

LET'S MOVE! MUSEUMS & GARDENS WEBINAR
MARCH 19, 2014
1:00 P.M. CST

>> We seem to have dealt with some of our telephone issues. We are going to go ahead and get started in a minute.

>> CHRISTOPHER REICH: On behalf of the Museum and Library Services I welcome you to Let's Move! Museums & Gardens webinar. We ran in to some technical difficulties with the webinar system and we think we are fine now and ready to go. And today we will be featuring ways that MyPlate resources can be used to expand and enhance at your organization.

My name is Christopher Reich and with me here today is Melissa Heintz who is really our primary contact for Let's Move! Museums & Gardens here at IMLS and also Katherine Maas who is helping us with the many technical challenges today. We will be beginning today with the overview of the Let's Move! initiative in general and then talking specifically about Let's Move! Museums & Gardens in particular and then will be followed by a presentation by our friends at MyPlate as well as presentations from two museums that have generously volunteered to share ways that they are already using MyPlate resources in their program. We would like to give Katherine Maas a chance to share hints and tips of the technical considerations during the webinar.

>> KATHERINE MAAS: Hi. This is Katherine. I have muted everyone's phone lines. The moderators can unmute themselves when you get to that point by pushing star 6. We are going to be taking questions via chat today, and we will be answering the chat questions at the end, but the chat box should be in the bottom left-hand corner of your screen. And we will get to the questions at the end. We are also going to be doing a couple of polls and the speakers will let you know when those will be happening. But to answer them up underneath where your name is there is four little buttons and if you hover your cursor over the A it will give you an option for A through C to respond to the poll. So when we get to a poll question you can go ahead and do that and your answer will pop up. And then we will make sure that we see what everyone's answers are. I think that's it for right now. You can chat in the bottom left-hand corner of your screen and we will take questions at the end.

>> CHRISTOPHER REICH: Thanks, Katherine. Well, the Let's Move! initiative was launched four years ago by First Lady Michelle Obama in response to the childhood obesity to build a foundation of culture for healthy lifestyles for our nation, by providing more opportunities for physical activity, more information for families to make healthier decisions, and more access to healthy and affordable food closer to home. IMLS created the Let's Move! Museums and gardens initiative three years ago because we felt it was a natural fit to museums of all kinds since so many of our museums have a

long history of exhibits and activities promoting healthy eating and active lifestyles embedded in their programs. Let's Move! Museums & Gardens provides an opportunity for our museums and gardens to become more involved in the national initiative and to build more support for our First Lady's initiative.

We define them quite broadly here at IMLS and the federal government and not just arts, history and natural history of museums but children's museums and science centers and botanical gardens and zoos and aquariums and nature centers and historic sites. And when any of these organizations sign up to be participants in Let's Move! Museums & Gardens we asked them to focus on several of the priorities of this campaign. One is providing healthy get active exhibits and another is providing programming that helps the public learn more about healthy food choices and physical activities. And if you have food service it might involve providing more healthy food service options for your visitors or it might involve using your food service operations to learn more about healthy food choices and physical activity.

When you sign up to be a Let's Move! Museum or a Let's Move! Garden you agree to take action related to at least one of those two priorities, providing exhibits or providing programming relating to healthy lifestyles. And if you do serve food, you are also asked to select at least one of the second -- two priorities, improving or enhancing your food service with healthier options or using the food service areas to promote more understanding of healthy food choices.

We always like to call out and recognize the partners that have helped us to launch and get the Let's Move! Museums & Gardens moving and that was done initially with the American Alliance of Museums and Association of Children's Museums and American Public Gardens Association and it has included a number of other initiatives on the screen. If our listeners are involved with other national associations that would like us to help recruit for members please give Melissa or I a call and we would be glad to follow up. We will talk a little bit more about the resources at the end of the webinar on our website at imls.gov/about/letsmove and I would like to say that we are excited today that we can report that over 650 museums and gardens in all 50 states and D.C. have joined the Let's Move! Museums & Gardens initiative.

I wanted to just transition to our MyPlate speakers by giving a little bit of background about what's going on at the national level. This slide shows us a sampling of the diversity of other what are called subinitiatives of Let's Move! are doing to help promote the first lady's initiative. And this is a list of many different ways that the federal agencies are working together in communities across the country. In today's webinar we would like to introduce museums and gardens and other listeners to the United States Department of Agriculture's program. At this time I would like to welcome

and introduce Donna Johnson-Bailey and Sasha Bard from USDA.

