOND GOLD

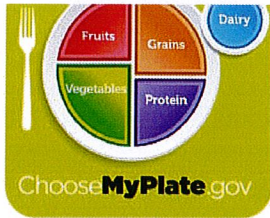
RESOURCES

GOAL III SMART SERVINGS FOR STUDENTS

GOAL IV MODEL FOOD SERVICE

GOAL V ACTIVE KIDS AT PLAY

LOCAL ELECTED OFFICIALS:
SIGN UP & GET STARTED



(USDA) icon that replaced the food pyramid. MyPlate is a powerful visual reminder to choose healthier foods at meal times, and to make healthier choices among the food groups. It is supported by *Dietary Guidelines for Americans* messages, with tools and resources available at ChooseMyPlate.gov.

WHAT ROLES CAN LOCAL ELECTED OFFICIALS PLAY IN PROMINENTLY DISPLAYING MYPLATE?

Healthy eating is influenced by access to healthy, safe and affordable foods/beverages, as well as by individuals' knowledge, attitudes and culture. As a local elected official, you can provide information and tools to support healthy eating. Easy-to-understand nutrition information, like MyPlate, at the point of purchase can help your employees, residents and visitors make healthy food/beverage choices.

STEPS TO SUCCESS:

To achieve this goal, take action by following the steps below.

1. Become a MyPlate Community Partner and receive free information and materials about MyPlate. [Sign up to become a MyPlate Community Partner](#)
2. Identify all municipally- or county-owned or operated venues that offer or sell food/beverages in your city, town, or county. These venues may include vending machines, cafeterias, concession stands, parks and recreation facilities, libraries, police departments or fire stations, public medical facilities/clinics, or areas served by food distribution programs.
3. Download MyPlate posters for all identified venues.
 - [MyPlate graphic resources](#) and [MyPlate printable materials](#).
 - You can also request MyPlate posters from your [Let's Move! Advisor](#).
4. Disseminate MyPlate materials to all municipally- or county-owned or operated venues that offer or sell food/beverages.
5. Confirm that MyPlate is prominently displayed.

Consider using the [MyPlate Community Toolkit](#), which is designed to promote community engagement in reversing childhood obesity.

6. Report your progress by updating your medal status survey. In order to earn bronze, silver and gold medals when associated benchmarks are reached, you *must* update your progress using your survey link. Sites received their survey link in their confirmation sign up email, however if it has been misplaced, please send an email to lmctc@nlc.org to request the link.

GOAL II WEBINAR:

A webinar on Goal II was held in January 2013 and demonstrated how local elected officials through LMCTC can prominently display MyPlate in all municipally- or county-owned or operated venues that offer or sell food/beverages. Attendees were

provided information on how their community can sign up to be a MyPlate community partner and utilize the free resources available at chooseMyPlate.gov.

The slides from this webinar are available [here](#).

RECOGNITION:

A **bronze medal** will be earned when at least 51% of municipally- or county-owned or operated venues that offer or sell food/beverages prominently display MyPlate and the LMCTC site is registered to be a MyPlate Community Partner.

A **silver medal** will be earned when at least 75% of municipally- or county-owned or operated venues that offer or sell food/beverages prominently display MyPlate and the LMCTC site is registered to be a MyPlate Community Partner.

A **gold medal** will be earned when 100% of municipally- or county-owned or operated venues that offer or sell food/beverages prominently display MyPlate and the LMCTC site is registered to be a MyPlate Community Partner.

GOING BEYOND GOLD

After you have completed all five goals, keep up the momentum by signing up for LMCTC All-Stars, which offers a set of eight advanced strategies for cities, towns and counties to pursue. More information about LMCTC All-Stars is available [here](#).

RESOURCES:

To access resources to help you succeed in accomplishing this goal, please [click here](#).

Still need help? Contact lmctc@nlc.org to receive additional assistance and connect with expert federal staff.

The National League of Cities (NLC) is working in partnership with the U.S. Department of Health and Human Services, and with the support of the U.S. Department of Agriculture, the National Association of Counties and other nonprofit organizations to assist local elected officials who join *Let's Move!* Cities, Towns and Counties (LMCTC) as they implement policy and environmental changes to prevent childhood obesity.

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GOAL III SMART SERVINGS FOR STUDENTS

Goal III: To provide healthy food to children and youth, local elected officials commit to expanding access to meal programs before, during and after the school day, and/or over the summer months.*



The LMCTC site is participating in an active collaboration involving the city/town/county, schools and other partners to expand access to programs that offer healthy food before, during and after the school day, and/or over the summer months.



At least two actions are taken to expand children's access to programs that offer healthy food before, during and after the school day, and/or over the summer months; plus Bronze benchmark.



At least four approaches are used to publicize the availability of programs that offer healthy food before, during and after the school day, and/or over the summer months to make them more accessible to children; plus Bronze and Silver benchmarks.

