



## **Let's Move! Museums & Gardens Monthly Report November 2011**

Each month, the Institute of Museum and Library Services (IMLS) provides a status report of the *Let's Move! Museums & Gardens* initiative. This update is sent to the White House, partners and participants. The report highlights success stories and recent announcements and provides an up-to-date listing of participating institutions and a sampling of social media mentions.

If you wish to submit success stories, please email a 150 word article with photos to [letsmovemuseumsandgardens@imls.gov](mailto:letsmovemuseumsandgardens@imls.gov). In addition to your submitted photos, please be sure to include a signed copy of the IMLS Photo Release form, which can be accessed at [http://www.imls.gov/assets/1/AssetManager/IMLS\\_Photo\\_Release.pdf](http://www.imls.gov/assets/1/AssetManager/IMLS_Photo_Release.pdf).

For additional programming and communication resources, the *Let's Move! Museums & Gardens* Toolkit is available at [http://www.imls.gov/assets/1/AssetManager/LMMG\\_Toolkit.pdf](http://www.imls.gov/assets/1/AssetManager/LMMG_Toolkit.pdf).

### **Success Stories**

#### ***Hands On!***

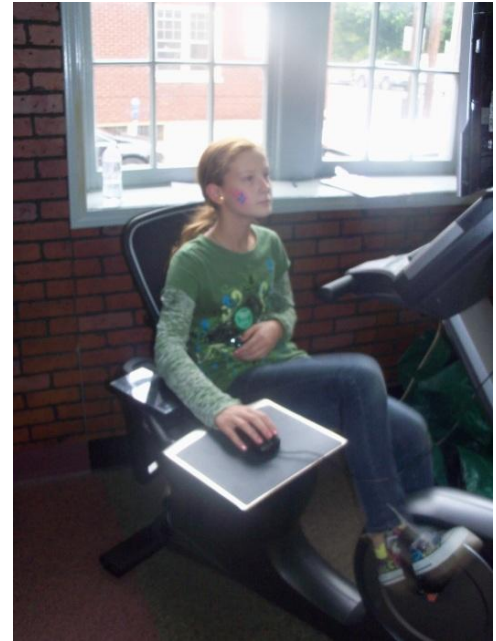
Find Fitness Forever  
Hendersonville, NC

Hands On!, the children's museum in downtown Hendersonville, NC invited visitors to "Find Fitness Forever" when they visited the museum August 16 through Sept. 12, 2011. Visitors could request a "Finding Fitness Forever" scavenger hunt at the front desk. The scavenger hunt included 10 activities to complete around the museum. All the activities required physical action. Activities ranged from delivering the mail throughout the museum to riding the bike. Exercising your brain and creative impulses were also encouraged. Visitors could learn about healthy food options in the grocery store sponsored by the Hendersonville Community Co-op. A fun fitness time was had by all!



***Explorium of Lexington, Kentucky***  
BrainBike  
Lexington, KY

How do you exercise your muscles and brain at the same time? Explorium of Lexington, Kentucky's only children's museum, has the answer...with a BrainBike! The BrainBike is the newest addition to Explorium's Building Better Bodies exhibit area. This exhibit area was initiated to address the needs of the children of Kentucky in educating and encouraging healthy lifestyles. The BrainBike has an assortment of video games that challenge you in memory, math, sequencing and/or recognition. To participate in the game, you MUST continue to pedal the bike. If you stop the mouse won't move, and you cannot continue until you start pedaling again. This is what we call a "total body workout" ...mind and body! At this time, Explorium of Lexington is the only children's museum with a BrainBike. It has proven to be a fun way to stimulate young minds while keeping them moving!



***Vulcan Park and Museum***  
Class on the Grass  
Birmingham, AL

Throughout the month of October, Vulcan Park and Museum got over 700 students moving during Class on the Grass, a half day of outdoor fun and interdisciplinary learning! This educational program supports the goals of the *Let's Move* Initiative by encouraging students to get active through the art of dance. Class on the Grass features a Guided Tour of Vulcan Center's interactive museum and a performance of *Vulcanalia*, an outdoor children's dance piece performed by the Alabama Ballet. With the city skyline as a backdrop, *Vulcanalia* tells the story of the Roman god of the forge and offers lessons in language arts, science, history and fine arts. In keeping with the goals of Let's Move, students at Class on the Grass also danced, to learn how stories can be told through creative movement and to take full advantage of Alabama's crisp October air.

