

# We Can!®

## WINTER UPDATES 2011

Volume 2



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## 2010 Training Success: Over 700 People Prepped to Spread *We Can!*® Messages

More than 800 participants attended 2010 *We Can!* regional trainings to learn the inside scoop on delivering the program most effectively.

2010's nine trainings were funded in part by *We Can!* partner SUBWAY® restaurants, and took place nationwide over the course of 12 months.

And when we say nationwide, we mean it.

The eighth training was held in Anchorage, Alaska, and was actually a first of sorts. It was the first *We Can!* training to be held in the nation's largest and most northern state, and was organized by the Alaska Native Health Consortium.

"We decided to host a *We Can!* training because there is a diabetes problem in our community, much of it tied to obesity," said Denise Ramp, MSN, CNM, NP-C, and Diabetes Program Community Educator at the Alaska Native Health Consortium, who served as the training coordinator. "Not only did our 91 participants praise the training as 'fun and interactive,' they were greatly appreciative of the series of networking breaks that we built in so they could exchange ideas."

And that's not all. Ramp wrote an op-ed about *We Can!* that ran in six Alaska newspapers, boosting local awareness of the event. In fact, two new Alaska sites signed up as a result of the training, bringing the total number of sites in Alaska to seven.

One month later and more than 3,000 miles further east, *We Can!* held its last training event of 2010 in Warwick, Rhode Island. Known as the site where the first shot of the American Revolution was fired (against the British schooner *Gaspee*), Warwick fired up local educators, urging them to attend the November 2010 training.

And it worked. Organizers' efforts drew a great number of professionals affiliated with Rhode Island's public schools: 24 of the 88 attendees were from the public-education arena.

Due to the excitement around this informative program, "We will be hosting a SPARK™ PE training in the spring and providing implementation grants to all the organizations that participated in the *We Can!* training this past November," said training organizer Katy Heneghan, Communications Specialist for Healthy Places by Design Initiative for a Healthy Weight at the Rhode Island Department of Health.

Stay tuned to the *We Can!* Web site for news of trainings in 2011.



*Training attendees participate in an active teamwork exercise*



*Training attendees discuss the new material*

## A Flurry of *We Can!*-Related Events Closes Out 2010 with a Bang

Combustion—it's something you learn about in science class. But this October, parents and children visiting the Science and Engineering Fair on the National Mall (Washington, D.C.) learned about more than chemical compounds and combinations: they learned that a mix of eating right, moving more, and spending less time in front of the TV can help keep your waistline in check. This is an important lesson at all times of the year, but especially during and after high-calorie holidays.

These *We Can!* core messages—and corresponding strategies and tools—were brought to the attention of thousands of visitors to the fair by *We Can!* program staffers at the National Heart, Lung, and Blood Institute's (NHLBI) booth.

"Parent and kids really got into our Go, Slow, Whoa food and sugar-sweetened beverage activities. Many of them were surprised to find out how much sugar was really in some of their favorite drinks," said Melissa McGowan, MHS, CHES, and Public Health Advisor from the NHLBI of the National Institutes of Health.

Food—or rather the unveiling of a new NHLBI family cookbook—was the focus of an event at the Unity Health Care Upper Cardozo Health Clinic, a *We Can!* community site since April 2008, in the predominantly Latino Columbia Heights neighborhood of Washington, D.C.

As you may know, the Latino community is a high-risk group for obesity and related health problems such as diabetes. Because the clinic serves predominantly Spanish-speaking patients, it was seeking ways to adapt its *We Can!* program to speak to its community in a language that they would understand, both literally and figuratively.

That's why on Saturday, October 23, Unity Health Care invited its patients and their families to come learn about improved nutrition, offering them a sample of two NHLBI recipes in Spanish and then having Chef David Kamen (the author of the new cookbook, and an instructor at the Culinary Institute of America) demonstrate how they are made and hand out pre-prepared samples so that attendees could taste them.

That was just one aspect of the event—in another room of the clinic, the *We Can!* team worked with clinic staff to show children and parents how to get active.

"We were doing jumping jacks—even the parents joined in!" said Janet M. de Jesus, MS, RD, and Nutrition Education Specialist at the NHLBI. "The crowd was so enthusiastic that some of the children actually got winded."

You can order your own copy of the cookbook, and also check out our other Spanish-language materials on the *We Can!* Web site, at <http://wecan.nhlbi.nih.gov/espanol/index.htm>.



*Chef David Kamen presents a healthy cooking demonstration to event attendees.*

Last but not least, as you may have read a couple of updates ago, SPARK™ (a research-based physical activity program) became a *We Can!* partner in March 2010. In September, SPARK asked *We Can!* staff to discuss the research supporting involvement of parents in preventing childhood obesity, in the context of *We Can!*, on one of SPARK's webinars. All of the SPARK webinars are free and open to the public, and past webinars (including the September webinar on *We Can!* and parent involvement) are archived here: <http://www.sparkpe.org/physical-education-resources/webinars/>. In addition, SPARK materials are available at a discount for *We Can!* community sites through School Specialty.

