

Let's Move! Museums and Gardens Webinar [transcript starts at minute 1:35]

Chris Reich: Well, good afternoon everyone. I'd like to welcome you to the second in a series of webinars with the Let's Move! Museums and Gardens and the Institute of Museum and Library Services. The focus of our webinar today will be how, museums and gardens and local government officials can collaborate to maximize the impact of their Let's Move! activities in their communities. Before we get started today... well, with me... My name is Chris Reich and I'm a senior advisor in the office of museum services at IMLS and with me today are Melissa Heintz, Jennifer Rehkamp, and Katherine Maas. Just to give you a quick overview of what we're planning to do today: we'll start by providing a brief overview of the national Let's Move! initiative; and then we'll have presentations on the Let's Move! Museums and Gardens as well as Let's Move! Cities, Towns, and Counties; and then we're delighted to say that we have some wonderful presenters from two cities that are really working well together between Let's Move! Cities, Towns, and Counties and Let's Move! Museums and Gardens to offer...to maximize Let's Move! activities in their communities—and they'll be sharing examples of things they're doing that hopefully you can replicate, or adapt, to try out in your own communities. Before we get started, though, I'd like to ask Katherine Moss to share some of the technical parameters of our webinar system.

[3:04] Katherine: Alright, thank you, Chris. As Chris said, my name is Katherine Maas; I work in the museum office here at IMLS. I have muted everybody's phone lines, so if you did call through either through the telephone or if you're listening through your computer speakers, either your ability to speak has been muted; when we get to the question and answer portion of the webinar, I will unmute your phone line and explain how to raise your hand to ask a question. You can also, throughout the whole webinar, ask a question in the chat box; in the bottom left-hand corner of your screen, there's a little box that says "chat supervised" and if you type a question in that white part all the way at the bottom and push "enter" it will come to me and Jen and Melissa and we will do our best to answer your questions. If there are big, big questions, we will, wait till the end, and the speakers can then answer the question as well. So, when we get to the question and answer portion, I'll come back on and unmute your lines and explain how to raise your hand to answer a question, but for now we can get started with all of our speakers.

[4:02] Chris: Thanks Katharine. So, the Let's Move! initiative as many of you know, but just in case we have some first time listeners, is a national initiative that was launched 3.5 years ago by First Lady Michelle Obama in response to the challenge of childhood obesity. The Let's Move! initiative is bringing together a wide range of federal agencies, working together with the private sector, to build a foundation for a culture of healthy lifestyles for our nation—any primarily doing this through activities that provide more opportunities for physical activity, access to more information for families to make healthier decisions, and access to healthy, affordable food closer to home.

The Let's Move! Museums and Gardens sub-initiative was launched just about 2.5 years ago, and this really gives museums and gardens an opportunity to highlight the many things they're already doing to promote healthy lifestyles and physical activity through their exhibits, through programs for schools and

families, and partnerships with community organizations. Some of you may know that the Institute of Museum and Library Services is a federal agency and we define museums very broadly—to include history, art, natural history museums, as well as botanical gardens, zoos and aquariums, nature centers, historic sites, and a number of other similar types of visitor attractions. And so, there's quite an impact that can be provided to the Let's Move! national initiative through the Let's Move! Museums and Gardens sub-initiative.

Our program focuses primarily on, museums and gardens delivering these activities through exhibits that focus on healthy eating and active lifestyles through the provision of learning opportunities about healthy foods and physical activity—and also for those that have food service, components in their organizations providing opportunities to, learn about healthy food choices and provide healthier food options in those locations.

The Let's Move! Museums and Gardens initiative was originally developed through a wonderful collaboration between the American Alliance of Museums, the American Public Gardens Association, and the Association of Children's Museums—all of whom remain very strong and supportive partners—as well as a number of other professional organizations throughout the country that represent museums and libraries.

As of today we're excited to say that we have over 600 institutions participating in Let's Move! Museums and Gardens in all 50 states as well as the District of Columbia. And, later in the webinar, we'll share some information about some of the resources that we can provide to all of you through our website.

In an effort to maximize the impact of Let's Move! Museums and Gardens throughout the country, we've been reaching out to other components of the national Let's Move! initiative. And the way it's organized, is that numerous federal agencies coordinate a diversity of other Let's Move! Sub-initiatives and this slide shows the diversity of these sub-initiatives that are coordinating so many different kinds of activities to support the overarching goals of Let's Move! And what we're hoping is that by learning more about these groups, and finding ways to work together, we all hope to reach larger audiences with the Let's Move! message. And with that in mind, today, we'd like to, focus on Let's Move! Cities, Towns, and Counties, and to tell you more about that initiative, I'd like to introduce Tracy Wiedt.

[8:03] Tracy: Hey, Chris, and hi everyone, thanks for providing us with this opportunity to be on the call, to share information about, the initiative that we're working on, Let's Move! Cities, Towns, and Counties. And here's our contact information; I'm joined on the webinar, by my colleague Elena Hoffnagle and, if you have questions or want to touch base with us, please don't hesitate to do so.