**These benchmarks were revised in June 2014 to reflect what is currently listed, based on feedback from cities, towns and counties regarding the jurisdictional challenges to achieving the original bronze, silver and gold medals.*

WHAT ARE MEAL PROGRAMS?

GOAL I START EARLY, START SMART

GOAL II MY PLATE, YOUR PLACE

GOAL III SMART SERVINGS FOR STUDENTS

WHAT ARE MEAL PROGRAMS?

WHY ARE THESE PROGRAMS IMPORTANT?

WHAT ROLE CAN LOCAL ELECTED OFFICIALS PLAY IN EXPANDING ACCESS TO PROGRAMS THAT OFFER HEALTHY FOOD?

FOR MORE INFORMATION ABOUT MEAL PROGRAMS

STEPS TO SUCCESS

RECOGNITION

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Meal programs help fight hunger and obesity by reimbursing organizations such as schools and cities/towns/counties for providing nutritious meals to children. These meal programs include the School Breakfast Program (SBP), the National School Lunch Program (NSLP), afterschool programs through the Child and Adult Care Food Program (CACFP) or NSLP and the Summer Food Service Program (SFSP). Cities and counties may also provide meals and snacks not reimbursed through federal nutrition programs as part of city or county-managed afterschool or summer programs.

WHY ARE THESE PROGRAMS IMPORTANT?

Childhood obesity in the U.S. has more than doubled in children and tripled in adolescents in the past 30 years.^{1,2} Providing healthy meals and snacks to children at school is important for the millions of children who rely on school meals and snacks throughout the year. Participation in federally-funded child nutrition programs is associated with improved weight-related outcomes (e.g., reduced obesity risk or lower BMI) among school-age children and adolescents. Furthermore, over the course of a year, nutrition assistance programs reach one in four people in the United States³ and provide opportunities to improve diets and overall health, and can improve educational achievement. The SBP provides a nutritious breakfast every morning for many children who would otherwise go without one. Research has shown that students who eat breakfast increase their math and reading scores and improve their speed and memory in cognitive tests.⁴ According to USDA research, children who participate in the NSLP have greater nutritional intakes compared to those who do not participate.⁵ Afterschool and summer programs that serve healthy meals draw children and youth to programs that also include physical activity and academic enrichment opportunities.

About 31 million children receive free and reduced-price school lunch during an average school day.⁶ But when school is not in session, many children from low-income families who rely on school meals go hungry. The SFSP and the Seamless Summer Option ([learn more](#)) provide free, nutritious summer meals to children in areas with high concentrations of children from low-income families. Unfortunately, these summer meals reach only about 15 percent of eligible children nationally.⁷

WHAT ROLE CAN LOCAL ELECTED OFFICIALS PLAY IN EXPANDING ACCESS TO PROGRAMS THAT OFFER HEALTHY FOOD?

By supporting efforts to expand access to meal programs, local elected officials can ensure that students receive at least two healthy meals every school day and during the summer months when school is not in session. Communities where local elected officials have expressed strong support for the summer meal programs have shown increases in summer meal participation.⁶ Local elected officials are trusted sources of information and have a clear understanding of the specific needs of families in their communities. As a result, they can be great advocates for meal programs in their community.

FOR MORE INFORMATION ABOUT MEAL PROGRAMS

Use the following links to learn additional background information, including how to start these programs:

1. School Breakfast Program (SBP)
 - [U.S. Department of Agriculture](#)
 - [Food Research and Action Center](#)
2. National School Lunch Program (NSLP):

- [U.S. Department of Agriculture](#)
- [Food Research and Action Center](#)

3. Afterschool Nutrition Program:

- [U.S. Department of Agriculture](#)
- [Food Research and Action Center](#)

4. Summer Food Service Program (SFSP):

- [U.S. Department of Agriculture](#)
- [Food Research and Action Center](#)

STEPS TO SUCCESS:

Do your city/town/county, your schools and other partners participate in an active collaboration to expand access to programs that offer healthy food before, during and after the school day, and/or over the summer months? Has your city/town/county taken two actions to expand children's access to programs that offer healthy food before, during and after the school day, and/or over summer months? Have you used at least four approaches to publicize the availability of these programs?

Programs include the School Breakfast Program, the National School Lunch Program, the Afterschool Meal Program offered through the Child and Adult Care Food Program, and the Summer Food Service Program.

To achieve this goal, take action by following the steps below.

1. **BRONZE:** To provide healthy food to children and youth, do you participate in an active collaboration involving the city/town/county, schools and other partners to expand access to programs that offer healthy food before, during and after the school day, and/or over the summer months? Note: this does not have to be a stand-alone partnership and can be incorporated into an existing city/town/county and school partnership. This partnership can help students in your municipality/county receive healthy meals before, during and after the school day, and/or over the summer months.
 - Representatives of this collaboration could include: elected officials, school superintendents, school board, principals and school nutrition directors, city or county agency directors/staff (including health departments and parks and recreation departments), parent teacher associations (PTAs), youth, businesses, hospitals, museums, food banks, faith-based organizations, civic organizations, restaurants, food vendors and other non-traditional partners who can play important roles in helping to provide healthy food to children and youth.
 - Consider whether you have existing task forces or committees already doing this work that could incorporate these activities within their mission. For example, could your community's existing school wellness committee, healthy eating committee or food policy council address this goal?
 - Consider whether this collaboration:
 - Capitalizes on relationships with your city's/town's/county's staff in human services, family and child services agencies, health

departments, parks and recreation departments and neighborhood services agencies.