If you are interested in running SPARK, you may wish to consider the Physical Education (K–12) or After School (ages 5–14) programs that dovetail with the *We Can!* target age range of 8–13.

Read more about our partnership with SPARK at <http://wecan.nhlbi.nih.gov/news-events/news60.htm>, or visit [www.sparkpe.org/resources](http://www.sparkpe.org/resources) for resources, and light a *spark* for increased physical activity in 2011 by relying on both programs!



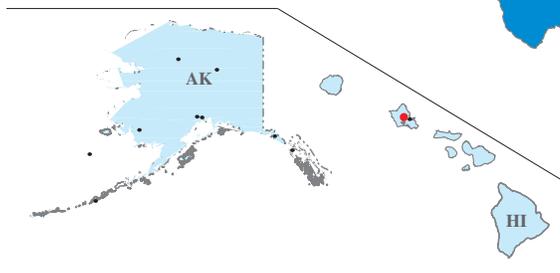
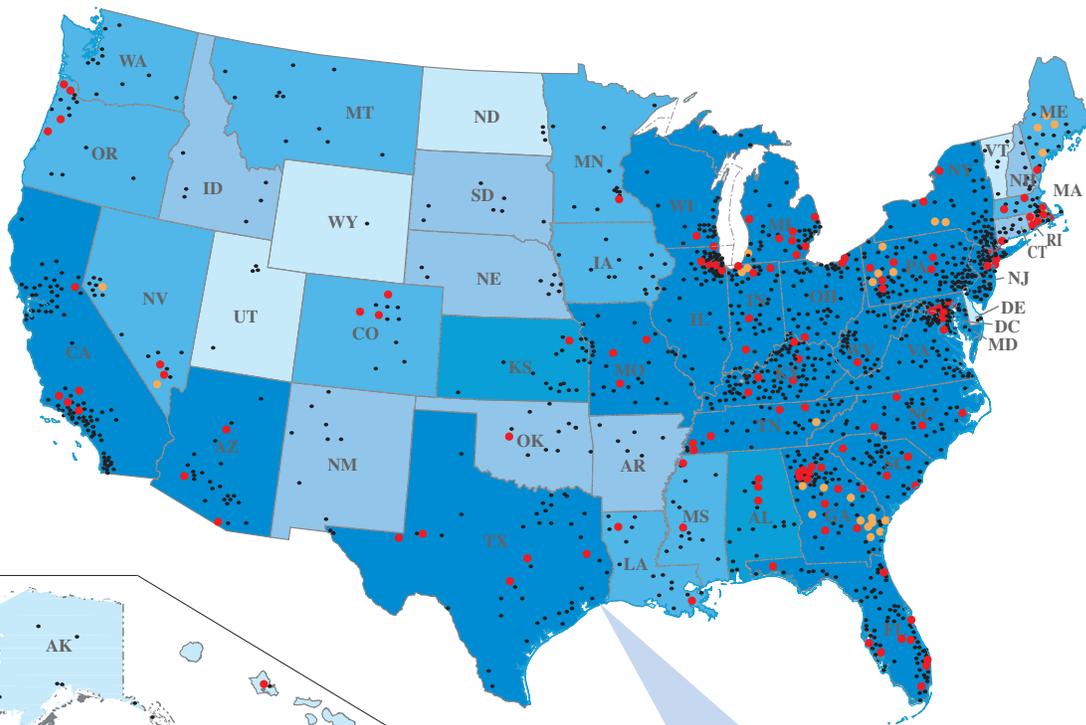


# We can! communities

Ways to Enhance Children's Activity & Nutrition

## We Can!® Across the Country

A total of 1,458 Community Sites have signed up for **We Can!** in 50 states, the District of Columbia, Puerto Rico, the Northern Mariana Islands, and 12 other countries: Antigua and Barbuda, Australia, Bangladesh, Canada, Fiji, Greece, India, Israel, Nigeria, the Philippines, Spain, and Uganda (144 Intensive Sites, 1,284 General Sites, and 30 **We Can!** Cities/Counties).



### Key

- General Sites: 1,284
  - Intensive Sites: 144
  - **We Can!** Cities and Counties: 30
- Total Countries Outside the U.S.: 12

### Number of sites per state:



### Houston Gets in the Zone!

Earlier this fall, Tamara Duncan—who is the Program Developer for Family Health and Wellness at Neighborhood Centers, Inc. and who joined the **We Can!** program in November 2008—organized six Back-to-School Health Fairs in the Houston area.