[www.visitvulcan.com](http://www.visitvulcan.com).



## Let's Move! Institutions

As of 11:00 am on Wednesday, November 9, 489 institutions had signed up in 48 states and DC. [Click here](#) to view the list of the institutions on the IMLS Web site.

Participating institutions by type:

- 1 Aquarium
- 3 Anthropology Museum
- 89 Arboretum/Botanic Garden/Public Garden
- 51 Art Museum/Center/Sculpture Garden
- 125 Children's or Youth Museum**
- 12 Ethnically/Culturally/Tribally Specific Museum
- 17 General or Multi-disciplinary Museum (several subjects)
- 2 Hall of Fame (e.g., music, sports, entertainment, media)
- 14 Historic House
- 20 Historic Site/Landscape
- 53 History Museum
- 7 Historical Society
- 1 Military Museum/Battlefield
- 9 Nature Center
- 15 Natural History Museum
- 24 Science/Technology Center/Museum
- 34 Specialized Museum (single topic/individual)
- 1 Transportation Museum (air & space, auto, maritime, train)
- 2 Visitor Center/Interpretive Center
- 9 Zoo/Animal Park
- 489 Total**

Participating institutions commitments by priority

Priority	Will Do	Currently Do	Not Applicable	Total
Priority #1: Eat healthy, get active exhibits	174	256	32	462
Priority #2: Learning about healthy food choices and physical activity through afterschool, summer and other programs	160	257	34	451
Priority #3: Healthy food service	57	139	223	406
Priority #4: Learning about healthy food choices and physical activity using food service operation	83	48	253	384

## Media and Social Media Mentions

### Newspapers

Attached is a PDF with an assortment of newspaper articles printed and posted online this month.

### Blogs

*Let's Move! Museums & Gardens* was the topic of the following blog posts this month:

- *Teach Green in Brooklyn:* [The White House Garden and Let's Move](#)
- *Collections Conversations:* [Let's Move Our Audiences](#)
- *Obama Foodorama:* [For Sam Kass, A Food Policy Road Trip--And No State Dinner](#)
- *Uwishunu:* [Morris Arboretum Now Offers "Wacky Walks," An All-Ages Version Of The Popular Wellness Walks](#)
- *The Arboretum:* [Let's Move! It's Pumpkin Time](#)

## 3,000 are signed up for Let's Move, RockKids

The **community's** response to Let's Move, RockKids, our first social games designed for kids, has been phenomenal.

In addition to about 3,000 registered players, more than 100 local schools are represented; and there is a tough week-to-week competition among the top 10 schools.

The Democrat and Chronicle Media Group created Let's Move, RockKids for Rochester-area children as part of a focus on fighting childhood obesity. As an incentive to get involved, the company donates \$500 per week in school supplies until Nov. 4. Area retailers such as Rowe Photo, **Video** and Audio also donated prizes.

We kicked off the game on Sept. 12 during National Childhood Obesity Awareness Month and quickly learned that adults are enjoying the challenges, too — from the parents who help their young children solve puzzles to the teachers who organized outdoor efforts for entire classrooms. I talked to a few PTA presidents who rallied families to sign up with their kids.

Several organizations are joining the effort, such as Rochester General Health System, Unity Health System, Foodlink and Be a Healthy Hero. This week, Wegmans Food

Markets Inc. is presenting a couple of challenges related to healthful eating. It created a YouTube video that teaches kids **howto** help make a quick and easy guacamole dip. There's also a feature on the Wegmans website that players will use to build a meal.

One of the funniest challenges of the game is happening this week. It's called "Fitness test part two" (but don't let the name fool you). The challenge actually features dance steps, like the peppermint twist and the mashed potato. The developers try and include an activity component as often as possible, to get kids moving. Be sure and try the soul food line dance and the "shopping cart."

Another of the challenges in Week 7 will be to submit a photo of yourself with one of the healthiest meals of your week.

