

Go for Healthy Growth

HEALTHY RESTAURANT POLICY CAMPAIGN

FUNDED BY THE CENTER FOR SCIENCE IN THE PUBLIC INTEREST

Project Summary & Objectives

The **Go for Healthy Growth Campaign**, led by UHP, in partnership with FLIPANY and the Resource Room, will engage Go-Getters (i.e., youth leaders), Community Liaisons (CLs), coalition partners (e.g., Healthy Retail Subcommittee), local restaurants, city staff and elected officials to:

- **Co-Design a Healthy Restaurant Policy (Policy)** to help establish healthy beverage and/or nutrition standards for kids' meals at local restaurants.
- **Strengthen an advocacy communication loop** towards more efficient communication between community stakeholders and elected officials to support furthering healthy food and beverage access policies.
- **Implement a youth-centered, mostly virtual/digital outreach Campaign** to help gather and

TIMELINE & CAMPAIGN PHASES OVERVIEW

| | | | | | | | | | | | |
|--------------------------|-------|-------------------------------|------|------|--------|--------------------------|---------|----------|----------|--------------------------|---------------|
| Setting Things Up | | Explore & Discover | | | | Building Momentum | | | | Telling the Story | |
| March | April | May | June | July | August | September | October | November | December | January 2022 | February 2022 |

Project Leadership Team



Coordinating
Agency



Funder and
Assistance



Target Group
Leaders



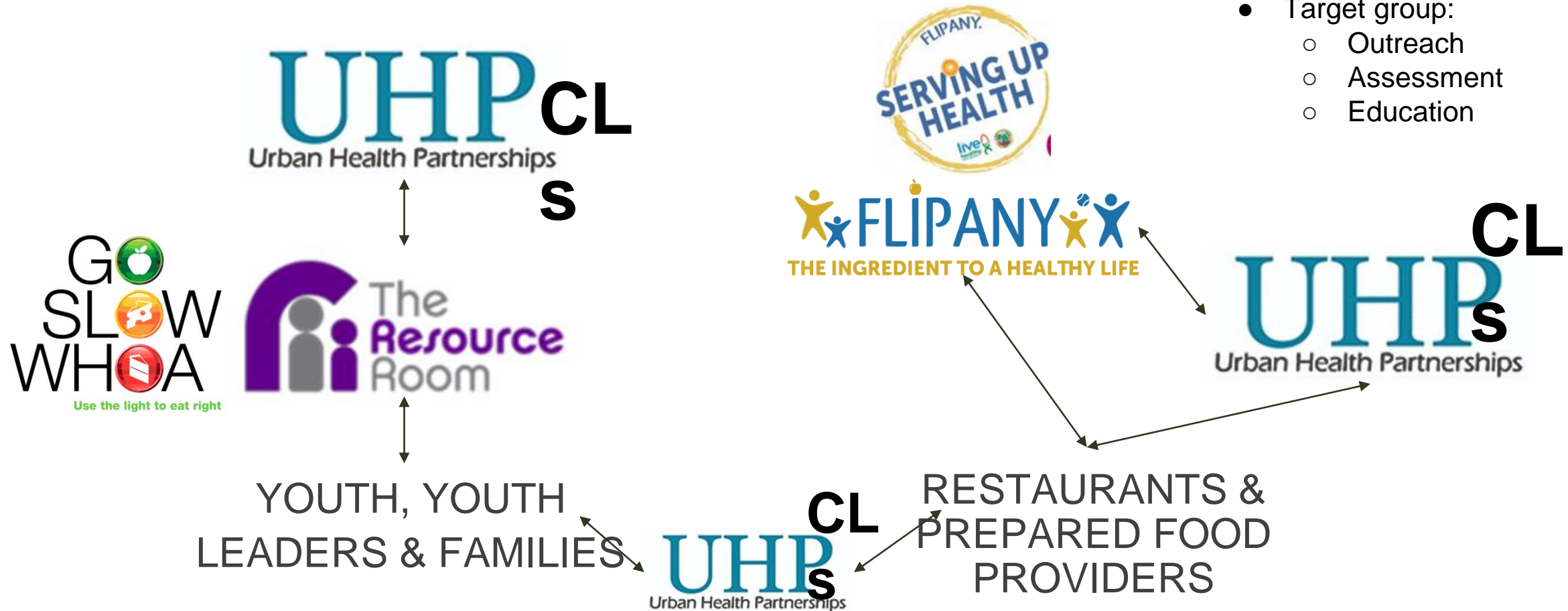
Partners and
Collaborators

TIMELINE & CAMPAIGN PHASES OVERVIEW

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|--|-------|--|------|------|--------|---|---------|----------|----------|--|---------------|
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| Plan the campaign, begin outreach, and set up schedules and collaborations | | Outreach, engage, and assess partners and stakeholders towards policy co-design and advocacy feedback loop development | | | | Outreach, engage, and lobby towards policy feedback and implementation plan, leverage partnerships and networks. Marketing and promotion. | | | | Campaign plan, sustainability, and marketing and promotion | |

Working with Lead Partners

- Trainings
- One-on-one planning
- Monitoring
- CL Support/Guidance
- Policy Co-Design
- Target group:
 - Outreach
 - Assessment
 - Education



Working with LHMG & Collaborators



Healthy Retail Subcommittee



Physical Activity and Nutrition (PAN) Subcommittee



- Subcommittee group engagement
- CL Integration & Participation



- Policy Co-Design
- Community & Partner Outreach, Assessment & Education

Accomplishments to Date

Partnership meetings with:

FLIPANY

The Resource Room

Florida Impact to End Hunger

Live Healthy Miami Gardens

UF-IFAS

American Heart Association

| | |
|---|--|
| <p>New Grant Partnerships Aim to Improve Food & Nutrition Policies</p> | <p>https://cspinet.org/news/new-grant-partnerships-aim-improve-food-nutrition-policies-20210422</p> |
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| <p>Connecting with exiting coalition (Live Healthy Miami Gardens)</p> | <p>8</p> |
| <p>Contacted restaurants part of "Serving Up Health" program</p> | <p>9</p> |
| <p>G4HG social media intro post</p> | <p>206 views, 6 engagements (twitter) 3 reactions, 21 views, 1 share, 2 clicks (linkdn) 20 reached (facebook) 123 reached, 135 views, 3 actions, 9 likes, 1 comment (instagram)</p> |
| <p>Engaging youth at the Resource Room</p> | <p>13</p> |

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|--|-----------------------------|-----------|
| <p>Healthy Retail Subcommittee Meetings</p> | <p>3/24/2020, 4/28/2020</p> | <p>26</p> |
|--|-----------------------------|-----------|

Next Steps

- Visit the [webpage](#), learn more and [vote for the campaign logo!](#)
- Join the 1st Co-Design Meeting to take a look at some of the existing policy examples and share your thoughts about what makes more sense for the City of Miami Gardens!!
 - DATE: Tuesday June 22, 2021 from 12:30 - 2 pm
 - [Pre-Register here.](#)
- Be on the lookout for the Go for Healthy Growth Campaign Marketing Toolkit to support social media and community engagement.

Let's select a logo!

A



B



C



D





THANK YOU!

To learn more about the Go for Healthy Growth Campaign, please contact:

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