Last year, Neighborhood Centers, Inc. kicked off their **We Can!** involvement by hosting an event with Tab Ramos—the former Olympic soccer star—facilitated by **We Can!** partner SUBWAY® restaurants. “Last year’s turnout was so great and the community was so energized by Tab and **We Can!**, that I knew I wanted to incorporate **We Can!** into future Neighborhood Center, Inc. events,” said Duncan.

At each fair, Duncan set up a **We Can!** Zone, which included several active games, exercise tips from a physical trainer, healthy snacks and healthy meal ideas, and **We Can!** materials and resources for participating kids and their parents.

According to Duncan, the health fairs were a huge success—they attracted over 16,000 participants, many of whom are at higher risk of becoming obese. The **We Can!** Zone was definitely the star of the fairs! By the end of the sixth fair, over 1,000 youth had participated in the **We Can!** Zone, and just as many parents picked up program materials and tips.

▶ Read more about this story and others at <http://wecan.nhlbi.nih.gov/>

# Community Outreach: Examples of *We Can!* Community Site Stories

## Paving the Way for a Healthier Community, One Step at a Time

It was a busy fall for Georgia's *We Can!* in Cobb Coalition—a community site partnership that includes Cobb and Douglas Public Health and the Cobb County School District. From promoting *We Can!* through a state-wide walking program and on a local TV show, to building a new walking and biking path for area students, the Cobb Coalition is truly stepping up their game.



Cobb and Douglas Public Health first kicked off the season when they upgraded their *We Can!* commitment from an intensive community site to a *We Can!* City.

Shortly after becoming a City, the Coalition landed an article in a local newspaper where they were featured for their “Walk Georgia” program, a free, Internet-based program that community members could use during the months of September and October to track their physical activity levels. “The program worked so that the distance logged would virtually map out participants walking across the state of Georgia,” said Bev Kartheiser, Health Educator at Cobb and Douglas Public Health, who presented and promoted the Walk Georgia program to various businesses and worksites in the region.

While traveling to, and presenting at, these various organizations, Kartheiser also promoted the *We Can!* Energize Our Families: Parent Program classes, which she leads at several PTA meetings throughout the county.

Being featured in the newspaper for their *We Can!*-related activities was not the only source of media attention the Coalition earned this fall. Kartheiser appeared on a local TV station's cooking show, where she demonstrated how simple it can be for families to prepare quick and healthy meals. During the show, Kartheiser made breakfast, lunch, and dinner recipes from the *We Can!* Web site.

The Coalition also broke ground—*literally*—in their efforts to help the community's youth become more physically active. On October 6, 2010, *We Can!* in Cobb held a groundbreaking ceremony to begin the work on their new walk-and-bike path for the students of Floyd Middle School. The path is an initiative of the *We Can!* in Cobb Coalition, aiming to increase the number of youth incorporating more physical activity into their daily routines by encouraging students to walk or bike to school.

## *We Can!* Is Just What the Doctor Ordered

Pediatricians in Broome County and Binghamton, New York—a community site partnership that joined the *We Can!* City/County program in 2007—have found a way to talk to kids and parents about healthy weight: they are “prescribing” *We Can!*.

“When some physicians in the area see patients with high BMIs, they recommend that the patient and the patient's parents join the Stay Healthy Kids Club,” said Patricia Fell, Director of Community Health Services at United Health Services.

The Stay Healthy Kids Club is a 12-week program for both parents and youth. During each session, the kids go into a gym area and work with a physical trainer who facilitates interactive games and CATCH Kids Club activities, while the parents work with a dietician on the *We Can!* Energize Our Families: Parent Program, in addition to supplemental lessons and activities.

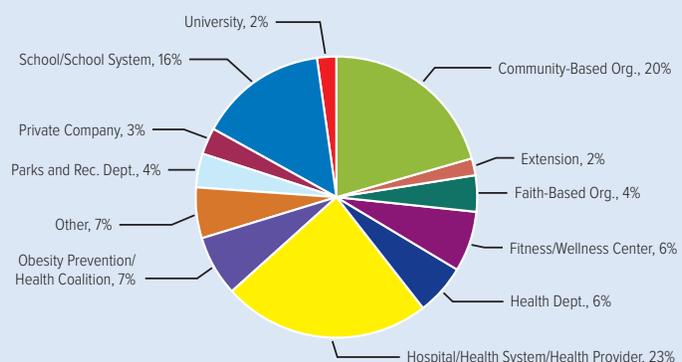
According to Fell, the program has been a major success. In the past 3–4 months, Stay Healthy Kids Club has received 70 referrals from local physicians, and the Club is gearing up for their third 12-week session. “Some kids have even expressed an interest in being mentors for the next group of youth participants,” said Fell. “They want to come back and share their stories on the healthy changes they made in their lives.”

