



# *Museums & Gardens*



## *Toolkit for Participating Institutions*

Working in cooperation with the White House Domestic Policy Council and the Office of First Lady Michelle Obama, the Institute of Museum and Library Services (IMLS) is the lead federal agency on this project. The initiative originally developed through a collaboration among the American Alliance of Museums, (AAM) the Association of Children's Museums (ACM), and the American Public Gardens Association (APGA) has now been broadened to include the Association of African American Museums (AAAM) the Association of Art Museum Directors (AAMD), Association of Science- Technology Centers (ASTC), American Association for State and Local History (AASLH), and the Association of Zoos and Aquariums (AZA).

## Cover Photos

**Left:** At the Children's Museum of Pittsburgh, children get active in an interactive outdoor art piece created with artist/toy maker Dick Esterle.

**Center:** The New York Botanical Garden's seasonal, weekly Greenmarket provides thousands of Bronx residents with fresh produce each year.

**Right:** *Run! Jump! Fly! Adventures in Action*<sup>TM</sup> inspires young people to get physically active at the Minnesota Children's Museum.

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# *Introduction*

Welcome to *Let's Move! Museums & Gardens*. Joining *Let's Move!* is an opportunity to demonstrate your institution's commitment to your community and engage in a high visibility national initiative that has the capacity to change children's lives.

*Let's Move!* is a national initiative to get kids moving and eating healthy food. It aims to turn around the problem of childhood obesity in a generation and raise a generation of healthier kids. Visits to museums and gardens are high impact learning opportunities with the power to make a difference in children's lives and their futures.

This toolkit provides some communications resources and programming ideas to help you get started.

For the latest news about *Let's Move! Museums & Gardens*, please visit [www.imls.gov/letsmove](http://www.imls.gov/letsmove) and please keep in touch and share your success stories at [letsmovemuseumsandgardens@imls.gov](mailto:letsmovemuseumsandgardens@imls.gov).

Susan Hildreth, Director  
Institute of Museum and Library Services

# *Why Participate in Let's Move! Museums & Gardens*

## **Making a Difference**

### **The *Let's Move! Museums & Gardens* Logo Shows Your Commitment to Putting Children on the Path to a Healthy Future**

Participating gardens and museums have permission to use the *Let's Move! Museums & Gardens* logo for informational, educational and historical purposes in connection with programs that promote information found on the *Let's Move!* website. \*Some restrictions apply. Visit [www.ims.gov/about/letsmove\\_branding.aspx](http://www.ims.gov/about/letsmove_branding.aspx) for use guidelines.

### **Museums and Gardens Have the Opportunity to Highlight Their Important Roles as Educators**

Museums and gardens have great collective power to reach children and their families with important health messages. You have the ability to educate and inform to spur action in the areas of health, wellness, nutrition and physical activity. *Let's Move! Museums & Gardens* provides your organization an opportunity to engage new audiences and develop enhanced visitor experiences by adapting existing programs or implementing new initiatives.

### **Museums and Gardens Have the Opportunity to Demonstrate their Significant Contributions to Quality of Life in Communities**

This is an opportunity to tell your story. By taking action as a *Let's Move! Museums & Gardens* participant, your organization can showcase how you are supporting your community and this national initiative to create a generation of healthier kids. The outcomes achieved can have a significant positive impact for both the community and your institution. Local successes can also provide best practice examples for nationwide use and replication.

## **Reach**

### **Museums and Gardens Have the Opportunity to be Leaders in Raising Healthier Kids**

We all have a stake in the outcome of fighting childhood obesity. Through this highly visible national campaign, museums and gardens can use their leadership as trusted core community institutions to increase capacity to influence real and sustained behavior change.

### **Museums and Gardens Have the Opportunity to Enhance Community Partnerships and Volunteerism**

*Let's Move! Museums & Gardens* provides a network of tools, people, and resources with a common goal. Community organizations and volunteers can benefit from and support your activities by promoting healthy lifestyles through service. This is especially beneficial in this fiscally challenged economic environment.

# Communications Resources

These resources can help you spread the word about *Let's Move! Museums & Gardens* and help engage the community in your programming.

## Logos/Branding Page

You can use *Let's Move! Museums & Gardens* logo on you web site and printed materials. See [www.imls.gov/about/letsmove\\_branding.aspx](http://www.imls.gov/about/letsmove_branding.aspx) for the logo and for information on logo usage and branding.

