



Museums & Gardens



What Works! in Museums and Gardens

Thursday, May 16, 2013

Welcome from IMLS...

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- **Melissa Heintz**, IMLS, Public Affairs Specialist, New Media
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Who is on the call?

Are you a Let's Move Museum and Gardens participant?

- Yes
- No

What is Let's Move?

- A national initiative, launched in 2010, by First Lady Michelle Obama to get kids moving and eating healthy foods.
- Dedicated to solving the problem of obesity within a generation, so that children born today will grow up healthier and reach their full potential.
- Coming together to create a generation of healthier children—more opportunities for physical activity; more information for families to make healthier decisions; and access to healthy affordable food closer to home.



What is Let's Move Museums and Gardens?

- Museums and gardens are well positioned to make a difference.
- By participating in Let's Move! Museums & Gardens, your museum helps young people get active, and learn about physical activity and healthy food choices.



Stepping Stone Museum for Children,
Norwalk, CT

Partners & Collaboration

- Let's Move Museums & Gardens was originally developed through a collaboration between IMLS and:
 - American Alliance of Museums
 - Association of Children's Museums
 - American Public Gardens Association
- The initiative has now been broadened to include:
 - Association of African American Museums
 - Association of Art Museum Directors
 - Association of Science-Technology Centers
 - American Association for State and Local History
 - Association of Zoos and Aquariums
 - The Center for the Future of Museums

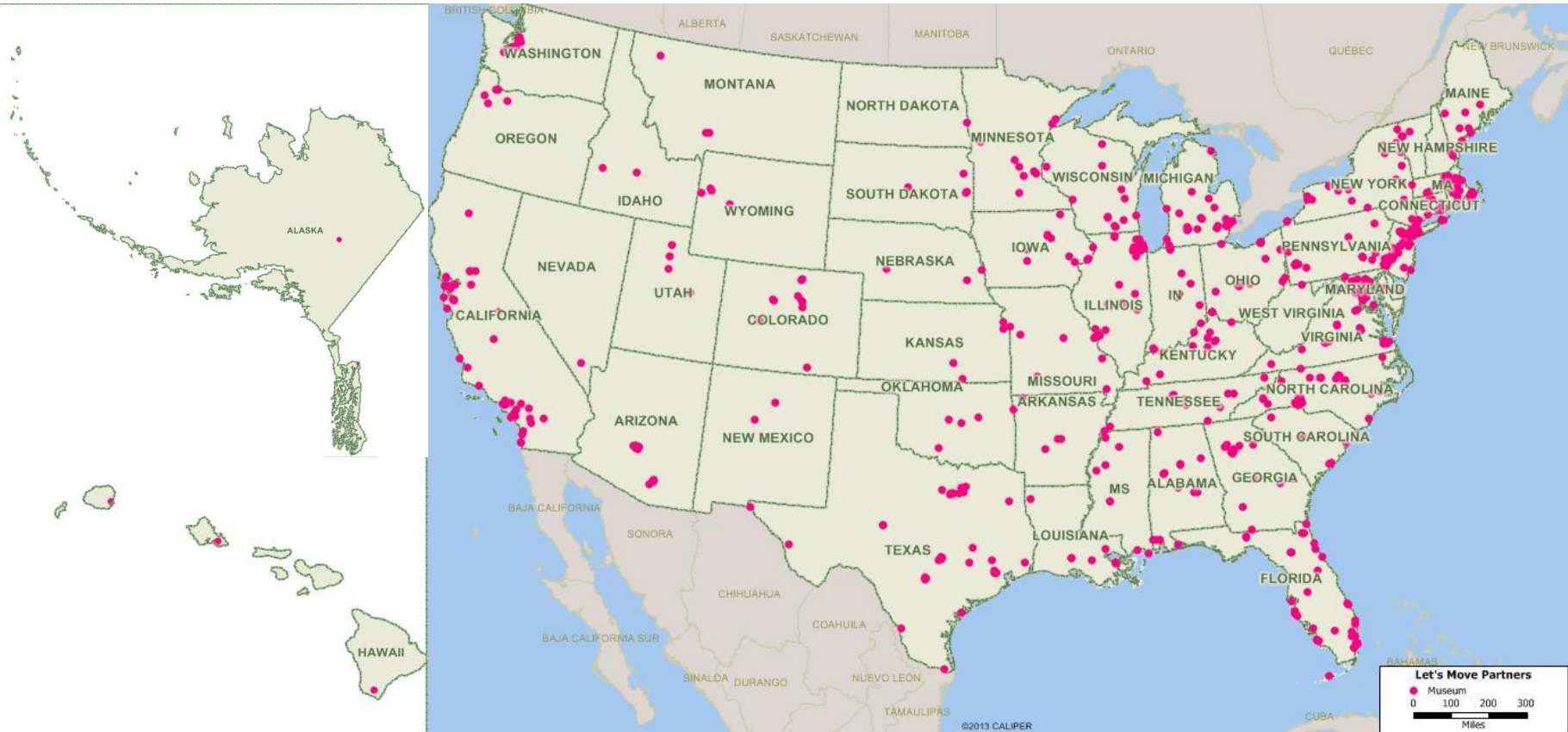


Growing Numbers!

