



let's m^ove

cities, towns & counties

Let's Move Cities, Towns and Counties (LMCTC)

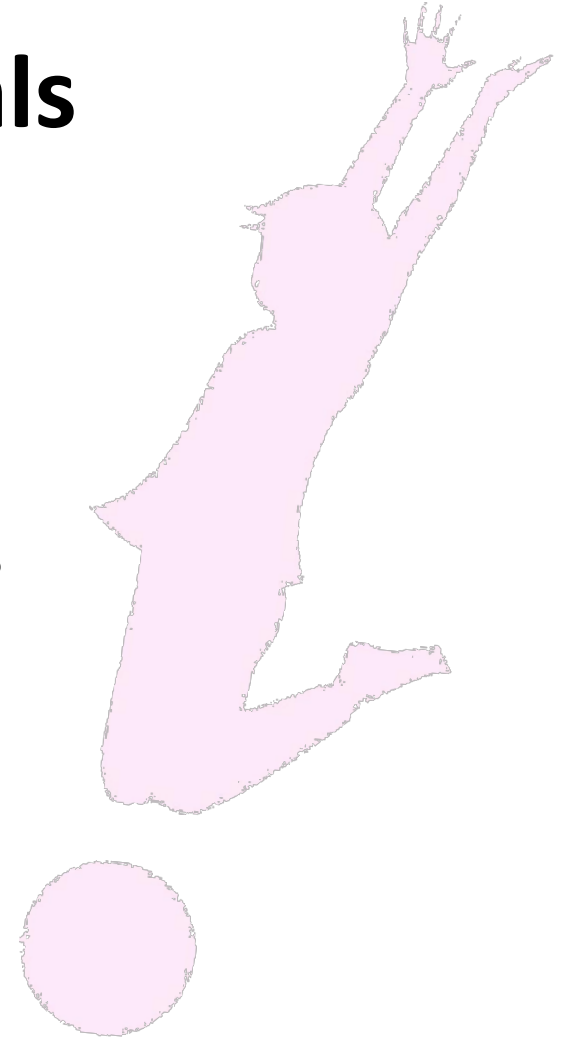
- LMCTC is a key part of the Let's Move! Campaign
- Organized by the National League of Cities
- More than 400 cities, towns and counties are participating
- Monitor five goals and steps to action





Five LMCTC Goals

- I. Start Early, Start Smart
- II. MyPlate, Your Place
- III. Smart Servings for Students
- IV. Model Food Service
- V. Active Kids at Play



LET'S M^{OVE}
Jacksonville!

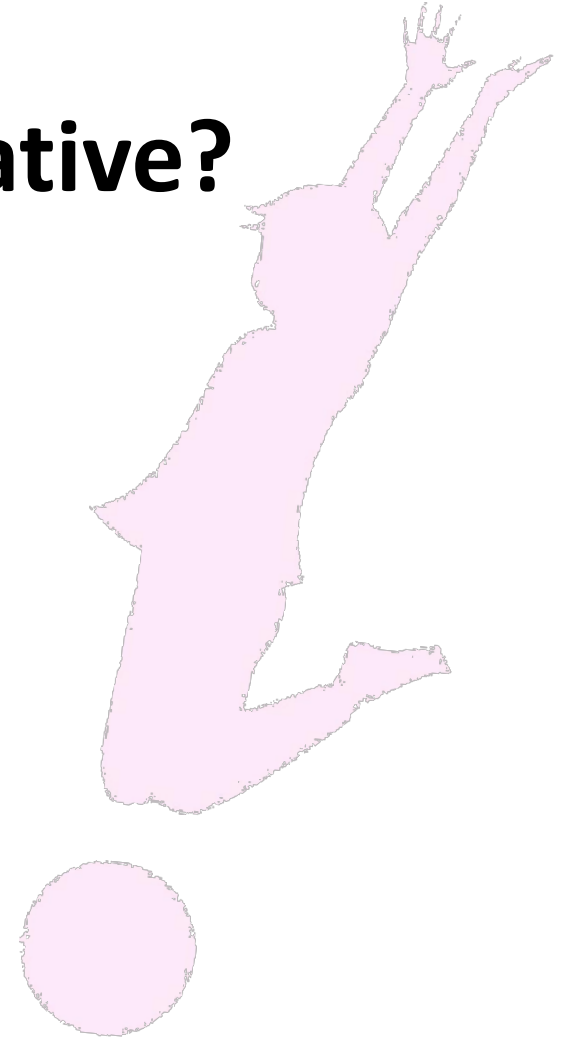
HEALTHY CITY. BRIGHTER FUTURE.





Why the Local Initiative?

- Health is a city priority
- Signals an umbrella effort
- Engages residents globally
- Strengthens current initiatives





Where Are We Now?

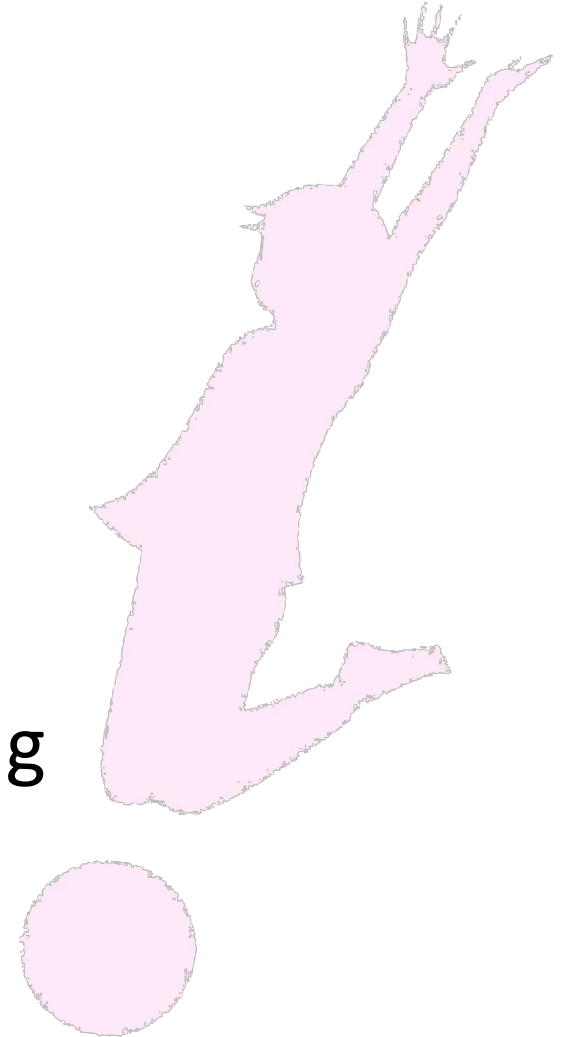
- Goal I – Start Early, Start Smart = BRONZE
- Goal III – Smart Servings for Students = BRONZE
- Goal IV – Active Kids at Play = BRONZE





Next Steps?

- Engaging local organizations
- Creating synergy citywide
- Partnerships
- Cross Promotions & Co-branding
- Activities





Let's Move Jacksonville Partners

- Mayor's Council on Fitness and Wellness
- Duval County Health Department
- Duval County Public Schools
- YOU! (*agencies and organizations across the county*)