## Materials

- First Lady Obama Launch video: <http://youtu.be/RBRqrDC96Ng>
- IMLS Press Release: [www.imls.gov/first\\_lady\\_michelle\\_obama\\_joins\\_imls\\_to\\_launch\\_lets\\_move\\_museums\\_gardens.aspx](http://www.imls.gov/first_lady_michelle_obama_joins_imls_to_launch_lets_move_museums_gardens.aspx)
- What Works! Manual: [www.imls.gov/assets/1/AssetManager/WhatWorksManual.pdf](http://www.imls.gov/assets/1/AssetManager/WhatWorksManual.pdf)
- *Let's Move!* Blog Post: [www.letsmove.gov/blog/2011/05/23/announcing-lets-move-museums-and-gardens](http://www.letsmove.gov/blog/2011/05/23/announcing-lets-move-museums-and-gardens)
- *Let's Move!* Blog Post: *Let's Move! Museums Win National Award*: [www.letsmove.gov/blog/2013/05/08/letsmovemuseumswinnationalaward](http://www.letsmove.gov/blog/2013/05/08/letsmovemuseumswinnationalaward)
- Approved Quote from IMLS Director, Susan Hildreth: “Museums and gardens are well positioned to make a difference. Many of them have core missions that focus on creating healthy environments for children and their families,” said Susan Hildreth, director of IMLS. “They are trusted institutions with deep community connections, knowledgeable staff and the ability to provide immersive interactive experiences that can help children, parents and caregivers to make healthy changes in their lives.”
- NOTE: If your institution is contacted by local and/or national news outlets for an official interview, please contact Melissa Heintz, Public Affairs Specialist, at [mheintz@imls.gov](mailto:mheintz@imls.gov) or (202) 653-4664.

## Sample Press Releases for Let's Move! Museums & Gardens

- Minnetrista Press Release: [www.minnetrista.net/news/2011/06/22/general/minnetrista-joining-let-s-move-museums-and-gardens](http://www.minnetrista.net/news/2011/06/22/general/minnetrista-joining-let-s-move-museums-and-gardens)
- The Harn Museum of Art Press Release: <http://news.ufl.edu/2011/09/14/let%E2%80%99s-move-museums>
- Idaho Botanical Garden Press Release: [www.idahobotanicalgarden.org/index.cfm?fuseaction=feature.display&feature\\_id=278](http://www.idahobotanicalgarden.org/index.cfm?fuseaction=feature.display&feature_id=278)

## Send Us Your Success Stories

IMLS and the partnering museum service organizations can help shine a national spotlight on your *Let's Move!* activities. IMLS produces a monthly newsletter that is posted on our web site, disseminated with Primary Source, our monthly electronic newsletter; and provided to the White House. IMLS will also feature success stories on its blog, UpNext (<http://blog.imls.gov>). If you send us videos we will also share them with the Center for the Future of Museums to post on their site. Keep in touch at [letsmovemuseumsandgardens@imls.gov](mailto:letsmovemuseumsandgardens@imls.gov) and subscribe to our monthly newsletter at [www.imls.gov/signup.aspx](http://www.imls.gov/signup.aspx).

## Talking Points for Media

**What's *Lets Move!*?** *Let's Move!* is a comprehensive initiative, launched by the First Lady Michelle Obama, dedicated to solving the problem of obesity within a generation, so that children born today will grow up healthier and able to pursue their dreams. Combining comprehensive strategies with common sense, *Let's Move!* is about putting children on the path to a healthy future during their earliest months and years. Giving parents helpful information and fostering environments that support healthy choices.

There are an estimated 17,500 museums in the U.S. which collectively host at least 850 million visits each year. Through the *Let's Move! Museums & Gardens* initiative, museums, zoos, public gardens, historic sites and science and technology centers can join the call to action.

**What's at risk?** Over the past three decades, childhood obesity rates in America have tripled, and today, nearly one in three children in America are overweight or obese. The numbers are even higher in African American and Hispanic communities, where nearly 40% of the children are overweight or obese. If we don't solve this problem, one third of all children born in 2000 or later will suffer from diabetes at some point in their lives. Many others will face chronic obesity-related health problems such as heart disease, high blood pressure, cancer, and asthma.