Just to give a little bit of background information, as Chris had indicated, Let's Move! was launched, a few years ago and, as we were gathering feedback information in terms of what was working and what wasn't working, we heard from cities, towns, and counties participating in Let's Move! Cities, Towns, and Counties, that they really would like to have a framework that could help them establish kind of what goals they should be striving for. They had asked us if, they could receive additional technical support to help them achieve, or progress in their efforts in terms of childhood obesity prevention. And

then they also expressed an interest in terms of being recognized for their efforts. And with this in mind, in July of 2012 is when we unveiled, what we're calling our latest chapter of Let's Move! Cities, Towns, and Counties. That's where we launched, side goals, which I'll highlight in just a second. The National League of Cities was identified as the lead collaborating partner and we're fortunate to be receiving funding from the Robert Wood Johnson Foundation, to do that.

as part of this we provide technical assistance and we do that, through our incredible partners at the Department of Health and Human Services as well as what's support from U.S. Department of Agriculture, the National Association of Counties, and others. And then the National League of Cities also, is an entity in which we're recognizing local elected officials for, their efforts through a medaling process. Each participating entity has the opportunity to receive, bronze, silver, and gold medals in the five goal areas. So, to date, we actually, instead of, 340 on the slide, we have over 350 cities, towns, and counties participating; and we're not at quite as widespread as you are, Chris, but we are in 47 states and the District of Columbia.

And I'm going to try to see if I can connect, everyone... you know what, I'm going to go this way, I think... to go to our [typing] healthy future, healthy... see, I've already messed up... healthy communities, healthy future dot org [end typing]. To take us there so I can show everyone how, we can access who's participating in the initiative. So here's our website, and very similar to what you were doing, Chris, showing your map, this website contains a bunch of information in reference to our goals and how to participate and sign up. But in order to see if your city, town, or county is participating, if you go to the "see progress," tab, you'll be taken to a screen, in which you'll have a drop-down menu in which you can indicate, a map of sites; unfortunately it looks like it might be a little delayed, in which you can look at across the country who's participating, you can also check, a list of, of states, for information in terms of who is in that state, and then there's also, a search bar, that you can enter, the name of your city, town, or county. If you have a lot of time, and really wanna walk through and explore, kind of the revolving bottom right corner has a list of local elected officials that are participating. For whatever reason it seems to be a little bit delayed, so I'm going to go back, to the slides but you can access this information going to our website, "healthy communities, healthy future dot org."

So, as I mentioned, we have five goals that we're focused on in working with local elected officials. The first—"start early, start smart"—is focused on early care and education providers, ensuring that, their professional development includes, the latest best practices and information around the areas of healthy eating, physical activity, and limiting screen time.

Goal two, "my plate, your place," is focused on disseminating and displaying, the "my plate," logo, in all government owned and operated, venues that serve, or sell food. Goal three is in reference to smart servings for students and that goal is focused on working with schools to increase participation in the school breakfast and national school lunch program.

Goal four, model food service, is working with municipalities and counties to take a look at their food procurement policies and making sure that healthy food is offered in the food that they're selling or

servicing, again, and they're municipal or county owned and operated venues. And then goal five is in reference to "active kids at play"—so really looking at, access to, safe, play spaces for kids.

So, currently there are, out of the 600 and plus sites that Chris referenced and the 300 plus sites that we are supporting, there are 84 cities, towns, and counties in which, both initiatives are cohabitating, if you will. so if you're not currently working, with your, local elected official—let's say you're a museum or a garden— we would encourage you to reach out to your local elected official. And, again, if I was able to show you on the website, you'd be able to find out who exactly, that is, and if you explore the website a little bit further you can actually contact, them specifically, so we tried to help simplify that for... for folks. and then, if you're, a local elected official on the call, or a staff person, from a municipality or county, we would encourage you to use Chris's website, the website that he was referring to, in identifying, what museums or gardens are participating in your community and connect with them.

And, then, conversely, there are 361 Let's Move! Museums and Gardens who are *not* connected, or not in the same city, as their, the municipality, that is participating. So, we would suggest that if you are a museum and garden, that you should contact your local elected official and ask them to join Let's Move! Cities, Towns, and Counties. And, again, another way to do this is as well is, you know, we realize that contacts and collaboration are all local and are very good to utilize that at a local perspective; but, if you have suggestions for us to do some of the outreach, we're happy to do that. If you let us know, like, who is, a person, you know, in the city council, that may be active in this, let us know and we can, pass some information on to them.

And, then, finally, there are 252 Let's Move! Cities, Towns, and Counties, that are, participating in Let's Move! Cities, Towns, and Counties that have no active participation, within these cities from museums and gardens. So, I'll ask, for our local elected official partners, and their staff, is to really reach out to other museums, gardens, zoos, libraries, et cetera, to get them involved in, the museums and gardens initiative.

And, last but not least, we wanted to share, some ideas in terms of, partnerships and hopefully the... well, not hopefully... but we know the next, folks on the webinar will be providing some local examples in terms of what this looks like locally. But, we suggested four activities and, so, first is cross-promotion and publicity. We have really good examples in which there is strong and great collaborations happening locally and, I think because we're all in this together, I think we can benefit from collaborating more with each other, and that could entail cohosting events together, as an example.

