

Building a Fit NOLA

New Orleans is a *Let's Move!* City, part of First Lady Michelle Obama's childhood obesity reduction initiative. Over the course of the past year, the City of New Orleans Health Department has led an effort designed to shape a shared vision for our own city as it addresses obesity, one of its major public health challenges.

In 2018, New Orleans will celebrate its 300th anniversary by becoming a top ten fittest city in the United States.

To achieve this goal, New Orleanians will all need to contribute. Businesses, schools, health care and government will need to commit to healthier food and physical activity choices where we all live, learn, work and play. And every New Orleanian will need to commit to being more nutritionally and physically fit.

Together we can turn the tide to win the battle against obesity and create a more fit city.

Taking Action

The Fit NOLA Partnership will focus its work by

Increasing Awareness

- Resources for families and the community to be fit
- Empower youth to be advocates for healthy policies

Building Capacity

- Improve access to affordable, nutritious food; safe environments for physical activity; and opportunities to exercise
- Strengthen the Fit NOLA Partnership

Setting Standards

- Highlight successful programs and policies
- Develop employee wellness programs
- Health Care professionals help patients improve fitness
- Support policies encouraging healthy lifestyles

Fit NOLA Approach

Every person and organization in New Orleans has an important role in building a nutritionally and physically fit environment. The Fit NOLA Partnership currently includes over 100 groups from Fortune 500 companies to neighborhood organizations. Fit NOLA Partner organizations are dedicating themselves to empowering everyone to make good choices about exercise and nutrition. Recognizing the need for healthy choices in all settings, organizations in each sector below are coordinating to provide these healthy choices.



To get involved, please contact the New Orleans Health Department at (504) 658-2500

For more information, including a complete Fit NOLA Report, please visit our website at <http://www.nola.gov/RESIDENTS/Health-Department/>

What Does a Fit City Look Like?

In a Fit New Orleans, more citizens make healthy choices, and by making these choices regularly they encourage others to do the same. A Fit NOLA will have

- Safe and clean places for children, families and adults to play and exercise
- Neighborhood access to affordable, nutritious food
- A better environment for biking, walking and stair use
- More physically active children, families and adults
- Children, families and adults eating balanced, nutritious meals
- Nutritious lunches and physical education in schools
- Exercise and nutrition promoted in the media
- Opportunities to make healthy choices in all settings

Why Become a Fit City?

Becoming a fit city improves the quality of life for everyone in New Orleans. Fit citizens thrive because of the positive effects of exercise and healthy eating. Here is how nutritional and physical fitness can benefit both you and your community:

- Prevents diseases and pain
- Improves mood and self-esteem
- Saves money for individuals and businesses
- Increases productivity
- Improves test scores for children
- Increases social ties among community residents

Family Fitness Tips

The Fit NOLA Partnership is committed to creating healthier options for all New Orleanians. We are counting on everyone to take advantage of these options. Below are some ways you and your family can become more physically and nutritionally fit:

- Exercise at least 1 hour (kids and teens) or 30 minutes (adults) a day most days of the week
- Eat at least 5 servings of fruits and vegetables daily
- Schedule 30 minutes a day of family time together to go for a walk or eat a healthy meal
- Choose water and non-fat or low-fat milk
- Set limits on television watching
- Sleep 8 hours each night
- Break up every hour you sit by standing up and moving around for 5 minutes

** Please speak with your physician before starting an exercise or diet program*

We are honored by the commitment of our partner organizations to come together to achieve our vision of becoming a top ten fittest city in the United States by our 300th anniversary in 2018. We look forward to having more organizations and people join us to build a strong, Fit NOLA.



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CITY OF NEW ORLEANS

Mitchell J. Landrieu, Mayor

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