

# Let's Eat Healthy Initiative Strategic Framework



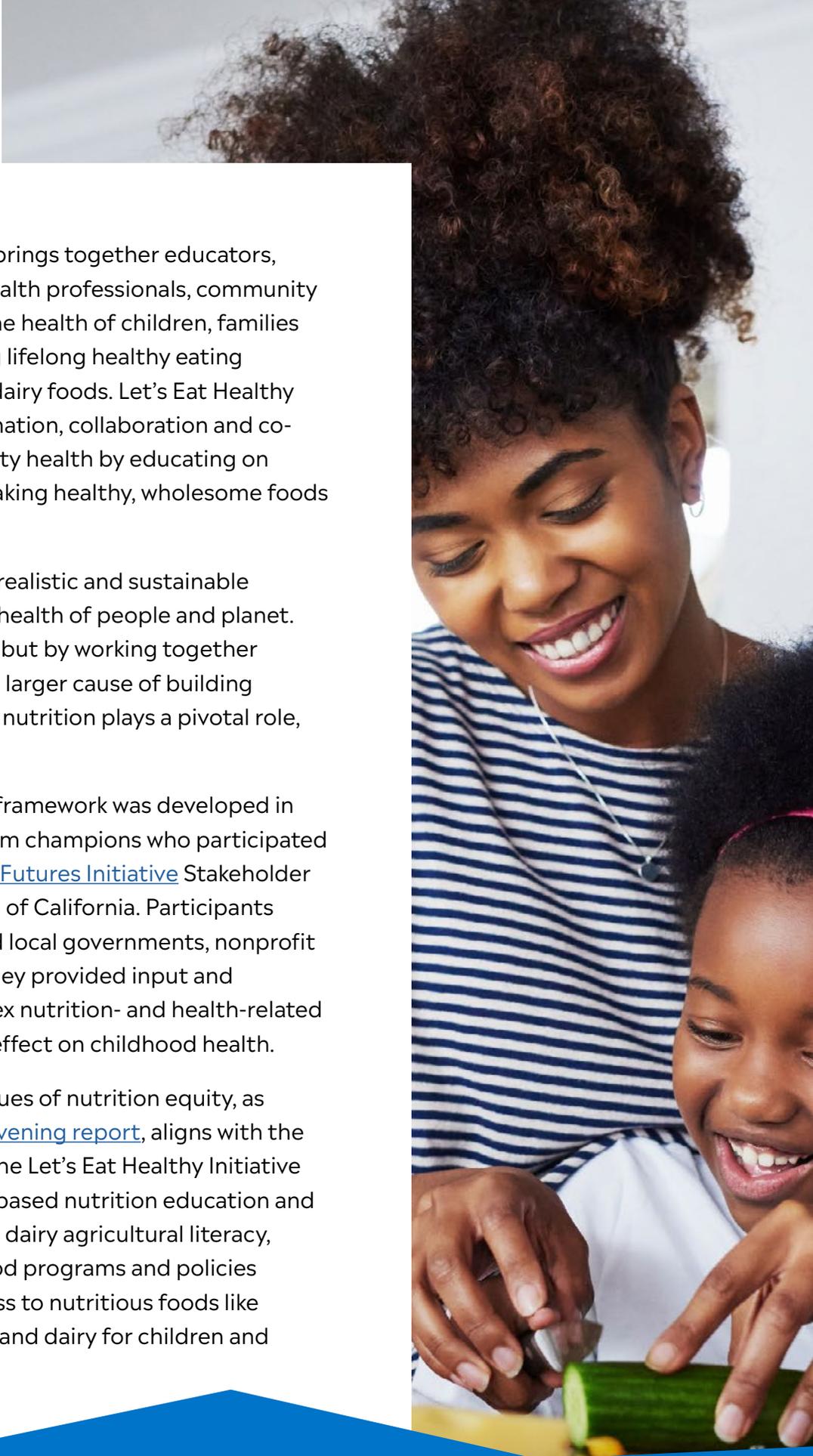


The [Let's Eat Healthy Initiative](#) brings together educators, child nutrition professionals, health professionals, community leaders and others to elevate the health of children, families and communities by promoting lifelong healthy eating patterns that include milk and dairy foods. Let's Eat Healthy invites multidisciplinary coordination, collaboration and co-creation to champion community health by educating on nutrition and advocating for making healthy, wholesome foods accessible and affordable to all.

Collaboration is vital to finding realistic and sustainable solutions that are good for the health of people and planet. We know we cannot do it alone, but by working together through shared values toward a larger cause of building healthier communities in which nutrition plays a pivotal role, we can make a difference.

The Let's Eat Healthy strategic framework was developed in part through input received from champions who participated in the [Well-Nourished, Brighter Futures Initiative](#) Stakeholder Convening, led by Dairy Council of California. Participants included leaders from state and local governments, nonprofit organizations and academia. They provided input and feedback on critical and complex nutrition- and health-related issues that have a long-lasting effect on childhood health.

