

We Can!® has recently reached another 4.5 million people with important messages about healthy lifestyles through the help of soccer star Tab Ramos and our partner SUBWAY® restaurants.

That brings **We Can!** media coverage to nearly 34,000 hits in national and local print, television, radio, and online media with an estimated reach of nearly 700 million.

Check out all the details on Tab's event tour below.

We Can! Scores 4.5 Million Media Impressions with Tab Ramos Tour

Olympic soccer star Tab Ramos has skills that excel both on and off the *pitch* (a.k.a. the soccer field). In fact, it's his ability to *pitch* children and their parents—and the media—on becoming more physically active, reducing screen time, and eating right that helped **We Can!** recently reach 4.5 million Americans on the importance of physical activity and proper nutrition.

That statistic reflects the number of potential viewers, readers, and listeners who could tune into media coverage of an event tour that Ramos made to **We Can!** community sites in the Atlanta, Houston, and San Diego areas.

The tour focused on promoting a healthier lifestyle to Spanish-speaking communities and media in those locations, and was sponsored by SUBWAY® restaurants as part of its partnership with **We Can!**. At each location, Ramos spoke to children in both Spanish and English about the importance of eating well and staying active.

On November 13, in Atlanta, Ramos spoke to hundreds of children at Cobb County's Green Acres Elementary School, during two school assemblies. Following his presentations, students played soccer-oriented games with Ramos and soccer stars from a nearby high school.

"Green Acres Elementary School is over 70 percent Hispanic, so the students take soccer very seriously," said Amy Hoffman, public health educator at Cobb & Douglas Public Health, a **We Can!** site, and coordinator of the event. "One kid, in particular, was so in awe that he couldn't even talk in Tab's presence!"

Ramos did plenty of talking for everyone, however, meeting with Hispanic and other local media prior to and during each event, in order to bring attention to **We Can!** and its messages.

In Atlanta, Tab kicked off his visit to the city by swinging by CNN Español, which is based there. His interview at CNN Español reached as many as 108,000 potential viewers.

In Houston, Ramos presented to hundreds of local residents at a cultural festival sponsored by a new **We Can!** community site, Neighborhood Centers, Inc., which serves many at-risk communities.

"I liked getting my face painted and playing on the moonwalks," said Jacqueline Sanchez, a seven-year-old who attended the event. "I also liked when the soccer player was talking to us because he made me feel special."

Hundreds of people also turned out for an afternoon of soccer following a presentation to students at Otay Elementary in Chula Vista, California, near San Diego.

In all three locations, Ramos and his soccer skills not only attracted soccer fans of all ages; he also attracted lots of media interest on television stations, radio stations, newspapers, and magazines.

All in all, his quick footwork scored a big goal for **We Can!** this fall and winter.



Media Tools

We Can! community sites are doing great work improving the health of their communities and helping the **We Can!** movement grow. And now, we have lots of new tools for those sites to let the media know about some of their exciting achievements.

We recently posted new tip sheets and ready-made articles (to the resources page of our Web site) that you can click, print, and then tack up on your bulletin board, stick under a fridge magnet, or copy and hand out to your family and friends.

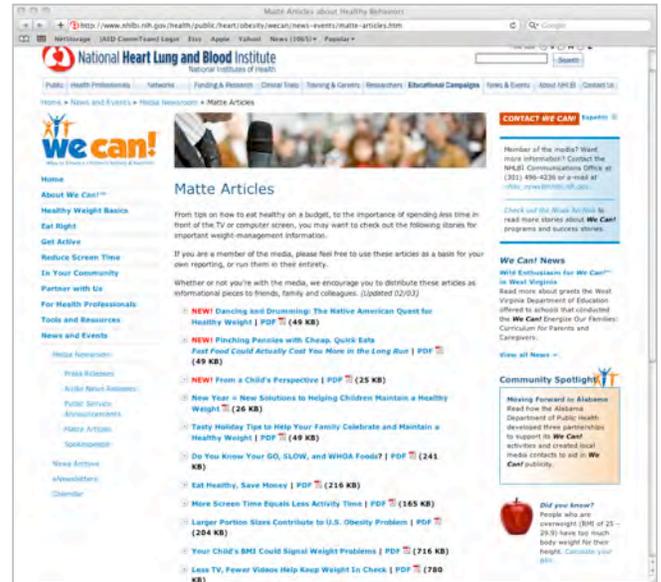
We Can! also offers several new ready-to-use news articles. These can be used for organizational newsletters, Web sites, or other communication vehicles.

But we're not done yet! The fridge may be the best place to put a new sheet that offers advice on **Sugar in Drinks**. You might be surprised by what you find, especially when it comes to fruit juices! You can put it next to our easy-to-read **Fats and Oils to Choose** tip sheet, which shows you which ones you should choose more often.

Plus, the new **Make Physical Activity Fun** tip sheet has you covered on ways to get the whole family up and moving. Did you know that today, 8- to 18-year-olds devote an average of 7 hours and 38 minutes to using entertainment media across a typical day (more than 53 hours a week)? (Source: Kaiser Family Foundation, *Generation M2: Media in the Lives of 8- to 18-Year-Olds, 2010.*)

If your child retreats to the bedroom to play games on the computer or watch their own personal TV, we have some simple tips in **Help Children Reduce Screen Time**.

All these tip sheets can help you provide important information to the media to serve as context for an article about your site's activities. And, our matte articles are another great way to reach out to local communities with important **We Can!** messages.



▶ Download these resources and more at: <http://wecan.nhlbi.nih.gov/tools-resources/index.htm>