The other thing that we've seen, many museums and gardens looking at, and doing, is, "my plate," promotion. That's something that, as I mentioned, is one of our goals within Let's Move! Cities, Towns, and Counties, and it seems like that's a good fit, considering there are various museums and gardens who are doing that as well—so that's an area to collaborate on.

And, then, last but not least, "healthy food and vending policies"—again, that's something that we've seen that's happening in both initiatives and just seems like a natural and good fit for, additional collaboration.

So, there's, some ideas and, hopefully in a nutshell, our goal is to, suggest and ... and do what we can to support your collaborations at the local level. So, with that, we'll wait for any questions that you may have, at the end.

[18:18] Chris: Thanks so much, Tracy, that was just a great overview of the Let's Move! Cities, Towns, and Counties sub-initiative. And I would encourage all of the listeners to take Tracy's advice and visit their website at "healthy communities, healthy future dot org," because it's really a robust website and it gives you an opportunity to find a user-friendly way to find out if your city, town, or county is participating [interference] Let's Move! initiative and so on. So now we're excited to share some examples of successful partnerships, between museums and local officials from some cities that are really doing great things. And, to start us off, we'd like to introduce Jeremy Beer from the Mayor's Fitness Council in San Antonio, as well as Bryan Bayles from the Witte Muse also located in San Antonio, Texas.

[19:12] Jeremy: Hi everyone; thank you, Chris. It's great to be here. San Antonio is very proud to be one of the 84 Let's Move! Cities, Towns, and Counties as well as Let's Move! Museum and Gardens. My name is Jeremy Beer; I am the assistant coordinator for the Mayor's Fitness Council. The Mayor's Fitness Council was formed in 2010 through a vision of our mayor, Julian Castro, with the mission to lead San Antonio to be one of the healthiest and most active communities in the nation, in which residents, groups, and organizations can work collaboratively to achieve targeted health and fitness goals. You know, San Antonio is always on the "unhealthy" list in all these magazines and the mayor has had a great focus and has led us to getting on some of the good lists and a lot of the data has shown over the last three years that we've made a lot of progress. We are actually an initiative and not an official 501C3 nonprofit. We roll up as a lead partner of health and fitness under a large nonprofit in San Antonio called SA2020. Our goals are aligned with theirs in that we want to reduce the adult and obesity... the adult obesity rates and the adolescent obesity rates, as well as increase physical activity and fruit and vegetable consumption.

So, I just wanted to highlight some of our, partnerships and some of our, programs. In 2010, a large grant, was received from the CDC called the Communities Putting Prevention to Work Grant; I'm sure a lot of you on the call are familiar with it. San Antonio received 15.6 million dollars from the CDC and a lot of this were actually seed funding so that we could, you know, promote this and create it for the future.

So one of the programs we have is called Siclovia. It started in Bogota, Columbia, actually, and it ... it's become so widely popular, in not only Bogota but also San Antonio. We do it twice a year; we're actually having the next one this coming Sunday. We're expecting between 75 and a hundred thousand people; it's become the largest health and wellness event in San Antonio. We close a main thorough street in San Antonio called Broadway for 2.5 miles and there are actually a network of parks, through our Parks and Rec Department, that we activate as activity zones. So each of these zones have a different purpose; some of them are for health and fitness organizations to, you know, promote what free and low cost activities they offer to the community; and some of them are just to work out, you know, try a new fitness class. And that kind of ties into another one of our programs called "Fitness in the Park."

Fitness in the Park is the same through—it was started with the CPPW Grant—and it's the same through the Parks and Rec Department with the city of San Antonio that features year-round free fitness classes in almost every city park throughout San Antonio—and there are *a lot* of city parks in San Antonio. This past month we had over 400 classes and thousands of people from across San Antonio attend these classes; anywhere from walking groups can be established, to yoga, you know, body combat, judo, every...everything.

Also in San Antonio we, from the grant, created a B-Cycle program, which is a low-cost alternative to driving around San Antonio, finding parking; we actually installed 35 bicycle stations in and around downtown and in areas where the high tourist population—San Antonio is a very large touristy city—and, just for people to use the bikes, and to cut down on emissions and to also burn calories. So, there are very large metrics with that; I don't have them available, but it's millions and millions of calories have been burned as well as, you know, carbon offset, has been offset, it's been great.

We do not own many programs at the Mayor's Fitness Council—we rely on community engagement—we are more of the think-tank organization. We consist of eight different committees; we have a media arm, a policy arm, fitness, nutrition, a school's committee, a worksite wellness committee—which is, San Antonio's business group [phone rings] on health—I apologize about that call— as well as an active living council, which actually just joined our group over the summer.

But one of the programs that we just received funding for, for two additional years through a local foundation is called our Student Ambassador Program. This is a program for students age, grades 5 through 12; there are 44 of them starting this year and they are from all 15 ISPs as well as private schools and the Archdiocese of San Antonio. They are given a toolkit and a road map to identify what needs in their communities and schools, either nutrition or physical activity related, they can change and they can affect from peer-to-peer, student-to-student. So that's ongoing now; we actually just had our first training of the year at the Witte, which, Brian Bayles will talk about after this. So we're very excited to continue this program and to grow it. Our goal is by 2020 we would like to have a student ambassador in all 440 of our schools in San Antonio.

