

Let's Move and ADA

Seeking opportunities to make an impact at the local level is important for long term grassroots advocacy success. Why is a local focus important? Local governments are the primary implementers of public health policies and programs. *Let's Move Cities and Towns* is seeking to create long-term, sustainable policies at the local level to reduce childhood obesity rates. Local governments can provide the leadership to implement policies that have lasting effects. If RDs and DTRs get involved with the local governments *Let's Move* plans, nutrition professionals will be able to impact the health of their community.

ADA is taking proactive steps to create a demand for the RDs and DTRs in state and local initiatives. One of the priorities in ADA's Kids Eat Right Childhood Obesity Prevention strategic plan is to focus on services and advocacy leadership of RDs and DTRs in communities. Regardless of how *Let's Move* is implemented or how long it is around, ADA wants RDs to make important, lasting connections in their communities. Local dietetic leaders are the key to success in the *Let's Move Cities and Towns* initiative.

Before you begin, review the *Let's Move* Website to learn more about this important initiative.

Let's Move:

<http://www.letsmove.gov/>

Review the *Let's Move* Toolkit to learn more about suggested guidelines.

http://www.hhs.gov/intergovernmental/letsmove/lets_move_cities_and_towns_toolkit_for_local_officials.

Review this guide for local success on the *Let's Move* Website:

<http://www.letsmove.gov/mayors-local-officials>

Let's Move Guide for Local Leaders

Step by Step Guide:

Setting up Meetings with Participating Mayors

1. Set up a meeting or conference call with your district association or local dietetic leaders to collaborate about your *Let's Move* local plan.
2. Ask about members' contacts with the mayor's office or local elected officials. Utilize these contacts to assist in obtaining an appointment with participating mayors.
3. Meet with mayoral staff first to gauge what is already being done with *Let's Move* and other initiatives.

4. Call the mayor's office to ask about their process in securing an appointment. (Note: the process varies with localities; some require an email with a description of your meeting request, while some make the appointment while you are on the phone, etc.)
5. When contacting the mayor's office, be prepared with specific talking points. You will likely be speaking to a staff member. Be prepared to discuss the importance of your request for an appointment. Include a focus on local community efforts in the geographical areas of participating mayors in your state:
http://www.hhs.gov/intergovernmental/letsmove/cities_towns.html
6. Keep in mind that each city or town is its own government and policies/procedures will vary greatly, especially because some are large cities and others small towns.
7. If you are having trouble securing an appointment with the participating mayor, consider asking for time on the city council meeting agenda to make a presentation about Kids Eat Right (KER) and how RDs/DTRs can help with their local *Let's Move* initiative.
8. Before meeting with your mayor, find statistics and data about the area and generate solutions for preventing obesity that may work in that locality.
9. Call the mayor's office to introduce yourself and your organization. Use the simple script below to help you deliver your message.
 - State the purpose of your call: to request an appointment with the mayor to provide a collaborative approach in developing his/her *Let's Move* plan.
 - Provide information about how involving local RDs/DTRs benefits the program.
 - Suggest one new idea or program that could help *Let's Move* in the particular locality. ADA recommends that the city/town consider using Kids Eat Right.
 - Assist the mayor to develop and/or execute an effective plan of action. State that your goal is to partner with him/her to contribute to a plan that will address important obesity initiatives.
 - Close the call with a request for an in-person meeting to discuss more details.

Sample Call Script:

Good afternoon. My name is (insert name here) and I am a Registered Dietitian. I am a member of the (insert the name of your district dietetic association name here). I am calling because Mayor (insert your mayor's name here) is listed as a participating mayor in the *Let's Move Cities and Towns* program. As Registered Dietitians, we have nutrition expertise and skills to assist the mayor with developing and executing the *Let's Move* plan for (their city). Please tell me

about the process for setting up a meeting with Mayor (Name) to discuss this further. In my meeting with Mayor (name) I would like to present the association's collaborative approach and programs that will make the *Let's Move* plan a success and improve the health of our citizens.