>> DONNA JOHNSON-BAILEY: Hello, everyone. We are appreciative of this opportunity to share with you all the many resources that we have available through MyPlate. We hope to take some time today to inspire you to use MyPlate resources and tools to make a difference in the programming that you do in museums and gardens. MyPlate has been a great source of motivation for us and again we want to hope to do the same for you.

But first we would like to start with a quick poll. As Katherine mentioned very early on in the presentation if you look at your left-hand navigation under the participant section, there is a button that says A and we would like you to select the option that best describes your familiarity with MyPlate. A, yes, we use it at my museum and garden. B, maybe. C, the image looks familiar or no, but can't wait to learn more. So go ahead and take a moment to take our little poll.

Wonderful, wonderful. It looks like everyone has responded. 35% of the folks are familiar with MyPlate and those of you less familiar we hope that this brief presentation will give you a big overview of what we have got going on.

MyPlate is based on the dietary guidelines, the 2010 dietary guidelines for Americans. It serves as a reminder to help people make choices from all five food groups. MyPlate is communicated through four primary channels. The first being web-based, ChooseMyPlate.gov and we offer resources that offer strategies and tips and how-tos and we have a social media component. And we use those platforms to leverage the reach of our messages and our resources.

And then partnerships which include three levels that we will describe later on in the presentation. MyPlate is supported by actionable consumer messages such as make half your plate fruits and vegetables. They are frequently used by public and private sector communication efforts. The consistent messages helps to amplify key messages, including at home and at school and general line and grocery stores and restaurants, fitness centers and, of course, museums and gardens.

The First Lady launched MyPlate along with the USDA Secretary Vilsack on June 2, 2011 and the MyPlate launch was one of the highest ranked news stories in 2011. As of early 2014 Choose My Plate website has over 110 million page views and over 140 million downloads. The USDA has made an impact out there in the communities and in the nation. We consistently conduct small and large scale campaigns to broaden the reach of the MyPlate and make them more available to audiences. For example, in 2011 we launched New Plato and these Spanish resources have grown to meet the demand of Spanish language audiences. Recently we conducted the MyPlate winter challenge. And this is just another example of how we do campaigns to conduct to engage audiences in the resources that we have.

There are two key components for MyPlate and they include the

ChooseMyPlate.gov site as well as our online tool SuperTracker. ChooseMyPlate.gov offers educational tip sheets and resources for specific audiences such as preschoolers and the MyPlate Kids Place and resources for professionals and educators. And as I mentioned earlier New Plato or En Espanol as well as a partnership program which includes community partners and national partners and MyPlate on campus ambassadors which is an initiative conducted on universities and colleges throughout the country. SuperTracker is our online award winning resource which allows consumers to track their diet and physical activity. It offers nutritional analyses as well as information about menus and recipes that can be added as consumers desire.

ChooseMyPlate.gov is also the gateway to a large number of resources. We feature our latest promotion in a rotating banner and that changes regularly and we often add new content. We are currently promoting national nutrition month and make a point to visit our website. Please visit the national nutrition landing page where you will find lots of great resources for adults and teens.

Here is another sample of some of the resources we have at Choose My Plate. As I mentioned ten tips, nutrition, education series is enormously popular and we have sheets available on different topics. And we also offer posters with the signature message and make half your plate fruits and vegetables and consumer brochure.

For those of you who do a lot of programming in museums and gardens the next few slides are highlights for children. There you will find topics such as ways to make mealtime a family time and how to cope with a picky eater and identifying appropriate portion sizes for very young children and making mealtime and snack time fun and ways to offer a variety of foods.

MyPlate Kids Place which launched in early 2013 is another wonderful museum and garden resource. The site includes activity sheets, online games and videos and songs that can make your kid friendly activities come to life. We also invite you to look on the website for the MyPlate champion's pledge. This pledge is an opportunity for kids to make a commitment to eat healthy and join more than approximately 13,000 kids who have already pledged.