I wanted to briefly touch on one of our initiatives that we're doing in food and nutrition because we are the Mayor's Fitness Council so we are somewhat heavy on physical activity but we also know that, to affect change, in nutrition and obesity, we ... we need to be eating healthy as well as working out. We partnered with the local Health Department to receive a grant from the Robert Wood Johnson Foundation to install refrigeration or freezer units in "food deserts" that have been identified in San Antonio. We installed six and I just did a year follow-up on this a few months ago and it's ... it's been shown to be very successful. You can see the picture on the slide right here, we ... we labeled it the Tiendita por Vida Initiative so that it can be geared toward the Hispanic population; the Hispanics in San Antonio are actually around 65%—so a lot of what we do is marketed in Spanish and towards that population.

We have a main website, it's "www dot fit city sa dot com," which we try to drive all of our partners and our traffic to; it highlights all of our initiatives, our programs, as well as contact information for me, so if

you have any questions. And, also, we, as I stated earlier, we are a Healthy Community so you can find all of the things that we are doing at “healthy communities, healthy future dot org.” With that, I want to give it to Brian.

[25:36] Brian: Thanks, Jeremy. Can everybody hear me? Hi, thanks [feedback noise] ... sorry about that. Can y’all hear me okay?

Katherine: Hi Brian, yeah, this is Katherine, it sounds good—as long as your speakers are off.

Brian: Yeah, no problem. Thanks, Jeremy, and ... and thank you all for the opportunity to share this and ... and, talk a little bit about some of the exciting things we’re doing. The Witte Museum so the Witte Museum is the city’s oldest museum; it’s been here ... it’s been here over, 85 years. we were established in 1926 and it’s essentially, we promote lifelong learning, through innovative exhibitions, programs, and collections in, essentially, three arms—natural history, science, and South Texas heritage—and I’ll talk a little bit more about, this in a second, but we are located at, near the headwaters of the San Antonio River and, so we’re ... we’re right on the river and a part of historic, Brackenridge Park. And these are sort of key in that our health and wellness, efforts and our city efforts tie back, we make a concerted effort to tie back to, these natural resources and also some of the improvements that the city is doing, along this river corridor.

but, the footprint is huge; we have actually this year, we ... we reached over 400,000 visitors, our average is 350,000 annually; we reach about 170,000 school-age kids every year; 60,000, of those folks come in free of charge during our free Tuesday hours, every free Tuesday, from 3 to 8 pm. we, essentially, we have right now, we have an Every Fourth Grader initiative, essentially, which is sort of a sub-initiative that is, to underwrite, field trip monies to bring students, every fourth grader, will have the opportunity to come and visit, and experience the museum. And I ... I mention this, in part because one of the things we’re doing with the city, related to that is the Mayor’s Fitness Council and the City Health Department have identified certain, high risk neighborhoods, in ... in their public health research that neighborhoods, that account for sort of a disproportionate, burden of the number of chronic health issues and, so, we are making, we’re in collaboration with them, we are making a ... a targeted effort to reach out to those particular schools and ... and offer, underwriting and funding to bring them specifically in, in part, so they can experience museum but also, in particular, the ... our new, what’s called the H-E-B Body Adventure, which I’ll tell you about in just a minute, which is our major, new building that’s going to open in May, focused on ... on this content.

so, the, well before I ... before I continue, the ... the other thing that’s important about our demographics is that—and something that’s extraordinarily rare in the museum world, um—is that we really, are proud to call ourselves “the people’s museum” in that, our demographics are representative, are mirror, the demographics of San Antonio and Bexar County, in terms of ethnicity, in terms of income, in terms of education. And we make, we invest, we actually invest a considerable amount of our marketing and outreach to ... to ensure that that’s the case. And our partnerships, also help us very much with that, with the city and ... and local governments, in terms of making sure that all of our city council districts are, representative in our, in our visitation members, which we track very carefully.

so as I mentioned, one of the buildings on our campus, is ... is, you'll see on the left here, is this H-, what's called the H-E-B Science Treehouse, which was built in 1997 and is the widely popular—the most popular—building on our campus. This is set aside from the main museum building, but it's kind of a premier space for, for families and ... and children, in particular, but children of all ages. Given that the Witte has been here over eighty ... five years, we have generations, multigenerational audiences so we have grandparents and ... who have grown up coming to the Witte and who bring their children, and their grandchildren, and, the Science Treehouse is a big showcase of that. And, what we wanted to do, several years back, we ... we decided we really wanted to build on this equity we had with the community, and begin to use that equity to address the urgent health needs of our community, particularly our most vulnerable, at-risk, predominantly Latino, populations, which as you know, are experiencing a lot of, health disparities in terms of chronic ... chronic disease.

