

LET'S CHANGE

Let's CHANGE: Let's **C**ommit to **H**ealthy **A**ctivity and **N**utrition **G**oals **E**very day is a partnership of the Shelby County Health Department and the Healthy Memphis Common Table (HMCT) to fight childhood and family obesity by engendering a culture of healthy living. Let's CHANGE includes over 37 organizations spanning a broad spectrum of businesses, community-based organizations, and government. To implement this county-wide program, a Council of Champions was created to elevate, facilitate, implement, and institutionalize the various projects and programs developed by members and supporters of Let's CHANGE.

The Let's CHANGE core functions are to:

- Ensure access to healthy foods, snacks and increased physical activity.
- Motivate and provide incentives for behaviors that promote proper nutrition and increased physical activity.
- Champion policies and environmental changes that "make the healthy choice the easy choice."
- Modify systems to support healthy activity and nutrition.

The lead strategies are:

- Change, recommend, and advocate for policies, environments, and systems that provide access to and the adoption of healthy lifestyles.
- Build on our current community-based projects and programs, and create opportunities for the programs to operate on a larger scale with greater capacity and sustainability.

ACCOMPLISHMENTS

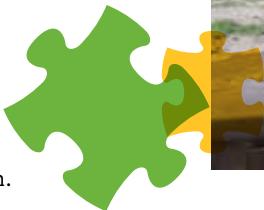
- The "Believe in a Healthy Memphis Summit" was held in July 2011 at The University of Memphis. The summit was organized in partnership with the Memphis Business Group on Health (MBGH). Over 80 organizations were represented.
- Two additional project action planning meetings were held with over 120 organizations participating in both the summit and the action planning segments.
- These follow-up meetings resulted in the creation of a Healthy Eating and Active Living Plan outlining the strategies, objectives, organizational champions, and an implementation time line for the following domains: *Where we live, Where we work, Where we play, Where we heal - faith and Where we heal - health care.*
- The Healthy Eating and Active Living Plan was presented to members and supporters of Let's CHANGE in November 2011 and will be implemented between 2012 and 2013.



LET'S CHANGE CONT'D.

COMMUNITY IMPACT

Let's CHANGE has provided HMCT and the Shelby County Health Department a platform from which to strengthen and deepen their relationship and the alignment of the organizations' efforts to improve the health of the Shelby County population.



WHERE WE HEAL - HEALTH CARE

HMCT has assembled a working group to develop and implement a pilot project that brings together HMCT, five pediatric practices, YMCA of the Mid-South, and The University of Tennessee Health Science Center (UTHSC) to address family obesity. Specifically, the pilot project consists of: (1) Pediatricians who learn about the 5-2-1-0 intervention and prescribe diet and exercise, counsel select patients and refer them to the YMCA's Youth and Family Initiative which incorporates the 5-2-1-0 message; (2) The YMCA's 12-week Youth and Family Initiative as a tool to change nutrition and exercise behaviors. The YMCA will also subsidize a period of membership to the YMCA upon completion of the 12-week program; (3) UTHSC faculty as advisors to the pilot project; and (4) HMCT assistance for financial sustainability through payment reform and/or fund raising.



WHERE WE LIVE

HMCT is deepening its relationship with the City of Memphis' Let's MOVE initiative and the Office of Community Affairs to develop specific action steps.

WHERE WE WORK

To address this domain, HMCT is aligning its Million Calorie Reduction Match (MCRM) project with the work of the Memphis Business Group on Health and the Centers for Disease Control and Prevention's National Healthy Worksite Project in Shelby County. MCRM will work with these organizations and assist them with the assessment, development, adoption, and implementation of healthy food and physical activity policies. These policies aim to transform the food and physical activity environments on their properties. We also will develop a cohesive campaign and a collective impact measure.



WHERE WE PLAY

Although HMCT is not the organizational champion for this domain, we assisted in the launch of the Walking in Memphis program on April 14, 2012, at the Bert Ferguson Center in Cordova. Walking in Memphis encourages residents of Memphis and Shelby County to meet regularly at community centers, neighborhood parks, and other locations to walk together for at least a mile.