



THE UNITED STATES CONFERENCE OF MAYORS  
**Healthy Cities E-Newsletter**



Mayors' Healthy Cities Campaign

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### **Local News**

#### [City of Redlands Replicates Program to Encourage Improved Nutrition, Fitness Habits](#)

(3/31/08)

Noting the success of other local Healthy City programs, community leaders in Redlands, CA, are working to launch their own Healthy Redlands campaign promoting improved nutrition and physical activity, the *Riverside Press-Enterprise* reports.

#### [Jumpstart Jackson](#) (4/07/08)

Jumpstart Jackson is a program designed to encourage healthy living for children and adults, with family activities planned weekly in Jackson, TN. Jackson is part of a national pilot program focusing on collaborations between city governments and local school systems. Mayor Jerry Gist is among those collaborating to focus on health and wellness in the community, according to *The Jackson Sun*.

#### [Iredell-Statesville Schools Work to Give Student Healthier Options](#) (4/08/08)

In an effort to curb childhood obesity, Iredell-Statesville Schools in North Carolina has changed its breakfast and lunch menus over the past three years to give students healthier options. Now it's considering limiting student access to sugary snack foods, according to *The Statesville Record and Landmark*.

#### [Class Project on Obesity Leads to Legislation](#) (4/08/08)

According to *The Galveston County Daily News*, a new law to create an obesity awareness week, which was proposed by a group of master's students enrolled in the public policy and nursing class at the University of Texas Medical Branch's School of Nursing, was passed during the 80th regular session of the Texas Legislature. During the second week of September, Texans will observe Obesity Awareness Week.

#### [South Carolina Bill Banning Junk Food from Schools Does not Pass](#) (4/08/08)

A bill aimed at reducing junk food in schools couldn't get past a House subcommittee in South Carolina as state lawmakers decided that regulating what students eat on campus was a local matter. Nutritionists, dieticians and a food services worker turned out at the hearing to back the bill as a way to combat diabetes and widespread obesity, while representatives of the soda industry and school administrators association opposed the measure, according to *The Greenville News*.

#### [Mayor Shope Seeks "Playful City, USA" Designation](#) (4/09/08)

Mayor Shope officially proclaimed April 19 as "Play Day" for Coolidge, AZ families, encouraging families to participate in physical activity or unstructured play, and to learn more about the importance of play in the lives of children.

[Chicago-area Leaders Partner on Wellness Initiative](#) (4/01/08)

Public and private agencies in Lake County, IL joined forces to launch "Healthy Lake County," an initiative designed to help residents be more active, eat healthier foods and prevent obesity, the *Chicago Daily Herald* reports.

[Obesity in Kids Worries Local Officials](#) (4/08/08)

The Kane County Health Department is launching a community campaign to reverse the obesity epidemic and promote the health of all children. The campaign focuses on providing parents and children with reliable, up-to-date information regarding healthy physical activity and eating habits; promoting wellness in workplaces and schools; developing land use and planning that fosters and supports physical activity; and assuring that fresh fruits and vegetables are affordable and accessible to all families throughout the county.

[Walking School Bus to Pull up to Pawnee School](#) (4/01/08)

Pawnee Elementary in Overland Park, KS will begin a Walking School Bus system in the fall with one adult "driver" stopping along one designated route to lead children who want to walk instead of ride to school, reports the *Kansas City Star*. The goal, if the program is successful, is to expand to three walking bus routes.

[State-mandated Obesity Tests Begin](#) (4/14/08)

Childhood obesity is a rising concern for parents, but Texas schools are getting involved according to the *Killeen Daily Herald*. Senate Bill 530 was passed in 2007 by the Texas Legislature to mandate fitness assessment for all students in grades 3-12 beginning in the 2007-08 school year.

## **National News**

[Olympians Play Part in Childhood Obesity PSAs](#) (4/15/08)

NBC Universal and Qubo are joining the U.S. Department of Health & Human Services, the Ad Council and the U.S. Olympic Committee to extend a public service campaign about childhood obesity with Olympic themes. The new spots feature some of Qubo's animated characters interacting with Olympic athletes.

## **Reports and Studies**

[Short Sleep Duration in Infancy and Risk of Childhood Overweight](#)

Infants who do not get enough sleep may have an increased risk for being overweight in childhood, a new study suggests. The study, published in *The Archives of Pediatrics and Adolescent Medicine*, found that the more sleep infants got, the less likely they were to be

overweight at age 3.

