A Local Movement to Raise a Healthier Generation of Kids

Defining the Problem

Data collected from Missoula City-County Health Department,
3rd Grade BMI Surveillance Project
Mobilizing the Community Part 1

Let's Move!
Missoula

**Initiative structure:** patterned after successful *Let’s Move!* national movement.

- Task force made up of community leaders
- Designated community point person and/or agency
- Brand-able tagline
- Public Launch
- Measurable objectives
Mobilizing the Community Part 2

Summit to Prevent Childhood Obesity, Fall 2012
The Whole Picture

Summit for Healthy Children, Fall 2013
Promote Physical Activity Policies and Programs to Increase Student Health and Cognitive Ability

Summit for Healthy Children, Spring 2014
Food for Fuel and Learning
Accomplishments

1. Active 6
2. Brain Break Trainings, including evaluation
3. Representation at three school wellness councils
4. Morning Move!
5. 5-2-1-0 program
6. County Health Map: https://gis.missoulacounty.us/mcchd/healthmap
7. Invest Health Grant from RWJF
8. Unplug & Play week
9. Most important: VISIBILITY in the community
Suggestions

Data, data, data.....define the problem

Build a table of key decision makers

Clearly define the population that you MOST want to impact.

Keep the energy going

Evaluate, evaluate, evaluate
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