



2011 **We Can!**[®] Assistance Program Projects

In December 2010, the National Heart, Lung, and Blood Institute (NHLBI) announced the 2011 **We Can!** Assistance Program, which would provide up to \$3,000 to registered **We Can!** community sites to help support their **We Can!** programs in the new year.

NHLBI asked registered community sites, and partners working with sites, to submit proposals for programs that:

- Promote **We Can!**'s three key behaviors (improving food choices, increasing physical activity, and reducing screen time);
- Educate and encourage parents and caregivers and 8–13-year-olds to engage in one or more of these three key behaviors;
- Make the most of local partnerships; and
- Are sustainable after the funding period ends.



Many creative and innovative program ideas were submitted by **We Can!** sites across the country, and on January 24, 2011, NHLBI announced 30 award recipients. Proposed activities are expected to reach more than 25,000 people in 18 states directly, and some 150 organizations have partnered with these sites to make this program a success.

Read the program descriptions that follow to learn more about each awarded **We Can!** site and its proposed activities. If you have any questions about the Assistance Program or want to contact a site directly, please e-mail us at nhlbiinfo@nhlbi.nih.gov or call 1-866-35-WE CAN.

Benton County Health Department

Corvallis, OR

Program Name: Campeones de Salud

Target Audiences: Youth ages 8–13, parents and caregivers, and Hispanic populations

Activities: Benton County Health Department will use soccer programming as a framework for engaging youth and parents and caregivers at two Spanish dual-immersion elementary schools serving a high percentage of low-income Latinos in the region. While youth are participating in the soccer program after school, parents and caregivers will attend **We Can!** Parent Program classes, which will focus on nutrition topics and include a cooking demonstration. At the end of each session, youth and adult participants will come together and make healthy snacks. Radio ads will run on a Spanish radio station to promote the program.

Partners: City of Corvallis Parks and Recreation, Oregon State University Extension Service (Latino Nutrition), Lincoln School Parent Teacher Organization, and Benton County Health Department/Creciendo en Salud

Charles County Department of Health, Education & Health Promotion

White Plains, MD

Program Name: **We Can!** Jump with Jill

Target Audiences: Youth ages 3–14, parents and caregivers, community members, educators, low-income and overweight and obese populations, and populations at risk for overweight and obesity

Activities: Charles County Department of Health, Education & Health Promotion will be hosting Jump with Jill, a live rock-and-roll show about nutrition and physical activity. Using music, movement-based learning, and a compelling character, Jump with Jill teaches kids about energy and exercise, the importance of choosing foods that make the body healthy, body acceptance, and the negative effects of mass media. Staff will also distribute **We Can!** materials and information at the event, to be held on April 2, 2011. Charles County will promote the event throughout the community via the county paper, flyers, radio announcements, and partner channels.

Partners: Charles County Department of Community Services, Civista Health, and Southern Maryland Blue Crabs

Children's Community Services

New Orleans, LA

Program Name: Healthy Choices: My Plan for Life

Target Audiences: Youth ages 2–13; parents and caregivers; community members; and African-American, Hispanic, and low-income populations

Activities: Children's Community Services will host two **We Can!** health fairs in association with Crescent City Gymnastics exhibitions and will provide recipes, healthy snacks, and information on healthy eating to parent and youth participants. Information on opportunities to purchase fresh produce from area farmers' markets at a discounted price via coupon vouchers will be made available at these fairs. Children's Community Services will also work with youth in the Crescent City Gymnastics afterschool

program, providing healthy snacks during classes and teaching youth about making healthy choices. In addition, Children's Community Services will develop and distribute a fitness DVD that uses dance to engage families in physical activity.

Partners: Crescent City Gymnastics and Centerplate Concessions

Coastal Health District

Savannah, GA

Program Name: *We Can!* Community Field Day, McIntosh County

Target Audiences: Youth ages 8–13; parents and caregivers; educators; low-income, rural, and overweight and obese populations; and populations at risk for overweight and obesity

Activities: The Coastal Health District and McIntosh County Health Department will host a *We Can!* Community Field Day in March 2011. Prior to the event, county physical activity instructors will participate in an information session about the CATCH® Kids Club curriculum. On the day of the event, students, faculty, and staff of two schools will be invited to walk from the schools to one of the county Park and Recreation facilities to participate in 2 hours of organized play. Several physical activity stations will be set up for participants, and students will be taught a lesson from the CATCH curriculum. In addition, parents will be invited to join the District's online *We Can!* Parent Program.