- Includes elementary, middle and high schools in your community that offer meal programs.
- Includes existing afterschool and summer enrichment programs that currently serve or may be interested in serving meals and/or snacks. These programs could be run by schools, parks and recreation departments, YMCAs, Campfire USA and/or Boys and Girls Clubs.
- Includes summer meal programs.
- Leverages your city's/town's/county's *Let's Move!* Task Force. If one exists, does a representative familiar with healthy meal programs participate in this task force?
- Has a shared vision among all the stakeholders on child- and youth-centered programs that offer healthy food.
- Includes organizations that could serve or are already serving as meal sponsors for summer meals. [Learn more about sponsors.](#)

2. **SILVER:** With schools and other partners, take two actions to expand children's access to programs that offer healthy food before, during and after the school day, and/or over the summer months. Such actions can include the city/town/county:

- Serving as a sponsor for a healthy summer meal program. (Sponsors are organizations that manage Summer Food Service Program feeding sites. [Learn more](#))
- Serving as a feeding site, with another organization serving as a sponsor, providing healthy summer meals to children in city facilities, including parks, schools and recreation centers or during city-operated summer programs.
- Providing healthy meals and/or snacks at city/town/county afterschool programs.
- Collaborating with the private sector, nonprofits and/or faith-based organizations to expand the number of healthy afterschool meal and/or snack programs or summer meal programs.
- Playing a role with schools increasing participation rates in school breakfast and school lunch programs. This could include building partnerships and working relationships with school officials, fostering connections between schools and local businesses/nonprofits and/or encouraging enrollment in the SBP and NSLP among families participating in other local government programs (e.g., low-income home energy assistance).

While developing healthy meal programs offered after school or during the summer, consider incorporating nutrition education and physical activity elements.

If you are a city and these programs are being provided by your county, do not feel you need to duplicate efforts; instead be at the table to discuss strategies to expand access to these programs.

3. **GOLD:** Use at least four approaches to publicize the availability of programs that offer healthy food before, during and after the school day, and/or over the summer months to make these meal programs more accessible to children. Approaches to publicize the availability of these programs can include:
 - The city's/town's/county's website.
 - The city's/town's/county's public service agency newsletter or parks and recreation program guide.
 - A local elected official's press announcement.
 - A state of the city/county address by a mayor/county executive or announcement at city/county council meeting.
 - Official statements by the city/town/ county supporting the availability and participation of students in these programs.
 - Media stories and ads (television, local public access channel, newspaper and radio).
 - Social media (e.g., Facebook and/or Twitter).
 - Ads, banners, or billboards.
 - A resource guide for parents and caregivers on the availability of these programs.
 - Visits made to schools or program sites by local elected official.
 - Community events and other opportunities for parents, caregivers and students to be informed of these opportunities for healthy meals.
 - Distribute information about nutrition programs at recreation centers, community centers, local housing authorities and Head Start programs, as well as WIC, SNAP and other human service offices that serve residents. (The Special Supplemental Nutrition Program for Women, Infants & Children – known as WIC – is a preventive program providing low-income pregnant women, new mothers, infants and children with nutritious foods, nutrition education, and improved access to health care in order to prevent nutrition-related health problems in pregnancy, infancy and early childhood. The SNAP/Food Stamp Program is the largest nutrition assistance program administered by the United States Department of Agriculture (USDA).)
 - Seek authentic community input on these programs and opportunities to expand access of these programs.
 - Opportunities for public recognition by local elected official(s) for schools and programs sites who are maximizing participation in these programs.

4. Report your progress by updating your *Let's Move! Cities, Towns and Counties* (LMCTC) medal status survey. In order to earn bronze, silver and gold medals when associated benchmarks are reached, a site must update their progress using their survey link to update their information. Sites received their survey link in their confirmation sign up email. If it has been misplaced, please send an email to lmctc@nlc.org to request the link.

GOAL III WEBINAR:

A webinar on Goal III was held in July 2014 and demonstrated how local elected officials through LMCTC can achieve medals in the enhanced Goal III by expanding access to meal programs before, during and after the school day, and/or over the summer months.

[Watch a recording](#) of this webinar or [download slides](#) from the webinar.

RECOGNITION:

A **bronze medal** will be earned when the LMCTC site participates in an active collaboration involving the city/town/county, schools and other partners to expand access to programs that offer healthy food before, during and after the school day, and/or over the summer months.

A **silver medal** will be earned when at least two actions are taken to expand children's access to programs that offer healthy food before, during and after the school day, and/or over the summer months; plus Bronze benchmark.