### [A Policy-Based School Intervention to Prevent/Reduce Rates of Childhood Overweight and Obesity](#)

Five Philadelphia elementary schools replaced sodas with fruit juice. They scaled back snacks and banished candy. They handed out raffle tickets for wise food choices. They taught kids, their parents and their teachers about good nutrition. What have they got to show for it? The number of children who gained weight during the two-year experiment was half the number of students who packed on pounds in schools that didn't make those efforts, according to a study published in *Pediatrics*.

### Useful Websites

#### ['This City is Going on a Diet!' Is Working](#)

It's been nearly four months since Mayor Mick Cornett of Oklahoma City, OK announced the "This City is Going on a Diet!" initiative. He challenged metro residents to lose a collective one million pounds. More than 17,000 people have answered the call and lost nearly 56,000 pounds. The Web site provides information about diet and exercise but Mayor Cornett says that the most important result is that it is now okay to talk about Oklahoma's obesity problem.

### Tools You Can Use

#### [Healthy Schools Toolkit](#)

The Food Trust, founded in 1992, works to increase the availability of fresh foods, develop a stable food supply in low income communities, and improve the connection between urban and agricultural communities. The Food Trust produced its Healthy Schools Toolkit to share its success with schools, parents, policy-makers and community groups interested in improving the school environment to prevent childhood obesity. It provides stories of local change and information on improving the food and physical activity environments in schools.

### Funding Opportunities

#### [Robert Wood Johnson Foundation Announces New Round of Active Living Research Grant Program](#)

Grants totaling \$3.3 million will be awarded to organizations in the United States researching policy and environmental strategies for increasing physical activity among children and adolescents, particularly in low-income communities.

Deadline: May 14, 2008

#### [Saucony Run For Good Foundation Offers Funding for Children's Running Programs](#)

Grants of up to \$10,000 will be given to nonprofit organizations working to combat childhood obesity through running and fitness programs for children 18 years of age or younger.

**Deadline:** June 13, 2008

### [Mattell Domestic Grant Funding](#)

Mattel and the Mattel Children's Foundation have announced the continuation of the Mattel Domestic Grantmaking Program, which provides funding for organizations benefiting children in the United States.

**Deadline:** July 15, 2008

### [Bikes Belong Offers Funding for Bicycle Advocacy and Facilities](#)

U.S. nonprofits and public agencies working to put "more people on bicycles more often" will be awarded grants of up to \$10,000 for facilities and advocacy projects.

**Deadline:** Quarterly

### [EnergyNow!](#)

EnergyNow! is a national initiative to help combat childhood obesity by improving physical education and nutrition education capabilities and resources in public K-12 schools. Grants are available on a competitive basis to public middle schools (which house grades 6, 7, and/or 8) in the states of Delaware, Maryland, Pennsylvania, Virginia, and West Virginia as well as the District of Columbia. Up to ten \$12,000 grants will be awarded.

**Deadline:** May 5, 2008

### [2008 Healthy Sprouts Award](#)

To be eligible for the 2008 Healthy Sprouts Awards, schools or organizations must plan to garden in 2009 with at least 15 children between the ages of 3 and 18. The selection of winners is based on the demonstrated relationship between the garden program and nutrition and hunger issues in the United States.

**Deadline:** October 15, 2008

### **Upcoming Conferences**

[The U.S. Conference of Mayors 76th Annual Meeting](#) June 20-24, 2008, Miami, FL.

### **Upcoming Health Observation Dates**

[Bike-to-Work Week](#) May 12- 16, 2008

[National Employee Health and Fitness Day](#) May 21, 2008

[National Trails Day](#) June 7, 2008

### **New Publications**

[Active Living in Diverse and Disadvantaged Communities](#)

About 25 million US children and adolescents are overweight or obese. As obesity continues to increase while physical activity continues to decline in the United States, the disparity between the general population and low-income and minority populations continues to grow larger.

These topics are addressed in a special issue of the *American Journal of Preventive Medicine* (April 2008), *Active Living in Diverse and Disadvantaged*.

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**The United States Conference of Mayors**  
1620 Eye St., Northwest Washington, DC 20006  
p. 202.293.7330 f. 202.293.2352

