



Museums & Gardens



What Works!

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





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LET'S MOVE! *Museums & Gardens*

Let's Move! is a national initiative to get kids moving and eating healthy food. It aims to support healthy children and families.

Through *Let's Move! Museums & Gardens*, museums, zoos, gardens, and science and technology centers can join the national call to action. With their impressive reach and great potential for impact, museums and gardens can launch community efforts to create a healthier generation using interactive exhibits, outdoor spaces, gardens, and programs that encourage families to eat healthy foods and increase physical activity.

This toolkit is a collection of the best practices of museums and gardens that address the four key priorities of *Let's Move! Museums & Gardens*. It is a resource to provide museums and gardens tips and ideas for supporting healthy and active lifestyles.

Priority One

Eat Healthy, Get Active Exhibits

Goal: 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.

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 healthy food gardens, provide assistance for school and community gardens, and offer other 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 or host discussions 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 fun and interactive ways.



Edventure

Columbia, South Carolina

Introducing Eddie[®], the Star of Health Education

In conversations about the development of EdVenture, members of the community said they wanted a world-class museum with exhibits and opportunities that no one else had, which led to the idea for a giant human body structure that children and adults can climb through. Through numerous focus groups of adults and children, the physical appearance of Eddie[®] was determined. The children were colorblind when it came to his appearance; they were more interested in his clothes, not his skin color, and just wanted Eddie[®] to look like themselves. The final result includes a background story that truly encompasses all children: Eddie[®] has an Irish grandparent, a Latino grandparent, an Asian grandparent, and a Black grandparent.

Constructing Eddie[®] was a challenge that required computer modeling and different configurations. Standing, Eddie[®] would reach 65 feet; in his current seated position he is still a towering 40 feet high. His torso had to be large enough to accommodate the organs and climbing from level to level. His back is open, revealing a spinal column and internal organs; in the front he looks like an ordinary, albeit giant, child, with clothing, a backpack, and a working watch made from a school clock.

Eddie[®] is considered a barrier-free exhibit, allowing adults and children of all shapes, sizes, and abilities to interact and get close to the experience; each of the four levels offers a floor and access points for those with accessibility needs. The only part that offers limited accessibility is the spinal column with twists and turns for climbing. EdVenture is available for nighttime events and facility rentals, including proms, parties, and weddings. Surprisingly, adults account for fifty percent of the audience at EdVenture.

In addition to Eddie[®], EdVenture features a health exhibit looking at the human body systems. Now on exhibit is Body Detectives, opened November 2011, which looks at what it takes to keep the body healthy. The museum offers a full wet lab for teaching science education. The goals of EdVenture are increasing the museum's value in the community, getting people excited about the human body, educating visitors about being healthy and active, engaging visitors in physical fitness activities over a continuous period of time, and offering a career development component for

middle school and high school visitors focusing on the bio-medical sciences. The Farm to Fork exhibition areas soon will be renovated, including the addition of a nutrition-teaching laboratory for cooking classes for both children and adults. The Green Fork Café recently opened, replacing the museum's former fast food partner, so that visitors now have healthy food choices.

Based on an interview with Catherine Horne, President and CEO





Stepping Stones Museum for Children Norwalk, Connecticut

Healthyville

Nutrition can be an overwhelming topic for all audiences, children and adults included. In order to make the nutrition exhibition Healthyville® more welcoming, Stepping Stones Museum for Children created fictional characters with diverse backgrounds to deliver information about health. Six-year-old Lucy, who was born in Vietnam and was adopted, tells visitors about the brain and the importance of sleep. Milo has asthma

and Claudia wears glasses and has allergies. Bree tells visitors about nutrition, Claudia speaks about fitness and posture, Jonathan shows the importance of hygiene, and Milo encourages safety, especially wearing a helmet when riding a bicycle.

Installed in 2006, Healthyville is part of a statewide initiative called Healthy Children, Healthy Communities, which includes programming, events, and outreach. The next phase of the exhibition includes a traveling version of Healthyville, set to launch in 2014. Informed by conversations with advisors, evaluations, and surveys, content will be updated to include the latest messages about health and nutrition.