- Let's Move Museums & Gardens was launched in 2011.
- As of today, 625 institutions in all 50 states and the District of Columbia have joined the initiative.
- You can access resources, learn more, or sign up today at <http://www.imls.gov/about/letsmove.aspx>



Growing Numbers!



Who's on the call?

- A. Children's Museum
- B. Botanical Garden/Arboretum
- C. Art or History Museum
- D. Science Center/Natural History Museum
- E. Other

Participating Institutions by Type

0	Aquarium
5	Anthropology Museum
114	Arboretum/Botanic Garden/Public Garden
59	Art Museum/Center/Sculpture Garden
143	Children's or Youth Museum
14	Ethnically/Culturally/Tribally Specific Museum
25	General or Multi-disciplinary Museum (several subjects)
2	Hall of Fame (e.g., music, sports, entertainment, media)
22	Historic House
33	Historic Site/Landscape
68	History Museum
10	Historical Society
1	Military Museum/Battlefield
15	Nature Center
19	Natural History Museum
0	Presidential Library
29	Science/Technology Center/Museum
1	Transportation Museum (air & space, auto, maritime, train)
2	Visitor Center/Interpretive Center
11	Zoo/Animal Park
52	Specialized Museum (single topic/individual)
625	Total

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 a food service operation.

Priorities



Old World Wisconsin
Eagle, WI

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 are asked to select at least one of the second two priorities.

What Works! Manual

- A downloadable publication that provides museums and gardens with tips and ideas for implementing successful models for supporting healthy and active lifestyles.
- A collection of best practices among museums and gardens that highlight the four key priorities of the initiative.



LET'S MOVE! Museums & Gardens



***What Works!**
Practical Tips for Getting
Involved in Let's Move!
Museums & Gardens*

INSTITUTE of
Museum and Library
SERVICES

LET'S MOVE! Museums & Gardens

What Works! Priority 1

Eat Healthy, Get Active Exhibits

Maureen Holdsworth, *Marbles Kids Museum*,
Director of Exhibit Programs

MHoldsworth@marbleskidsmuseum.org

919-857-1033

Christa Dreese, *Marbles Kids Museum*,
Program Play Lead

CDreese@marbleskidsmuseum.org

919-857-1072

Priority 1: Marbles Kids Museum, Raleigh, NC

- **Power2Play Exhibit:** Promoting physical activity and healthy choices for kids and families through PLAY!



Priority 1: Marbles Kids Museum, Raleigh, NC

- Jump, flip, balance, crank, climb, and skate in this active exhibit where being a kid is the workout.



Priority 1: Marbles Kids Museum, Raleigh, NC

- Pick power foods to fill a plate and fuel more fun in a MyPlate inspired healthy kitchen.



Priority 1: Marbles Kids Museum, Raleigh, NC

- “Be Healthy. Be Active” core initiative
 - Family Fit activity guest series
 - Big Fun daily program and sparks
- Marbles in Motion team program



What Works! Priority 2

Learning about Healthy Choices through Afterschool, Summer, and Other Programs

Victoria Garvin, *Association of Children's
Museums*, Deputy Director, Core Programs

