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FROM: Laina Bush *Laina Bush*
Associate Deputy Assistant Secretary for Planning and Evaluation
Science and Data Policy

DATE: December 29, 2011

SUBJECT: Request for Emergency Clearance of the Paperwork Reduction Act
Package for the Let's Move! Cities, Towns and Counties Baseline
Survey.

Justification for Emergency Clearance Request

The Office of the Assistant Secretary for Planning and Evaluation (ASPE) is requesting emergency approval from the Office of Management and Budget (OMB) to collect information from public and private sector organizations for Let's Move! Cities, Towns and Counties (LMCTC) through a baseline participant survey. This collection of data is authorized by Section 301 of the U.S Public Health Service Act (42 U.S.C.241). The approval of this request through the emergency clearance process is essential in order to begin baseline data collection activities in a timely manner relevant to the re-launch of LMCTC initiative. A delay in this process will negatively affect the successful implementation of the initiative as information collected from the baseline survey will be used to assess progress and determine geographic areas for outreach and technical assistance needs.

Project Background

Let's Move! Cities, Towns and Counties is designed to encourage mayors and elected officials to adopt a long-term, sustainable and holistic approach to fighting childhood obesity. Mayors and elected officials can be the leaders of this effort across the country. The initiative recognizes that every city is different, and every town will require a distinct approach to the issue. To participate, an elected official can sign his or her location up as

a prospective *Let's Move City, Let's Move Town* or *Let's Move County*. During this process, the elected official or designee will fill out the baseline survey where he or she will choose at least one significant action to take during a 12-month period from the following options that align with the *Let's Move! Pillars*:

1. Implementing best practices in nutrition, physical activity and screen time in child care settings;
2. Promoting My Plate in city and municipal venues;
3. Increasing the number of students participating in the school breakfast and lunch programs;
4. Adopting healthy and sustainable food service guidelines for municipal spaces that serve food; and
5. Increasing access to physical activity programs in neighborhoods, schools and through community engagement.

Elected officials are then asked to begin to envision how to address this issue in their communities, publicly commit to making at least one change in each of the four pillars listed above through either the municipality's website, a speech, an interview, or a press release. Once the baseline survey has been submitted, someone will contact the individual listed to determine any technical assistance needs.

Once elected officials commit, a periodic follow-up survey will be given to determine the progress of participating municipalities and communities. A traditional information collection request will be submitted for follow-up surveys. After one year, elected officials may be recognized in the following ways:

- *Let's Move!* representatives will seek out cities and towns with successful initiatives to highlight and celebrate.
- Accomplishments and ideas for future action may be highlighted on the *Let's Move!* website.
- Mayors from *Let's Move Cities, Towns, and Counties* will be invited to participate in conference calls with White House and federal agency staff to share ideas, discuss barriers and celebrate progress.
- Mayors from *Let's Move Cities, Towns, and Counties* may be invited to attend events to celebrate collective success in combating childhood obesity.

The baseline survey requests information about the activities the locality is choosing to undertake. The responses to these questions will be used to show progress and successes over time for localities participating in *Let's Move! Cities, Towns, and Counties*. This initiative was launched preliminarily in the spring of 2010, and is being re-launched in January of 2011. Data collection should begin in January with the re-launch to ensure municipalities who have already signed up, as well as those who have not, have an opportunity to choose activities and strategies they will commit to implement through LMCTC. The initiative will provide an opportunity for HHS and the White House to increase public awareness of creative approaches to develop and expand innovative methods for implementing the chosen strategies for LMCTC in various municipalities and communities.

Information will be collected over a one to three month period following OMB approval, and will be ongoing as municipalities choose to sign up for LMCTC. The table below provides a schedule of data collection, and future plans for follow-up survey collection, and announcement following OMB approval.

Table 1: Timetable for Data Collection

<i>Activity</i>	<i>Expected Date of Completion</i>
Complete Development of Website	Mid January 2012
Baseline survey taken (data collection)	January through April 2012
New OMB ICR submitted for follow-up surveys	Early January 2012 (implement follow-up survey 6 months after initial collection)
Announcement of Municipalities signed up	March-June 2012

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