Let’s Move! is a comprehensive initiative that was launched by First Lady Michelle Obama in 2010 and is dedicated to solving the problem of obesity within a generation, so that children born today will grow up healthier and able to pursue their dreams.

The City of Columbia is an official Let’s Move! city/community.
In July, 2012, the First Lady announced private and public sector commitments to support *Let’s Move! Cities, Towns and Counties* with new tools, resources and a framework to enhance the vital work happening at the local level.
• **Goal I: Start Early, Start Smart**
  To provide children with a healthier start, local elected officials commit to helping early care and education providers incorporate best practices for nutrition, physical activity and screen time into their programs.

• **Goal II: MyPlate, Your Place**
  To empower parents and caregivers, local elected officials commit to prominently displaying MyPlate in all municipal or county venues where food is served.

• **Goal III: Smart Servings for Students**
  To provide healthy food in schools, local elected officials commit to increasing participation in the School Breakfast Program (SBP) and the National School Lunch Program (NSLP).

• **Goal IV: Model Food Service**
  To improve access to healthy, affordable foods, local elected officials commit to implementing healthy and sustainable food service guidelines that are aligned with the Dietary Guidelines for Americans in all municipal and county venues that serve food.

• **Goal V: Active Kids at Play**
  To increase physical activity, local elected officials commit to mapping local playspaces, completing a needs assessment, developing an action plan, and launching a minimum of three proven policies, programs or initiatives aimed at increasing access to play.
Goal I: Start Early, Start Smart

- Partnering with Richland County First Steps & Eau Claire Promise Zone
- Gardening Workshop
- Recruitment of Child Care Centers to participate in Let’s Move! Child Care.
- The City of Columbia currently has a gold medal for this goal
Goal II: MyPlate, Your Place

- My Plate is currently prominently displayed in all city parks

- The City of Columbia currently has a gold medal for this goal
Goal III: Smart Servings for Students

• Richland District One has 50 schools, 74% of their students receive free or reduced lunch.

• The City of Columbia currently has a silver medal for this goal.
Goal IV: Model Food Service

• Community Gardens – The City of Columbia currently has 21 community gardens through the city.
  • 19 Community/Educational Garden Sites (137 raised beds), (3 Coming Soon, 3 raised beds) 1 Orchard and 1 Greenhouse

• Gardens at Schools – Out of the 50 schools in Richland District One, 5 currently have gardens and 6 others are planned for the upcoming school year.

• Tree Orchard – The City of Columbia partnered with the Corporation for Economic Opportunity, local organizations and volunteers to bring a free tree orchard to our community. Columbia won an online contest to accomplish this achievement.

• City Roots – City Roots is an urban farm located in the heart of the city. All of City Roots produce is grown organically and City Roots accepts EBT cards as a form of payment to allow all access to the healthy locally produced food.

• The City of Columbia currently has a gold medal for this goal
Goal V: Active Kids at Play

• Mapping Playspaces - COC P & R have mapped all local playspaces and completed a needs assessment and have a draft of a Master Plan for the parks.

• Family Fitness Programs - The City owned & operated wellness center is working on implementing family fitness classes that will encourage families to be physically active together.

• Educational Classes - Healthy Palmetto is working to help kids learn more about how exercise and healthy food choices can keep them healthy and prevent chronic diseases like type 2 diabetes. In this program, Fifth graders are taught four 30-minute sessions during class time by Palmetto Health instructors.

• Bike/Pedestrian Master Plan - The City is working with our Bicycle/Pedestrian Action Committee on a master plan that add bike lanes throughout the city and increase connectivity that will encourage more people to bike, walk & run.

• Mayor’s Bike Ride – Our Mayor kicks off National Bike Month with a family-friendly Bike ride through the city’s historic district.
Let’s Move! Kids Day – Annual the city hosts a Kids Day event in our largest downtown park. There are activities for kids such as a fun run, Zumba and other games. We also have vendors present that have healthy meal selections.

Summer Camps – City P & R hosts summer camps while school is out in conjunction with The University of South Carolina’s Sports Teams.

Easter Egg Hunt – Annual the First Lady of Columbia, Judge DeAndrea Benjamin and her girls host an Easter Egg hunt. The hunt is kicked off with exercise and then during the hunt, kids get to run and play while searching for eggs. Healthy snacks are also provided.

Let’s Move! Game Day – The City of Columbia planned and held Let’s Move! Game Day, a new event focused on fitness activities. Game Day included a variety of games, line dancing and flag football for the entire family. The event had outstanding attendance and also featured vendors who offered healthy snacks and wellness information for youth and adults.

Bike-A-Thon - In July 2013, the City of Columbia hosted the Youth Emporium’s Bike-A-Thon. The event included the City’s first youth bike ride, healthy living workshops and a wellness fair and health screenings.

The City of Columbia currently has a gold medal for this goal.
Our Partners

- BPAC
- City Roots
- Corporation for Economic Opportunity
- Eat Smart Move More SC
- Eau Claire Promise Zone
- EdVenture Children's Museum
- Healthy Palmetto
- North Columbia Business Association
- Palmetto Health
- Richland County Community Development Department
- Richland County First Steps
- Richland County School District One
- United Way of the Midlands - Child Care Resource & Referral
Additional Activities

- Let’s Move! Columbia Newsletter
  - Shared with the Let’s Move! Staff at the national office
  - NLC Staff shared with White House staff

- Let’s Move! Columbia show on Channel 2

- Let’s Move! Flash Mob/Dance Troupe made their debut appearance at Let’s Move Game Day in September 2013
Columbia’s ranking

- [http://www.healthycommunitieshealthyfuture.org/places/#Columbia,SC](http://www.healthycommunitieshealthyfuture.org/places/#Columbia,SC)

- NLC will host a special celebration event recognizing the achievements of LMCTC participating cities, towns, and counties in all LMCTC sites and bestowing special recognition on top achievers on Nov 14 in Seattle, WA.
Next Steps

- Form a childhood obesity task force
- Gather statistics and set measurable goals
- Expand our partnerships
LET'S MOVE!

Columbia ranked #1

Let’s Move! City in the Nation

We Are Columbia