One of our most exciting and immediate ways to reach consumers is through social media. Through these platforms both Facebook and Twitter we reach thousands of people every day. Our Twitter account boasts more than 60,000 followers and we include various types of messages including our dietary guideline messages as well as share information about resources. Our Facebook page on a daily basis we offer wonderful visuals that can be posted on other Facebook accounts. And we also share information that can be used for programming. And on that site we have more than about 22,000 followers at this time.

The final social media resource I would like to share is are MyPlate recipes

resource. This is a collaboration with the partnership for a healthier America and it includes digital partners who have contributed recipes that reflect the recommendations of the dietary guidelines. Currently we have more than about 130,000 followers on the site, and again it is a wonderful resource if you are doing programs within museums and gardens. You can select a variety of recipes and perhaps use them to promote in your programming. And at this time I am going to turn the presentation over to Sasha who can share more about our SuperTracker online tool as well as some of our community partnerships initiatives.

>> SASHA BARD: Hi everyone. Thanks again for having us. I will be introducing you all to the SuperTracker. First we would like to get an idea of how many of you are currently using or have used a tool for tracking the foods that you eat or your activity level. There are many tools available. Some you wear on your wrists. Others are built in to your running shoes and many tools are available online or in the form of apps. Use the polling feature again which is on the left-hand participant column using the button to the far right that shows an A on it to cast your vote. Yes, you have used a technology tool for this kind of tracking. B, no, you are curious about them and C, you are not interested.

Da da da da.

Great. Thank you all for your input. It looks like the majority of you have -- 36 percent have used a technology tool for this kind of tracking and then 23 percent are interested in it.

So today we will feed that curiosity with some information about the tools that we manage here at the USDA.

Honestly we could be doing a whole webinar on the SuperTracker but I am going to take you through the key features in a few slides. SuperTracker is a free online application available at supertracker.usda.gov. It launched in 2011 and now has over 3.6 million registered users. SuperTracker Food-A-Pedia allows you to look up the food and there is 8,000 foods in the SuperTracker databases and allows you to compare foods side by side. Users can also determine what and how much to eat with a personalized plan based on their age, sex, height, weight and activity level and track their foods and physical activities and weight based on their personal health goals.

This slide shows what the food tracker features looks like within the application. So users can track their food plans or foods consumed and can run reports for a meal day, week or month. They are able to see how their food choices stack up against calorie goals as well as food group targets. So the bar graph you see on the top right shows the food group contribution.

Another feature that I would like to point out because it may be of interest to today's participants is my recipes. This is an enhancement that we made available in 2013, and my recipes have the ability to analyze their recipes and get a per portion nutrition analysis based on the number of

servings in that recipe. This was a request that we heard from many users. So we are thrilled to have it up and running.

I know that you will hear many great ideas later in the webinar from our own presenters, but we wanted to offer you some teasers to get you thinking about how you can bring SuperTracker or MyPlate to your museum or garden. It can be incorporated in to exhibits or special events and we put some ideas here. MyPlate resources messaging can be promoted in food serving settings, and we encourage you to display the icon in the restaurants and snack restaurants. They offer an example of food group. They can help consumers understand how they are meeting their food group goals. We think it is easier to think to about eating enough vitamins and vegetables. That being said we know that many consumers count calories and use nutrition fact labels to make food choices. We encourage you to display nutritional information whenever possible. And SuperTracker my recipe allows you to run reports for some of the items that you might be serving.

MyPlate and SuperTracker can also be wonderful tools for work site wellness initiatives and we encourage you to use your website and social media platforms to educate consumers about healthy eating whenever possible. You can share from social media accounts as a way to extend the messaging and often the easiest way to reach people is in their inbox. And one world example we would like to offer is right here in Washington D.C. In 2012 the Marian Koshland Science Museum launched an exhibit. It offered a high school cafeteria game where visitors were encouraged to serve healthy and balanced meals that met national school guidelines. To kick off the grand opening it held a healthy plate cookoff. And it was meals prepared by student teams. They were required to follow the guidance that supports MyPlate in preparing the recipes and meals and were judged by a panel of health and nutrition professionals.

And then in addition to partnering with Let's Move! Museums & Gardens we invite you to register as a MyPlate partner. A handful have already signed on and we would really love to have a larger representation from the museums and gardens sector. As part of the nutrition communicators network you commit to helping promote MyPlate and the messages that support the dietary guidelines for Americans.