In addition to learning valuable information on how to live a healthier life, the program participants also receive a free year-long membership to the local YMCA, where they can continue to incorporate physical activity into their daily lives.

The Broome County and Binghamton partnership is working with Binghamton University to eventually evaluate the program. For now, Fell and her colleagues are collecting pre-and-post-surveys from the kids and the parents, as well as pre-and-post-BMI measurements.

### *We Can!* Community Site Breakdown

Demonstrating program flexibility and adaptability, *We Can!* sites represent a diversity of implementation settings, from schools and park and recreation departments to hospitals, health systems and public health departments (12 different settings in total).



► Become a *We Can!* community site. Visit <http://wecan.nhlbi.nih.gov/>.





# we can! partners

Ways to Enhance Children's Activity & Nutrition

## We Can! Partners in Action

**We Can!**® partnerships with government and other non-profit entities are going strong with 28 active partners as of January 2011. Our partners create greater awareness of **We Can!** by spreading news of our fast-growing movement coast to coast through their extensive networks, educating others about our success. For more information visit <http://wecan.nhlbi.nih.gov/>.

### Current Partners

American College of Sports Medicine  
 Association of Children's Museums  
 Association of State and Territorial Public Health Nutrition Directors  
 CATCH® (Coordinated Approach to Child Health) Kids Club  
 CDC Division of Adolescent and School Health (DASH)  
 Cherokee Nation  
 Children's National Medical Center  
 Children's Museum of Manhattan  
 Delaware Physician's Care, Inc.  
 Department of the Interior (DOI) – U.S. Fish and Wildlife Service (FWS) and National Park Service (NPS)  
 Health Resources and Services Administration  
 Indian Health Service  
 NAASO, The Obesity Society  
 National Association of Chronic Disease Directors  
 National Association of County and City Health Officials  
 National Association of School Nurses  
 National Health Museum  
 National Hispanic Medical Association  
 National Initiative for Children's Healthcare Quality  
 National Latina Health Network  
 National Wildlife Federation  
 Nemours Health and Prevention Services  
 The ODS Companies  
 Office of Women's Health, HHS, BodyWorks Program  
 President's Council on Fitness, Sports, and Nutrition  
 SPARK™  
 SUBWAY® restaurants  
 UPMC Health Plan  
 UNIVISION



## National Partner Highlights

### Children's National Medical Center

Partner Since: September 2010



This fall, the Children's National Medical Center kicked off its **We Can!** partnership with an event that attracted more than 100 youth and adult participants. The DC Family Wellness Day and Day for Kids took place on September 25 in Ward 8, a section of Washington, D.C. that—according to an Obesity Report published by the District of Columbia's Department of Health—has the city's highest rates of obesity. The purpose of the event was to equip youth and parents with skills they need to maintain healthy lifestyles.

The morning started off with an address from Congresswoman Eleanor Holmes Norton, who spoke to the youth and their parents about National Childhood Obesity Awareness Month and the importance of maintaining a healthy lifestyle. Shortly afterward, the youth participants watched a live show from Kaiser Permanente called *The Great Food Detective*, and then went to a gym area where different physical activity stations were set up for them, including a yoga workshop and an African drumming station.

"The children really enjoyed rotating through the activities," said Yolandra Hancock, M.D., Associate Director of the Children's National Obesity Initiative at the Children's National Medical Center. "Many of them said they didn't even feel like they were exercising because they were having so much fun." While the youth engaged in a variety of physical activities, the adult participants received an abridged version of the **We Can! Energize Our Families** Parent Program.

In addition to planning next year's event, Dr. Hancock is staying plenty busy with **We Can!** and plans to incorporate **We Can!** messages in a new physical activity and health education program, titled *Step Up To Health*.

### National Association of School Nurses

Partner Since: September 2010



The National Association of School Nurses (NASN) boasts a membership of more than 14,500 school nurses across the United States. And since they are known as the go-to source for school nurse resources about youth health, a partnership between NASN and **We Can!** was a perfect match.

"The National Association of School Nurses is in partnership with **We Can!** to provide school nurses with evidence-based obesity prevention materials to disseminate to parents, families, and students," said Shirley Schantz, R.N., Ed.D., A.R.N.P., and Nursing Education Director at NASN.

NASN is using a variety of channels to do just that. An article entitled "School Nurses CAN Make a Difference with **We Can!**" will appear in the upcoming issue of NASN's quarterly magazine, *NASN School Nurse*, in early 2011. **We Can!** resources and events are featured regularly in the group's weekly digest e-mails, which go to a subscriber base of about 12,000 school nurses. And, NASN has incorporated **We Can!** into its Web site at <http://www.nasn.org/Default.aspx?tabid=594> and into its childhood obesity prevention program, School Nurse Childhood Obesity Prevention Education (S.C.O.P.E.).

