



## **Let's Move! Museums & Gardens Monthly Report** **October 2011**

Each month, the Institute of Museum and Library Services (IMLS) provides a status report of the *Let's Move! Museums & Gardens* initiative. This update is sent to the White House, partners and participants. The report highlights success stories and recent announcements and provides an up-to-date listing of participating institutions and a sampling of social media mentions.

If you wish to submit success stories, please email a 150 word article with photos to [letsmovemuseumsandgardens@imls.gov](mailto:letsmovemuseumsandgardens@imls.gov). In addition to your submitted photos, please be sure to include a signed copy of the IMLS Photo Release form, which can be accessed at [http://www.imls.gov/assets/1/AssetManager/IMLS\\_Photo\\_Release.pdf](http://www.imls.gov/assets/1/AssetManager/IMLS_Photo_Release.pdf).

For additional programming and communication resources, the *Let's Move! Museums & Gardens* Toolkit is available at [http://www.imls.gov/assets/1/AssetManager/LMMG\\_Toolkit.pdf](http://www.imls.gov/assets/1/AssetManager/LMMG_Toolkit.pdf).

### **Success Stories**

#### *Let's Move! Museums and Gardens*

##### *Los Angeles County Arboretum and Botanic Garden*

Arboretum Summer Nature Camp  
Los Angeles, MCA

The last weeks of the Arboretum Summer Nature Camp got kids moving, creating and growing. Every day children hiked and explored 127 acres of the Los Angeles County Arboretum and Botanic Garden. Exploring for bugs was a special favorite feature. Campers meandered through the garden looking for butterflies, beetles, fire skippers and other insects. Then the children documented their findings on a list with their mentors to share later with other campers. Dancing on the lawn and making large-scale art projects kept everyone moving to the arts. Part of each day was devoted to the happy task of growing a vegetable garden and learning more about healthy eating. Instructors and teen counselors led full days of healthy activities. Our fantastic teens got a work out as well as the campers. Everyone had a great time moving outdoors in the garden at the Arboretum Nature Summer Camp.

Photos:



***Please Touch Museum***  
Stroller in the Park  
Philadelphia, PA

Last month, *Stroller in the Park* in Philadelphia put a Please Touch Museum® spin on the classic 5K walk! The event supports *Let's Move!* active play goals and is part of the museum's *Get Up and Grow™* healthy lifestyles initiative. As Please Touch Museum's second annual walk, this year's event saw double the attendance and double the fun! This is also a great example of how to teach lifelong habits that result in healthier, happier families.

The museum worked with a number of companies and organizations to provide information about health and wellness resources in the Philadelphia community. Whole Foods, Odwalla and the Philadelphia Urban Food and Fitness Alliance were just a few of the area partners involved in the Health Pavilion, while appearances from characters like the Phillie Phanatic and Elmo really got kids up and moving.

Photos:



***Lady Bird Johnson Wildflower Center***  
Nature Nights  
Austin, TX

The Lady Bird Johnson Wildflower Center's innovative Nature Nights program this summer became a partner in the national Let's Move! Museums and Gardens Initiative championed by First Lady Michelle Obama. Nature Nights provide exciting opportunities for families to explore native plants, wildlife and habitats. Each program explores new topics such as wildflowers and

pollinators, butterflies, snakes, raptors, and bats and teaches about their unique habits and habitats. Programs feature walks and scavenger hunts through the gardens and natural areas of the Center and educational discovery stations that include live animal exhibits, topic related crafts, stories, and educational demonstrations. Despite staggering heat, more than 3,600 people came out to explore snakes, raptors, hummingbirds, bees, fossils and wildlife tracks during six Thursday evenings from late June to August. Partnering with event sponsor H-E-B, a grocery store chain that provided guests with healthy snacks and bilingual nutrition education information, allowed the Center to join the first lady's initiative.

## **Let's Move! Institutions**

As of 11:00 am on Friday, October 7, 473 institutions had signed up in 48 states and DC. [Click here](#) to view the list of the institutions on the IMLS Web site.

