Lincoln, Neb., is a city whose leaders are committed to creating a Culture of Health across all sectors—and it shows. Residents are becoming more physically active and eating healthier, and obesity rates are declining among both school-age children and adult employees of local businesses.

The Partnership for a Healthy Lincoln facilitates a coalition dedicated to making healthy choices easier, through innovative efforts and programs:

- A healthy beverage initiative, including a “Rethink Your Drink” public service campaign and an effort to encourage employers to stock, promote and competitively price healthy beverage options;
- The Lincoln Public Schools Wellness office, which focuses on changing policies and practices to improve students’ health and fitness and is overseen by a full-time wellness facilitator;
- A community-wide initiative providing education and support to pregnant and breastfeeding moms; and
- Community engagement programs, like “Fit by 2015,” an effort to reduce the number of obese children in Lincoln’s elementary and middle schools to below 15 percent by the 2015-2016 school year and Streets Alive, an annual outdoor “moving festival” featuring events like a farmers’ market and a celebration of cycling.”