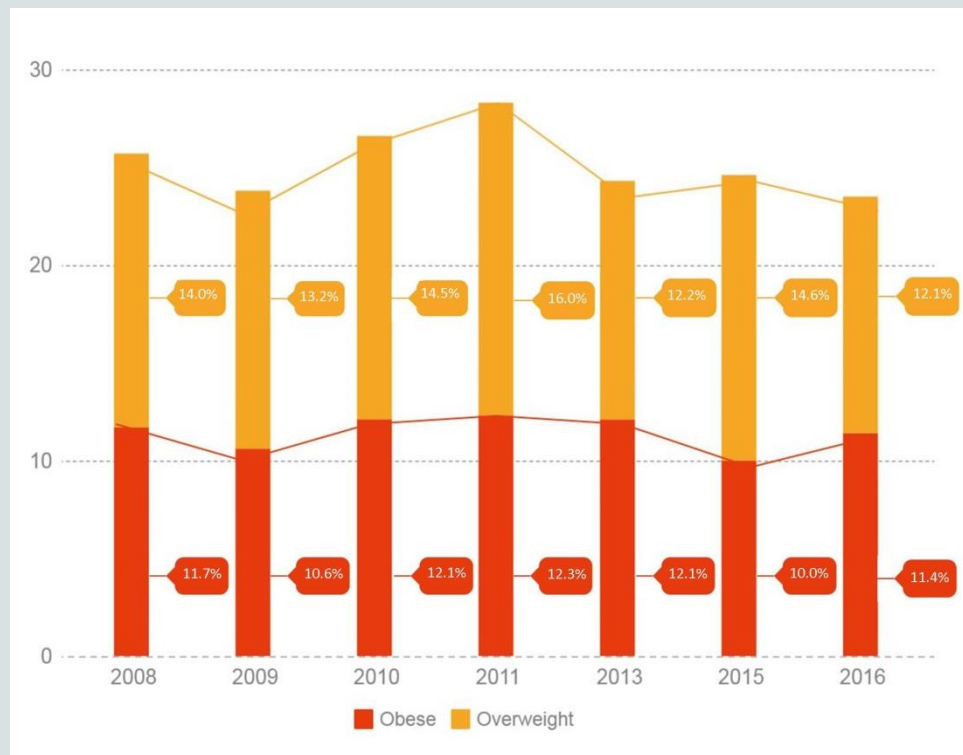


A Local Movement to Raise a Healthier Generation of Kids



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

Contact Information



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