The Healthyville exhibit includes an interactive market area set up for children and adults to learn about different foods and food groups by scanning each food replica for more information. A smaller program called Cooking Corner offers food experiences inside the classrooms of the museum, providing information related to exhibition content. The experiences involve demonstrations and hands-on practice and promote healthier snack options than store-bought prepared foods.

Café Renovations

The Healthy Children, Healthy Communities initiative also includes a community garden at the museum, which produces vegetables in four raised beds, offering fresh produce for the daily specials in the newly renovated café. When Stepping Stones first opened, the food services area was limited to a small vending machine space and seats for about ten or fifteen people. Gradually the area grew to provide a small café space for prepared meals, though the limited seating remained. In the 2010 expansion of the museum, a nearly full-sized kitchen was included alongside a larger seating space. With the expansion came the opportunity to prepare meals at the museum through services provided by a deli.

Director of Research and Evaluation Kuta Dring said it was challenging to get all stakeholders on board with the higher nutrition standards. Through consultation with advisors and fresh food providers, however, they were able to turn the café into an internally run restaurant complete with a café manager and staff, fully taking over the food service operations and changing the menu. The menu renovation is still in planning stages with a partial menu currently in place, featuring healthy pizzas, gluten-free chicken fingers, and daily specials featuring fresh produce from the edible gardens.

Based on an interview with Kimberly Kuta Dring, Director of Research and Evaluation





Marbles Kids Museum

Raleigh, NC

Be Healthy. Be Active.

One of the core initiatives of Marbles Kids Museum is “Be Healthy. Be Active.” Power2Play is the cornerstone of the initiative, providing play environments that promote physical activity and healthy choices.

Updated six months ago, Power2Play has seven different sections. There are areas for younger children and older children to take part in physical activities and healthy eating activities, plus activities to take home and continue healthy living outside the museum.

Center Ice is an ice hockey rink without the ice, set up so children can skate, pass, and take a shot at making a goal. The rink is made from a smooth plastic floor, covering a huge room in the museum which allows numerous visitors to take

advantage of this exhibit all at once.

The opportunities do not stop at the ice rink. They continue with a dance studio called Tumble’n Twirl; a children’s gym called Fitness Fun, with rings, jump ropes, and balancing equipment; Center Court, a basketball court with a supersized net; and Corner Kick, a grassy green patch for practicing soccer, including dribbling, juggling, kicking, passing, and scoring.

Little kids have their own areas too. Little Leaguers offers a safe play zone for children less than three years of age to play ball. The Healthy Kitchen has become a favorite spot for little ones to play with pretend food and create healthy meals for parents, grandparents, and other family members. All of these great activities provide a fun-filled day for visitors. The “Play at HOME the Marbles Way” section of the website offers tips and tricks for extending the fun at home.

Based on an interview with Christa Dreese, Funstigator

Priority Two

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

Goal: Each year, 20 million participants will engage in programming that includes healthy food choices and physical activity with emphasis on afterschool, summer, and school-based 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 to train faculty to promote physical activity and social skill development in fun ways.
- Serve as community partners providing afterschool programs that offer and enhance physical activity.
- Create exhibits or host discussions 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.

Children's Museum of Manhattan

New York, NY

EatSleepPlay™ and EatPlayGrow™

EatSleepPlay™ is more than an exhibit at the Children's Museum of Manhattan (CMOM); it is also a community outreach program, an early childhood curriculum program, and a professional development program. Created in collaboration with the National Institutes of Health (NIH), the program has become a successful initiative that can be applied across the nation in museums, libraries, and child development centers. As of February 2013, the curriculum *EatPlayGrow™* had been approved by the NIH and the Centers for Disease Control (CDC) and was in the final editing and approval stage. Once complete, it will be the first early childhood curriculum of its kind, demonstrating how art and literacy can be used to teach about healthy living. The curriculum will also be the first to make the important link between lack of sleep and obesity.

