LET'S MOVE!

Museums & Gardens

Toolkit for Participating Institutions

INSTITUTE of Museum and Library SERVICES

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 though a collaboration among the American Association 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*™ inspires young people to get physically active at the Minnesota Children's Museum.

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 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
- *Let's Move!* Blog Post: www.letsmove.gov/blog/2011/05/23/announcing-lets-move-museums-and-gardens
- 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 Kevin O'Connell, Senior Public Affairs Specialist, at koconnell@imls.gov or 202-653-4632.

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
- 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

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. 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 and please keep in touch and share your success stories at letsmovemuseumsandgardens@imls.gov.

Susan Hildreth, Director
Institute of Museum and Library Services

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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.

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 in fighting childhood obesity.

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. There are more than 17,500 museums and the United States and they reach an estimated 850 million people each year. 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

- Links to downloadable posters of the New Food Icon My Plate:
  - www.choosemyplate.gov
  - www.choosemyplate.gov/downloads/MyPlate/MyPlateStyleGuide.pdf
- Factsheets from www.letsmove.gov:
  - *Let's Move!* Factsheet: 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
  - *Let's Move!* Hispanic Factsheet: 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
  - *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
- 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.

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
- Grocery List: www.letsmove.gov/sites/letsmove.gov/files/Grocery_List_1.pdf
- Goal Tracking sheet: www.letsmove.gov/sites/letsmove.gov/files/Goal_Tracking_1.pdf
- Family Activities: www.letsmove.gov/sites/letsmove.gov/files/Family_Activities_1.pdf
- Family Calendar: www.letsmove.gov/sites/letsmove.gov/files/Family_Calendar_1.pdf

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, *Let's Move!* Outside, and *Let's Move!* in Indian Country, just to name a few. Visit www.letsmove.gov for more information about participating organizations.

Reporting Resources

In September, December, March and June the *Let's Move! Museums & Gardens* partners will contact you to ask for a report about action you've taken to contribute to the project goals: provide eat healthy, get active exhibits; provide eat healthy, get active through afterschool, summer and other programs; provide healthy food service; provide eat healthy, get active interpretation within the food service operations. With your help we can track our progress on these goals and help inform the public about the important role museums and gardens are playing to address the national issue of childhood obesity. Your progress report will be combined with those of other project partners to build the national report for the White House. The data from your initiative will not be reported alone but will be aggregated with that of the other *Let's Move! Museums & Gardens* participating organizations.

- The tracking form you will be asked to complete can be found in Appendix A.

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:

- Museums and gardens create exhibits and spaces where families can be physically active, while learning about the appropriate amount of daily screen time.
- Museums and gardens develop programs or exhibits that help families learn the difference between healthy and unhealthy food choices and the impact those choices can make.
- Museums and gardens cultivate organic food/vegetable gardens, provide assistance for school and community gardens and offer related programs.
- Museums and gardens 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.
- Museums and gardens create exhibits and/or host forums or discussions for the community considering the local impact of built environment policies and regulations on human health.
- Museums and gardens, many in urban locations, have or 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.
- Museums and gardens work with local government to provide space for children's indoor and outdoor recreation.

- Museums and gardens 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:

- Museums and gardens develop programs or exhibits that help families learn the difference between healthy and unhealthy food choices and the impact those choices can make.
- Museums and gardens provide professional development opportunities for teachers on nutrition (may or may not be integrated with gardening).
- Afterschool programs at museums and gardens offer nutritious snacks and promote good nutrition at home.
- Museum and garden restaurants and cafes offer and promote healthy foods; provide only healthy foods in classes, programs or camps.
- Museums and gardens offer programs for children and families on how to grow, harvest and cook healthy, organic food.
- Museums and gardens provide outreach programming to schools that trains faculty in fun ways to offer recess that promote physical activity and social skill development.
- Museums and gardens serve as community partners providing afterschool programs that offer and enhance physical activity.
- Museums and gardens create exhibits and/or host forums or discussions for the community considering the local impact of built environment policies and regulations on human health.
- Museums and gardens, many in urban locations, have or 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:

- Museum and garden restaurants and cafes offer and promote healthy choices for all ages.
- Museums and gardens cultivate organic food/vegetable gardens, provide assistance for school and community gardens and offer related programs.
- Museums and gardens provide space for local farmers to sell fruits and vegetables. Museums and gardens connect families to farmers through programs.
- Museum and garden restaurants and cafes offer and promote healthy foods; provide only healthy foods in classes, programs or camps.
- Museums and gardens pressure 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:

- Museums and gardens create exhibits that help families learn the difference between advertising for healthy and unhealthy food.
- Museums and gardens develop programs or exhibits that help families learn the difference between healthy and unhealthy food 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.

Appendix A

Let's Move Quarterly Tracking Survey

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Let's Move Quarterly Tracking Survey

Page 1 - Question 1 - Open Ended - One Line

Institution Name

Page 1 - Question 2 - Open Ended - One or More Lines with Prompt

Contact for goal tracking information at your institution.

- Name:
- Email Address:
- Phone Number:

Page 2 - Question 3 - Yes or No [Mandatory]

Did you agree to participate in Priority #1: Eat Healthy, get active exhibits?

- ❍ Yes [Skip to 3]
- ❍ No [Skip to 4]

Page 3 - Heading

Priority #1: Eat healthy, get active exhibits

Page 3 - Heading

Goal 1: Each year, 200 million visits will be made to Let's Move! Museums and Let's Move! Gardens that have committed to offering interactive experiences that promote healthy eating and physical activity.

Page 3 - Question 4 - Yes or No

Does your institution currently have or are you working on an exhibit that promotes healthy eating and/or physical activity?

- ❍ Yes

- ○ No

Page 3 - Question 5 - Choice - Multiple Answers (Bullets)

Please indicate which of the following criteria are met by the exhibit(s) (check all that appy).

- ☐ Visitors can be physically active, while learning about appropriate amount of daily screen time.
- ☐ Visitors learn the difference between healthy and unhealthy food choices and the impact those choices can make.
- ☐ Visitors learn about cultivating food/vegetable gardens, provide assistance for school and community gardens and offer related programs.
- ☐ Visitors can engage in inside and outside spaces and programs that use principles of universal design to create experiences that enable children and adults of all abilities to enjoy active engagement in exhibits and programs. (5.5)
- ☐ Visitors can participate in exhibits and/or forums or discussions for the community considering the local impact of built environment policies and regulations on human health.
- ☐ Visitors have access to safe and accessible parks and playgrounds on museum/garden grounds and/or off-site, in other locations.
- ☐ Visitors have access to opportunities for children to enjoy recreation activities, including walking, hiking and free play on or off museum/garden grounds.
- ☐ Our institution is working with local government to provide space for children's indoor and outdoor recreation.
- ☐ Visitors have access to exhibits, web experiences or apps that utilize technology to encourage physical activity in ways that are fun and interactive.

Page 3 - Question 6 - Open Ended - One or More Lines with Prompt

Please provide your institution's monthly visitation numbers for July, August and September 2011 below.

- July .....
- August .....
- September .....

Page 3 - Question 7 - Open Ended - Comments Box

We are collecting examples of exhibits that meet these criteria for use in promoting our participation in Let's Move! Please share a story about one of your exhibits that meet the Let's Move! criteria from the question above.

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Page 4 - Question 8 - Yes or No [Mandatory]

Did you agree to participate in Priority #2: Learning about healthy food choices and physical activity through afterschool, summer, and other programs?

- ○ Yes [Skip to 5]
- ○ No [Skip to 6]

Page 5 - Heading

Priority #2: Learning about healthy food choices and physical activity through afterschool, summer, and other programs

.....

Page 5 - Heading

Goal 2: Each year, 20 million participants will engage in programming that includes healthy food choices and physical activity

Page 5 - Question 9 - Yes or No

Does your institution currently offer or are you planning to offer programming that includes healthy food choices and physical activity?