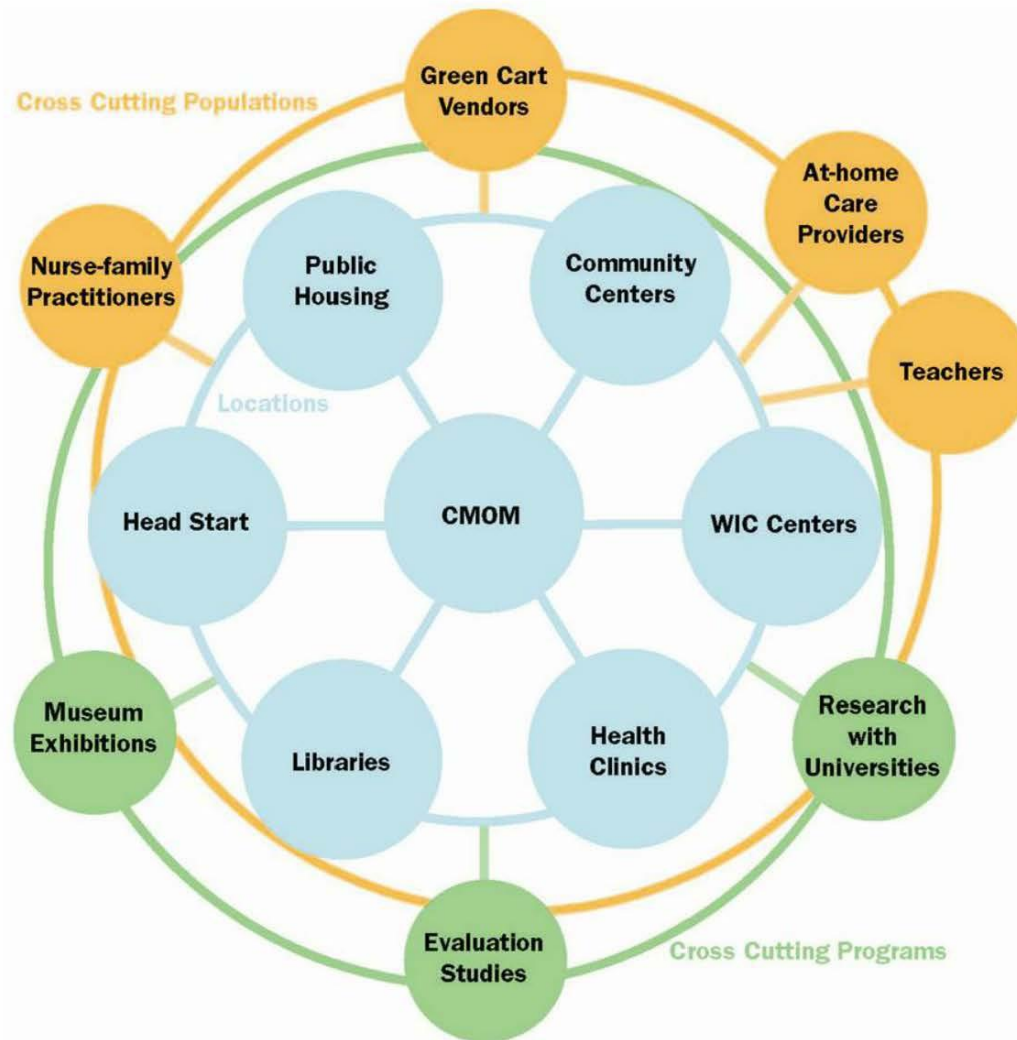
Priority 2: Children's Museum of Manhattan, New York, NY

EatSleepPlay™ Components

- Building Health Every Day Exhibit & Graphics Package
- Curriculum & Professional Development Training Model
- Wellness Leadership Committee & Partnership Building Strategies
- www.cmom.org/eatsleepplay



Priority 2: Children's Museum of Manhattan, New York, NY



What Works! Priority 3

Healthy Food Service

Victoria Garvin, *Association of Children's Museums*,
Deputy Director, Core Programs

Beth Fitzgerald, *The Magic House, St. Louis Children's
Museum*, President



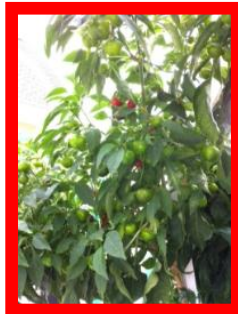
Priority 3: The Magic House, St. Louis, MO

- In 2008, the Museum opened the Picnic Basket Cafe to provide families with a space to enjoy fresh, healthy foods, offering no fried foods, rather focusing on whole grains and fresh vegetables, plus fruits and yogurt for desserts.
- The menu items include vegetables grown in the Museum's rooftop garden and outdoor pizza garden, integrating the Museum's exhibits into the food experience.
- Whenever possible, food is purchased from local vendors, if not grown on site.



Priority 3: The Magic House, St. Louis, MO

- Menu items are created to model what a healthy lunch would look like for children and adults, not requiring a visitor to have to choose between an unhealthy option.
- In support of promoting healthy lifestyles to visiting families, the Picnic Basket Cafe became recently became a certified four star restaurant by the *Green Dining Alliance* for fully embracing sustainable practices to reduce environmental impact and for leading by example.
 - The Picnic Basket Café is one of only two restaurants in St. Louis to receive four stars, which is the Green Dining Alliance’s highest rating.



