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Jersey City Awarded 5 Gold Medals Recognizing Achievements in Addressing Childhood Obesity through Let's Move! Cities, Towns and Counties; Jersey City Ranked #1 the Among the 456 U.S. Communities Participating in Program

JERSEY CITY – **Mayor Steven M. Fulop** announced that the **National League of Cities (NLC)** has recognized Jersey City for successfully completing the key health and wellness goals for *Let's Move! Cities, Towns and Counties (LMCTC)*.

LMCTC is a major component of First Lady Michelle Obama's comprehensive *Let's Move!* initiative, which is dedicated to solving the childhood obesity epidemic within a generation. LMCTC calls upon local elected officials to adopt sustainable and holistic policies that improve communities' access to healthy affordable food and opportunities for physical activity through five goal areas.

“We congratulate and commend Jersey City for your efforts to improve the health of your community's children and families,” said **NLC President Chris Coleman, mayor of Saint Paul, Minn.** “Through the leadership and dedication of local elected officials in cities, towns and counties across the country, we are beginning to see a measurable decrease in obesity rates and a cultural shift towards health.”

Five gold medals were awarded to Jersey City for action taken to improve access to healthy, affordable food and increase opportunities for physical activity. Over the past year, Jersey City was awarded all five gold medals for promoting participation in *Let's Move!* by collaborating on early care and education programs; taking at least two actions to expand children's access to programs that offer healthy food before, during and after the school day, and/or over the summer months; launching policies, programs or initiatives from the action plan to increase access to physical activity; plus banning smoking in the parks, increasing awareness on shopping for healthier foods on a budget and more.

“We are proud to be the first City in this part of the country to earn the complete array of gold medals,” said **Mayor Fulop**. “The work the Health Department is doing to create a healthier Jersey City for our children and families, however, is the true reward. We will continue to provide increased health and recreation programs to expand the *Let's Move!* mission.”

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All LMCTC sites have the opportunity to earn up to five gold medals, one for each actionable goal to which they commit to as part of the initiative. Medals are awarded to local elected officials based on achievements in each of the following five goal areas:

- *Goal I: Start Early, Start Smart:* Promoting best practices for nutrition, physical activity, and screen time in early care and education settings
- *Goal II: My Plate, Your Place:* Prominently displaying MyPlate in all municipal or county venues where food is served
- *Goal III: Smart Servings for Students:* Expanding access to meal programs before, during and after the school day, and/or over summer months.
- *Goal IV: Model Food Service:* Implementing healthy and sustainable food service guidelines that are aligned with the *Dietary Guidelines for Americans*
- *Goal V: Active Kids at Play:* Increasing opportunities for physical activity

NLC is working in partnership with the U.S. Department of Health and Human Services, and with the support of the U.S. Department of Agriculture, the National Association of Counties and other nonprofit organizations, to assist local elected officials who join LMCTC as they implement policy and environmental changes to prevent childhood obesity. The Robert Wood Johnson Foundation has awarded NLC a grant to provide technical assistance to local elected officials working to create healthier communities and prevent childhood obesity, including those participating in LMCTC.

More than 450 cities, towns and counties are participating in LMCTC. Each month, NLC recognizes local elected officials who achieve key benchmarks for the five LMCTC goals. Since July 2012, NLC has awarded 2,056 bronze, silver, and gold medals to recognize local elected officials across the country for their LMCTC progress.

For more information about LMCTC and Jersey City's accomplishments, visit www.HealthyCommunitiesHealthyFuture.org.

The National League of Cities is dedicated to helping city leaders build better communities. NLC is a resource and advocate for 19,000 cities, towns and villages, representing more than 218 million Americans.

All media inquiries should be directed to Jennifer Morrill, Press Secretary for Mayor Steven M. Fulop, at 201-547-4836 or 201-376-0699.////