- ○ Yes
- ○ No

Page 5 - Question 10 - Choice - Multiple Answers (Bullets)

Please indicate which of the following criteria are met by the program(s) (check all that appy).

- ☐ Offer 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 afterschool programs at museums and gardens that offer nutritious snacks and promote good nutrition at home.
- ☐ Offer programs for children and families on how to grow, harvest and cook healthy, 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 a community partner by providing afterschool programs that offer and enhance physical activity.
- ☐ Promote healthy foods by offering only healthy foods in classes, programs or camps.
- ☐ Create exhibits and/or host forums or discussions for the community considering the local impact of built
- ☐ environment policies and regulations on human health.
- ☐ Have programs that include access to 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.

Page 5 - Question 11 - Open Ended - One or More Lines with Prompt

How many programs do your offer that meet some or all of the criteria identified above?

- Afterschool _____
- Summer _____
- School-based _____
- Other _____

Page 5 - Question 12 - Open Ended - One or More Lines with Prompt

How many total participants did you have in those programs for the months of July, August and September 2011?

- Afterschool _____
- Summer _____
- School-based _____
- Other _____

Page 5 - Question 13 - Open Ended - Comments Box

We are collecting examples of programs that meet these criteria for use in promoting our participation in Let's Move! Please share a story about one of your programs that meet the Let's Move! criteria from the question above.

Page 6 - Question 14 - Yes or No [Mandatory]

Did you agree to participate in Priority #3: Healthy food service?

- ❍ Yes [Skip to 7]
- ❍ No [Skip to 8]

Page 7 - Heading

Priority #3: Health food service

Page 7 - Heading

Goal 3: Each year, 90% of Let's Move! Museums and Let's Move! Gardens that offer food service will already offer or will change their menu to offer food options that reflect healthy choices (For example, the Centers for Disease Control guidance on procurement pages 19-21).

Page 7 - Question 15 - Yes or No

Did your institution commit to achieving goal three in your application to participate in Let's Move!

- ❍ Yes
- ❍ No

Page 7 - Question 16 - Yes or No

Have you consulted the CDC appendix A guidelines for ideas to make your food service healthier?

- ❍ Yes
- ❍ No

Page 7 - Question 17 - Yes or No

Based on our review of the CDC Appendix A guidelines, we believe we offer predominately healthy choices that conform to the guidelines.

- ❍ Yes
- ❍ No

Page 7 - Question 18 - Yes or No

Have you made changes to the food service based on your review of the guidelines?

- ❍ Yes
- ❍ No

Page 7 - Question 19 - Yes or No

Do you plan to make changes based on the guidelines?

- ❍ Yes
- ❍ No

Page 8 - Question 20 - Yes or No [Mandatory]

Did you agree to participate in Priority #4: Learning about healthy food choices and physcial activity through food service operations?

- ❍ Yes [Skip to 9]
- ❍ No [Skip to End]

Page 9 - Heading

Priority #4: Learning about healthy food choices and physical activity through food service operations.

Page 9 - Heading

Goal 4: In one year, 90% of Let's Move! Museums and Let's Move! Gardens that offer food service will incorporate interpretation about healthy food choices.

Page 9 - Question 21 - Yes or No

Did your institution commit to achieving goal four in your application to participate in Let's Move!

- ❍ Yes
- ❍ No

Page 9 - Question 22 - Yes or No

Does your institution currently provide interpretive signage in the food service area to deliver messages about healthy food choices?

- ❍ Yes
- ❍ No

Page 9 - Question 23 - Yes or No

Does your institution plan to provide interpretive signage in the food service area to deliver messages about healthy food choices?

- ❍ Yes
- ❍ No

Page 9 - Question 24 - Open Ended - Comments Box

Please provide examples of the interpretive tools you are using to deliver messages about healthy food choices in your food service area.

Thank You Page

Thanks for helping us achieve our goals for Let's Move Museums and Gardens!

Screen Out Page

Standard

Over Quota Page

Standard

Survey Closed Page

Thanks for helping us achieve our goals for Let's Move Museums and Gardens