Partners: McIntosh County School Board, McIntosh County Middle School, Oak Grove Intermediate School, McIntosh County Department of Leisure Services, McIntosh County Health Department, and Coastal Health District Adolescent Health and Youth Development

Colorado Black Health Collaborative

Aurora, CO

Program Name: Just for the Health of It!

Target Audiences: Youth ages 8–13; parents and caregivers; partners; educators; health care providers; African-American, low-income, and overweight and obese populations; and populations at risk for overweight and obesity

Activities: The Colorado Black Health Collaborative will host a 4-hour *We Can!* Family Fitness and Fun Expo in March 2011 at a local middle school. The activities planned for the expo will help youth and their families make healthier nutrition and physical activity choices. Expo activities include health screenings, Zumba® dance classes, battle-of-the-ages contests for youth and adults, and fitness and conditioning demonstrations. The expo will also showcase several healthy cooking demonstrations of tasty and nutritious foods, while using *We Can!* materials to teach about healthy eating. In addition, healthy snacks will be provided and other *We Can!* materials and resources will be distributed to expo participants.

Partners: Mile High Fitness, Montbello Cheetahs, African American Center of Excellence at Kaiser Permanente, Denver Public Schools—Rachel B. Noel Middle School, Denver Health Managed Care, Zeta Phi Beta Sorority, Inc., Body of Christ News, Cooking Matters Colorado, Colorado Ravens, HeartSmartKids, Walmart, Kaiser Permanente Communication Department, Donald Rice, DDS (dentist), Colorado Department of Health and Environment, Center for African American Health, Tracy Williams (community leader), 24 Hour Fitness, K and S Enterprises, and Urban League—Energy Outreach Office

Edgewater Fitness

Edgewater, MD

Program Name: Get Movin' Edgewater

Target Audiences: Youth ages 2–13, parents and caregivers, community members, educators, low-income and overweight and obese populations, and populations at risk for overweight and obesity

Activities: Edgewater Fitness kicked off their programming with a Health and Fitness Expo in February 2011. The expo featured health screenings, a variety of fitness stations, healthy cooking demonstrations and food samples, and giveaways. At the expo, parents had an opportunity to sign up for the **We Can!** Parent Program and register their children for the SPARK™ After School program. Edgewater Fitness is hosting the Parent Program weekly for 4 weeks and providing childcare during these sessions. One session of the program features a tour of a local grocery store to teach participants how to find healthy foods more easily. The SPARK program continues to be offered as an afterschool opportunity for elementary school youth.

Partners: Central Elementary School, Edgewater Elementary School, Lothian Elementary School, Mayo Elementary School, Nutrition Design, Londontowne HOA, and Giant Food

Fairfield Diabetes Education Center

Winnsboro, SC

Program Name: Healthy Kids' Clinic

Target Audiences: Youth ages 2–13; parents and caregivers; African-American, low-income, rural, and overweight and obese populations; and populations at risk for overweight and obesity

Activities: The Fairfield Diabetes Education Center and John A. Martin Primary Health Care Center have partnered to offer a family weight management program called the Healthy Kids' Clinic. This program will be expanded to increase the number of families enrolled. All Clinic materials will be redesigned to include **We Can!** messages and a brief description of the **We Can!** Parent Program. In addition, existing **We Can!** materials and resources will be used as part of Clinic programs and outreach. The Clinic will continue using the **We Can!** Parent Program to teach parents about eating healthy and being physically active, and will host hands-on cooking classes and initiate a walking program for participants.

Partners: John A. Martin Primary Health Care Center, South Carolina Institute of Childhood Obesity and Related Disorders, and Fairfield Memorial Hospital

Fit Kids Playground

Tampa, FL

Program Name: Playin' in the Park

Target Audiences: Youth ages 2–13, parents and caregivers, partners, low-income populations, and populations at risk for overweight and obesity

Activities: Fit Kids Playground will host a series of free classes in a downtown city park that will demonstrate a variety of fun ways youth can be physically active. Healthy snacks, provided by different community partners each week, will be available for participants during classes. Community partners will

also participate by providing classes, such as Zumba®, Fit Kids Boot Camp, karate, cheerleading, step, gymnastics, and hula-hooping. Fit Kids Playground will provide **We Can!** handouts and information to participants each week, and hopes to expand this program to different parks throughout the city to reach more families where they are.

Partners: Tampa's Downtown Partnership, City of Tampa, REALM, SweetBay Supermarkets, Harbour Island Athletic Club, St. Petersburg Times, Creative Loafing, Divine Events, Baby News Bits, and Tampa Bay Parenting

Gary Comer College Prep **Chicago, IL**

Program Name: Change for the Better!