EatSleepPlay™ began as a three-year test to integrate arts and literacy with healthy living at the East Side House Settlement (ESHS) in the South Bronx and, in partnership with Louisiana Children's Museum, at the Royal Castle Child Development Center in New Orleans. The key to success in the pilot programs was engaging community leadership in implementation. In order to change the wellness policies at the centers, including drinking more water and eating more whole grains, everyone at the facility needed to be trained. The staff was trained to make changes inside the centers, and parents were motivated to carry out the same changes inside their homes. CMOM understood that to make a successful change in the children's lives, parents had to be included in the decisions and commit to the changes as well. In order to fully convince parents of the benefits, the staff was trained to reach out to parents through workshops and demonstrations, to offer healthy catering for meetings, and to display visuals in the classrooms and open spaces for reinforcement.

CMOM brings *EatSleepPlay™* to life inside the museum with a healthy living, interactive exhibition. The activities and information promote healthy lifestyles and new facts based on medical and behavioral research. Children can learn the effects of healthy and unhealthy choices on the body through the Decision Center and follow nutrients through the body and the digestive system through a section called Consequences. Visitors can also help pump a giant heart in this area. The Sleep Center was created to aid in understanding that sleep is a necessity for good health and disease prevention. Kids can get active at the Play Center by pedaling bicycles, dancing, running around, and jumping together. Nutrition information is also an important part of a healthy

lifestyle, so the NYC Green Cart offers the opportunity to explore the benefits of eating fruits and vegetables. Super Sprowtz, a team of super-powered vegetable heroes who talk to children about healthy foods, help visitors explore the NYC Green Cart area.

The museum is building practices that can be replicated across the country through a curriculum that will eventually be shared online. The online resources will include a training resource page with information about partnership development, professional development training workshops, and an area for suggestions for improvement. Additionally, components of the exhibition will be available for purchase to facilitate creation of interactive exhibits that combat obesity in other locations. Successful implementation of such an initiative requires community involvement and strong partnerships.

Based on an interview with Leslie Bushara, Deputy Director for Education and Guest Services





Old World Wisconsin

Eagle, Wisconsin

Turning a Negative into a Positive

The Wisconsin Historical Society (WHS) took a negative comment about the size of its Old World Wisconsin facility and turned it into an opportunity, a chance for visitors to gain health benefits from walking across more than 500 acres of land. Participating in Let's Move! Museums & Gardens provided WHS with an opportunity to connect the idea of walking around the space with health benefits and physical activity and provided additional channels to relay this message to the public.

Old World Wisconsin already had an emphasis on hands-on experiences, so there was no need to add new programming in order to join Let's Move! Museums & Gardens. The museum highlighted programs that aligned with Let's Move! priorities,

reinforcing the message that you can get active while having fun. When visiting Old World Wisconsin, visitors talk about and engage in activities from 19th-century Wisconsin, including baseball, tug-o-war, and old-fashioned farm chores. During "Life on the Farm," participants receive a character card, linking them to a child or adult, male or female. They follow that person's life as it would have been on the farm during history. On the back side of the card, a QR code is provided with access to more information about the character, providing further history to help get into character and learn more about the 19th century.

The Let's Move! logo is promoted on the visitor's map, generating conversations about the initiative and Old World Wisconsin's involvement in Let's Move! Museums & Gardens. Additionally, by encouraging movement and hands-on participation at the site, the experience is elevated, creating a memorable way to learn history through play, rather than through studying or a run-through tour. For those not able or not interested in participating by walking around the grounds, a tram is available for transportation to and from different sections of the grounds. The museum is planning to expand its focus on environmental history through the use of trails and wooded settings, thus maintaining a strong commitment to getting visitors active and moving.

Based on an interview with Dan Freas, Museum Director

Mississippi Children's Museum

Jackson, Mississippi

Committing to Healthy Living

At Mississippi Children's Museum, the activities and programs are not just limited to children; teachers, adults, and caregivers can visit, learn, and have fun too. The museum opened in December 2010 and is located in a state park. From the very beginning, the board and developers made a commitment to healthy eating, physical activity, and overall healthy lifestyles. In developing the museum's exhibits, the programming staff felt the museum could be a great platform for teaching children about the dangers of unhealthy living.

