 American Dietetic Association

## Let's Move RDs into Action

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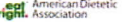
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 American Dietetic Association

- > *Let's Move* – a Unique Opportunity Targeting a Unique Problem
- > Nearly one in three children in America is overweight or obese
- > *Let's Move* – a comprehensive initiative launched by the First Lady
- > *Let's Move* and healthy futures for children:
  - Educate parents
  - Make healthy, affordable food accessible to all families
  - Provide healthier food in schools
  - Foster environments that support healthy choices

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 American Dietetic Association

## Five Pillars to Success

Create a healthy start for children

Empower parents and caregivers

Provide healthy food in schools

Improve access to healthy, affordable foods

Increase physical activity

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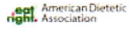
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## Let's Move Cities and Towns



### The goal:

To create long-term sustainable policies at the local level to reduce childhood obesity rates

- Local governments – (particularly mayors) – can provide leadership
- RDs should be at the forefront of this initiative
- RDs in coordination with their affiliate and ADA's Kids Eat Right Initiative – can lead the way to success!



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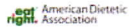
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## ADA's Vision



To create opportunities for our members to lead the local efforts

Proactive in seeking RD opportunities

Let's Move Reps appointed

ADA and a Local Vision

ADA made the connection

State by State Action Plans

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## RDs Can.....



Impact the future of local communities

Develop collaborative relationships with other organizations

Provided leadership with assisting mayors in developing a *Let's Move* Action Plan

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## A Local Focus

Reaching out for local connections:

- Local district association leadership
- ADA's Kids Eat Right local volunteers
- Other local organizations and associations
- Collaboration and utilizing local resources:  
the key to success



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## Let's Move Reps in Action

- Contact local district leaders and Kids Eat Right volunteers
- Target leader for each Mayor's Office meeting
- Train leaders for setting up meeting with mayor
- Continue to provide resources and monitor progress

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## Let's Move

- A unique opportunity for meeting a challenge
- A unique opportunity for RDs
- A unique opportunity to become local leaders in public policy

Now is the time to **get involved!**



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