A **gold medal** will be earned when at least four approaches are used to publicize the availability of programs that offer healthy food before, during and after the school day, and/or over the summer months to make these meals more accessible to children; plus Bronze and Silver benchmarks.

REFERENCES:

¹Ogden CL, Carroll MD, Kit BK, Flegal KM. Prevalence of obesity and trends in body mass index among US children and adolescents, 1999-2010. *Journal of the American Medical Association* 2012;307(5):483-490.

²National Center for Health Statistics. Health, United States, 2011: With Special Features on Socioeconomic Status and Health. Hyattsville, MD; U.S. Department of Health and Human Services; 2012.

³<http://www.fns.usda.gov/fns/about/FY2013-priorities.pdf#page=4>

⁴<http://frac.org/federal-foodnutrition-programs/school-breakfast-program/>

⁵<http://frac.org/federal-foodnutrition-programs/national-school-lunch-program/>

⁶<http://www.fns.usda.gov/sites/default/files/NSLPFactSheet.pdf>

⁷http://www.fns.usda.gov/sites/default/files/mayors_flyer.pdf

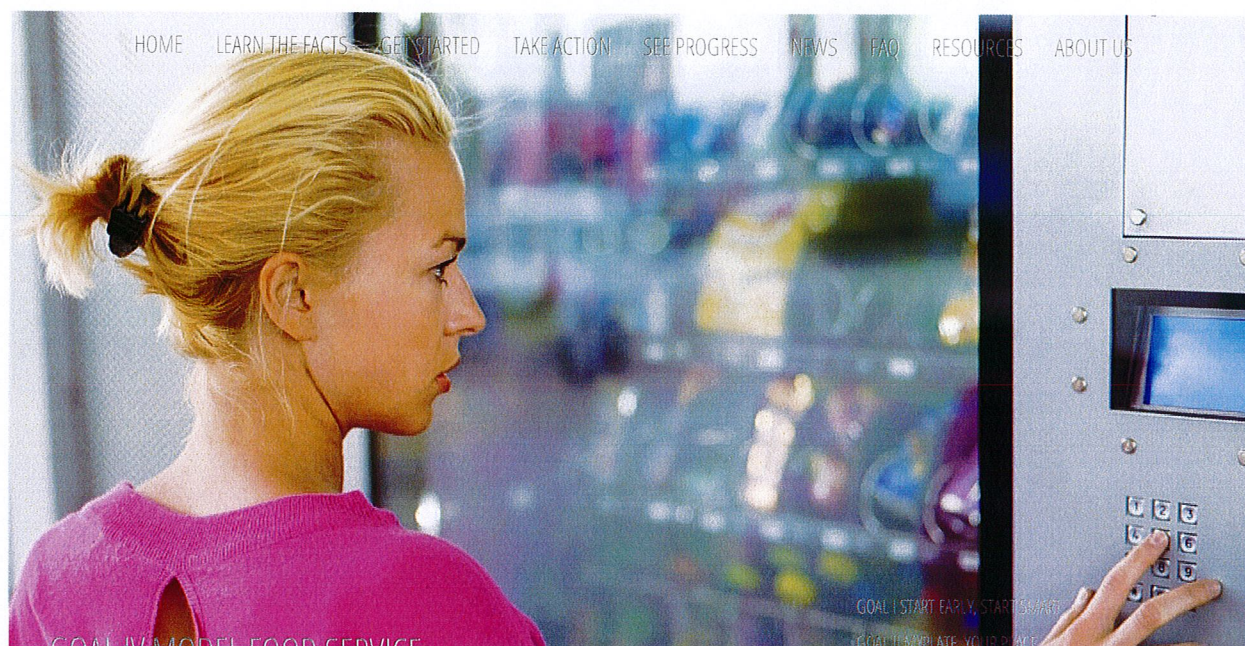
GOING BEYOND GOLD

After you have completed all five goals, keep up the momentum by signing up for LMCTC All-Stars, which offers a set of eight advanced strategies for cities, towns and counties to pursue. More information about LMCTC All-Stars is available [here](#).

RESOURCES:

To access resources to help you succeed in accomplishing this goal, please [click here](#).

and Human Services, and with the support of the U.S. Department of Agriculture, the National Association of Counties and other nonprofit organizations to assist local elected officials who join *Let's Move!* Cities, Towns and Counties (LMCTC) as they implement policy and environmental changes to prevent childhood obesity.



GOAL IV MODEL FOOD SERVICE

Goal IV: To improve access to healthy, affordable foods, local elected officials commit to implementing healthy and sustainable food service guidelines that are aligned with the Dietary Guidelines for Americans in all municipally- or county-owned or operated venues that offer or sell food/beverages.*



All vendors and contractors for municipally- or county-owned or operated venues that offer or sell food/beverages are identified, along with the dates when their contracts can be amended or renegotiated.



