



**HEALTHY KIDS
LAS CRUCES**
Building a Fit Future

CELEBRATING OUR SUCCESS
Legislative Health and Human Services Committee
September 10, 2014
NMSU, Las Cruces

HISTORY

- 2007 National Governors Association Grant (1 year)
 - Childhood Obesity Prevention Demonstration Project
 - Grant to NMDOH with staff support for coordination
- 2008 Key Stakeholder Gathering
 - Vision, Goals, Action Steps and Selected Community Leaders
 - Kick-Off event at Conlee Elementary
- 2011 Healthy Kids Healthy Communities
 - Replication throughout the State through CDC Funding
 - Paid contracted coordinator with ongoing NMDOH staff support



VISION FOR HEALTHY KIDS LAS CRUCES

Creates collaborative efforts to empower Las Cruces children, youth and families to adopt eating and physical activity behaviors that support healthy lifestyles



SOCIO ECOLOGIC MODEL



PREMISE FOR HEALTHY KIDS LAS CRUCES

- We are all pieces of the puzzle.



COMMUNITY LEADS

- Each of the 5 HKLC leads are decision makers within their own organization.
- Cross pollination aligns organization outcomes

Community Leads for Healthy Kids Las Cruces

Food System - Aaron Sharratt, Co-founder & Director La Semilla Food Center

Community & Regional Planning – Andy Hume, Senior Planner, City of Las Cruces

Healthcare – Dr. Danielle Nixon, Pediatrician, Full Bloom Pediatrics

Education System – Nancy Cathey, Director of Nutrition Services, Las Cruces Public Schools

Families & Community – Mark Johnston, Director Parks & Recreation, City of Las Cruces

OUTCOMES TO INCREASE PHYSICAL ACTIVITY

- Complete Streets Resolutions Passed in the town of Mesilla, City of Las Cruces, and Dona Ana County, 2008-2009
- 70 miles of new bike routes established from 2008-2013
- RX Trails 3rd edition printed summer 2014 contains 31 trails



Twin Parks Trail



INCREASE IN PHYSICAL ACTIVITY CONT'D..

- Safe Routes to School Coalition
 - Diverse membership: CLC, LCPS, NMDOH, DAC since 2007
 - \$500,000 NMDOT infrastructure funding
- 2013 International Walk and Roll to School Day
 - 20 Las Cruces Public Schools participate
 - 44 schools statewide participation ~ close to 50%
 - 2013-2014 total participation = 11,818
 - Walkers, bikers, volunteers – parents, staff, etc.



City Councilor Gil Sorg participating in International Walk & Roll to School Day

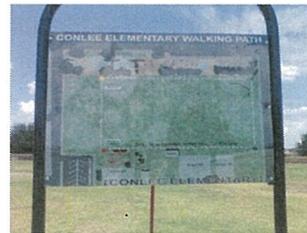


www.nmsaferoutes.com



INCREASE IN PHYSICAL ACTIVITY CONT'D..

- Open up School Yards
Signage on all 25 elementary school playgrounds – 2012
- Joint Use Agreement between CLC and LCPS on sharing of athletic facilities in September 2010.



OUTCOMES TO INCREASE HEALTHY EATING

- Fresh Fruit & Vegetable Tastings provided to over 12,000 students at least 4 times per year – Featured on Univision!
- Federal Fresh Fruit & Vegetable Snack Program at 14 elementary schools
- School Garden programs at 9 schools (elem and mid)



A Valley View student wins the logo contest for the Munson Center Garden 2014



Food Corps member, Tae Young-Nam helps students with decorative plants

INCREASE HEALTHY EATING CONT'D..

- Community garden partnerships:
 - Valley View Elementary & Munson Senior Center
 - Weed & Seed with Las Esperanzas Garden.
- Development of the Mesilla Valley Food Policy Council



Students planting seeds at the Munson Center garden



Students caring for the Las Esperanzas Community Garden

MAYOR MIYAGISHIMA'S 5-2-1-0 FITNESS AND NUTRITION CHALLENGE

- Sponsored by Mayor Miyagishima since 2008 and is presented by the mayor to LCPS third grade students each school year.



SUSTAINABILITY THROUGH COALITION BUILDING

- Work Plans
 - Strategic priorities, goals and objectives are developed, reviewed and tracked through a comprehensive work plan shared with all leads and stakeholders
- Continually Celebrating Successes & Showing Appreciation
 - Our partners volunteer to be part of HKLC. We work to recognize their contributions to our mission every chance we get so that they and the community know that we appreciate their hard work and dedication!
 - Monthly newsletters
 - Certificates of Excellence at Semi-Annual Meetings
 - Dinner banquet to mark our 5 year Celebration
 - Comprehensive timeline to reflect the work from the first 5 years

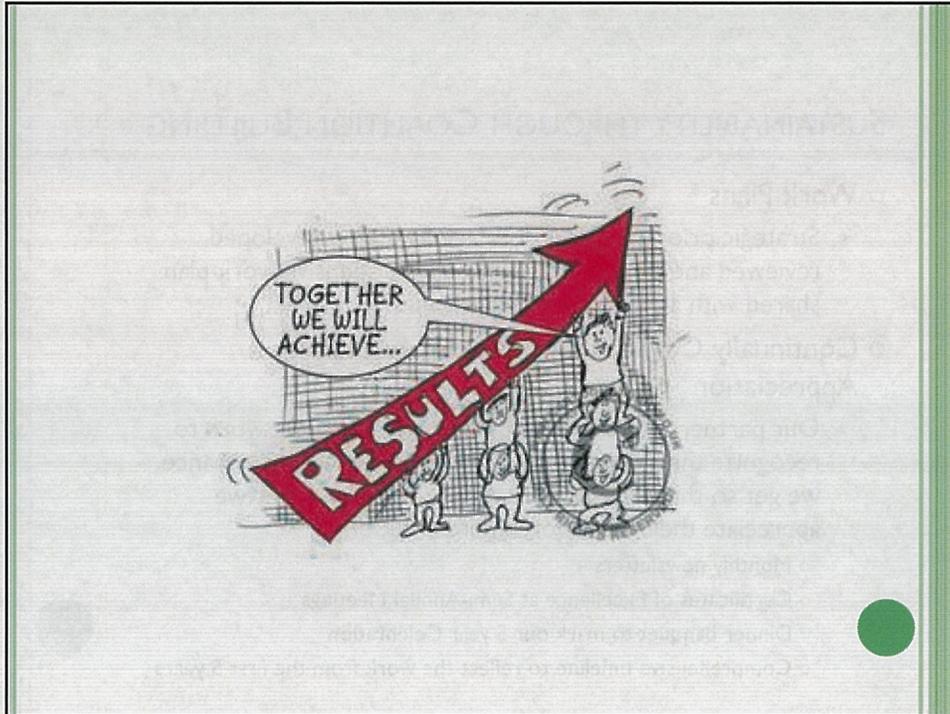


LOOKING FORWARD TO THE NEXT 5 YEARS



- Actively building partners in the Main Street Downtown are of Las Cruces, “the heart of the city”
- Working to enhance the role of the Healthcare Setting in the community and with medical providers through a partnership with the Paso del Norte Health Foundation
- Continually working for policy change regarding Safe Routes to School, School Wellness, Urban Ag/Food Policy
- Working on strategic planning for HKLC to ensure our coalition remains strong and vital





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FOR MORE INFORMATION CONTACT:
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The contact information is positioned to the right of a decorative graphic consisting of several green circles of varying sizes arranged in a vertical line.