The Healthy Fun Gallery provides visitors with the tools for an active lifestyle and the knowledge for making healthy choices. The gallery includes six different sections devoted to making healthy choices for eating and exercising and seeing how each choice affects the body.

1. Boney You is designed to teach children and caregivers about the importance of skeletal health and how bones help with physical activity.
2. The Farmer's Market section helps children understand about their families' and neighbors' livelihoods and learn about nutrition benefits found in fresh fruits and vegetables.
3. About six months prior to the USDA's implementation of MyPlate, Mississippi Children's Museum's introduced Healthy Helpings, instructing visitors on portion control through puzzle pieces in the shape of a plate. The portion that is too big won't fit in the puzzle, visually demonstrating the recommended amounts of nutrition in a meal.
4. Little Cook's Corner is an area for children to play in the kitchen, demonstrating the uses of appliances and kitchen tools in a safe setting.
5. The Gastro Climber is the museum's most popular exhibit, teaching children and parents about what happens to food after you eat it. The space includes a climbing structure complete with sounds and videos of digestion.
6. The last section of the gallery is Home Par Course, which gives visitors tools to take home after a visit. Recognizing that many of the visitors to the museum do not have access to gyms or physical education classes, this exhibition was developed to teach children and adults how the home can become a family gym and activity center.

The Healthy Fun Gallery is also the central focus of many class field trips to the museum. Prior to climbing in the Gastro Climber, students receive demonstrations on the journey of digestion, furthering their knowledge on muscle movements and body functions related to digestion. They can also participate in a scavenger hunt around the gallery, learning about nutrition and healthy lifestyles through questions and answers in the exhibition areas.

At the end of the school day, students and families can visit the museum for a new program called Afterschool Zumba. The idea came from the success and excitement of the dance studio in the museum, where families get moving. A member of the program staff decided it was a great idea to learn how to teach Zumba through a certification process. The museum staff acted as her first students, offering critiques and suggestions for implementing the teaching methods in the new afterschool program.

In order to promote the incorporation of science and health into the classroom, Mississippi Children's Museum began offering workshops for K-6 teachers devoted to healthy fun. Teachers participating in the workshop receive continuing education credits, which are required for license renewal in the state. Last summer, the workshops were offered in late July, right before teachers went back to school. This allowed the teachers to incorporate new ideas into curriculum preparation and experience the museum for themselves, previewing what the museum would offer for their students.

The healthy lifestyle suggestions do not stop with the exhibitions; they continue into the Red Rocket Café and Fueled for Adventure. The Red Rocket Café was made possible by the contributions of donors. Viking became an early donor for the café and supplied the primary kitchen equipment. US Foods also was a main contributor, bringing the kitchen to fully functioning status and acting as the food supplier. US Foods also committed to the healthy lifestyle goals by eliminating fried foods and



sodas, offering whole wheat, whole grain, and nut free options as often as possible, and promoting healthy snacks. The no-soda option is being well received by the parents and families who can now choose water, milk, orange juice, or flavored waters. People rarely question the beverage choices, and can see the connection between healthy choices and the museum's café offerings.

Fueled for Adventure provides children and adults with hands-on culinary experiences at the museum, teaching about healthy snacks. The teaching chefs rotate between the café manager and children who submit healthy snack recipes to become chef of the day. Alongside the cooking experience, nutrition information and dietary standards are provided with each recipe, furthering the healthy experience. The museum works with sponsor St. Dominic Health Services to ensure that nutrition information is correct.

Based on interviews with Alicen Blanchard, Director of Education, and Chavanne McDonald, Director of Programs

Priority Three

Healthy Food Service

Goal: Each year, 90 percent of Let's Move! Museums and Let's Move! Gardens that offer food service will offer food options that reflect healthy choices.

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.