A policy for healthy and sustainable food service guidelines aligned with the *Dietary Guidelines for Americans* is adopted for municipally- or county-owned or operated venues that offer or sell food/beverages; plus Bronze benchmark.



At least 30% of municipally- or county-owned or operated venues that offer or sell food/beverages have implemented the policy for healthy and sustainable food service guidelines aligned with the *Dietary Guidelines for Americans*; plus Bronze and Silver benchmarks.

Municipally- or county-owned or operated venues that offer or sell food/beverages may include vending machines, cafeterias, concession stands, recreation facilities, libraries, police departments or fire stations, public medical facilities/clinics or areas served by food distribution programs.

WHY ARE HEALTHY AND SUSTAINABLE FOOD SERVICE GUIDELINES IMPORTANT?

GOAL I START EARLY, START SMART

GOAL II MEDIATE YOUR PLAN

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GOAL IV MODEL FOOD SERVICE

WHY ARE HEALTHY AND SUSTAINABLE FOOD SERVICE GUIDELINES IMPORTANT?

WHAT CAN CITIES AND COUNTIES DO TO IMPLEMENT HEALTHY AND SUSTAINABLE FOOD SERVICE GUIDELINES?

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LOCAL ELECTED OFFICIALS:
SIGN UP & GET STARTED

Healthy and sustainable food service guidelines can make healthy choices more accessible, appealing and affordable. They are not designed to restrict choices. Healthy and sustainable food service guidelines can also influence constituents' food choices, improve the nutritional quality of food consumed and serve as a model for the private sector.

First published in 1980, the *Dietary Guidelines for Americans* (DGA) are mandated by Congress to be reviewed, updated, and released by the U.S. Department of Agriculture and the U.S. Department of Health and Human Services every five years. The DGA contain the latest, science-based nutrition and dietary guidance for the general public. All federal nutrition assistance programs are based on these guidelines. The latest version of the DGA was released in January 2011. [Dietary Guidelines for Americans website](#)

WHAT CAN CITIES AND COUNTIES DO TO IMPLEMENT HEALTHY AND SUSTAINABLE FOOD SERVICE GUIDELINES?

Your city or county can include food service guidelines in all food service contracts and permits. Food service guidelines can be used in all settings where food is offered or sold, such as vending machines, snack shops or concessions. Given the many city/county employees, constituents and visitors who access your facilities, adopting healthy and sustainable guidelines is a critical strategy for improving your constituents' access to healthy foods and beverages.

STEPS TO SUCCESS:

Do you currently use healthy and sustainable food service guidelines that align with the *Dietary Guidelines for Americans* in municipally- or county-owned or operated venues that offer or sell food/beverages? To achieve the goal of using these food service guidelines in at least 30% of these municipally- or county-owned or operated venues, you can take action by following the steps below.

1. **BRONZE:** Identify all municipally- or county-owned or operated venues that offer or sell food/beverages and determine the type of legal agreements (e.g., contracts) established for food service. Identify vendors by locating the current contracts, checking for a company name and contact number on vending machines, or by talking with concession or cafeteria staff. Consider all city/county government buildings that contain food venues, including vending machines.
 - If healthy and sustainable food service guidelines are currently being used, can they be applied to all contracts and bids? If so, proceed to step three.
 - If healthy and sustainable food service guidelines are not currently being used, proceed to step two.
2. **SILVER:** Develop and adopt a policy for healthy and sustainable food service guidelines to be used in contracts, proposals and bids for all municipally- or county-owned or operated venues that offer or sell food/beverages. There is no one-size-fits-all approach to policy development and adoption. An executive order by a mayor or county executive, a policy passed by a city council or board of supervisors or departmental regulation are all options. [Sample policies.](#)
 - *Define "healthy":* It can be difficult to define what qualifies as a healthy food or beverage. A common approach is to follow existing national standards, such as the Health and Sustainability Guidelines for Federal Concessions and Vending Operations, the U.S. Department of Agriculture (USDA) Smart Snacks Standards, or the American Heart Association:

Recommended Nutrition Standards for Procurement of Foods and Beverages Offered in the Workplace.

- *Do what works:* It may not be feasible for your city or county to adopt guidelines that require 100% healthy foods and beverages. You may want to consider a phased-in approach where the percentage of healthy items increases over time.

- 3. **GOLD:** Incorporate and implement your policy into all food service and vending contracts and bids for all venues owned or operated by your municipality or county. Developing good relationships with your vendors is key. Going over your food service guidelines, sharing product lists of items that meet the guidelines and listening to and addressing vendors' concerns can help develop good relationships. Additional partners to consider involving can include employee wellness committees, departmental heads, nutritionists, local public health organizations and your purchasing director. Consider the following options:
 - Designate a point person in each department or food service venue.
 - Develop a campaign to educate employees and constituents on the new food service guidelines.
 - Develop a timeline for renegotiating contracts and issuing new bids.
 - Determine what staffing or training will be needed for implementation.
 - If you are not starting with 100% healthy options, consider pricing healthy options as reasonably as possible so they are able to compete with less-healthy food and beverage options.