Participating institutions by type:

- 1 Aquarium
- 3 Anthropology Museum
- 86 Arboretum/Botanic Garden/Public Garden
- 47 Art Museum/Center/Sculpture Garden
- 124 Children's or Youth Museum**
- 12 Ethnically/Culturally/Tribally Specific Museum
- 15 General or Multi-disciplinary Museum (several subjects)
- 2 Hall of Fame (e.g., music, sports, entertainment, media)
- 14 Historic House
- 18 Historic Site/Landscape
- 50 History Museum
- 7 Historical Society
- 1 Military Museum/Battlefield
- 9 Nature Center
- 14 Natural History Museum
- 23 Science/Technology Center/Museum
- 35 Specialized Museum (single topic/individual)
- 1 Transportation Museum (air & space, auto, maritime, train)
- 2 Visitor Center/Interpretive Center
- 9 Zoo/Animal Park
- 473 Total**

- Participating institutions commitments by priority

Priority	Will Do	Currently Do	Not Applicable	Total
Priority #1: Eat healthy, get active exhibits	167	250	30	447
Priority #2: Learning about healthy food choices and physical activity through afterschool, summer and other programs	156	246	32	434
Priority #3: Healthy food service	56	133	217	406
Priority #4: Learning about healthy food choices and physical activity using food service operation	81	46	248	375

## Media and Social Media Mentions

### Newspapers

Attached is a PDF with an assortment of newspaper articles printed and posted online this month.

### Blogs

*Let's Move! Museums & Gardens* was the topic of the following blog posts this month:

- *AAM Center for the Future of Museums:* [Connecting with Nature and Staying Fit at Lincoln Park Zoo](#)



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## Museum Offers Variety of Programs to Enrich Daily Life

 October 3, 2011 By Rebecca Lauck Cleary

### ... Community yoga classes begin Oct. 3

OXFORD, Miss. – More than just a place to enjoy art, the University of Mississippi Museum is increasingly being used as a space for education, exercise and entertainment. For community members and visitors, the museum can be a resource for their daily lives, whether it's through a family activity day, taking a yoga class or walking on the trails.

The goal is to engage a broad group of visitors, museum Director William Andrews said.

"We want to make sure the museum is relevant to the community and bring in a different segment of visitors to the museum, as well as add value for current museum members," Andrews said.

Recently the "Let's Move! Museums and Gardens" initiative, coordinated by the [Institute of Museum and Library Services](#) and promoted by first lady Michelle Obama, began providing opportunities for museum and garden visitors to learn about healthy food choices and physical activity through interactive exhibits and programs.

Since one of the core missions of museums is to focus on creating healthy environments for children and their families, this was a natural fit.

Part of the University Museum's participation with "Let's Move!" has been to add health and nutrition activities to the ArtZone afterschool programming.

"ArtZone is a robust program filled to capacity, and for the first time, this year we are receiving support from the city of Oxford, with the students being bused straight here from school," Andrews said.

Rachel Randazzo, a UM student earning a bachelor's degree in dietetics and nutrition, is working this fall as a museum intern.

Randazzo uses the skills she learned in her classes to create interesting, healthy snacks such as fruit kabobs and trail mix for the children, whose ages range from 5 to 12. Recipes are sent home for parents, along with a nutritional value sheet so they can see the serving size, calories and fat grams, and learn how to prepare them at home.

"So far, the kids have really enjoyed the snacks," said Randazzo, a native of St. Louis. "I try to incorporate a variety of food items per snack so that 'picky' eaters may pick and choose what they like or dislike. The staff members at the museum have treated me with utmost kindness and respect and work hard to create a successful, learning environment for the kids participating in ArtZone."

In another effort to get people moving, museum space is being used to host yoga classes, beginning Monday (Oct. 3) and running through mid-November.

"I was thinking of a way the museum could be utilized in the morning when the administrative staff is in the office but before the galleries are open to the public," Andrews said. "Since the climate control is working and we have great spaces, and because we're involved in 'Let's Move! Museums and Gardens,' the concept of yoga came to mind. I love how this promotes the museum as a participatory environment and also illustrates the concept of community and relevance."

Blue Laurel Yoga, co-founded by UM English professor Ann Fisher-Wirth and Oxford residents Betsy Banner and Jennie Lee, came to fruition when the three completed their 200-hour teacher training through Southern Star Yoga Studio last spring and were encouraged to help spread yoga throughout the L-O-U community.