The Magic House, St. Louis Children's Museum

St. Louis, Missouri

Implementing a Healthy Food Mission

When the Magic House, St. Louis Children's Museum, first opened it did not include a café or eating space, limiting visitors' food options to outside restaurants, which primarily consisted of fast food chains. A café was opened in 2008 so families could have a space to enjoy fresh, healthy foods. Food service modeled what a healthy lunch would look like. The menu focuses on healthier options such as sandwiches, soups, salads, whole grains, and fresh vegetables, plus fruits and yogurt for desserts. No fried foods are offered. Inspiration was taken from the Association of Children's Museums' initiative, Good to Grow!, which promotes health and wellness in children's museums and their communities.

The café is part of the museum's healthy food mission. In order to make the restaurant green, a rooftop garden was installed, resulting in fresh vegetables for café ingredients. The museum hired a chef, who supported the mission above and beyond the expected green values. Last year the tomatoes grew to about six feet tall, promising delicious dishes, including a July special of BLT sandwiches. The crops shifted to lettuce when the seasons changed, and in the winter other suppliers will supplement the crops. Throughout the year, local suppliers provide preservative-free foods for the museum's café, and bread products are provided by a local bakery, just a few blocks away. Not only does the food in the café promote healthy eating, it also demonstrates the importance of using local growers, producers, and food suppliers.

Kids are often perceived as picky eaters, only wanting chicken nuggets or fried foods. But in implementing the healthy food mission, the museum found that when the unhealthy option is removed, there are still choices that most children will enjoy, including a half slice of soy and jelly sandwiches or turkey sandwiches with an apple on the side or yogurt. The argument and decision between unhealthy and healthy is not an issue with an all-healthy menu.

On the first Friday of every month, the Magic House offers Fitness Fridays, an event devoted to fitness, healthy living, and fun. Coinciding with Fitness Fridays is



the Fitness Challenge, which offers free admission to participating children from 4 to 8 P.M. Past challenges have included summer safety, creating first aid kits, sports safety, and exercising at home. In September, the challenge brought in the local football team, the St. Louis Rams. One of the team members came as a special visitor to kick off the opening of the new Rams Training Center exhibit at the museum. These fitness activities are not just limited to sports, because the museum staff understands that sports aren't for all kids, so past Fitness Fridays have included a local YMCA demonstration on Zumba and outdoor demonstrations for kayaking and water safety.

Based on an interview with Beth Fitzgerald, President

Priority Four

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

Goal: Each year 90 percent of Let's Move!

Museums and Let's Move! Gardens

that offer food service will incorporate

interpretation about healthy food choices.

Ideas for learning:

- 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.

Atlanta Botanical Garden

Atlanta, Georgia

Bringing Fresh Foods to the Garden

In an old parking lot chosen for the amount of sunlight it receives, the Atlanta Botanical Garden opened its Edible Garden in May 2010. It also opened an outdoor kitchen, complete with food preparation tools, a giant countertop for up-close interaction during demonstrations, and a slanted mirror so food preparation can be viewed by participants. MetroFresh in the Garden, a new onsite restaurant, opened at the same time. MetroFresh offers many salad options that feature the seasonal fruits and vegetables grown in the garden throughout the year.

The amount of healthy food programming available at Atlanta Botanical Garden is astonishing. Programs include weekend cooking demonstrations where the chef prepares and discusses seasonal and garden harvest recipes; Cocktails in the Garden on Thursday nights, where participants can connect with garden foods in a social setting; and yoga or Tai Chi in the garden, promoting fitness outdoors.

The Well-Seasoned Chef Series lets participants learn from local chefs from high-end restaurants during a four-course meal preparation with a side of wine. Not only does this class offer tasty signature dishes while learning the behind-the-scenes preparation, the chefs also gain local recognition for themselves and their restaurant. Fresh Plates is a similar program. Chefs from favorite neighborhood restaurants, cook healthy recipes using ingredients from the Edible Garden.