- 4. Ensure that your policy is being implemented as planned, and that healthier food options are being offered in your municipally- or county-owned or operated venues.
 - Determine who is responsible for ensuring the policy for healthy and sustainable food service guidelines is incorporated and implemented into contracts and bids.
 - Determine who is responsible for compliance with the policy onsite at food service venues.
 - Develop a reporting process for compliance as part of your contracts.

- 5. Report your progress by updating your medal status survey. In order to earn bronze, silver and gold medals when associated benchmarks are reached, a site *must* update their progress using their survey link to update their information. Sites received their survey link in their confirmation sign up email, however if it has been misplaced, please send an email to lmctc@nlc.org to request the link.

GOAL IV WEBINAR:

A webinar on Goal IV was held in March 2013 and demonstrated how local elected officials through LMCTC can improve access to healthy, affordable foods by implementing healthy and sustainable food service guidelines that are aligned with the *Dietary Guidelines for Americans* at municipally- or county-owned or operated venues that offer or sell food/beverages. Attendees learned how to identify these venues and heard from an LMCTC site about their process for developing and implementing a policy for healthy and sustainable food service guidelines.

[Download](#) the slides from the webinar. [View the recording](#) of the webinar.

RECOGNITION:

A **bronze medal** will be earned when all vendors and contractors for municipally- or county-owned or operated venues that offer or sell food/beverages are identified, along with dates when their contracts can be amended or renegotiated.

A **silver medal** will be earned when a policy for healthy and sustainable food service guidelines aligned with the *Dietary Guidelines for Americans* is adopted for municipally- or county-owned or operated venues that offer or sell food/beverages; plus Bronze benchmark.

A **gold medal** will be earned when at least 30% of municipally- or county-owned or operated venues that offer or sell food/beverages have implemented the policy for healthy and sustainable food service guidelines aligned with the *Dietary Guidelines for Americans*; plus Bronze and Silver benchmarks.

GOING BEYOND GOLD

After you have completed all five goals, keep up the momentum by signing up for LMCTC All-Stars, which offers a set of eight advanced strategies for cities, towns and counties to pursue. More information about LMCTC All-Stars is available [here](#).

RESOURCES:

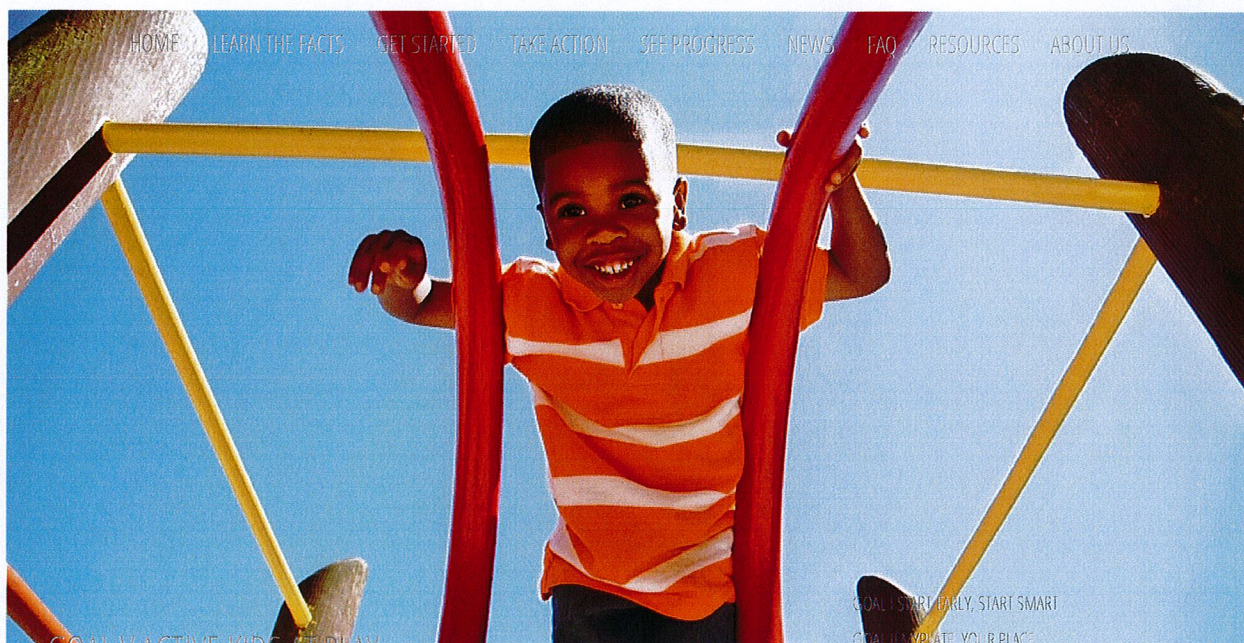
To access resources to help you succeed in accomplishing the medal achievements, please [click here](#).