**Why we're involved?** Museums and gardens are well positioned to make a difference. Many of us have missions that focus on creating healthy environments for children and their families. Museums and gardens have deep community connections, knowledgeable staff and the ability to provide immersive interactive experiences that can help children, parents and caregivers to make healthy changes in their lives.

Museums and gardens have a long history of creating programming to address issues of key community concern and tracking participation and results.



# Programming Resources

- The *Let's Move! Museums & Gardens* activity search, powered by Howtosmile.org and available at [http://www.imls.gov/about/lets\\_move\\_projects\\_smile.aspx](http://www.imls.gov/about/lets_move_projects_smile.aspx), provides instructions for *Let's Move!* activities from science museums and similar organizations.
- Links to downloadable posters of the New Food Icon My Plate:
  - [www.choosemyplate.gov](http://www.choosemyplate.gov)
  - [www.choosemyplate.gov/food-groups/downloads/MyPlate/MyPlateGraphicsStandards.pdf](http://www.choosemyplate.gov/food-groups/downloads/MyPlate/MyPlateGraphicsStandards.pdf)
  - [www.choosemyplate.gov/food-groups/downloads/MyPlate/MyPlateOnFoodLabels.pdf](http://www.choosemyplate.gov/food-groups/downloads/MyPlate/MyPlateOnFoodLabels.pdf)
  - [www.choosemyplate.gov/downloads/GettingStartedWithMyPlate.pdf](http://www.choosemyplate.gov/downloads/GettingStartedWithMyPlate.pdf)
  - [www.choosemyplate.gov/healthy-eating-tips.html](http://www.choosemyplate.gov/healthy-eating-tips.html)
- Factsheets from [www.letsmove.gov](http://www.letsmove.gov):
  - *Let's Move!* Factsheet:  
[www.letsmove.gov/sites/letsmove.gov/files/Let%27s\\_Move\\_Fact\\_Sheet.pdf](http://www.letsmove.gov/sites/letsmove.gov/files/Let%27s_Move_Fact_Sheet.pdf)
  - *Let's Move!* African American Factsheet:  
[www.letsmove.gov/sites/letsmove.gov/files/Let%27s\\_Move\\_Fact\\_Sheet\\_for\\_African\\_Americans.pdf](http://www.letsmove.gov/sites/letsmove.gov/files/Let%27s_Move_Fact_Sheet_for_African_Americans.pdf)
  - *Let's Move!* Hispanic Factsheet:  
[www.letsmove.gov/sites/letsmove.gov/files/Let%27s\\_Move\\_Fact\\_Sheet\\_for\\_Hispanics.pdf](http://www.letsmove.gov/sites/letsmove.gov/files/Let%27s_Move_Fact_Sheet_for_Hispanics.pdf)  
Español: [www.letsmove.gov/sites/letsmove.gov/files/Let%27s\\_Move\\_Hispanic\\_Spanish\\_Language\\_Factsheet.pdf](http://www.letsmove.gov/sites/letsmove.gov/files/Let%27s_Move_Hispanic_Spanish_Language_Factsheet.pdf)
  - *Let's Move!* American Indian/Alaska Native Factsheet:  
[www.letsmove.gov/sites/letsmove.gov/files/Let%27s\\_Move\\_Fact\\_Sheet\\_for\\_American\\_Indian\\_Alaska\\_Native.pdf](http://www.letsmove.gov/sites/letsmove.gov/files/Let%27s_Move_Fact_Sheet_for_American_Indian_Alaska_Native.pdf)
- Links to the sample projects and guidance (see appendix)
- For more ideas sign up for the *Let's Move!* E-mail newsletter at [www.letsmove.gov/get-email-updates](http://www.letsmove.gov/get-email-updates).



## *Resources for Parents*

The *Let's Move!* web site is a great source of helpful information to support your *Let's Move!* programming. These resources for parents can help provide the latest information on good nutrition and physical activity to support families.

