



We Can! fact sheet

Ways to Enhance Children's Activity & Nutrition

Help children maintain a healthy weight!

We Can!® is a turn-key, science-based national education program developed by the National Institutes of Health (NIH)—the nation's medical research agency—to help organizations like yours address the important issue of childhood obesity. **We Can!** focuses on three important behaviors to help children 8–13 maintain a healthy weight: improved food choices, increased physical activity, and reduced screen time.



You Can with **We Can!**

Become a **We Can!** community site or partner. Learn about effective strategies and tactics for empowering youth, parents, and families, and engaging local and national partners. More than 1,500 local community sites in 50 states and 12 other countries

have committed to using **We Can!**. A total of 28 national organizations and corporations are active program partners, including Fortune 500 corporations and a number of government agencies. With this **We Can!** network, our messages have reached more than 1.3 billion people.

We Can! is designed for any organization, large or small, interested in helping youth and their families maintain a healthy weight. Just ask the growing network of community-based organizations that are already using the **We Can!** program, such as schools, faith-based groups, worksites, park and recreation departments, and hospitals and health systems. Join the movement today!



“The national research-based **We Can!** content gave CMOM the foundation and credibility needed to create engaging health programs for families that can have lasting impact.”

Leslie Bushara
Children's Museum of Manhattan
New York, NY

“Working with a name brand, such as the NIH, and being a part of a national program made the job easy when we went out to find partners. It brought a lot of credibility and it made us feel like, hey, we're part of a bigger project here.”

Mary Rummell
Roswell Recreation, Parks,
Historic & Cultural Affairs Department
Roswell, GA

“One of the things that we liked about **We Can!** is that it's based on research so that made us feel really good that it's tried and true information for people to use. The other thing we like about it—I call it cafeteria style. You can pick and choose, and we find that a lot of people have something going on in their company or community, but you can take a piece of the **We Can!** program and integrate it into whatever you're currently doing.”

Gina Pferdehirt
UPMC Health Plan
Pittsburgh, PA

We Can! is a collaboration of four Institutes of the National Institutes of Health (NIH): the National Heart, Lung, and Blood Institute (NHLBI), the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development (NICHD), and the National Cancer Institute (NCI).

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Materials and Resources:

We Can! offers tested resources, curricula, and materials that can complement your ongoing activities to address childhood obesity or help you start a program.

For Parents:

- ***We Can! Energize Our Families: Parent Program***, a curriculum to help the entire family maintain a healthy weight. We offer a Parent Program online training, too!



For Youth:

- ***Media-Smart Youth: Eat, Think, Be Active!***[®], an after-school program to raise awareness among youth of how media may influence their nutrition and physical activity choices.



- ***CATCH® Kids Club***, an after-school program proven to help children improve nutrition and increase physical activity. It also works to change the environments of recreation departments, after-school programs, and homes.



- ***SPARK PE and SPARK After School***, curricula designed to promote physical activity in youth from K through 12, and ages 5–14, respectively. The programs include curricula, training, equipment, and follow-up support components.



- ***S.M.A.R.T. (Student Media Awareness to Reduce Television)***, an in-school curriculum that teaches youth how to cut back on time spent watching TV, videos, and DVDs, and playing video and computer games.



We Can! also provides a variety of program resources, including the online Parent Program training, tip sheets, a media toolkit, and much more.

Visit the *We Can!* Web site at <http://wecan.nhlbi.nih.gov> for these and other resources!

Join *We Can!* Today!

When you sign up as a *We Can!* community site or partner, you'll receive a free starter kit with samples of many *We Can!* materials. Plus, enjoy the following benefits:

- National recognition from NIH on the *We Can!* Web site.
- Access to a variety of NIH science-based resources that strengthen your programming.
- Program support and updates through one-on-one technical assistance, regional training events, webinars, listservs, and eNewsletters.
- Participation in a dynamic network of community sites and partners around the country.
- Access to the *We Can!* Community of Practice, an online resource that allows sites and partners to connect with each other via discussion groups.
- Access to success stories and lessons learned from other sites and partners, plus tips and tools for building partnerships to help you sustain your programs.

Choose Your Level of Commitment

We Can! offers many options to meet your needs. Sign up by selecting the *We Can!* option that works best for your organization.

- **General Community Site:** Test the waters by starting out at a minimal level of outreach through *We Can!* annual programs and community events.
- **Intensive Community Site:** Jump into the movement by annually engaging partners and media while providing three *We Can!* parent programs, youth programs, and community events.
- **City or County Community Site:** Go for the gold by working with your mayor or county executive to annually engage partners, media, and city or county employees in four *We Can!* parent programs, youth programs, and community events.
- **National Partner Organization (only for national organizations):** Strengthen the movement by helping to distribute or create new *We Can!* materials, spread the word about the program, recruit community sites, and promote *We Can!* at national conferences.

Sign Up on the *We Can!* Web Site

Signing up is quick and easy! Visit <http://wecan.nhlbi.nih.gov/partner-with-us> for more information on how to become a *We Can!* community site or partner, and to sign up today!

If you have any questions about *We Can!*, please visit the *We Can!* Web site at <http://wecan.nhlbi.nih.gov>. You can also e-mail nhlbiinfo@nhlbi.nih.gov or call 1-866-35-WECAN.

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