Let’s Move! Museums & Gardens Monthly Report  
August 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.

Success Stories

Let’s Move! Museums and Gardens

Montpelier Mansion
Family Fun Days

Montpelier Mansion in Laurel, Maryland launched “Family Fun Days,” a series of events to thank the community for their support. At these events, visitors are invited to enjoy all Montpelier has to offer, including 70 acres of beautiful grounds, a 200 year old boxwood maze, and formal gardens. “Family Fun Days” teaches kids and adults how to play with old-fashioned, outdoor toys, and some of the fun outdoor games older generations played. The mansion also offers kite making and flying workshops, guided nature walks, and encourage people to picnic on the grounds. History museums are in a unique position to promote fitness, since Montpelier teaches about a time before electronics, when playing MEANT being outside, playing games, exploring nature, etc. With 69 history sites participating in Let’s Move!, it’s clear that history can get you moving and having fun!

Photos:
The Senator John Heinz History Center and UPMC Health Plan recently launched a new exhibit and partnership that encourages museum visitors to climb the stairs and blend health and history as part of a new fun and fit exhibit called SmartSteps.

Visitors who forego the elevator and take the steps to explore the History Center’s six floors are inspired by this unique stairwell exhibit that blends artifacts and fun history facts related to local people, places, and events that tie into History Center exhibits. Key numbers from Pittsburgh’s history such as step #3 for the three rivers, step #21 denotes Roberto Clemente, and step #57 for Heinz, will help visitors track their progress.

Also featured in the exhibit are UPMC Health Plan health and wellness tips, such as how many calories participants have burned, that will help guide and encourage visitors toward a healthier lifestyle.

Photos:
(Left): SmartSteps ticket stamp.
(Right): Pittsburgh Steelers Quarterback Charlie Batch walking up SmartSteps with participants in Tutor Time.
The Fort Worth Museum of Science and History is an advocate for feeding children’s minds with knowledge and educational adventures as well as feeding their bodies with healthy food. The Museum’s simulated grocery store, within the Children’s Museum gallery, teaches young guests to make healthy food choices and learn why those decisions are important to their growth and development. In collaboration with the initiative of Let’s Move! Museums & Gardens the Museum of Science and History has adorned every grocery cart with a visual reminder of the portion of each type of healthy food that should be on our plates every day. The USDA’s MyPlate, represented as a pie chart diagram in both English and Spanish, visually lets little shoppers see the amount of food that should, and shouldn’t, fill our plates. Also offered are interactive videos in the gallery’s Children’s Trolley area that encourage children to exercise while using props, musical instruments and their imagination.

Photos:
Let's Move! Institutions

- As of 3:00 pm on Wednesday, August 3, 425 institutions had signed up in 48 states. Click here to view the list of the institutions on the IMLS Web site.

- Participating institutions by type:

  1. Aquarium
  3. Anthropology Museum
  80. Arboretum/Botanic Garden/Public Garden
  39. Art Museum/Center/Sculpture Garden
  118. **Children’s or Youth Museum**
  12. Ethnically/Culturally/Tribally Specific Museum
  13. General or Multi-disciplinary Museum (several subjects)
  2. Hall of Fame (e.g., music, sports, entertainment, media)
  13. Historic House
16 Historic Site/Landscape
44 History Museum
6 Historical Society
1 Military Museum/Battlefield
7 Nature Center
12 Natural History Museum
18 Science/Technology Center/Museum
30 Specialized Museum (single topic/individual)
1 Transportation Museum (air & space, auto, maritime, train)
1 Visitor Center/Interpretive Center
8 Zoo/Animal Park
425 Total

- Participating institutions by priority

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<tr>
<th>Priority</th>
<th>Will Do</th>
<th>Currently Do</th>
<th>Not Applicable</th>
<th>Total</th>
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</thead>
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<tr>
<td>Priority #1: Eat healthy, get active exhibits</td>
<td>150</td>
<td>224</td>
<td>28</td>
<td>402</td>
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<tr>
<td>Priority #2: Learning about healthy food choices and physical activity through afterschool, summer and other programs</td>
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<td>220</td>
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<td>Priority #3: Healthy food service</td>
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<td>365</td>
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<tr>
<td>Priority #4: Learning about healthy food choices and physical activity using food service operation</td>
<td>74</td>
<td>42</td>
<td>221</td>
<td>337</td>
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</tbody>
</table>

**Media and Social Media Mentions**

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

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

- **AAM Center for the Future of Museums:** [The Dirt on the Stearns Museum’s Children’s Garden](#)
- **SMAC-AAM:** [Let’s Move Museums](#)
• **Archaeology, Museums and Outreach:** [Museums and the Great Outdoors](#)

• **Obama Foodorama:** [Michelle Obama’s "Better Homes and Gardens" Issue Available](#)

• **Children’s Museum Easton:** [Hide Your Vegetables! Get More Veggies Into Your Child’s Diet](#)

• **The Phillips Collection:** [Let’s Move…in a Museum?](#)

• **AAM Center for the Future of Museums:** [Museums Can Save the World: Tackling Food Deserts](#)

**Twitter**

A sampling of tweets from the month of July:

@**GeoPalz:** The National Museum of Play at The Strong partners with the Let’s Move! Museums and Gardens Initiative [http://ow.ly/5uZuz #letsmove](http://ow.ly/5uZuz #letsmove)

@**ScienceCenters:** Over 2/3 of US states have obesity rates over 25%: [http://bit.ly/njHOLM](http://bit.ly/njHOLM) (expand ====) Museums can help! [http://1.usa.gov/nCBx3q](http://1.usa.gov/nCBx3q) @letsmove #tuesdaytrends

@**azsciencecenter:** Arizona Science Center
Thanks to @**TheLadyLa** and @**KristinFox10** for supporting National Dance Day and the Let’s Move! Museums initiative! See you on July 30th!

@**PlayLSI:** Landscape Structures
Denver Botanic Gardens joins Let's Move! [Museums and Gardens](http://dlvr.it/c3Cv3)

@**steppingstones:** We're all about healthy kids! Stepping Stones is a Let’s Move! Museums & Gardens institution to fight childhood obesity [http://t.co/HfuZnK8](http://t.co/HfuZnK8)

**Facebook**

A sampling of mentions from the month of July:

**Cornell Plantations** Let's Move! [Family Hike in the F. R. Newman Arboretum](#)
Zumba with Aimee and Darlene YMCA and Tacoma's Museum of Glass have been inspired by Michelle Obama's "Let's Move" campaign. The Museum will be hosting a Zumba class for all ages and fitness levels. Zumba and admission to The Museum of Glass are free on this evening! Thursday July 21 @ 5:30pm (Zumba starts at 6pm)

Other