"More and more Americans are discovering the benefits of yoga for health and well-being, and we are delighted that the University Museum has invited us to offer classes suitable for students of all ages and all levels of experience in its beautiful surroundings," Fisher-Wirth said. "We all have many years of experience practicing and/or teaching yoga, and are registered with Yoga Alliance."

Participants of all ages and all degrees of experience with yoga are encouraged to attend the gentle/beginner classes, which will meet twice a week over six weeks. The cost is \$105 for museum members and \$120 for non-members. [Registration is available on the museum website](#)



Brea Burkett shows two ArtZone students photographs of William Faulkner. UM photo by Nathan Latil.

Banner's classes are Mondays 8:30-9:30 a.m. and Wednesdays 5-6 p.m. Lee's classes are Mondays from 10 to 11 a.m. and Thursdays from 8:30 to 9:30 a.m. Fisher-Wirth's classes are 8:30-9:30 a.m. Tuesdays and Fridays.

The museum is also utilizing education elements through Alyssa Yuen, an AmeriCorps VISTA fellow. For more than 40 years, VISTA has been the national service program designed specifically to fight poverty, with members serving a year at a nonprofit organization or local government agency, working to fight illiteracy, improve health services, create businesses and strengthen community groups.

Yuen's efforts involve outreach to area and regional schools with the museum's traveling trunks.

"Our goal is to alleviate poverty through education, and I do a lot of outreach to the Mississippi Delta with the traveling trunks," Yuen said. "They come with teacher training material and lesson plans and supplies for the activities. I've been working to make sure these trunks are not just in Lafayette County, but that they branch out to different counties."

The trunks give students opportunities to see the things they are learning about. For example, the Greek and Roman trunk helps when teachers are talking about mythology.

"It's good for them to have something to look at, and not just read about, because some students are more visual learners," Yuen said. "It's nice to have people come to the museum, but at the same time doing outreach for students who don't have the opportunity to come here is important."

Five VISTA fellows are working on campus, including at the Office of Provost, the [College of Liberal Arts](#), and the schools of Engineering and Education.

All the programs help make the museum become relevant to the community, said Sarah Story, curator of education.

"It makes the museum more accessible to a wider variety of people because not everyone is interested in just art," Story said. "I think there are many ways to educate and many ways to incorporate art into different forms of education."

The nearby Bailey's Woods is used as an educational tool, and an opportunity to be physically active, as well.

"Ideally, we will have tours of school children arrive at Rowan Oak, tour the house, hike Bailey's Woods to the museum, tour the collections, then have a nutritious picnic lunch on the museum grounds," Andrews said.

For more information, visit the [University Museum](#).

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October 3, 2011

### Fairchild Tropical Botanic Garden Joins Let's Move! Museums and Gardens Campaign



First Lady Michelle Obama visiting Riverside Elementary's Fairchild Challenge school garden in Miami, FL, November 2010

For Immediate Release

#### Fairchild Tropical Botanic Garden Joins **Let's Move!** Museums and Gardens Campaign

Coral Gables, FL, October 3, 2011—Fairchild Tropical Botanic Garden has joined the *Let's Move!* Museums and Gardens campaign, an initiative launched by First Lady Michelle Obama, aimed at engaging young people in educational programs to help prevent childhood obesity. According to the *Let's Move!* Museums and Gardens campaign, an organization like Fairchild can help lead community efforts to fight childhood obesity by using interactive exhibits, outdoor spaces and programming that encourages families to eat healthy food and increase physical activity.

Fairchild is committed to promoting healthy living for both children and adults through its community outreach, educational programs and community events. Here are some examples of how Fairchild is leading this effort:

#### School Gardens

Through The Fairchild Challenge, a multidisciplinary, environmental education outreach program that engages over 100,000 Pre-K through twelfth grade public and private schoolchildren in Miami-Dade County, Fairchild works with more than 100 schools each year to build or restore their school garden. The school garden/habitat restoration challenge is an engaging and creative way for students to beautify their school and learn about the nutritional, physical, mental, intellectual and social benefits of a school garden. Furthermore, this challenge offers many possibilities across the curriculum for teachers to use the garden/habitat as an outdoor classroom.