In Week 8, the final week of the game, juniors and seniors from a News Production Management class at Rochester Institute of **Technology** are planning fun puzzles and

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challenges.

Their focus: A "Strong Finish." The class is working with staff members at the National Museum of Play at The Strong on a project to develop game activity concepts and a communication plan. They're also helping with a special section for the game. To encourage players to finish strong, the museum is offering free passes for 100 students and their adult guest. Newcomers to the game can sign up at [letsmoverockkids.com](http://letsmoverockkids.com). The puzzles and quizzes are still posted, so you can earn points for the current and previous weeks of play. See "Previous Weeks" in the upper right corner after you log in.

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## NEWARK'S FOUR DAY WEATHER

# Generation Fit: Steps to a Healthier Lifestyle Opens at The Newark Museum

by REALISM HARGRAVE on Oct 20, 2011 • 11:41 am

1 Comment

Weather Forecast for Newark, NJ

Today	Saturday	Sunday	Monday
 Partly Cloudy 56°/34°	 Clear 52°/36°	 Clear 58°/40°	 Clear 63°/43°

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One-third of all 10- to 17-year-old children [living in](#) the United States are overweight or obese and are on track to gain six more unhealthy pounds each year.

The Newark Museum has joined the national imperative aimed at stemming the epidemic, led by First Lady Michelle Obama, with the introduction of a dynamic new interactive exhibit – [Generation Fit: Steps to a Healthier Lifestyle](#) – developed and designed by its award-winning science and [education](#) departments.

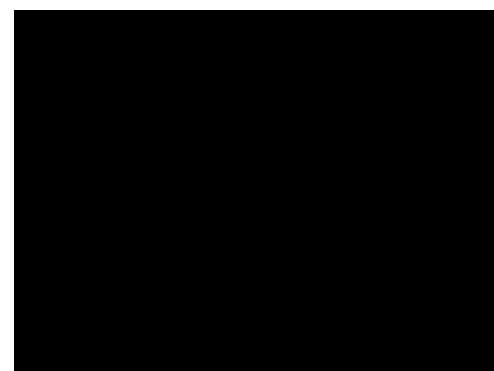
The grand opening of the 2,000-square-foot exhibit on Saturday, November 26, two days after Thanksgiving, will include an exciting *Generation Fit Family Fun Festival*. The exhibit, which features such interactive attractions as *Calorie Crank*, *Body Scan*, *My Plate*, *Label Decoder*, *Sugar Detective* and *Dollar & Scents* is so enticing it will keep the youngsters and, no doubt their parents, visiting time and time again.

“From its inception,” said Ismael Calderon, Ed.D., Museum Director of Science and curator of *Generation Fit*, “the Museum team set out to design an exhibit that would deliver life-changing education about nutrition and physical exercise in an engaging, unique and fun learning environment. *Generation Fit* delivers on that promise.” A special feature element also provides an interactive “tool kit” that teaches disease prevention and healthy behavior.

Major presentation support for *Generation Fit* has been provided by [The Health Care Foundation](#) of New Jersey, The Roche Foundation and Chase.

The “exploratory space,” as Calderon describes the exhibit, was designed by a team led by him, Museum Director of Exhibitions Tim Wintemberg; the Geckogroup of West Chester, PA; and Lynch Design of Burlington, NJ. Calderon based the exhibit’s informational data on research [reports](#) from the Robert Wood Johnson Foundation and Center for Disease Control; the national Let’s Move! Initiative; the National Institute of Health and a variety of scholarly journals.

“*Generation Fit* is much more than an extraordinary exhibit,” explained Newark Museum Director Mary



[NEWARK GOES BACK 2 SCHOOL](#) from [Aggressive Promotions](#) on [Vimeo](#).

## RN RANKED #1 IN US FOR DIVERSITY



Sue Price. “It represents a commitment by the Museum to join in this all-[important](#) national effort to educate our youngsters about the dangers inherent in obesity.” The Museum will offer educational and fitness participatory workshops to complement *Generation Fit* including Zumba fitness [dance](#), yoga, fitness training, [healthy cooking](#) demonstrations, gardening and outdoor recreation. In addition, professional development workshops will be provided for educators and a series of community health events will be scheduled, she said.