### The ODS Companies

Partner Since: October 2009



**We Can!** partner ODS wasted no time in getting on board with the program—and has been sailing ever since!

As soon as the partnership was formed, ODS, a provider of group and individual medical, dental, and pharmacy insurance to more than one million members in Oregon and Alaska, made sure to offer a variety of **We Can!** resources to their constituents. They continue to make these materials available on their Web site. From there, ODS really got their feet wet, building partnerships and collaborations with local organizations to continue to spread **We Can!** messages. ODS' **We Can!** partners include Legacy Health System and the Oregon Education Association (OEA) Choice Trust.

In October, ODS and Legacy gave a community presentation called *Eat Play Jump!* The presentation focused on teaching community members about **We Can!** and ways to help local youth stay happy and healthy. The presentation featured doctors, dietitians, and other experts talking about nutrition and creative ways to help kids stay healthy.

ODS kept the momentum going through the holiday season. In December, they partnered with the Community Cycling Center, a local nonprofit, to participate in a community bike drive. The bike drive provided 500 children from low-income families with their first bicycles, new helmets, and basic safety education. At the event, ODS staff were on hand, manning a **We Can!** booth complete with the **We Can!** banner and table throw, as well as **We Can!** flyers on healthy eating. They also handed out "Be Safe Be Seen" shoe/zipper pull reflector tags.

ODS isn't hesitant about plans for 2011, either. First on tap? They are sponsoring a one-day **We Can!** regional training in Portland, Oregon, on March 7. Information for this training is now available on [wecantrainings.org](http://wecantrainings.org); keep an eye on the trainings Web site and the **We Can!** Web site for more information.

► Become a **We Can!** partner. Visit <http://wecan.nhlbi.nih.gov/>.



National Heart, Lung, and Blood Institute  
National Institute of Diabetes and Digestive and Kidney Diseases

Eunice Kennedy Shriver National Institute of Child Health and Human Development  
National Cancer Institute

**We Can!**® media coverage includes over 1.3 billion impressions in national and local print, television, radio, and online media.

## **!Podemos!™: A Journal Article Publicizes We Can! Success with San Diego's Latinas**

The University of San Diego—a **We Can!** general community site since March 2008—made headlines for **We Can!** with the publication of its study “Ways to Enhance Children’s Activity and Nutrition—A Pilot Project With Latina Mothers” in the *Journal for Specialists in Pediatric Nursing* (JSPN, October 2010).

As lead study author and nursing professor Kathy James, DNSc, APRN, reports, however, the good news goes beyond the study’s publication. Follow-up with study participants has revealed that they’re still benefiting from learning how to get the whole family to eat right, move more, and spend less time in front of the screen.

“I think seven of eight lost weight, with one woman losing about 10 pounds. Their reported changes include cooking with less fat, eating more fruits and vegetables, eliminating sodas, and increased activity by walking. Their children are walking with them as well, some four to five times a week!” said James. “We are so proud of them!”

The purposes of the mixed-method pilot study were two-fold:

- To discover whether Latina mothers would be receptive to and participate in the **We Can!** program
- To examine whether there would be changes in their opinions, perceptions, and health-behavior intentions (such as increasing physical activity; buying less high-fat, high-calorie food; limiting sweetened beverages; and TV viewing)

James says that the group of 18 mothers who were recruited at an urban elementary school in a diverse neighborhood met weekly at that school for six weeks in 2010. The school nurse also attended the meetings, so that she could continue running **We Can!** after the study concluded. James and her team even recruited one of the young mothers to become the nurse’s co-leader on future programs.

James says that it became clear that participants weren’t sure which foods were best to serve, and hadn’t thought about serving as a role model for healthy behaviors. However, choosing weekly goals for both nutrition and physical activity, and then talking about it in small groups the following week, helped because participants were eager to learn from one another.

“They would drop their preschoolers off next door and then attend our meeting held in a classroom,” said James. “We also sent the mothers to the local clinic and paid for laboratory screening for diabetes and cardiovascular risk factors. As a result, we found several moms who are pre-diabetic, and a few children with elevated cholesterol, triglycerides, and fasting insulin levels.”

James reports that the next step is to conduct another, longer study to see whether participants continue to maintain changes, and if this healthy behavior and its benefits are passed down to their children.

You can read about the study in the October 2010 JSPN, volume 15, #4, and view the PubMed citation at <http://www.ncbi.nlm.nih.gov/pubmed/20880277>.



*Kathy James, DNSc, APRN*

## Media Highlights

### The Windy City's Top Newspaper Covers a *We Can!* Program... and Triggers Interest Across the Country

Nearly five years ago, Orlandus Thomas, a physical education (PE) teacher at the Gary Comer College Prep charter school in south Chicago, was asking his fitness-expert friend Tony Czapla for ideas on how to motivate his 500 students.