So we are transforming this building into what's going to become, this May, a new, permanent four-story, indoor–outdoor, H-E-B Body Adventure. And so this is a series of interactive exhibits, which I won't go on in too much detail about, except to say that, at the heart of, the exhibit... And, again, in my background I was actually, I maintain a faculty appointment at the lo-, the medical school here, in family and community medicine. And, the way I got involved with this was through the Witte had the vision of convening a number of summits, community summits, at which people from city council, the mayor's office, the medical community, the clinical community, the public health community, all came together to ... to essentially brainstorm—and, what's working, what's not working, how can we collaborate better? And, one of the things that ... that our research has shown, was the importance of the family and social matrix, the... the, um. And so we made a decision in the design of the exhibition, to, these are local, we call them H-E-B Body Adventure buddies, so as you sign in to this exhibition experience, you will pick a buddy—and these are real San Antonio residents of all ages and backgrounds,—who, you'll get a little power pass card that you'll take to different stations and activities and they're physical activity focused and nutrition games and so on. And your buddy, that you've selected, will pop up, as sort of a peer support, and virtually, essentially, guide you through the experience—building that sense of community.

Now the reason I mention this as well is that one of our buddies, is also a Mayor's Fitness Council Student Ambassador Program; we worked closely with them, so that they share some of the training that the ... and leverage some of the training that the Mayor's Fitness Council is giving in civic engagement, in peer education, and ... and so on. and so ... so that, and as well as, hosting, the training for the Mayor's Fitness Council Student Ambassador, I think they're up to about 40 student ambassadors in multiple school districts—all the school districts—on those around the city. So that's been a wonderful collaboration; we're exploring the idea of actually our H-E-B Body Adventure buddies serving as mentors to some of these student ambassadors as well. And just, again, because what we've found is that what's needed is this really, social and cultural shift that begins with peer support and family support.

Let's see. We've also, in terms of the transformation, we have started ... we ... we ... totally overhauled our ... our vending and solid healthy vending guidelines, installed completely new healthy snacks and ... and water and low-sugar drinks, um. We, through a collaboration with the city, as well, funded some



outdoor exercise equipment that ... that's part of our outdoor exhibition space as well as, not shown here, but, vegetable and culinary herb container gardens that will then tie into, a full-scale demonstration kitchen, which will be part of the larger exhibit, but will also be a space at which we can collaborate with some of the city and ... and, county efforts in, diabetes education and prevention and so on.

Some of the programs that, that Jeremy mentioned, the Witte is also, collaborating in. Siclovia, which has been wildly popular and the community has just embraced, beyond expectation. We are, we have a presence, the Witte Museum has a presence at and we have a space every ... every time we do Siclovia, where folks can play, engage in some fun activities that our program departments have developed. One is a kick-the-can; it's a variation of a tag game that, is about kicking a sugary drink, kicking soda cans around and... and, "eat the rainbow" is, again, this is built off of the My Plate model, and encouraging, children and families to try new fruits and vegetables and, so this is kind of a cart demonstration. We also partner with, Parkour groups around town and they come and do little demonstrations and so, just getting ... getting folks to try new activities. The B-Cycle Program that Jeremy, spoke about as well, we worked closely with them to have a station, installed here at the museum so, you can see the park in the background and the Treehouse is back there as well. And so, the B-Cycle Program, and our participation in that, is, again, part of our larger initiative to tie what we're doing at the Witte back to the whole Broadway—we're located on Broadway, cultural corridor which includes the art museums and the, children museum and the, and ... and the Witte Museum, um—but also the trails and the biking lanes that are being developed, all the way down from Mission Espada, up to the Witte near the headwaters of the San Antonio River.

So, again, I another ... another point of contact, I'm a ... I'm on the Mayor's Fitness Council subcommittees, so there's a lot of close collaboration, and Jeremy and I joked a little earlier that, you know, although San Antonio is kind of a—it's the seventh largest city in the nation—we ... it's got a definite small town kind of feel and ... and where a lot of us know each other, we network a lot, we spend a lot of time going to the same events and that's been really, really key.

so I've probably talked on at length, so I'm going to stop there, I'd be happy to answer questions as well, but there's are just a few examples of what we're doing.

[37:25] Chris: Well thank you so much, Brian, those were great examples, and thank you, Jeremy, also. I hope that these kinds of examples will, inspire some of our listeners to try some similar activities in their own communities and to see how easy it is to piggyback on activities that the municipality or the county may be offering that the museum can join in and vice versa. Next we'd like to go north to Pittsburgh, Pennsylvania, and our speaker is Hannah Hardy, who represents the Phipps Conservatory and Botanical Gardens and Let's Move! Pittsburgh and this is an example of an institution that has really taken a leadership role in its community to, spread the Let's Move! Message and so I'll turn it over now to Hannah Hardy.

