



LET'S MOVE *Cities & Towns*

Become a Let's Move City or Town

The First Lady is calling on mayors and elected officials across the country to join her *Let's Move!* campaign. *Let's Move Cities and Towns* engages mayors and other municipal leaders in the campaign to solve the problem of childhood obesity within a generation. *Let's Move Cities and Towns* emphasizes the unique ability of communities to solve the challenge locally, and the critical leadership mayors and elected officials can provide to bring communities together and spur action.

Let's Move Cities and Towns is designed to encourage mayors and elected officials to adopt a long-term, sustainable, and holistic approach to fight childhood obesity. This initiative recognizes that every city is different, and every town will require a distinct approach to the issue. Once an elected official signs up as a prospective *Let's Move City* or a *Let's Move Town*, he or she will choose at least one significant action to take over the following twelve months in each of the four pillar areas:

1. Help Parents Make Healthy Family Choices
2. Create Healthy Schools
3. Provide Access to Healthy and Affordable Food
4. Promote Physical Activity

Requirements:

Let's Move Cities and Towns must submit a first quarter and end-of-year update, describing the city's or town's plan, timeline, and actions. These reports will be posted online. Then, a city or town may become a *Let's Move City* or *Let's Move Town*.

Let's Move Cities and Towns for a given year may be recognized in the following ways:

Let's Move! Intergovernmental Affairs representatives will seek out cities and towns to highlight and celebrate initiative.

Accomplishments and ideas for future action may be highlighted on the *Let's Move!* website.

Mayors from *Let's Move Cities and Towns* will be invited to participate in conference calls with White House and federal agency staff to share ideas, discuss barriers, celebrate progress.

Let's Move Cities and Towns will receive a certificate of acknowledgement confirming qualification as a *Let's Move City* or *Let's Move Town*.

Mayors from *Let's Move Cities and Towns* may be invited to attend events to celebrate collective success in combating childhood obesity.



A Call to Action

Over the past three decades, childhood obesity rates in America have tripled, and today, nearly one in three children in America are overweight or obese. One-third of all children born in 2000 or later will suffer from diabetes at some point in their lives; many others will face chronic obesity-related health problems like heart disease, high blood pressure, cancer, and asthma. A recent study put the health care costs of obesity-related diseases at \$147 billion per year. This epidemic also impacts the nation's security, as obesity is now one of the most common disqualifiers for military service.

In an address to mayors in January, 2010, First Lady Michelle Obama called them to take a leadership role in the *Let's Move!* campaign to solve the epidemic of childhood obesity within a generation. "The idea here is very simple: to put in place common sense, innovative solutions that empower families and communities to make healthy decisions for their kids," stated Mrs. Obama.

Steps for Mayors and Elected Officials

To become a prospective *Let's Move City* or *Let's Move Town*, mayors and elected officials can make an impact by:

1. **Helping Parents Make Healthy Family Choices:** Offer parents tools, support, and information to make healthier choices for their families.
2. **Improving the Health of Schools:** Promote healthier food in schools.
3. **Increasing Physical Activity Opportunities:** Promote physical activity in your schools, city, or town.
4. **Making Healthy Food Affordable and Accessible:** Eliminate food deserts in your community and improve the affordability of healthy food.

Mayors and elected officials are encouraged to take action in each of the four areas. The following sections outline ideas for strategies and programs to take a leadership role. These are some ideas to get started – this program should be tailored to the characteristics and needs of the particular city or town. *Let's Move Cities and Towns* welcomes your ideas, input, and feedback on efforts that are really working and those that aren't. Mayors and elected officials can be the leaders on this effort across the country and with all of us working together, this problem can be solved.

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U.S. Department of Health & Human Services



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Let's Move! for cities and towns is designed to encourage mayors and elected officials to adopt a long-term, sustainable, and holistic approach to fight childhood obesity. This initiative recognizes that every city is different, and every town will require a distinct approach to the issue. Once an elected official signs up as a prospective *Let's Move City* or a *Let's Move Town*, he or she will have the option of choosing at least one significant action to take over the following twelve months in each of the four pillar areas.

1. Help Parents Make Healthy Family Choices
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If you are an elected official who is interested in participating in Let's Move Cities and Towns, let us know. Send an email to Letsmove@hhs.gov for creative ideas, recommendations, and different ways to get involved. Mayors and elected officials can help take a stand and be leaders on this effort across the country. With all of us working together, this problem can be solved.

[Visit this page](#) to read the Call to Action and view steps for mayors and elected officials.

Sign up to be a Let's Move City or Town

Elected Official Leading Effort:

Point of Contact Name:

Telephone Number:

Email Address:
 (Please use official government email)

Office Mailing Address:

City or Town:

State:

Zipcode:

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