



Move More, Eat Healthy OC Campaign Fact sheet

Vision: All people and communities in Orange County engage in healthy eating and physical activity while celebrating healthy lifestyles.

Mission: To lead coordinated efforts and maximize resources to decrease obesity and improve healthy eating and physical activity among Orange County families and communities.

Goal: To increase the proportion of children and adults who are at a healthy weight each year.

NuPAC serves as the coordinating partner and requests that all major stakeholders sign on as partners by making a first-year commitment to one or more of the following goals for 2011.

Local Government:

- Endorse HEAL campaign or Let's Move Campaign by December 31, 2011.
- Establish/continue model planning, land use and transportation policies and practices that promote physical activity and/or nutrition and lead to reduced obesity.

Schools:

- Establish an active District Wellness Committee with community and NuPAC representation by September 30, 2011.
- Establish/continue one of nine existing programs in schools for physical activity and/or nutrition.
- Adopt one or both NuPAC nutrition education initiatives – Rethink Your Drink or Parent *“Champions for Change.”*

Health Care Providers:

- Support exclusive breastfeeding and/or evidence-based approaches to preventing and treating obesity.

Community and Faith Based Organizations shall agree to:

- Adopt one or more policies and or practices recommended in the “Fit Business Toolkit” published by the California Department of Public Health (such as serve healthy snacks and meals and less sugar-sweetened beverages at facilities and events).
- Adopt one or both NuPAC nutrition education initiatives – Rethink Your Drink or Parent *“Champions for Change.”*

We are just getting started. Let's make a difference in 2011 and for years to come.

It will take everyone's participation to succeed. Employers and Partners in the Sports and Entertainment and Food and Beverage Industry are welcome to join us by developing actions to improve health. We have lots of suggestions to guide you.

CONTACT INFORMATION

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