You can also stay in touch with us and get updates on MyPlate resources and activities through social media as we have mentioned a couple of times and also through our gov delivery service. By signing up for gov delivery you can self-select the areas of interest. If you are more interested in materials for children and recipes you can select that through the gov delivery platform and just get updates on those topic areas. And we are also offering today's webinar participants an opportunity to receive a free packet of posters and materials to get you started. At the end of the webinar we will provide information on how you can sign up to get one of those free packets of materials.

>> CHRISTOPHER REICH: Thank you so much, Sasha and thank you, Donna. I mean the MyPlate resources are so robust, and I hope that our listeners will take full advantage of the opportunity to incorporate them in to their programs and the opportunity to be partners, community partners. And I hope you like the MyPlate website as well. I know I am going to look up the MyPlate recipes tonight. We are delighted today to have two representatives from two museums to join us on the webinar to share examples of how they use the MyPlate in their program. And we appreciate the Children's Museum of Phoenix and the Phoenix Children's Hospital.

>> MELANIE MARTIN: Thank you. So we offer several different programs here at the Children's Museum through partnerships we have in the community and you can see on the slide that we have partnerships with Phoenix Children's Hospital and Arizona State University and the Junior League of Phoenix. The Phoenix Children's Hospital, this is a group that does outreach in the local community educating the public about healthy eating habits and other child safety features. Some of the activities they engage here in the Children's Museum including sorting fruits and vegetables by colors and playing a nutrition game which you can see in the photo.

We also have a partnership with Arizona State University. Their student nutrition council which is an organization of students who are studying to be dieticians and they come to the museum and offer hands-on engaging programs to the families again where they can interact with different sensory rich and hands-on activities all based around the MyPlate nutrition. Some of these activities include interacting and sensory exploration with various grains. And a favorite with the kids is fruit, sink and float test and also building healthy platforms. And they have this program six times a year based on the schedule of their academic school calendar. And last but not least is the ongoing partnership with the Junior League of Phoenix and offer their kids in the kitchen program as well. We are fortunate to have this program at the museum. The families received a nutrition passport to visit all the different stations that the kids in the kitchen program had available including looking at the sugar content in different drinks and building a healthy plate and even creating a chef's hat to take home with them.

>> CHRISTOPHER REICH: Thanks very much. I think what's really wonderful about the Let's Move! Museums & Gardens program it helps to give museums an opportunity to position themselves as anchors, finding opportunities to partner with other organizations to address important needs within your communities and many of these programs really reflect that. So thanks for taking the time to share those ideas with the rest of our listeners. So at this time I would like to introduce Marjorie Collins.

>> MARJORIE COLLINS-DELLA ROCO: Hi Chris. Thank you so much for asking us to participate today. We began using MyPlate shortly after it came out in 2011. We were approached by a local agency that works with children and families and was interested in developing a program for parents

that would help them with healthy choice, appropriate portions, comparing different sugars and fats in the produce and things that they bought at the grocery store. But at the same time when they offer programming children came with parents to the program. So they were interested in having us take the children and do a workshop of some sort that complimented what they were doing with the parents. We did partner with them and initially ran the program. We have a group of children that came and they sorted foods on a flannel board MyPlate. They had a dramatic kitchen area set up and we did different movement activities with them while the grown-ups had a workshop that really focused on appropriate portions, offering a variety of foods and borrowed actual test tubes of fasting sugar that we had at the museum to show what was in the foods that they were eating. So they had a great turnout and asked us back again. And we recreated that the next year for them as well.

From there we realized that phase II of us we offered a food resources program as part of our offsite program in schools. And the second grade curriculum in the state of Connecticut in the Connecticut science standards identifies a food resources piece, where did the food come from, healthy eating, et cetera. And so we had already done this food resources program and we tweaked it a little bit to include MyPlate at that point where a lot of our program is -- when you go in to the classroom we start by asking what they know about MyPlate. There is a sorting activity again on the flannel board for them to do and then we transition in to different centers around the room. Some of the centers are a huge MyPlate on the floor with shopping bags of groceries that children sort and a digestive system where children sort and place the different pieces of the digestive system and learn about each one. And there is also a hamburger center where they take apart a hamburger and they go to different places and do activities that go with each of the parts of that.