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**To better illustrate how the medal benchmarks build upon each other (i.e. the silver benchmark includes the bronze benchmark), on March 21, 2014, the medal benchmarks were re-formatted to illustrate this more directly. No changes have been made to the goal benchmarks themselves; they were only reformatted.*

The National League of Cities (NLC) is working in partnership with the U.S. Department of Health and Human Services, and with the support of the U.S. Department of Agriculture, the National Association of Counties and other nonprofit organizations to assist local elected officials who join *Let's Move! Cities, Towns and Counties* (LMCTC) as they implement policy and environmental changes to prevent childhood obesity.

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GOAL V ACTIVE KIDS AT PLAY

Goal V: To increase physical activity, local elected officials commit to mapping local playspaces, completing a needs assessment, developing an action plan and launching a minimum of three recommended policies, programs or initiatives.*



All playspaces are mapped.



A needs assessment of playspaces is completed and an action plan is developed; plus Bronze benchmark.



At least three recommended policies, programs or initiatives from the action plan are launched to increase access to physical activity; plus Bronze and Silver benchmarks.

WHAT ARE PLAYSPACES?

Playspaces are where children and youth can play and be physically active. Playspaces can include publicly accessible playgrounds, indoor and outdoor recreational facilities, skate parks, parks, fields, trails and greenways.

WHAT DOES IT MEAN FOR PLAYSPACES TO BE INACCESSIBLE?

There are multiple ways to define lack of access, including but not limited to the following definitions:

GOAL I START EARLY, START SMART

GOAL II WHAT'S YOUR PLACE?

GOAL III SMART SERVINGS FOR STUDENTS

GOAL IV MODEL FOOD SERVICE

GOAL V ACTIVE KIDS AT PLAY

WHAT ARE PLAYSPACES?

WHAT DOES IT MEAN FOR PLAYSPACES TO BE ACCESSIBLE?

WHAT DOES IT MEAN FOR PLAYSPACES TO BE SAFE?

WHY ARE PLAYSPACES IMPORTANT?

WHAT ROLES CAN LOCAL ELECTED OFFICIALS PLAY IN PROMOTING PHYSICAL ACTIVITY?

STEPS TO SUCCESS

RECOGNITION

REFERENCES

GOING BEYOND GOLD

RESOURCES

LOCAL ELECTED OFFICIALS:
SIGN UP & GET STARTED

- There are no playspaces in the neighborhood.
- There are limited playspaces in the neighborhood.
- The playspaces available to constituents are not safe and determined inaccessible.
- Constituents in the area of need cannot walk a reasonable distance (approx. ½ mile), or travel by car or mass transit to available safe playspaces.

There are other research-based definitions for lack of access. Local elected officials can determine which definition best fits the needs of their city, town or county and can use this information when assessing lack of access to playspaces in their community.

WHAT DOES IT MEAN FOR PLAYSPACES TO BE SAFE?

There are multiple ways to define safe playspaces. Definitions may include components of injury prevention, crime statistics and/or environmental concerns. For example, a safe playspace could mean one in which youth or adults are less likely to be physically injured while using the playspaces. A safe playspace also could have few incidences of crime in and/or around it. Finally, a safe playspace could mean limited exposure to environmental hazards, such as air or water pollutants. A community may choose components of one or all of these definitions to define safe playspaces. Tools to assess safety can be found on the [Resources page](#).

WHY ARE PLAYSPACES IMPORTANT?

Creating and enhancing access to safe playspaces can provide opportunities for children and youth to be active. Regular physical activity during childhood and adolescence improves strength and endurance, helps build healthy bones and muscles, helps control weight, reduces anxiety and stress, increases self-esteem, and may improve blood pressure and cholesterol levels. ¹ Yet the majority of American children and youth are not meeting the recommended levels of physical activity. ² Children who don't have neighborhood access to a park or playground are 26% more likely to be obese. ³ Research has shown that children who are physically active and fit tend to perform better in the classroom, and physical activity can improve cognitive performance and classroom behavior. ⁴ As rates of obesity and related diseases continue to rise across the country, local elected officials can expect to see a range of associated financial and social impacts across their cities, towns and counties, including direct medical costs, lost productivity, absenteeism and disability.

Are you currently a KaBOOM! Playful City USA? You may be well on your way to achieving LMCTC's Goal V! Playful City USA is a free national recognition program of KaBOOM! that spotlights cities and towns that make physical activity and play a priority and use innovative practices to get children and families active and healthy. You can [apply now](#) to become a Playful City USA.

WHAT ROLES CAN LOCAL ELECTED OFFICIALS PLAY IN PROMOTING PHYSICAL ACTIVITY?

As a local elected official, you play an important role in promoting public health by removing barriers, increasing opportunities and providing information to increase physical activity. Furthermore, active communities provide opportunities that can benefit the local economy, deter crime and support the local environment. Among other steps, you can expand opportunities for physical activity by ensuring that your constituents have access to safe, open venues (e.g., public parks, trails, playgrounds and indoor/outdoor recreational facilities) that are conveniently located for all youth and families.

