

LET'S CHANGE COALITION

What is the Let's CHANGE Coalition?

Let's CHANGE: Let's Commit to Health Activity and Nutrition Goals Every day is an initiative of the Shelby County Health Department and Common Table Health Alliance to address the obesity epidemic in Memphis and Shelby County by engendering a culture of healthy living.

What is the Let's CHANGE Strategy?

The Let's CHANGE Initiative has two core strategies:

- Change, recommend and advocate for policies, environments and systems which provide access to and adoption of healthy lifestyles;
- Build on Memphis and Shelby County's community-based projects and programs, and create opportunities for greater scale, capacity and sustainability.

What are the guiding principles of the Let's CHANGE Initiative?

The ABC'S of CHANGE are the guiding principles of the Let's CHANGE Initiative;

- Ensuring adequate Access to healthy foods and physical activity
- Modifying our Behaviors related to nutrition and activity, and
- Providing the means for all of us to make better Choices
- Modifying Systems to create support for healthy activity and nutrition

Where are the areas of focus of Let's CHANGE?

The Let's CHANGE Initiative intends to impact the whole community by fostering collaboration with and among government, businesses, community-based organizations, schools, neighborhood residents and the philanthropic organizations to make the places where we live, work, play, learn and heal supportive of healthy lifestyle choices. Who are the Members and Supporters of Let's CHANGE?

Members and supporters of Let's CHANGE include government, business, non-profit, community and neighborhood-based organizations committed to addressing the obesity epidemic in our community. Membership to the initiative requires a commitment to the ABC'S of CHANGE. These ABC'S of CHANGE are outlined in the Let's CHANGE Initiative Pledge.

What is Let's CHANGE actively working to implement?

A workgroup has been established to implement a community-wide obesity prevention campaign, **B-5-2-1-0**. This campaign promotes makes daily healthy choices: **B**reastfeeding is nature's best food for babies; **5** servings of fruits and vegetables every day; no more than **2** hours of play screen time every

day; **1** hour of physical activity every day; and **0** sweetened beverages every day. The campaign was adapted from the national 5-2-1-0 – Let's Go! If you are interested in getting involved with Let's CHANGE Coalition, contact Rosalind Stevenson at 901-222-9272 or Rosalind.Stevenson@shelbycountyttn.gov.