So that we instituted in to our food resources program which we continually do offsite as a way to use needs for schools to meet their Connecticut science standards. So from there we kind of moved in to phase III this past year where we recognized that there is a place really here for adult programming as well as children's programming because it really applies to, you know, all ages. And so we developed a multi-tiered programming that the first part of it begins in the classroom with our offsite programming and priority school districts because that initial contact was from one of our priority school districts in the area, and a lot of those families didn't have a lot of knowledge about how to make good choices, grow local, et cetera.

So the second part of the programming was to take those same children that had done programming in schools and invite them back here to the museum to participate in a workshop here. In the school programming we tweaked it a little bit more to include planting. So children in that program

are planting a pizza garden. So oregano, basil and tomatoes and they are doing a windowsill garden. And when they come to the museum with their families and they will see those same plants here in the greenhouse and we will do a pizza making workshop here at the museum and also a huge obstacle course for families to participate in and to play and explore in the museum.

At this time that programming we are requesting the funding through grants and are hoping to engage that in the next year or so.

We also have future plans here from MyPlate at the museum and I am going to turn it over to our executive director, Peter Classie to talk a little bit about that.

>> Peter: So MyPlate for the museum we use something that's much more than what takes place here within the museum walls just as Marjorie talked about that we have had the privilege to bring this out to the classroom where kids can participate and interact with it and they can come to the museum and participate in to MyPlate activities. We have taken that to the next level and say we have had the good fortune to partner with the chamber of commerce of Southeastern Connecticut and the Mohegan Sun Tribal Nation which is called the Total Life Expo and the Children's Museum is sort of the key children's activity that takes place at this expo. And this year we are going to be featuring MyPlate activities as well as sort of an introduction to SuperTracker for people that have not heard of that before. And this is a similar idea to what we have done with other programs where at this event there will be lots of things that will engage parents and provide them lots of opportunities, not only to get healthy but to have, you know, hearing screenings and vision tests and dental checkups and things like that. And the museum will be present at that kind of a function to bring MyPlate in to that mix and to sort of represent that health is not something that starts when you are an adult. That it starts when you are much younger. And we really want to bring that in to the forefront of the minds of our parents and so forth here at the museum. So that's our current planning for our MyPlate activities for the Children's Museum of Southeastern Connecticut and I am going to turn it back over to Chris.

>> CHRISTOPHER REICH: Thank you so, much Peter and thank you, Marjorie, for sharing those great ideas and congratulations for the many ways that you have incorporated MyPlate in to your programming and to serve the community. For those of you that have been listening all this time we are excited to tell you that our friends at MyPlate have volunteered to mail a packet of their resources to your museum or garden if you send your shipping information to the e-mail address on the screen by April 4th. There are limited numbers of those packets available. So the sooner you send that in the better. And for those of you that might be listening in the future on the recorded version of this webinar, we are only able to make that packet available to those who are listening in today.

So thanks so much for that generosity from our friends at USDA and MyPlate. We would like to take a few minutes before we open it up for questions to tell you about resources that support your Let's Move! Museums & Gardens programming at your institutions. We have our What Works! Manual downloadable as a publication on our website and that's a collection of successful programming, what we might call best practices or successful implementation of Let's Move! Museums & Gardens programming at various institutions around the country.

In addition we always like to call your attention to what one of our partners, the Association of Children's Museums and their website provides a number of resources that can be helpful whether you are a Children's Museum or not as you develop programs for families and young people at your museums and gardens.

And finally I would like to again mention our Let's Move! -- the Let's Move! section of the IMLS website where we do -- we are constantly updating those materials. We have a toolkit that will give you advice and guidance as well as how you can promote and publicize your Let's Move! activities. Once you have signed up and committed to the priorities you are able to use the Let's Move! logo in your materials and we have sample press releases as well.

I will also say, you know, one of the things that we are really promising to do this year is to feature as many as two success stories a month in our Let's Move! Museums & Gardens newsletter. So we encourage all of those listeners who are active participants in Let's Move! to send us your success story. We would like to feature your museum or garden in the newsletter and to share your success with the other 600 members of this exciting project. At this time we have had a number of people asking questions through the chat box and that's worked really well. But if any of you have individual questions you would like to ask our speakers, Katherine will tell you how to do that.