STEPS TO SUCCESS:

Has your city, town, or county mapped public playspaces, conducted a needs assessment, identified gaps in access and developed an action plan to close these gaps?
Has your city, town or county launched at least three recommended practices from the action plan to increase access to safe, convenient places for physical activity?

To achieve this goal, you can take action by following the steps below. Consider engaging other stakeholders, such as parks and recreation departments, city planning officials, transportation officials, businesses, local architects, parents' groups, youth and other community members.

1. **BRONZE:** Map the location of existing public playspaces in your community and assess the quality of the playspaces and their accessibility and safety for constituents. Your map should include publicly accessible playgrounds, indoor and outdoor recreational facilities, skate parks, parks, fields, trails, greenways and other public spaces designed for physical activity. Methods to help you map parks and recreation facilities include but are not limited to:
 - Encouraging the community to use KaBOOM!'s [free mobile website](#) to report the location of publicly accessible parks or recreational facilities in your community.
 - Partnering with a local college, university, or health department's geographical information system (GIS) experts to determine the latitude and longitude or address of a park or recreational facility to illustrate existing offerings which can be used with corresponding population data and indicate where gaps to access may exist.
 - Using existing resources from local parks and recreation departments to determine the location of the parks or recreational facilities that are maintained for public use by your community. This [information](#) may be available to you for free.
 - Determining the location of recreational facilities in your county by using the [Census Bureau's County Business Pattern Database](#). Please note some recreational facilities located in this database may not be publically accessible.

2. **SILVER:** Using the map of local playspaces, complete a needs assessment to identify neighborhoods in your city, town or county where there are gaps in access to safe and convenient spaces for play and physical activity. Consider areas where playspaces are not accessible and safe, and policies or initiatives that may be needed to improve accessibility of those playspaces. Develop an action plan using the information from your needs assessment.

3. **GOLD:** Using your action plan, launch at least three recommended practices to increase access to safe, convenient places to play and be physically active in your city, town or county. Such practices can include:
 - Creating joint use agreements with community partners, including businesses, schools, churches and indoor and outdoor recreation facilities. (A joint use agreement, also called a shared use agreement, is an agreement between two parties agreeing to terms and conditions for the shared use of property. Property could be a pool, school grounds, open space on private property, etc.).
 - Working on a recess policy in local schools.
 - Changes to zoning ordinances to promote physical activity, such as promoting parks and recreation or requiring sidewalks.
 - Developing or expanding safe routes to schools, or implementing additional strategies for walking or biking to school or work.
 - Expanding multi-modal transportation options.
 - Revitalizing existing places for play and physical activity by enhancing the safety and accessibility of playgrounds, parks, trails, greenways and public recreation facilities.
 - Increasing the number of playgrounds or other places for play and physical activity.

- Implementing a sustainable play streets program or open streets program. (Play Streets programs close specific streets to traffic on a routine basis and open that space to the community to encourage physical activity.)
 - Implementing physical activity requirements for city- or county-funded youth programs, such as afterschool programs or summer camps.
 - Incorporating provisions to encourage walking and biking in the city/county master plan (also called a general plan or a comprehensive plan).
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GOAL V WEBINARS:

Webinars on Goal V were held in April and May 2013 and demonstrated how local elected officials through LMCTC can make progress on Goal V: Active Kids at Play by mapping their playspaces, creating a needs assessment, developing an action plan and launching policies, programs and initiatives that increase access to play.

The Goal V Part 1 webinar focused on mapping and assessing the safety and accessibility of playspaces, creating an action plan to promote physical activity. To download slides from the Goal V Part 1 webinar, click [here](#). To view a recording of the webinar, click [here](#).

The Goal V Part 2 webinar focused on identifying strategies to encourage physical activity in your community, including joint use agreements, safe routes to school programs, revitalizing playgrounds, and enhancing active transportation. To download slides from the Goal V Part 2 webinar, click [here](#). To view a recording of the webinar, click [here](#).

RECOGNITION:

A **bronze medal** will be earned when all playspaces are mapped.

A **silver medal** will be earned when a needs assessment is conducted and an action plan is developed; plus Bronze benchmark.

A **gold medal** will be earned when at least three recommended policies, programs or initiatives from the action plan are launched to increase access to physical activity; plus Bronze and Silver benchmarks.

REFERENCES:

¹Division of Adolescent and School Health, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention. (November 2008). Physical activity and the health of young people – [View PDF](#).

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³Singh GK, Siahpush M, and MD Kogan. "Neighborhood Socioeconomic Conditions, Built Environments and Childhood Obesity" *Health Affairs* 29, no.3 (2010):503-512. [View PDF](#).

⁴Trost S. Active Education: Physical Education, Physical Activity and Academic Performance. A Research Brief. Princeton, NJ: Active Living Research, a National Program of the Robert Wood Johnson Foundation. Summer 2009. [View PDF](#).

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RESOURCES:

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