Proceed to setting up the appointment and thank the staff for his/her time. Meeting participant should have a list of date options that are acceptable for most of the group. Your goal is to be part of the planning process for *Let's Move* with the mayor. The first meeting should be a planning meeting.

Meetings with Let's Move Participating Mayors

What: Assist in the development of Mayor's *Let's Move* Plan of Action

When: As soon as possible (include dates) to ensure that RDs/DTRs are included in the *Let's Move* plans for their city or town.

Why: Participating mayors are tasked with developing plans of action for *Let's Move*. RDs/DTRs must be the voice of nutrition and wellness in participating cities and towns.

Tips for Success

- Be prepared. Research the community, the mayor, and the ideas you are proposing. Understand the mayor's priorities and the concerns and needs of the localities.
- Highlight partnerships with other groups in the community, with whom your association has successfully worked.
- Include information about the district association, or contact information on local RDs, leading this effort, and create a fact sheet to leave behind as a handout.
- Highlight the role the Registered Dietitian/Dietetic Technician, Registered plays in health communities and in the *Let's Move* campaign, specifically in the four pillar areas:
 - Giving parents and caregivers the tools they need to make healthy choices in early childhood
 - Improving nutrition in schools
 - Access to healthy/affordable food
 - Increasing physical activity

The affiliate could use the KER campaign goals to align with *Let's Move*. The KER goals include the following components:

- Support the White House Task Force on Childhood Obesity Prevention recommendations to improve nutrition and physical activity in communities, schools and with families.

- Childhood obesity prevention and health promotion efforts address the total nutrient needs of all youth.
 - Registered dietitians are sought after and provide evidence-based nutrition guidance supporting quality nutrition and healthy weights.
- Provide resources and templates of what similar cities and towns have done to launch *Let's Move*.
 - Plan your next steps. Set a date for the next meeting to further develop or finalize their *Let's Move* plan.
 - Keep your affiliate president informed of *Let's Move* local initiatives.

Reaching Out to Other Organizations in the Community

Other organizations in the community can be a great resource for successful involvement of the local association and *Let's Move*.

Seek collaboration with other organizations:

- If your locality has already started work on *Let's Move* – find out which organizations are involved.
- Reach out to local dietetic members, especially those involved in public health organizations to find out if their organization or collaborators are involved or have an interest in being involved.
- The *Let's Move* Website lists local schools or organizations that may be involved. Those schools may have partnered with other associations as well.
<http://www.aahperd.org/legsmoveinschool/about/index.cfm>
- Other organizations that may be a resource include:
 - American Heart Association
<http://www.heart.org/HEARTORG/localization/chooseState.jsp>
 - School Nutrition Association
<http://www.schoolnutrition.org/Content.aspx?id=1524>
 - Hospital Association
<http://www.aha.org/aha/colleagues/directory/index.html>

- Public Health Association
<http://www.apha.org/memborgroups/states;>
- Local YMCA
<http://www.ymca.net/contact-us/>
- American Diabetes Association (Find your locality)
http://www.diabetes.org/in-my-community/?utm_source=WWW&utm_medium=GlobalNavIMC&utm_campaign=CON

Steps for collaboration:

- When contacting other organizations: identify who you are, the organization you represent (local district association and/or state dietetic association) and state your goal, which is to get the (State Dietetic Association name here) more involved with *Let's Move*, and to offer the support and resources of registered dietitians/dietetic technicians, registered.
- Determine the level of current involvement with *Let's Move*; Outline ways that partnering (both RDs/DTRs and *Let's Move*) is mutually beneficial.
- Develop a plan of action together.

Let's Move provides a great opportunity for making connections with your mayor and other local officials. Remember to include school and county officials when possible. Keep in touch with your state *Let's Move* Representative and ask for assistance. A collaborative approach will lead to success; make connections with other local organizations. Once you have assisted in developing a local plan of action, be sure to communicate back to both your state *Let's Move* Representative and your state public policy panel leadership. They will be your greatest cheerleaders. Contact the ADA Washington Office (Juliana Smith jsmith@eatright.org) for further questions and to share your success story.