What Works! Priority 4

Learning about Healthy Food Choices and Physical Activity Using Food Service Operation

Caitlin Simkovich, *American Public Gardens
Association*, Communications & Logistics Manager

Priority 4: Atlanta Botanical Garden, Atlanta, GA

Atlanta Botanical Garden



ATLANTA BOTANICAL GARDEN

- Founded 1976
- 30 acres in the heart of Atlanta
- Annual visitation 450,000+
- Consistently ranked Top Ten botanical gardens in the U.S.
- “Asphalt to Asparagus”
 - Transformed old parking lot into two acre Edible Garden



Priority 4: Atlanta Botanical Garden, Atlanta, GA

Informal Programs

- Garden Chef
 - Engages 10,000+ visitors per year
 - Live cooking demos
 - ‘Cocktails in the Garden’
- Recipe Card Signage
 - *Plant to Plate* blog



Priority 4: Atlanta Botanical Garden, Atlanta, GA

Formal Programs

- Adult Cooking Demonstrations
 - Well-Seasoned Chefs Series
 - Fresh Plates Series with guest chefs
- Adult Classes
 - Canning
 - Seed Starting
- Children's Classes
 - Summer Cooking Camps (sold out annually)
 - Reaches 75 children each year
- School Tours

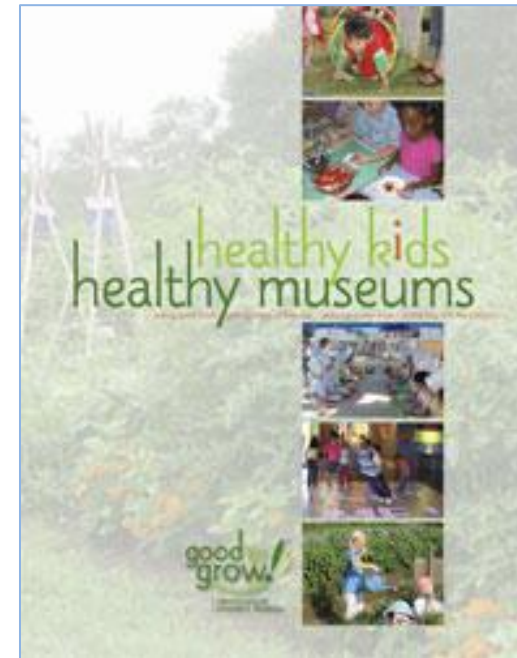


Other Resources

ASSOCIATION OF CHILDREN'S MUSEUMS

Visit our website

www.ChildrensMuseums.org



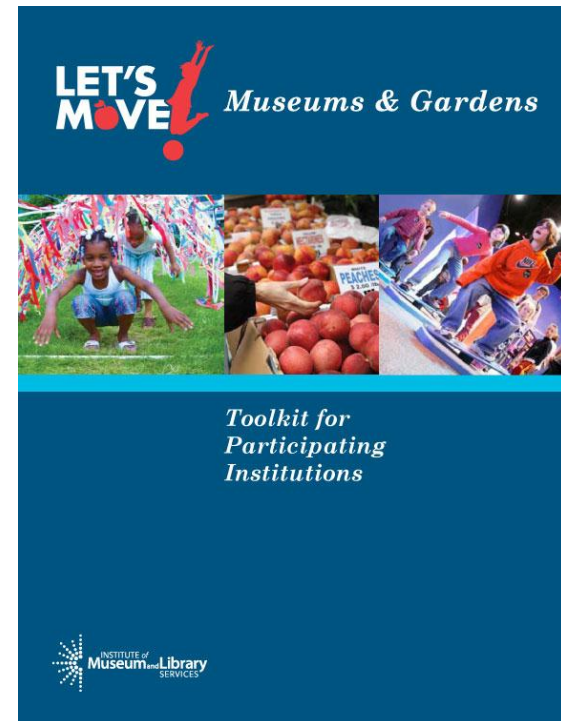
- Free pdf publications:
 - *Healthy Kids, Healthy Museums*
 - *Kids Dig Dirt!*
 - *Good to Grow! Self-Study*

Other Resources



Visit our website

www.imls.gov/about/letsmove.asp



- FAQs, project examples, logo guidance
- Links to support materials
- Sample press releases

Future webinars

Which Let's Move partners would you like to learn more about?

- A. MyPlate
- B. Let's Move Cities, Towns, and Counties
- C. Let's Move in Indian Country
- D. Let's Move Outside
- E. Let's Move Child Care

Questions