The call to action to address issues of nutrition equity, as outlined in the [stakeholder convening report](#), aligns with the commitment and priorities of the Let's Eat Healthy Initiative to improve access to evidence-based nutrition education and agricultural programs including dairy agricultural literacy, and advocate to strengthen food programs and policies that facilitate and provide access to nutritious foods like fruits, vegetables, whole grains and dairy for children and communities.



# The Let's Eat Healthy Strategic Framework

The Let's Eat Healthy framework outlines the key goals and objectives identified by core partners to engage and equip champions and provide opportunities to cross-share, learn and commit to action and collaborative work in the community.

## Vision

We envision a future of nutrition equity, where children and communities have access to a variety of healthy foods, including milk and dairy foods, and essential supports to promote lifelong health and well-being.

## Cause

Together, we ensure that the unique and culturally diverse nutritional needs of children and communities are met to foster lifelong healthy eating patterns across the life stages.

## Values

- 1 All children and communities deserve equitable access to healthy, culturally diverse, affordable and enjoyable foods as their human right.
- 2 Food systems ensure the health and well-being of children, their families and communities, while also protecting the health of the planet for future generations.
- 3 Nutrition education, environmental supports and related policies and guidelines are informed by the latest evidence-based research and practices and the communities we serve.
- 4 Healthy eating is centered on individual and community diversity and lived experiences to foster nutrition security.
- 5 High-quality diets that include nutrient-dense underconsumed foods such as dairy, vegetables, fruit and whole grains are essential for establishing healthy eating patterns that support optimal health and well-being across life stages.



## Goals

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- 1** Advance nutrition security among Californians, with a focus on children and their families.
- 2** Ensure nutrition education, nutrition education resources and nutrition promotion are evidence-based, consistent, age-appropriate, culturally inclusive and available to all.
- 3** Elevate the Let's Eat Healthy Initiative within communities using partnerships to achieve collective action and impact supporting strategies to influence nutrition education, food literacy, dairy-inclusive agricultural literacy and food access.

## Benefits of Partnership

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- Connection to a community of Let's Eat Healthy champions fostering innovative nutrition strategies
- Support through tailored professional development and technical advising
- Priority access to unique resources, events and grants
- Amplified spotlight opportunities for champions

## Commitment of Partners

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- Champion science-based nutrition and dairy-inclusive agricultural literacy education and environmental supports
- Participate in a campaign from the [Let's Eat Healthy Planning Calendar](#)
- Engage in storytelling by sharing best practices and successes online, in person and in print
- Advocate for policies/guidelines that support nutrition security and healthy food systems
- Activate others to engage in the Let's Eat Healthy Initiative



# The **Let's Eat Healthy** Framework Highlights

The Let's Eat Healthy strategic framework provides overarching direction to advance collaboration:

GOALS	OBJECTIVES	EXAMPLES OF ACTIONS
<b>Nutrition Security</b>	Increase access to child nutrition programs	<ul style="list-style-type: none"> <li>● Provide professional development on nutrition security and impact of nutrition programs on childhood health</li> <li>● Promote food programs in the community</li> <li>● Advocate to strengthen nutrition policies and guidelines</li> </ul>
	Foster environments that support healthy eating	<ul style="list-style-type: none"> <li>● Conduct school or community assessments to inform action plans</li> <li>● Integrate nutrition education in food access programs</li> <li>● Host or participate in “Day of Action” events</li> </ul>
	Support a sustainable, equitable, safe, nutritious and affordable food supply that meets nutrition science standards	<ul style="list-style-type: none"> <li>● Share best practices</li> <li>● Advocate for healthy foods from all food groups in food programs</li> <li>● Implement campaigns to elevate awareness and calls to action</li> <li>● Participate in webinars</li> </ul>



# Nutrition Education

## GOALS

## OBJECTIVES

## EXAMPLES OF ACTIONS

Ensure consistent, science-based nutrition education resources

- Establish criteria for auditing nutrition education resources
- Provide professional development on nutrition instruction and effective resource use
- Provide access to Let's Eat Healthy nutrition resource clearinghouse

Expand to new locations for nutrition education

- Evaluate existing strategies to identify gaps and opportunities for inclusion
- Integrate nutrition education in diverse educational settings such as libraries and youth organizations

Use culturally informed nutrition resources

- Assess nutrition materials and resources for diversity and inclusion



Collaboration

**GOALS**

**OBJECTIVES**

**EXAMPLES OF ACTIONS**

Engage in a Let's Eat Healthy collaborative

- Provide access to Let's Eat Healthy Toolkit
- Engage with Let's Eat Healthy technical advisers and champions
- Participate in Let's Eat Healthy forums, community of practice

Amplify partner contributions

- Provide success stories through multiple platforms and events
- Recognize champions through Let's Eat Healthy Leadership Award program

Build ambassador network

- Collaborate with Let's Eat Healthy technical advisers
- Provide access to professional development and certification
- Elevate community-based projects through Let's Eat Healthy grants



Stay connected to learn ways you can further your commitment to the Let's Eat Healthy Initiative and take action to empower healthier children and communities.



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For more information visit [HealthyEating.org/Engage](https://HealthyEating.org/Engage)