Cue the *We Can!* program. “He’s the one who introduced me to *We Can!*,” said the man students call “Coach Thomas.” “Since then, we’ve been partners in advocating for the *We Can!* cause, so I would like to give him credit for introducing me to *We Can!* and sparking the fire in me!”

From there, Coach Thomas began weaving parts of *We Can!* into his own fitness-focused PE curriculum, and also into events to promote a healthy weight in the predominantly African American community of Chicago’s south side.

In 2010, some of those workshops and activities included:

- **Hip Hop Aerobics Classes:** These classes were very popular with high school students.
- **Chef-guided Nutrition/Cooking Classes:** Coach Thomas worked with a chef to offer a combined Thursday/Friday evening class. Students learned about a specific food and its nutritional value on Thursday, and then prepared it on Friday.
- **Women’s Health and Fitness Seminars:** The chef from the nutrition classes, a physician, and Thomas partnered to teach women about both nutrition and physical activity.
- **Wednesday parent sessions on healthy eating patterns in the African American community:** There were two different sessions: one focused on vegetables and their nutritional properties, while the other looked at the nutritional properties, including calories and fat, in fast food.

“I try to push the envelope by combining programs—nutrition and physical activity,” said Coach Thomas. “I want to show the community what a healthy lifestyle looks like. It’s been a whirlwind of a year but I’ve only scratched the surface on what I want to do.”

That burst of activity caught the attention of the *Chicago Tribune*, the city’s largest newspaper. Reporter Pete Reinwald covered the Coach’s efforts in a piece, *Pumped-up P.E. at Comer Prep*, this past September. You can check out the article by copying and pasting the following URL: [http://articles.chicagotribune.com/2010-09-29/news/ct-x-c-gary-comer-childhood-obesity-20100929\\_1\\_physical-fitness-physical-education-exercise-stations](http://articles.chicagotribune.com/2010-09-29/news/ct-x-c-gary-comer-childhood-obesity-20100929_1_physical-fitness-physical-education-exercise-stations).

And the story didn’t just reach the *Tribune*’s more than 452,000 subscribers—it was also posted to the paper’s Web site for millions of others to read. One of those readers, Sara Harmon, a health and physical education at Ragsdale High School in Jamestown, NC, contacted Thomas about his *We Can!*-based programming, and is now arranging for him to travel there to teach a professional development course for teachers from 16 North Carolina schools.

To top it all off, Coach Thomas is still receiving coverage in the Illinois media: a local television report featured him and his students, and there was a similar story in a Waukegan Park District local paper. As a result, he has received invitations to speak about his programming at other organizations, including the Illinois Association for Health, Physical Education, Recreation & Dance 2010 Convention.

“This is my passion and this is personal: I have parents who were overweight and diabetes runs in my family,” said Thomas. “No one ever taught me about the importance of healthy eating and physical activity; that’s why I decided to focus my career on it, and to help teach others.”





# We Can!

Ways to Enhance Children's Activity & Nutrition

# online

**We Can!**® uses online social networking Web sites such as Facebook and YouTube, as well as its Community of Practice portal, to promote **We Can!** tools and resources to large audiences. Each online profile provides program information and encourages users to visit the **We Can!** Web site, as well as the other online social networking sites.

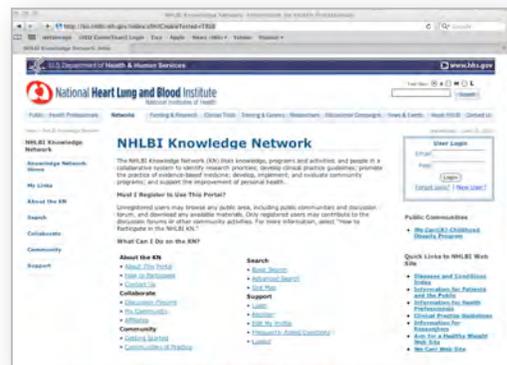


**We Can!**'s Facebook page promotes the program to a potential audience of more than 500 million active users. The page links to the **We Can!** Web site and highlights relevant tips, tools, and resources; updates from community sites and partners; program videos and promotional tools; and news, research, and initiatives in childhood overweight prevention. Recent posts include tips on how to stay physically active during the long winter months, a link to the new **We Can! The Experience** video, and a post announcing the new 2010 Dietary Guidelines for Americans. To date, the **We Can!** page has more than 3,700 fans. Join their ranks and become a fan today!

