

MILLION CALORIE REDUCTION MATCH

Million Calorie Reduction Match (MCRM) is designed to address the obesity epidemic in our community by improving the nutrition habits and increasing the physical activity of the citizens of the City of Memphis and Shelby County, Tennessee. This includes introducing policies to transform food, physical activities, and environments in organizations and community venues. Funding in the amount of \$200,000 was provided by the Robert Wood Johnson Foundation (RWJF) through its Aligning Forces for Quality Project (AF4Q).

ACCOMPLISHMENTS

MCRM will provide technical assistance to 125 employers and organizations to develop, implement, and assess healthy food and physical activity policies. We have targeted organizations such as local municipalities, major corporations, non-profits, and churches. Their participation will allow the suggested policy changes to have a greater impact within our area and ideally, prompt others to duplicate their efforts. Examples of these policy changes include:

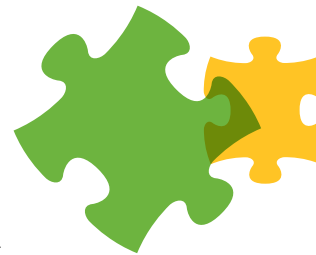
- Reduce the calories served at meetings and gatherings by 30%.
- Increase the number of non-sweetened and low to zero calories beverages offered in vending machines by 40%.
- Increase the percentage of healthy snacks offered in vending machines by 30%.



COMMUNITY IMPACT

To date, several local community, government, and private businesses comprise The Million Calorie Reduction Match Advisory Group. They will advise HMCT on the implementation of the project elements. Members of the Advisory Group are expected to constitute the early adopters for the policies. They include:

- Agape/Powerline Community Network
- American Heart Association
- Centers for Disease Control & Prevention National Healthy Worksite Initiative
- City of Memphis Division of Engineering
- Community Development Council/Livable Memphis
- Church Health Center
- Game Day Healthy Kids Foundation
- Grow Memphis
- Memphis Business Group on Health
- Shelby County Health Department
- YMCA of Memphis Health Innovation



HMCT will also collaborate with the Memphis Business Group on Health, the American Heart Association and the National Healthy Worksite project to combine the reduction of calories through collective calorie reducing policies that are adopted by organizations, schools, and employers community wide.