- Action plan: [www.letsmove.gov/sites/letsmove.gov/files/pdfs/TAKE ACTION PARENTS.pdf](http://www.letsmove.gov/sites/letsmove.gov/files/pdfs/TAKE_ACTION_PARENTS.pdf)
- Grocery List: [www.letsmove.gov/sites/letsmove.gov/files/Grocery List 1.pdf](http://www.letsmove.gov/sites/letsmove.gov/files/Grocery_List_1.pdf)
- Family Activities: [www.letsmove.gov/sites/letsmove.gov/files/Family Activities 1.pdf](http://www.letsmove.gov/sites/letsmove.gov/files/Family_Activities_1.pdf)
- Family Calendar: [www.letsmove.gov/sites/letsmove.gov/files/Family Calendar 1.pdf](http://www.letsmove.gov/sites/letsmove.gov/files/Family_Calendar_1.pdf)
- Healthy Recipes: <http://pinterest.com/MyPlateRecipes>

## *Building Networks and Partnerships*

Many organizations in your community may already be involved in other ways including participation in: *Let's Move!* Chefs to Schools, *Let's Move!* Cities, Towns & Counties, *Let's Move!* Outside, and *Let's Move!* in Indian Country, just to name a few. Visit [www.letsmove.gov](http://www.letsmove.gov) for more information about participating organizations.

# Priorities and Action Ideas

When you sign up to be a Let's Move Museum or Let's Move Garden you agree to take action related to at least one of the first two priorities and if you serve food you also selected at least one of the second two priorities.

The four priorities:

1. Eat healthy, get active exhibits
2. Learning about healthy food choices and physical activity through afterschool, summer and other programs
3. Healthy food service
4. Learning about healthy food choices and physical activity using food service operation

The following are some ideas to help you take action on your commitments.

## Priority #1: Eat healthy, get active exhibits

Ideas for interactive exhibits:

- Create exhibits and spaces where families can be physically active, while learning about the appropriate amount of daily screen time.
- Develop programs or exhibits that help families learn the difference between healthy and unhealthy food choices and the impact those choices can make.
- Cultivate organic food/vegetable gardens, provide assistance for school and community gardens and offer related programs.
- Provide inside and outside spaces and programs that use principles of universal design to create experiences that enable children and adults of all abilities to actively engage in exhibits and programs.
- Create exhibits and/or host forums or discussions for the community considering the local impact of built environment policies and regulations on human health.
- Work with local government to provide space for children's indoor and outdoor recreation.
- Create exhibits, web experiences or apps that utilize technology to encourage physical activity in ways that are fun and interactive.

*Example:* At the Children's Museum of Houston's (TX) PowerPlay exhibit, kids get active on a light-up dance floor and see how this activity affects their heart rate.

## Priority #2: Learning about Healthy Choices through afterschool, summer and other programs

Ideas for programs:

- Develop programs or exhibits that help families learn the difference between healthy and unhealthy food choices and the impact those choices can make.
- Provide professional development opportunities for teachers on nutrition (may or may not be integrated with gardening).
- Offer nutritious snacks and promote good nutrition at home.
- Offer and promote healthy foods; provide only healthy foods in classes, programs or camps.
- Offer programs for children and families on how to grow, harvest and cook healthy, organic food.
- Provide outreach programming to schools that trains faculty in fun ways to offer recess that promote physical activity and social skill development.
- Serve as community partners providing afterschool programs that offer and enhance physical activity.
- Create exhibits and/or host forums or discussions for the community considering the local impact of built environment policies and regulations on human health.
- Build safe and accessible parks and playgrounds on museum/garden grounds and off-site, in other locations.
- Provide outdoor opportunities for children to enjoy recreation activities, including walking, hiking and free play on or off museum/garden grounds.

*Example:* Through a grant from the Institute of Museum and Library Services, the Children’s Museum of Manhattan (NY) is adapting NIH’s We Can! materials to communicate messages about healthy eating habits, balancing food intake and increasing physical activity to parents of young children living in the Bronx.

### **Priority #3: Healthy food service**

Ideas for food service:

- Offer and promote healthy choices for all ages.
- Cultivate organic food/vegetable gardens, provide assistance for school and community gardens and offer related programs.
- Provide space for local farmers to sell fruits and vegetables. Museums and gardens connect families to farmers through programs.
- Offer and promote healthy foods; provide only healthy foods in classes, programs or camps.
- Encourage food service providers to develop healthy choices that are appealing to children and young people.

### **Priority #4: Learning about healthy food choices and physical activity using food service operation**

Learning ideas:

- Create exhibits that help families learn the difference between advertising for healthy and unhealthy food.
- Develop programs or exhibits that help families learn the difference between healthy and unhealthy choices and the impact those choices can make.

*Example:* Atlanta Botanical Garden (GA) opened an edible garden, which includes a green wall made from herbs and an onsite Outdoor Kitchen, featuring ‘Grow it and eat it’ cooking demonstrations.