Target Audiences: Youth ages 7–19; community members; partners; African-American, Hispanic, low-income, and overweight and obese populations; and populations at risk for overweight and obesity

Activities: Change for the Better! is a monthly series focused on helping families make healthier food choices, increase physical activity, and reduce screen time. Change for the Better! will hold two 3-hour **We Can!** events in partnership with StrictlyTeenz and the South Holland Community Center, where youth will participate in a number of fitness activities, including a hip-hop aerobics session and fitness video games, as well as a healthy cooking demonstration. In addition, Change for the Better! will provide an all-girls mentoring group (RockStars) a chance to visit a small family farm, learn about nutrition and agriculture, and actually tend their own garden.

Partners: Catalyst Sports Performance, StrictlyTeenz, South Holland Community Center, Shekinah Farms, Best Buy, and Exergaming

Health Ministry Resource Institute, Inc. **Hallandale, FL**

Program Name: Healthy Living for Kids

Target Audiences: Parents and caregivers and African-American populations

Activities: Health Ministry Resource Institute, Inc. will implement a 6-week **We Can!** Parent Program, which will be facilitated by expert guest speakers, including two nutritionists, a pediatrician, a physical fitness trainer, a chef, a health ministry leader, and a surprise guest speaker for the final event. The Parent Program will culminate in an awards ceremony and a healthy cooking demonstration, and will be promoted via the church bulletin; church announcements; various ministries; and flyers throughout the school, church, and local community.

Partners: New Jerusalem Primitive Baptist Church Health and Fitness Ministry, Dorene Carter (nutritionist), Nivia Binett-Carroll (nutritionist), Mike Green (fitness expert), Calvin Smith (chef), and Gina Morgan-Smith (pediatrician)

Healthy Kids of Jupiter

Jupiter, FL

Target Audiences: Youth ages 2–13, parents and caregivers, community members, Hispanic and overweight and obese populations, and populations at risk for overweight and obesity

Activities: Healthy Kids of Jupiter hosted an interactive tent in the annual Jupiter Jubilee town event in February 2011. Activities in the tent included a healthy snack food demonstration, hands-on nutrition education, and a fitness demonstration. Healthy Kids of Jupiter is also partnering with the Jupiter Tequesta Athletic Association to distribute **We Can!** materials and information to baseball and softball coaches and youth athletes, and to host a short **We Can!** in-service training for coaches. Healthy Kids will also provide **We Can!** Parent Program courses for parents at various partnering organizations.

Partners: Jupiter Medical Center, Town of Jupiter Parks and Recreation, Jupiter Tequesta Athletic Association, El Sol Neighborhood Resource Center, and Temple Beth Am Synagogue

Healthy Palmetto

Columbia, SC

Program Name: Healthy Palmetto Challenge

Target Audiences: Parents and caregivers, community members, overweight and obese populations, and populations at risk for overweight and obesity

Activities: The Healthy Palmetto Challenge is a weight-loss program for children ages 10–13. Healthy Palmetto will target the parents of participants enrolled in this program by offering a 4-week **We Can!** Parent Program. While children are participating in their sessions, parents will participate in cooking demonstrations; learn about eating healthy, being physically active, and reducing screen time; and participate in a walking challenge. Both parents and children will also participate in family activities designed to encourage physical activity and healthy eating, including a guided park tour and picnic and a walking challenge.

Partners: YMCA of Columbia, University of South Carolina (USC) Goodbodies Program, Mt. Zion Missionary Baptist Church, SC Department of Health and Environmental Control, and the USC School of Medicine—Department of Pediatrics Healthy Lifestyle Program

Jeanie Schmidt Free Clinic

Herndon, VA

Target Audiences: Youth ages 8–13, parents and caregivers, low-income and overweight and obese populations, and populations at risk for overweight and obesity

Activities: Jeanie Schmidt Free Clinic will expand existing **We Can!** programming by adding eight additional **We Can!** Parent Program sessions for parents and children. Each session will be facilitated by a nutritionist/educator and will close with a period of physical activity led by a YMCA instructor. Families will be encouraged to set specific goals for each of the program's objectives—eating healthy, increasing physical activity, and reducing screen time—and while parents are participating in Parent Program sessions in one room, children will receive the same **We Can!** lessons in another.