According to national figures, Americans are, on average, 23 pounds overweight and getting heavier, Calderon said. “We are hard-wired to eat, but our eating habits and the way we obtain food have changed as man evolved from its Paleolithic ancestors. Today we do less work to get food and we consume more calories. *Generation Fit* explores the many components that factor into healthy living from our food intake and the choices we make to our activity level.”

The *Generation Fit* experience begins in the Newark Museum’s Education Lobby located on the first floor, where visitors are encouraged to take the stairs to the exhibit floor rather than the elevator. Each step symbolizes the small incremental changes in behavior that can lead to a healthier lifestyle. Pedometers will be distributed to visitors to provide a contextual link between steps taken during their visit and calories burned.

Stepping into the Exploration Gallery on the mezzanine level, visitors are greeted with lenticular images and laser lights displaying human silhouettes that evoke movement, activity, fitness and health. Different body types displayed in the entrance convey the message that good health is not measured by looking like a model, rather according to heart rate determined by age. Each section of *Generation Fit* focuses on themes related to nutrition and exercise that are designed for families of all shapes and sizes encouraging conversations that promote a healthier lifestyle change in an inviting and non-judgmental environment. “*Generation Fit* explains the triggers that cause people to gain weight and offers tips on how to take control of weight management by understanding the many challenges we are faced with on a daily basis.

Understanding the Calorie is a key educational component of *Generation Fit*. The exhibit section *What is a Calorie?* explores the relationship between the energy in a food Calorie and the amount of activity required to burn it, as well as how Calories are measured. To further educate, an interactive component called *Calorie Crank* demonstrates how much energy is required to burn Calories after food is consumed. By turning a crank and watching a ticker, participants will track how many turns it takes to burn off the Calories contained in selected foods and come to understand that it takes minutes to consume a large amount of Calories and a great deal of time to burn them off.

Another section called the *Body Scan* compares healthy and unhealthy human bodies in order to discover the diseases caused by poor diet and lack of exercise, such as heart disease and [osteoarthritis](#).

An interactive family experience entitled *My Plate* teaches about proper nutritional foods and portions. An array of ethnic foods is set upon a dining table, along with plates ready to be filled. Participants select from a variety of foods—proteins, vegetables, fruits, dairy and grains—with different nutritional values. Once the food choices are made, a special interactive display provides feed-back on whether the selected meal is sufficiently balanced and provides alternative food choices. This interactive component will encourage families to explore and discuss the components of a healthy meal.

Part of the family experience is shopping for food. The *Label Decoder* interactive eliminates the mystery behind food labels. The computer interactive will allow visitors to discover and understand what’s in their packaged foods in order to become more discriminating and healthier consumers. The *Sugar Detective* interactive simulates a grocery store check-out counter food items will be scanned to determine how much sugar is in the foods they purchase.

The role aroma and flavor play in making food hyper-palatable is explored in the exhibit section entitled *Dollar & Scents*. The interactive display uniquely demonstrates how smells and taste can influence purchases. Empty Calorie junk foods manufactured to smell like family favorites such as cinnamon bun, hamburger, fries, pizza and popcorn will surprise you. Visitors will discover how foods are engineered to make you eat more of them.

The BMI ([Body Mass Index](#)) station called *Know Your BMI* is located in a “nutritionist’s office” equipped with private room and a scale. A video interactive allows visitors to determine their own BMI. Knowing ones BMI is the first step to a healthier lifestyle. Special weighted vests are worn to demonstrate what it is like to carry extra weight and have a high BMI.

The exercise component of the exhibit focuses on the four essentials of a productive workout – **F**requency, **I**ntensity, **T**ime and **T**ype – as well as the essential elements of good exercise—strength, balance, agility and cardiovascular. The *FIT Center* encourages visitors to participate in a variety of [exercises](#), from stretching, weights, resistant bands, Bosu balls to technologically-designed machines all of which provide engaging challenges to the visitor .

“Exercise is very personal, and we have to stay active in order to maintain a well-balanced, healthy

## TRANSLATIONS FOR YOUR LANGUAGE



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