#### Community Gardens

Fairchild's community outreach program includes support for community gardens. Fairchild staff participates in training sessions year-round, using interactive displays and hands-on activities to engage a wide audience with diverse abilities and passions. The goal of this support is to foster an understanding between gardens and nutrition as well as encourage planting a sustainable,

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organic garden in their community.

#### Community Partnerships

Fairchild collaborates with several partner environmental organizations, non-profit groups and educational institutions across Miami-Dade. The following organizations represent some of our focal partnerships in the community, which Fairchild has worked to educate about the advantages of healthy, sustainable food choices and organic gardening.

- Belafonte Tacolcy Center, Liberty City
- Slow Foods Miami
- The Education Fund and the Collaborative Nutrition Initiative
- MDCPS Farm to School Program
- Urban Greenworks
- Environmental Education Providers of Miami-Dade

#### Teacher Professional Development Courses

The Education Department at Fairchild offers several professional development courses to teachers in Miami-Dade County. The classes focus on botany, ecology and South Florida natural history, and are designed to increase teachers' knowledge and understanding of the importance of plants, plant uses, and habitat conservation. Workshops are conducted using a combination of discussion and hands-on activities, and teachers are provided with materials, resources and curriculum activities to implement in their classrooms. Here are just a few examples of our classes:

- School Garden Workshop - A one-day workshop, offered bi-annually, for teachers creating school gardens. Teachers will learn the basics of planning, designing, and implementing a school garden, as well as how to integrate garden activities into the curriculum.
- Linking Food & The Environment –Through recent training workshops provided to Fairchild staff by the *Center for Food & Environment, Columbia University Teachers College*, this new workshop promotes national health goals for people to follow healthy diets and lead physically active lives. The workshop emphasizes the strong connection between gardens and nutrition and the connection between food, land, environment and people.

#### Festivals

In the fall and spring Fairchild organizes the Edible Garden Festival and Food and Garden Festival—two wonderfully educational and engaging weekend festivals that celebrate fresh fruits and vegetables and the gardens they grow in. Through these two festivals, Fairchild offers the community a chance to discover the origins of food, the link between fresh, local food and healthy eating, how to grow a home garden and ideas for cooking a healthy meal. Visitors of all ages learn through lectures and interactive demonstrations, including a special culinary program just for kids as well as free yoga classes.

#### Summer Camp

Encouraging students through programmed exploration, Fairchild's summer camp is carefully designed to empower students with respect and knowledge for nature through art and science exploration as well as creatively teaching them about the food they eat and where it comes from. Students are engaged in fun, hand-on activities while they explore and expand their horizons. Programs include learning about organic crops, tasting and cooking with unusual tropical fruits, exploring plant seeds and discussing food chains.

#### About Fairchild Tropical Botanic Garden

Fairchild Tropical Botanic Garden is dedicated to exploring, explaining and conserving the world of tropical plants. It is one of the premier conservation and education-based gardens in the world and a recognized international leader in both Florida and international conservation. Fairchild has field programs in over 20 countries throughout the tropical world including the Indonesia, South America, the Caribbean, Africa and Southeast Asia. Fairchild's palm and cycad collections are considered the greatest collections in the world and are nationally recognized by the American Public Gardens Association. Fairchild has the largest education program in a metropolitan area reaching more than 100,000 schoolchildren in 2011. Fairchild hosts popular events like the Chocolate, Mango, Orchid, Food and Garden, Ramble and Edible Garden Festivals, as well as an annual art exhibition, concerts, plant shows and sales, evening events and more. Fairchild is a not-for-profit organization with 45,000 members. Fairchild is located at 10901 Old Cutler Road, Coral Gables, Florida, 33156. Admission is \$25 for adults, \$18 for seniors, \$12 for children 6-17 and free to children 5 and under and Fairchild members. Information at [www.fairchildgarden.org](http://www.fairchildgarden.org) and on Facebook and Twitter.