>> KATHERINE MAAS: Hi again everyone. We are going to continue to take questions through the chat. So if you can please go to the chat box and ask your question, and if you have a specific question for a specific person, please make sure that that's clear so -- or if you don't remember their exact name, just the institution they are from so we know who is answering which question.

We have had a couple of questions about whether the slides are going to be available and they are telling me yes, we are going to make the slides available. This is also being recorded. So the recording will be available on our website on the Let's Move! page. A few other questions, if you have missed those you can go ahead and check those out because they were answered by the presenters throughout the webinar.

>> MELISSA HEINTZ: It looks like we have a question for MyPlate and the question is asking if there is an app for MyPlate. If Donna and

Sasha can answer that question.

>> DONNA JOHNSON-BAILEY: Yes, plans are in development to create a SuperTracker app. You can continue to check the ChooseMyPlate.gov website for announcements and information. The timeline for that is late 2014, early 2015.

>> Great. Thank you. Other questions? Some folks that asked for that MyPlate's special packet e-mail again and Melissa put that in the chat. Letsmovemuseums&gardens@imls.gov.

>> CHRISTOPHER REICH: I will mention that we did have a previous webinar with the Let's Move! cities towns and counties subinitiative and that webinar was recorded and is available on the website. It might give you ideas of other ways that you can work with your city or town if they are enrolled in that particular Let's Move! activity.

>> It looks like we have a couple of people chatting or I can see them typing. We will wait just a minute to see if we get any questions. It looks we have a question for MyPlate, the MyPlate folks.

>> CHRISTOPHER REICH: Actually that's for Melanie or Marjorie. That's a great question. How do you get the buzz going about MyPlate? If you one of you wants to take that on that would be great.

>> MELANIE MARTIN: This is Melanie from the Children's Museum of Phoenix. And I -- we get the buzz going primarily through having kind of a drop-in style of program. It also works to have some sort of hands-on or engaging activity like the chef's hat was really popular. And we also try to cater the activities and encourage our partners to cater the activities towards a younger audience since we have so many in the preschool age group.

>> MARJORIE COLLINS-DELLA ROCO: This is Marjorie with the Children's Museum of Southeastern Connecticut. It is interesting but I think the more we do with MyPlate it kind of creates its own synergy and it builds on itself because it is happening in offsites. And then it is happening onsite. And then it is happening out at like the expo where we go out and do things out there. So there is that synergy of the more you do the more it is talked about. We also -- at this museum we are a small children's museum. So we do a lot of talking, especially the education department with parents and working with parents with concerns they have with children, and that involves things from developmental issues to how they get them picky eaters to eat to what they should be feeding them. All those questions that parents want to talk about to somebody else and discuss. So there is many, many conversations and many opportunities to guide people towards MyPlate as well in a day's work here at the museum.

>> CHRISTOPHER REICH: Okay. Thanks very much. We want to just give a shout out once again and a big thank you to Melanie and to Marjorie and Peter and to Donna and Sasha for being with us here on this webinar today. And we want to thank all of you for calling in and joining us

and wish you great luck and great future success with your Let's Move! Museums & Gardens programming. I do see one last question. How about any programs directed for families to lure them versus kids? We have a couple more minutes if Melanie or Marjorie you would like to give that a shot.

>> MELANIE MARTIN: Well, the programs that are offered at the Children's Museum of Phoenix are directed towards families and kids all together. We do have the families coming in to the museum and they come in together including on First Fridays when we have had our kids in the kitchen program or maybe they are on a field trip with their chaperones. All of our programs are targeted to not only kids but to families. The partners we have do offer additional information to the parents while the children are engaging in the hands-on activities.

>> MARJORIE COLLINS-DELLA ROCO: We work with families in general in the past and I think one of the things that we talked about today was that we are working right now to offer this next level of programming to both families and children to include everyone which is how it should be.

>> CHRISTOPHER REICH: Well, again thanks so much to everyone. And if you have any further questions, please feel free to direct them to me or Melissa. And we did provide e-mails for both Marjorie and Melanie as well as our friends at MyPlate in the powerpoint slides. Thanks again and I wish you all have a happy spring. And please join us for our future webinars from Let's Move! Museums & Gardens.

(Session concluded at 1:56 p.m. CST)

This is being provided in rough-draft format. Communication Access Realtime Translation (CART) is provided in order to facilitate communication accessibility and may not be a totally verbatim record of the proceedings.
