

Let's Eat Healthy Initiative Strategic Framework



Let's Eat
Healthy® 



The [Let's Eat Healthy Initiative](#) brings together change-makers and stakeholders—including educators, school foodservice staff, health professionals and community leaders—to elevate the health of children and families through the pursuit of lifelong healthy eating habits. Let's Eat Healthy invites multidisciplinary coordination, collaboration and co-creation to champion community health by teaching and inspiring healthy eating habits and 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 diverse stakeholders 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 and advocate to strengthen food programs and policies that facilitate and provide access to nutritious foods for children and their families.



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 advocates 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 each and every child has access to the healthy foods and supports necessary to reach their full potential for growth, health and learning.

Cause

Together, we ensure that the unique and culturally diverse nutritional needs of children and their families are met.

Values

- 1 All children and families 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 based on the latest evidence-based research and practices.
- 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 an essential part of ensuring children are supported to grow healthfully, learn optimally and develop social-emotional well-being throughout life.



Goals

- 1** Increase nutrition security among Californians, with a focus on children and their families.
- 2** Ensure nutrition education, nutrition education resources and nutrition promotion are consistent, age-appropriate, culturally inclusive and available to all.
- 3** Grow the Let's Eat Healthy initiative within communities using partnerships to support nutrition equity through nutrition education, food and agricultural literacy, and food access.

Benefits of Partnership

- Connection to a community of advocates fostering healthy eating
- Support through tailored professional development and technical advising
- Priority access to unique resources, events and grants
- Media spotlight opportunities for partners

Commitment of Partners

- Advocate and/or teach science-based nutrition and agricultural literacy
- Engage in storytelling by sharing best practices and successes online, in person and in print
- Advocate for policies/guidelines that support nutrition security and nutrition education
- Activate others to join 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
Nutrition Security	Increase access to child nutrition programs	<ul style="list-style-type: none"> ● Provide professional development on nutrition security and impact of nutrition programs on childhood health ● Promote food programs in the community ● Advocate to strengthen nutrition policies and guidelines
	Foster environments that support healthy eating	<ul style="list-style-type: none"> ● Conduct school or community assessments to inform action plans ● Integrate nutrition education in food access programs ● Host or participate in 'Day of Action' events
	Support a sustainable, equitable, safe, nutritious and affordable food supply that meets nutrition science standards	<ul style="list-style-type: none"> ● Share best practices ● Advocate for healthy foods from all food groups in food programs ● Implement campaigns to elevate awareness and calls to action ● Participate in webinars



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 orientation resources
- 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



SIGN UP to join the Let's Eat Healthy initiative to stay connected and show your commitment for ensuring children and families are supported to grow healthfully.

For more information visit HealthyEating.org/Join



Let's Eat Healthy Initiative is led by Dairy Council of California.