URL: <http://www.facebook.com/nihwecan>

## Community of Practice Portal

The **We Can!** Community of Practice (COP) portal provides a forum for community sites, partners, and other health professionals to exchange knowledge about leveraging community outreach, partnership development, and media activities to enhance **We Can!** programming. With interactive features like discussion groups and networking opportunities, you can share your ideas about ways to improve food choices, increase physical activity, and reduce screen time among youth. Register at <http://kn.nhlbi.nih.gov/>.



**We Can!**'s YouTube profile promotes the **We Can!** Flash animation that encourages communities and families to get involved with **We Can!**. YouTube provides an audience of more than 20 million viewers. To date, the **We Can!** YouTube channel has received more than 8,000 views, while individual video clips have received more than 4,600 views.

URL: <http://youtube.com/nihwecan>



## The We Can! Web Site

Released in October 2009, the revised *We Can!* Web site provides helpful information and resources for parents and caregivers, health professionals, and community sites.

The Web site includes a fresh perspective and some new additions that highlight the wonderful things going on in the community sites, showcase our partnerships, and share our stories with the many groups interested in ways to prevent childhood overweight. The Web site also links to the *We Can!* Facebook page and Community of Practice portal.

The Web site includes background information on *We Can!*, information for community sites and partners, access to program materials and other resources, useful tips for parents and families, and much more.

URL: <http://wecan.nhlbi.nih.gov>

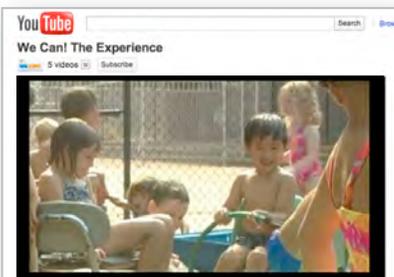


## eNewsletter

The *We Can! in Action* eNewsletter highlights *We Can!* community events, partner collaborations, and overall program growth. It also provides helpful tips to improve nutrition, increase physical activity, and reduce screen time, as well as updates on exciting events from *We Can!* communities and partners across the map.

*We Can!* creates these newsletters quarterly and distributes them to more than 1,900 subscribers.

URL: <http://wecan.nhlbi.nih.gov/news/enewsletter.htm>



## We Can! The Experience

*We Can!*'s new video, *We Can! The Experience* promotes the program and educates viewers on the program's curricula, the program's behavior change messages, and community site and partner involvement in the program. Go ahead: share The Experience!

URL: <http://www.youtube.com/watch?v=ElsvA8U2PTg>



**myspace**<sup>®</sup> *We Can!*'s MySpace profile promotes *We Can!* to a potential audience of more than 80 million viewers. In addition to information about the

program and links to the *We Can!* Web site, the MySpace profile promotes other program social network Web sites, includes the *We Can!* YouTube channel, and embeds the *We Can!* Web banner ads. The profile, which has more than 2,700 views and more than 70 friends, has helped *We Can!* sign up new community sites.

URL: <http://myspace.com/nihwecan>

**We Can!**® offers curricula and resources for parents and youth to help families focus on three important behaviors: improved food choices, increased physical activity, and reduced screen time.

The following resources include the five curricula that are integral to the **We Can!** program, as well as a selection of the latest materials available from **We Can!** for use by parents, caregivers, and communities.



## Curriculum for Parents and Caregivers

**We Can! Energize Our Families: Parent Program** is a multiple-session curriculum that covers the basics of maintaining a healthy weight. The core concept is “energy balance,” or the long-term balance between ENERGY IN (calories from food) and ENERGY OUT (calories used through activity). The program, piloted in 14 community sites around the country, is available in both six- and four-lesson versions.

## Four Youth Curricula for Community Organizations



**Media-Smart Youth: Eat, Think, Be Active!**® is an afterschool program designed to help young people ages 11 to 13 become aware of how media may influence the nutrition and physical activity choices they make. The curriculum was developed by NIH's Eunice Kennedy Shriver National Institute of Child Health and Human Development. Media-Smart Youth was pilot-tested in afterschool settings, and reviewed by the NIH, the U.S. Department of Agriculture, and education experts. The program has been evaluated, and is now being implemented by youth-serving organizations across the United States. To download a summary of the Media-Smart Youth evaluation results, visit: [http://www.nichd.nih.gov/publications/pubs\\_details.cfm?from=msy&pubs\\_id=5726](http://www.nichd.nih.gov/publications/pubs_details.cfm?from=msy&pubs_id=5726).

**CATCH** **CATCH**® (**Coordinated Approach to Child Health Kids Club**) is an afterschool program targeted to elementary school age children to educate them about improved nutrition and increased physical activity. CATCH Kids Club is an adaptation for the afterschool setting of the highly successful CATCH study, funded by the NIH's National Heart, Lung, and Blood Institute, and included in more than 80 scientific publications.