[38:13] Hannah: Thank you; this is Hannah, thank you so much for that introduction. I am so pleased to be here, with you all on this, webinar to talk about the very important topic. So, my name is Hannah

Hardy and I am located at Phipps Conservatory and Botanical Gardens here in Pittsburgh. I am a full-time manager for a program that I'm going to talk about—Let's Move! Pittsburgh—and I'll also talk about, some things that the city of Pittsburgh is doing.

so let me start with Phipps; our mission here is to inspire and educate all, everyone, with, the beauty and importance of plants, to advance sustainability, and to promote human and environmental well-being through our action and research—and we do all of that while celebrating, our historic glass house, which is the location that we ... where we're located. At Phipps, we realized that we needed to have all of our operations really reflect our values. so as part of our move toward sustainability, we have done several things here; I'm going to talk first about some things that we've done here at Phipps to make changes that have ... that will ultimately impact the health of our visitors—and then I'll talk about, you know, Let's Move! And some things happening in the city.

So we've done some things with our permanent exhibits. I was interested to hear about the Witte's plans for, some demo kitchens; we have an edible garden, which is the photo on the right. We use it to source food for our café; we use it, as part of our, teaching kids, you know, about growing food; we have a high school intern program, but we do also have plans. We'd love to get, an outdoor demonstration kitchen, there, so that we can be really doing fresh food, to cooking, that would be the complete package. The photo on our left, in terms of a permanent exhibit, we have an area called the gallery and we have turned that into a market. And I can tell you, it's probably one of the most active exhibits that we have here at Phipps—it's quite popular—kids just come, you know, parents are checking kids out, there's ... they have organic, free-range chicken that they can talk, about all kinds of fruits and vegetables—it's really a fun, a fun exhibit in the Conservatory, that we have.

We do a lot with programming. Our Discovery is our kind of on-site, hands on interpretation that happens throughout the Conservatory. They do things like pot-a-plant activities, where kids can be pot 'em. We also have a variety of camps and several of them are themed around Let's Move! initiatives—Move with Me camps, children's cooking classes, things like that.

At Phipps, we host a weekly, on our front lawn, a weekly farmer's market— buy fresh, buy local—every Wednesday, June through October. So we'll actually be, having our market today; it's quite popular. We're located in, the part of the city that is also the university and hospital hub so we do get a lot of people who come to our front lawn just for the farmer's market.

One of our newer programs is called "Home Grown." We actually are using our master gardener expertise to be working with folks to build raised bed gardens—in their back yards. So, this is not a community garden program, this is actually working with individuals, and those individuals will get the support for a number of years from master gardeners, to actually be building, you know, creating a food source, in their back yard—that's a really exciting community program that we're really looking to build on—we've had a great year with it.

Chris talked about food service. One thing that we're very proud of, here at Phipps, is Café Phipps. One the most significant ways that we connect with plants is by consuming them as food. So, as one of the world's greenest public gardens, and a leading participant in the Let's Move! campaign, Phipps is

committed to providing fresh, healthy food that is good for people and the planet. So we have our LEED-certified welcome center; the restaurant is a three-star green, its green restaurant certified. The food is organic, local, and sustainable; we have vegan, vegetarian, and meatless Monday options. We use real serviceware and china as alternatives to disposables; and we have 100% compostable cups and other paper products. Ninety-six percent of our food and material waste is recycled or composted. We offer filtered water rather than bottled water, to eliminate, you know, demand for plastic. And all of our kids meals, do follow My Plate standards and are, you know, organic and, and sustainable food.

One big thing that we've done, for those of you who are working in institutions, we got rid of soda—we do not serve soda in our café. We have developed, a drink called the “Phipps Splash”; it's our low calorie, alternative, which is really, a local, soda water that we, mix with, fresh, you know, fruit juice—a little bit of fruit juice—and it's very low calorie and we have a variety of flavors. So, that certainly, you know, was a big sacrifice in terms of our budget but, really, part of our commitment to making changes here.

So, not only are we making changes at Phipps, but we're actively involved in this national effort, national Let's Move! effort, to reduce childhood obesity. Our vision as, sounds like San Antonio's vision, is to make our region the healthiest for children. So Let's Move! Pittsburgh, I'm the full-time staff person for that, this, we are, you know, I manage a collaborative of organizations, parents, caregivers, in southwestern PA, who are committed to leading, our children, in the region, toward the healthier future. We follow the main tenants of the Let's Move! campaign in terms of, increasing healthy food, decreasing screen time, and increasing physical activity for, children. So we really strive to use those national resources, to put those into solutions here, at home, here in Pittsburgh.

Partnerships are key. Childhood obesity, you know, Let's Move! Pittsburgh, we recognize, as I'm sure all of you do, that childhood obesity is a community issue—and we really, really feel that it's going to take the whole community coming together to, move the mark, and to really solve this issue. So partnerships are key, and that's just an ongoing effort, you know, in terms of developing our partnerships.

So, what are some of things that we do; let me just tell you about some of our initiatives and, examples of Let's Move! Pittsburgh activities. Jamie Oliver came to Pittsburgh, actually about this time last year, fall of last year, and he challenged us in Pittsburgh, to be a part of his food revolution. So, our reply, our response, excuse me, was to develop the 10,000 tables pledge. We are out, trying to get 10,000 families in southwestern Pennsylvania to agree to eat, at least one healthy meal at home per week—no TV—you know, all sitting around the table, for an entire year. We, you know, once folks take the pledge, we support them with resources, recipes, events, cooking demonstrations, things like that. You know, this is a really important outreach tool for Let's Move! Pittsburgh to bring individuals in the region into our Let's Move! family so we can then be providing them with resources.