At Cocktails in the Garden, visitors mix and mingle, take in the scenery of the garden, explore the Edible Garden, or watch surprise cultural performances from local arts organizations. Past performances featured the Atlanta Ballet and Atlanta Opera. In the Edible Garden, the garden chef demonstrates ideas for using the fresh produce in new, tantalizing recipes that would satisfy both one's hunger and need for healthy foods.

Staff integrated physical fitness into the healthy programming with classes in Tai Chi and Yoga. For rainy days or cold weather, there is an indoor space available.

The garden environment provides a beautiful and relaxing space for practicing both art forms.

Cooking Summer Camp

Children are not left out of the healthy food programs at Atlanta Botanical Garden; kids aged four through ten can join the cooking summer camp. Here, they learn about



harvesting vegetables and fruits, fresh food preparation, and they get to taste the end products. Last summer, a new recipe was an apple and fennel salad. Many of the children had never seen fennel before, let alone tasted it, and got excited about the new food. At the end of the camp, recipes are given to families so they can try the new foods together. Parents are often astonished with the change in their children. Some ask for salads for lunch, when in the past vegetables and fruits never even made it on the fork.

Atlanta Botanical Garden tries to sprinkle the message about healthy food across the board in programming, visits, and events. It is an engaging place for visitors, giving them the chance to be outside, enjoy the scenery, and learn something new. The Edible Garden also works to benefit the community. The food is used for classes and demonstrations at the garden. Any additional food is donated to Atlanta Community Food Bank, which provides services for the hungry.

Based on an interview with Kathryn Masuda, School Programs and Outreach Manager

Children's Discovery Museum of San Jose

San Jose, California

Making a Commitment to Healthy Living

The Children's Discovery Museum of San Jose focuses on healthy eating through exhibitions and food services, demonstrating a strong commitment to promoting healthy lifestyles for adults and children alike. Partnering with the Centers for Disease Control initiative, Rethink Your Drink, the museum took on the role of educating visitors and the community about sugary drinks and the importance of increasing water consumption. With the support of Kaiser Permanente, three areas that promote healthy food choices were transformed inside the museum; the Kids' Café Menu, the Rainbow Market exhibit, and the Jumpstart Initiative.

The Rainbow Garden is named from the wide selection of vegetables grown and harvested in the raised beds. The area offers a space for fresh vegetables of all colors, teaching children to look at the colors of foods and encouraging them to eat a rainbow every day. The Rainbow Garden provides fresh foods to the café for healthy meals. In the future, the museum hopes to strengthen connections between the café and the garden, furthering its efforts to educate visitors about healthy foods through their food service.

The Rainbow Pizza and Market

With the transformation toward a healthy museum came the creation of the Rainbow Pizza and Market, where visitors can gather fruits and vegetables to create some interesting pizzas, including one with pineapples and peppers. Other sections of the market provide a space for learning farm-to-fork practices; a kitchen prep area where kids create smoothies, often from vegetables like broccoli; and a composting bin used to educate children about healthy, environmentally friendly practices.



New Exhibitions

Still in the concept stage, Kids in Motion, may eventually become the most popular area for visitors, with its placement in the busiest area of the museum at the crossroads of all exhibitions. Brainstorming sessions have revealed an idea for the open, tall ceiling space to be transformed into a physical activity exhibition, where visitors can participate in exercises to activate the ceiling area above, possibly through stationary bikes that light up bulbs on the ceiling when pedaled or a hanging climbing structure that allows visitors to go to great heights. The end result of this space transformation is unknown, but it is sure to promote physical activity for visitors.

Connecting with the Community

The Children's Discovery Museum of San Jose is located in a culturally diverse community, offering plentiful opportunities to promote festivals and holiday celebrations. These events provide an opportunity for the museum to share a healthy living message through food samples from many cultures. The majority of the food samples are donated by community members or a local store. In the future, the museum wants to tie in the celebrations and events into the café menu, featuring a culturally diverse cuisine on the day of the celebrations, continuing the message of healthy, culturally relevant foods into food service operations.

Based on an interview with Patricia Narciso, Director of Development and Marketing