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## Museums meet on 'Feeding the Spirit'

Thursday, October 06, 2011  
By Patricia Lowry, Pittsburgh Post-Gazette



Alex Wong

U.S. First Lady Michelle Obama and White House chef Sam Kass, top, participate in planting with local school children at the White House Kitchen Garden March.

At the National Museum of the American Indian in Washington, D.C., they're serving fry bread, tomatitan soup, pawpaw pudding and other native foods in a cafe called Mitsitam -- "Let's eat" in the language of the Delaware and Piscataway.

At the Jane Addams Hull-Home Museum in Chicago, they've started a half-acre organic urban farm and an heirloom seed library at which borrowers can learn about the history of heirloom vegetables and "check out" some seeds to plant at home.

At the Children's Museum of Manhattan, 3- and 4-year-olds are making their own snacks in a class called "Body Matters," and at Phipps Conservatory & Botanical Gardens in Pittsburgh, kids ages 8 to 12 are growing beans, making

90 minutes of theatrical dynamite!

Sophocles' fiery classic

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### About the Author

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Patricia Lowry has been writing about architecture, historic preservation and the cultural landscape in Western

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pickles and learning how to farm at home.

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As more and more museums and public gardens find ways to use food to connect with their audiences, Phipps is hosting a day-long symposium to help spread the word.

About the Author

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Free for the public
Culinary historian Jessica Harris, who has written 11 books on the foods of the African diaspora, is the featured speaker for "Feeding the Spirit: Museums, Food and Community." Her most recent book, published in January, is "High on the Hog: A Culinary Journey from Africa to America" (Bloomsbury, 2011, \$26). She teaches at Queens College, New York. Her talk at 5 p.m. Thursday, Oct. 13, is free and open to the public in Phipps' Special Events Room next to the Tropical Forest glasshouse; advance registration is required at futureofmuseums@aam-us.org.

On Thursday, Oct. 13, 100 representatives of museums and public gardens around the nation are expected to gather at Phipps for "Feeding the Spirit: Museums, Food and Community," which will document and share how they are serving as catalysts for community action on food and nutrition. The symposium also will explore how they can use food to foster relationships with their audiences and build new ones.

At Phipps, "we see everything related to food as tied in to our mission, which is to connect people to the important role plants play in our lives," said executive director Richard Piacentini. "The greatest intersection between people and plants is food, and the biggest impact to our health and to the environment is through food or through the way that intersection currently takes place," often via factory farms and highly processed foods.

Food

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The conservatory's path to the symposium began in the White House vegetable garden. At a White House party following the G20 Summit in Pittsburgh in September 2009, the Obamas' chef, Sam Kass, led Mr. Piacentini and his wife around the garden and talked about the related educational programs Michelle Obama had initiated, including "Let's Move," dedicated to working with children to solve the obesity problem within a generation.

As Mr. Piacentini listened, he thought about the number of public gardens also doing food-related educational programs and told Chef Kass he thought he could get them to support "Let's Move."

By early 2011, the American Public Gardens Association, the American Association of Museums and the Association of Children's Museums had signed on to "Let's Move" and asked Mr. Piacentini whether Pittsburgh could host a national symposium. When he found financial support from the Heinz Endowments and UPMC Health Plan, "Feeding the Spirit" was born.

The symposium's goal is to unite museums and public gardens around key messages about healthy eating. It will challenge them to incorporate those messages into their programming and to examine the food choices they make in their own facilities.

Presenters from nine public gardens and museums will talk about what their institutions already are doing to meet that challenge and to seize the opportunity offered by the nation's burgeoning interest in food.

In the spirit of "Feeding the Spirit," Phipps has fine-tuned its cafe menu to feature more healthy, organic and sustainable foods.

"We got rid of bottled water, got rid of hot dogs and chips and sugary milks," Mr. Piacentini said. Fried foods also got the boot, and last week, so did the soft-drink machine, despite the high profit that comes from mixing 12 cents worth of syrup with carbonated tap water and selling it for \$1.75 a cup. Instead, Phipps's new Splash Bar is serving filtered and sparkling water with a splash of fresh fruit juice at less than 40 calories per serving.

When Phipps opened its cafe in 2005, it emphasized organic and local foods and stayed away from plastic disposables, all in line with its green building philosophy.