Let's Move! Pittsburgh also brings our community together. We held a symposium in 2011; we were fortunate enough to have, Sam Kass, the White House chef, come here to speak to us; we're doing that again here, next month actually in, November of 2013. We're actually doing an increasing amount of

work with schools. Kids spend so ... most of their time, when they're not with their parents and caregivers, in school, so that's a really important audience for us. We are developing a school peer network and we have, several focus areas that we're, you know, we've really defined focus areas that we're working with schools on—you know, getting junk food out of schools, getting kids more active, and teaching kids to grow and cook food so that's become a real important focus area for us.

One thing that my goal is to really interpret; there's so many resources out there for parents and caregivers, I, you know, we really try to interpret the ... those resources and to give parents and caregivers useful information. I love to use the My Plate email, updates as an example—I don't know if any of you get them—but they're one, simple line that comes to my email inbox and it just, you know, it's very thought-provoking for me to think about what things I can do, in my own life, to make a change. And then we do a variety of events, cooking demonstrations, outreach, things like that.

Let's Move! Pittsburgh is really about building a movement here in Pittsburgh; we ask people to join us, please do connect with us on social media, so that we can all be sharing, information with each other. As was mentioned, the city of Pittsburgh is, a Let's Move! Cities, Towns, and Counties affiliate and may, you know, we're doing a lot with them and they are doing a lot, under the current administration. They have an edible gardens program; they actually launched it—that's a photo ... that's our gallery area—they launched their edible gardens program here at Phipps, where they work with local communities, apply to the city, and they, the city then establishes edible gardens for them. the "Green Up to Grow Up" program is an extension of that edible gardens program that is focused specifically on kids and getting ... giving kids the opportunity to be engaging in these gardens.

They also have a "Cops and Kids" program which is a summer camp, you know, that's really police officers promoting healthy eating practices but also engaging youths in being more active. And our CitiParks farmer's markets—I don't know if other folks have that— but just this summer they started to accept the EBT, the, you know, public assistance cards, and also credit cards; and that really, you know, does make a difference in terms of getting folks access to, fresh food.

here's our current mayor, Mayor Ravenstahl, this is at the launch of the "Green Up to Grow Up" program; so getting some kids out, blending some fresh smoothies, I believe. So, that was a fun event. That's all I have, so I'll turn it over to the next speaker. Thank you.

[49:41] Chris: Thank you so much, Hannah, I know we all want to come to the Café Phipps and enjoy the Phipps Splash. I think the things that are being done in Pittsburgh are really wonderful and I hope that they have inspired some of our listeners to think about simple things that they can adapt or replicate in their own communities to work more closely with their local officials.

We're going to wrap up and give everyone a chance to ask some questions. But, before that, I did want to share just a little bit about the resources that are available on the IMLS website. We've recently—and featured in our last webinar—published our *What Works* manual, which is a downloadable resource that provides museums and gardens with tips and ideas for implementing successful activities in your institutions. Truly a collection of some of the best practices that we've identified since the Let's Move! Museums and Gardens initiative began.

In addition, the Association of Children's Museums offers a number of really robust resources on its website at "www childrens museums dot org." And I do want to mention that there are, in addition to our *What Works* manual, we also have a ... a toolkit available for participating institutions and anyone who visits our website, and as well as frequently asked questions and other links to support materials for our Let's Move! Museums and Gardens participants.

So I'd like to just try one of our webinar features—we haven't used this during today's webinar—but, as I said at the beginning, our goal today was to help introduce Let's Move! Museums and Gardens participants and Let's Move! Cities, Towns, and Counties participants to each other and to think about ways that, y'all can work together to expand the impact of your activities in your communities.

Our future webinars hope to bring together other Let's Move! initiatives and this is a polling opportunity where all of you as listeners can tell us which of these other sub-initiatives you might be most interested in learning more about; and Katherine's going to come on now and just tell you how the voting works.

[52:03] Katherine: Alright, I see one person has figured it out already. But, yeah, if you go to the upper part of the participant's panel on the left-hand side of your screen, underneath your name, at the top there, there are a few little buttons and the one all the way on the right should have an "a" on it. If you click on that, it will let you choose a through e, which matches the options on the webinar, sorry, on PowerPoint. And I see, yeah, people are starting to pick it up, alright, and, so yeah, we'll see ... and actually let me see if I can, hmhhh, there we go . . . publish responses to whiteboard, but that might, you know, that's the single snap shot, I'm going to take that away; we'll wait until everybody has done this, so I'll give it a few more seconds. See it's all the way up at that participant's panel where there's a little button says "a." . . . Then we'll see what people are interested in . . . Alright, I think that's slowed down a little, there's a few more; I think it slowed down a little bit . . . Alright I'm going to go ahead and publish responses to we have time for a few more questions. There we go. It looks like a lot of "none" but a few for, Let's Move Outside but also for the My Plate—seem to be the two, the two winners.

