

# Healthy Kids Las Cruces Update

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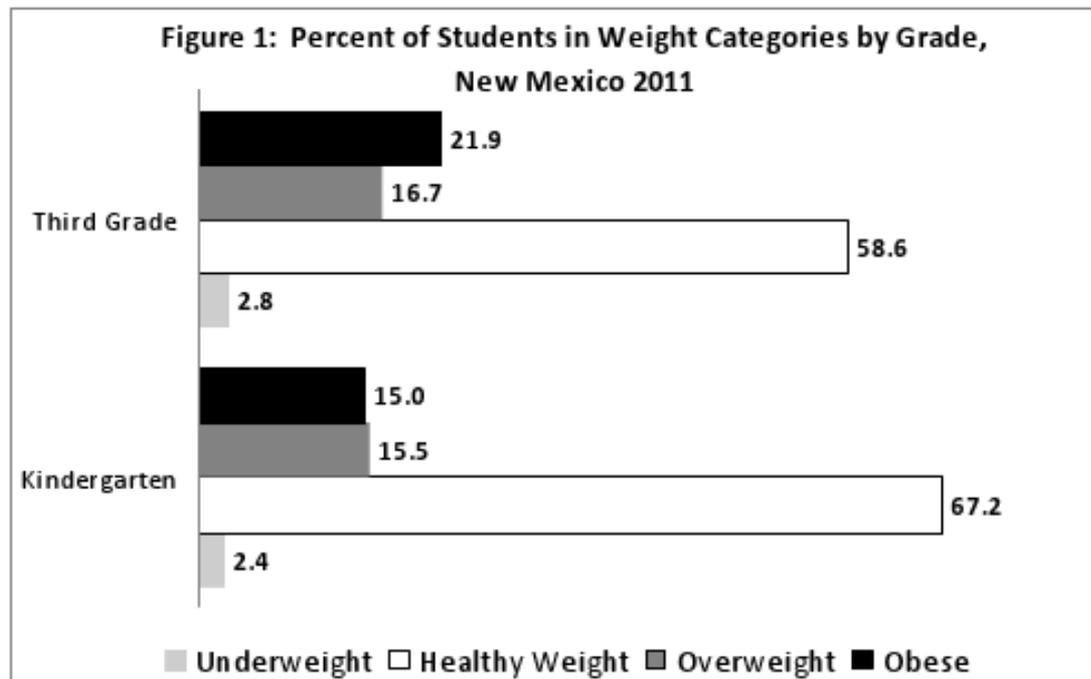
Now in its 5<sup>th</sup> year, Healthy Kids Las Cruces has been working to build a strong community coalition to prevent childhood obesity in Las Cruces. This presentation will highlight recent Body Mass Index (BMI) data from the New Mexico Department of Health as well as showcase a sampling of the many successes that Healthy Kids Las Cruces has seen in the last year. The presentation will conclude with some challenges and our next steps.