**S.M.A.R.T. (Student Media Awareness to Reduce Television)** is an in-school curriculum designed to teach third- and fourth-grade children about the need to reduce television, videotape and DVD viewing and video and computer game use. S.M.A.R.T. was developed by child health and behavior researchers in the Department of Pediatrics and the Stanford Prevention Research Center at the Stanford University School of Medicine. The curriculum was tested in 11 schools with more than 1,000 children. The curriculum has been evaluated and proven to be an effective intervention in several scientific studies, one of which was published in the *Journal of the American Medical Association*.



**SPARK** **The SPARK**™ **PE and SPARK After School Programs** are designed to promote physical activity in youth from K through 12, and ages 5-14, respectively, and they both include curricula, training, equipment, and follow-up support components. The original SPARK study was supported by the National Heart, Lung, and Blood Institute, in conjunction with San Diego State University.

# Resources

## We Can! Video

A brand-new video entitled **We Can!: The Experience** offers community sites, partners, and other program participants an easy, catchy way to let your community know that our science-based, easy-to-tailor program exists and can offer them all kinds of tips, tools, and strategies to help their children and their families eat right, move more, and reduce screen time. Check it out at <http://wecan.nhlbi.nih.gov/news-events/news77.htm>.



## We Can! Posters

**We Can!** displayed messages of eating right, being physically active, and reducing screen time in more than 4,000 buses and subways in 13 cities during the summer and fall. The transportation displays are now available for you to use in your community. The four posters are online to download in English and Spanish at: <http://wecan.nhlbi.nih.gov/tools-resources/index.htm>. To order a larger poster pack, contact us at [nhlbiinfo@nhlbi.nih.gov](mailto:nhlbiinfo@nhlbi.nih.gov) or 1-866-35-WE CAN.

## New Matte Articles

Our new, ready-to-use news articles can be used for organizational newsletters, Web sites, or other communication vehicles.

- *Secrets to Making School Lunches Kids Won't Want to Trade*
- *One Step at a Time: Walking to School Can Benefit Your Child and the Whole Community*
- *The Way Your Community Is Built Could Be Affecting Your Family's Weight*



These articles—and four new Spanish matte articles—are available for download from: <http://wecan.nhlbi.nih.gov/news-events/matte-articles.htm>.

## Podcast

Want to learn more about how to combat childhood obesity in your community? Check out our NIH Radio podcast providing tips on how to help the whole family maintain a healthy weight. Download it at: <http://wecan.nhlbi.nih.gov/tools-resources/index.htm>.



## Fact and Tip Sheets

- Two new fact sheets provide an overview of overweight and obesity statistics for African American and Hispanic populations and ways in which the **We Can!** program helps to make positive changes in communities by helping families everywhere eat better, move more, and reduce screen time.
- The “Secrets to Making Healthy and Fun School Lunches” tip sheet offers advice on making school lunches that your child will look forward to eating.

Download them at: <http://wecan.nhlbi.nih.gov/tools-resources/index.htm>.

## Reaching the Media: A Toolkit for We Can! Communities

The name of the kit says it all. This downloadable guide provides background, pointers, and examples of both materials and ways to build bridges with the media and establish yourself (or another **We Can!** programming spokesperson) as a media go-to source. It is available at: <http://wecan.nhlbi.nih.gov/downloads/mediatoolkit.pdf>.



## Online Training—We Can! Energize Our Families: Parent Program

The condensed but information-rich online Parent Program training is available to you 24/7 with just a click of your mouse. All you need is about two hours—which you can break up into smaller sessions—to get an overview of the Parent Program; a look at key content areas for each of the program's four sessions; and on-the-ground tips you won't find anywhere else. It is available for download at: <http://wecan.nhlbi.nih.gov/get-involved/parenttraining.htm>.

**Energize Our Community: Toolkit for Action** gives community planners a one-stop shop of planning tools, reproducible materials, and curricula with dynamic activities for parents to encourage a healthy weight in their family. Community groups, health departments, parks and recreation agencies, and other groups can use this resource to conduct local outreach and programming for parents, youth, and the community at large. Download it at: <http://wecan.nhlbi.nih.gov/tools-resources/index.htm>.



**Families Finding the Balance: A Parent Handbook** provides practical tips to help families find the right balance of eating well and being physically active to maintain a healthy weight. This useful, easy-to-read handbook is available in English and Spanish and provides resources for further information on real-life strategies for maintaining a healthy weight in today's world. Download it at: <http://wecan.nhlbi.nih.gov/tools-resources/index.htm>.

**We Can! Fact Sheets, Brochures, and Posters** provide basic information about **We Can!** and how families can take action to improve their health by maintaining a healthy weight. They are also a great way to promote **We Can!** programming in community centers, schools, doctors' offices, or community events. Download it at: <http://wecan.nhlbi.nih.gov/tools-resources/index.htm>.