"But we didn't home in on the idea of health," Mr. Piacentini said. To stay consistent with Phipps' mission, it felt it could no longer ignore the environmental and health effects of the types of food it offered and began to shift to whole grains, more fruits and vegetables, minimally processed foods and vegetarian specials on Meatless Mondays.

It also developed a series of programs to engage urban kids in healthy foods and gardening, and plans to open an outdoor kitchen and food area.

When Mr. Piacentini approached the Heinz Endowments for funding of the symposium, Margaret Petruska, who directs the Children, Youth & Families



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Program, suggested the symposium also produce a "leave behind" for Pittsburgh -- something of long-term benefit to the community.

They began by surveying nearly 250 representatives of the local educational and medical professions and the food industry to get a benchmark understanding of the current situation and to discover best practices as well as barriers to change. About 150 local leaders from organizations with a stake in children's health and nutrition will gather at Phipps on Wednesday, Oct. 12, the day before the national meeting, for another symposium -- "Let's Move Pittsburgh: Leading the Way to Healthy Lifestyles for Children." That invitation-only event will explore what organizations in southwestern Pennsylvania are doing to help children eat healthy food, decrease screen time and increase physical activity. It also will develop an action plan for what the region could do better as it offers positive options for children up to age 8, the period when healthy lifestyles are best formed.

A website, [letsmovepittsburgh.org](http://letsmovepittsburgh.org), has been set up to offer resources and share information for providers and parents.

And Chef Kass will be in town to speak at a reception on the evening of Oct. 12 that will close "Let's Move Pittsburgh" and open "Feeding the Spirit."

"People are really charged up about this," Mr. Piacentini said. "They are looking for people to lead and help them; they know what's right. We need to get out a consistent message."

For information about and registration for the national symposium, visit [futureofmuseums.org/events/lecture/2011symposium.cfm](http://futureofmuseums.org/events/lecture/2011symposium.cfm).

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
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
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# Youngsters learn history while playing games

Story Discussion

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Nathan Baker The Citizen | Posted: Sunday, October 9, 2011 3:00 am | (0) Comments

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AUBURN — Visitors to the Seward House Museum Saturday partied like it was 1899 with a slew of Victorian-era games designed to teach children the importance of an active lifestyle.

The handful of kids taking part in the Let's Move! program implemented by the museum left the video game controllers at home and took up classic toys like the hoop and stick.

"We tried to find games that might have been played by the descendants of the Swards themselves, so we could educate and still have fun," docent Tasha Gottschalk-Fielding said as nearby children practiced rolling wooden hoops with sticks in the historic house's garden. "We're having hoop races and playing the game of graces, which involves tossing rings using sticks."

The activities also involved playing what's in the corner, which is similar to musical chairs, but each child occupies one corner of a square and then races to the middle.

The Let's Move! program is an initiative developed with the help of First Lady Michelle Obama designed to motivate America's children to get outside and participate in healthy activities.

The program's intention is to reduce the country's dramatically increasing childhood obesity rate, which experts theorize is being worsened by unhealthy diets and more sedentary lifestyles than in the past.

The Seward House Let's Move! event was a part of the program aimed at museums nationwide to encourage outdoor play while also teaching children about history.

Gottschalk-Fielding said the participation in Saturday's event was steady, aided by the day's mild weather.

"It think everybody's having a good time," she said. "They seem to like the games."

Mary Mahunik stood watching her 4-year-old son, Jonathan, trying to get the hang of rolling a hoop with a stick.

The hoop, nearly as tall as he was, put up a good fight, but the boy seemed to be enjoying the activity.

Every time he coaxed the hoop into a successful rotation, a smile crossed his face and he triumphantly declared he was the winner of the game.

"We were at the farmers market, and I remembered reading about this, and thought we would come over because it was such a beautiful day," Mahunik said, smiling at her son's antics. "I think it's great. They should do more things like this. It's a great opportunity for the kids to see how kids played back then."

Staff writer Nathan Baker can be reached at 282-2238 or nathan.baker@lee.net. Follow him on Twitter at CitizenBaker.

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Close some post offices

End Saturday mail delivery

Raise stamp prices

Don't know

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## Marketplace