**Presentation to Las Cruces City Council**  
**June 25, 2012**  
**[www.healthnym.org](http://www.healthnym.org)**



# The Problem

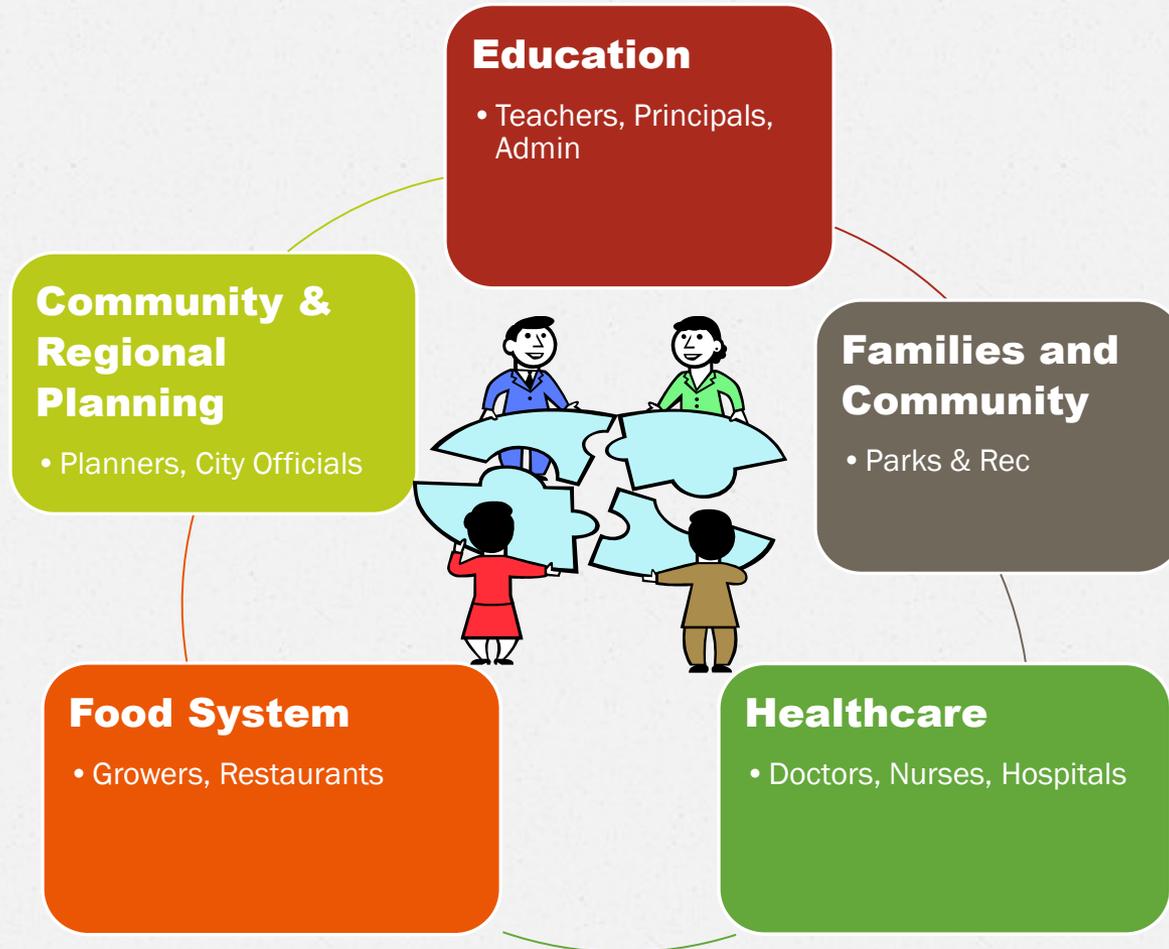


# Multiple Causes

- o Too much TV time
- o Eating too much fast food
- o Not enough time being physically active
- o Too reliant on cars
- o Increase in portion sizes
- o Marketing to children
- o Genetics



# Multiple Solutions



# Vision

*HKLC creates collaborative efforts to empower Las Cruces children, youth and families to adopt eating and physical activity behaviors that support healthy lifestyles.*



# A Sampling of Our Successes

## 2011-2012



- o Mayor's 5210 Challenge nationally recognized by United States Conference of Mayors



- o 18 elementary schools received HealthierUS Schools Challenge Silver award
- o 10-12 schools with active Safe Routes to School program
- o Pro's Ranch Market Healthy Tastings

# Successes 2011-2012, Cont'd



- o 3 new school gardens
- o Infrastructure changes underway at Valley View Elementary School to encourage walking and biking
- o Gomez Park Community Garden
- o New Prescription Trails Walking Guides
  - o [www.prescriptiontrailsnm.org](http://www.prescriptiontrailsnm.org)



# City Designations



**2009, 2010, 2011, 2012**



**Bicycle Friendly Community**

**2011-2015**

**League of American Bicyclists**

# Challenges

- o General challenges to obesity prevention
  - o “Nudging” people to make the right decisions
  - o Knowledge doesn’t predict behavior
  - o Kids sometimes have limited ability to control their lives
  - o Income is a strong predictor of weight



# Moving Forward

- o Continue work in El Paseo Corridor
- o Potential to work Intergenerationally
- o 14 New Mexico Communities working on similar initiatives funded through the CDC's Community Transformation Grant
  - o Healthy Kids Las Cruces is the model
  - o Will work more in the county
- o Continue work in the schools
  - o Including Conlee Elementary

# Thank you! Questions?

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