



## Let's Move! Missoula

# WHAT WORKS IN MONTANA

PROJECT  
3

### GOALS AND ACTIVITIES

Create, support, and mobilize projects and partnerships that enhance and build healthy environments for all children and residents. Strategies include education, policy development, advocacy, and environmental change. Priority areas:

**Infrastructure.** Build consistent, effective systems and policies that drive quality services and foster best practices to improve childhood obesity rates. Examples include schools supporting quality nutrition and 60 minutes of daily physical activity, more sidewalks and trails, accessible playgrounds, bicycle-friendly policies, and more home and community gardens.

**Activities.** Develop strategies where public health and community stakeholders can engage, monitor, and advocate for increased physical activity for children.

**Awareness.** Use social media and marketing to educate the population on the importance of healthy nutrition and exercise.

**Goal:** Reduce childhood obesity rates in Missoula County by 10 percent, from 12 percent to 10.7 percent.

### POPULATIONS SERVED

Residents in Missoula County with an emphasis on children age 0 to 18 and a focus on children living in three low-wealth neighborhoods.

### MAJOR PARTNERS AND FUNDERS

Missoula City-County Health Department, Community Medical Center, City of Missoula, Missoula Area Chamber of Commerce, Missoula Board of County Commissioners, Missoula County Public Schools, Missoula Family YMCA, Missoula Parks & Recreation, Providence St. Patrick Hospital, University of Montana, United Way of Missoula County

### MAJOR OUTCOMES

Made progress in school wellness policies.

Mapped Missoula with GIS technology to show poverty, public health, and infrastructure data.

Recognized as one of the top 11 Let's Move! initiatives in the country.

Developed new partnerships among service providers.

Elevated "health equity" into many decisions.

### INGREDIENTS FOR SUCCESS

Missoula City-County Health Department has prioritized this initiative and provides staffing; other partners provide in-kind support and grants.

State grants helped move school policy work forward and a major grant from Robert Wood Johnson Foundation will support initiatives in the three focus neighborhoods.

Accessible data on local child obesity in partnership with school districts helped attract grants and measure progress.

### ADVICE FOR OTHERS

"Build a table of key decision makers, take the time to know your partners and the work they are doing to integrate similar programs, clearly define the population that you want most to impact, and consider social marketing to get your message out."

—Mary McCourt, Let's Move! Missoula, Missoula City-County Health Department