[53:23] Chris: Well, great, thanks; we just wanted to give everybody a chance to be a little bit participatory in our webinar today. And we'll be looking forward to having you join us for future webinars—we'll be doing these about quarterly during the next year. And so now, Katherine if you'd be good enough to explain again how people can ask questions, we'd like to open ... open it up to any of our speakers at this time.

[53:48] Katherine: Alright, so I'm going to go ahead and unmute everybody's phone lines, so if you do have, if you're calling in on the phone, please when you hear us, after you hear the automated announcement, please go ahead and mute your own phone line so that we don't get a lot of background noise. Once that happens—and there'll be a lot of beeps when that happens—once that happens, I will explain how to raise your hand and we'll take some questions. [Automated announcement: "All callers are unmuted."] Alright, maybe we've got a lot of participants calling in through the, voice over IP. Alright, so to ask a question, you can either type in the chat pod up at the—I'm sorry—at the bottom of the left-hand side of your screen, and we can read those questions out and the speakers can answer them. If you'd like to ask a question over the phone, or over your computer, please go to the top of the

participant's panel, there's— right next to where you were just voting— there's a little hand, a little button with a hand, and if you push that, your name will come to the top of the list and I'll be able to call on you. Still got a few more minutes for questions . . . Any questions at all . . . Alright, we've got one over the chat [begins reading question], *The End of Overeating* by David Kessler should be part of the program because it would explain how about, about, obesity. Anybody ... has anybody used that particular book? Any of our speakers? . . . I guess not.

Hannah: Can you hear me?

Katherine: Yes, is this Hannah?

Hannah: Yes, I just wanted to say he is actually in Pittsburgh today; one of our health care organizations is hosting a conference on childhood obesity so right before I came here for this webinar, I just heard, him give a keynote presentation, so that's not a direct answer to the question other than to say that, he's a very good, I mean, his information is so beneficial and, he's coincidentally in Pittsburgh today at a gathering, downtown about childhood obesity.

Katherine: Oh, very cool.

Brian: I'll just add this; this it Bryan in San Antonio. I'll just add that, again not specific necessarily to that speaker, but, we talked a little bit about cross-promotion and publicity, you know we often hold, family and adult speakers' events, speakers' series, here at the Witte Museum and so we, are developing plans exactly to bring in speakers such as, such as David Kessler and, or others. So that's, so that's another potential collaborative opportunity.

Katherine: That's great. Alright, we've got another comment, with a question about Let's Move! Museums and Gardens toolkit with suggestions on how to get your, local, state, and federal legislators informed and/or involved. And that might be a question for Tracy and Elena?

Tracy: So, so we have, through Let's Move! Cities, Towns, and Counties, a toolkit that we're in the process of dusting off that I think could address, those activities, at the local level, but, you know, we ... we don't have any suggestions or, ideas through a toolkit that talks about engaging, state, elected leaders, nor, national leaders.

Katherine: And what about on our end, Chris; any suggestions?

Chris: Well, I would say that's a great question, Anne, and we appreciate it. We, have our toolkit for participating institutions although we don't really address, what you're stating directly, but that would be a great way that we might be able to enhance our toolkit with ideas from other institutions about how they've engaged their local legislators and government officials. And, you know, there are so many ideas that have come our way, from as simple as just offering to host Let's Move! Cities, Towns, and Gardens events in your museum or garden, or ... or as San Antonio and Pittsburgh have illustrated, just taking part in activities that are citywide in nature, in a way that highlights your museum and its own activities.

Katherine: Alright, it's almost time to wrap up; any other questions? Jen just posted a link to the Let's Move! Museums and Gardens toolkit on IMLS's website . . . Any other questions or comments? Ah, okay, this is from Anne again [begins reading], would all you be able to put tips and success stories from the Let's Move! Museum and Gardens participants on the IMLS website? And also on the LMCTC site as well?

Melissa: Hi, this is Melissa here at IMLS. We do feature success stories, regularly on the "Up Next" IMLS blog and we also feature those success stories in our monthly Let's Move! Museums and Gardens newsletter. And that, newsletter is actually scheduled to go out this week. If you have any contributions or any success stories that you'd like to share with us, you could email them to us at "let's move museums and gardens at IMLS dot gov"; and we'd be happy to hear about all the great work that you guys are doing together.

Katherine: Alright, well, I have about 3 o'clock on my, computer but do we have any last comments or questions by any either participants or speakers?

Chris: I see one additional question [begins reading], will the PowerPoint be available to print or download after this webinar?

Katherine: Ah, yes, I see that. Okay.

Melissa: yes, we can make the PowerPoint available for you, if you're interested you can also email us at "let's move museums and gardens at IMLS dot gov."

Chris: And we do plan to ... we have recorded the webinar today and we will make that available on our website. Unfortunately, our first webinar about the *What Works* manual, the recording didn't work, but ... but, we have the *What Works* manual available on our website so that's really what that one was all about. I want to say thank you very much again to our speakers—Tracy and Elena from the National League of Cities, and Jeremy and Brian from San Antonio, and Hannah from Pittsburgh—as well as my IMLS colleagues; and we really appreciate all of our listeners who joined us today and hope that you'll continue to do great things in your community with the Let's Move! initiative. Thanks so much.