Partners: YMCA of Reston, INOVA, and Fairfax County Public Health Department

Kids Health Club

Matteson, IL

Program Name: Kids Health Club Youth Health Fair

Target Audiences: Youth ages 8–13; parents and caregivers; African-American, Hispanic, low-income, and overweight and obese populations; and populations at risk for overweight and obesity

Activities: Kids Health Club will host a Youth Health Fair to promote **We Can!** materials and messages. The fair will feature a martial arts demonstration, an award-winning jump rope team performance, a complete fitness circuit, health screenings, a line dance demonstration, an interactive nutrition discussion, a short lecture on “energy in–energy out,” healthy snacks, and **We Can!** materials and resources. In addition, a professional counselor will talk to children about how to stay motivated and keep a positive image. Kids Health Club will promote the event to target audiences via a local radio station and local newspaper.

Partners: St. James Hospital, Advocate Health Systems, Moo and Oink Foods, Bremen Township, Rich Township, and Dolton Park District

Knox County Community Health Coalition

Rockport, ME

Target Audiences: Youth ages 2–13; parents and caregivers; partners; low-income, rural, and overweight and obese populations; and populations at risk for overweight and obesity

Activities: Knox County Community Health Coalition (KCCHC) will host a Media-Smart Youth: Eat, Think, and Be Active!® workshop for middle school students and their parents. KCCHC will also implement the CATCH Kids Club curriculum in the afterschool child care program held at the local YMCA, and the S.M.A.R.T. (Student Media Awareness to Reduce Television) curriculum for youth participants of the locally run Connections Programs. In addition, Knox County will partner with the YMCA to host a Health and Wellness Fair, which will feature fun activities and informative demonstrations aimed at keeping children healthy and safe. Participants at this event will benefit from the free use of pools, a rock-climbing wall, and outdoor and indoor play gyms.

Partners: Penobscot Bay YMCA, Teen Center, Connections Program, Five Town Communities That Care, Youthlinks, and Big Brothers Big Sisters of Midcoast Maine

Knoxville Area Coalition on Childhood Obesity

Knoxville, TN

Program Name: Family Fun Nights/Food for Kids

Target Audiences: Youth ages 2–13; parents and caregivers; educators; low-income, rural, and overweight and obese populations; and populations at risk for overweight and obesity

Activities: Knoxville Area Coalition on Childhood Obesity will implement a 3-week **We Can!** Parent Program at a local elementary school. The curriculum will be offered as part of regularly scheduled Family Fun Nights and will be led by trained University of Tennessee students from the Department of Nutrition. These students will also help develop family-friendly packets to supplement the Parent Program; the packets will include fact sheets, **We Can!** handouts, and recipes that call for children’s involvement

in cooking. In addition, the Coalition will add fresh fruits and vegetables, recipes, and fact sheets to weekend backpacks supplied to children as part of the the Second Harvest Food Bank Food for Kids Program.

Partners: Knoxville Area Coalition on Childhood Obesity, East Tennessee Children's Hospital, East Knox County Elementary School, University of Tennessee Department of Nutrition—Public Health Nutrition Program, Second Harvest Food Bank, Knox County Healthy Kids Healthy Communities Partnership, Knox County Schools—Food and Nutrition, and Knox County Health Department

▶ Lake County General Health District

Painesville, OH

Program Name: Nutrition and Physical Activity: The Key Elements for a Healthier You

Target Audiences: Youth ages 8–13; parents and caregivers; community members; low-income, rural, and overweight and obese populations; and populations at risk for overweight and obesity

Activities: The Lake County General Health District will implement JUST Run, a youth running program that promotes physical activity and teamwork and increases self-esteem. JUST Run youth will also participate in CATCH Kids Club and Media-Smart Youth sessions, and parents of JUST Run youth will participate in a 4-week **We Can!** Parent Program, taught by a registered dietitian. In addition, JUST Run youth will participate in the JUST Taste program, designed to complement the JUST Run program and to increase fruit and vegetable intake among youth participants through taste tests and contests. A film festival will take place at the end of the program to showcase videos produced during the Media-Smart Youth sessions. Videos will also be aired on a local television station.

Partners: Perry Local Schools

▶ Lakeland Regional Health System

St. Joseph, MI

Program Name: **We Can!** Be Healthy Parent and Child Classes

Target Audiences: Youth ages 8–13, parents and caregivers, low income and overweight and obese populations, and populations at risk for overweight and obesity

Activities: Lakeland Regional Health System will provide a 6-week educational **We Can!** program for youth and their parents combined. The program, which was created by a team of professionals (registered dietitian, pediatrician, athletic trainer) to specifically meet the needs of the local community, uses some of the **We Can!** curricula, including CATCH Kids and Media-Smart Youth. Each class will include 60 minutes of hands-on educational activities, including the preparation and eating of a healthy snack and 30 minutes of physical activity. A train-the-trainer program will also be implemented to train up to four students from the Andrews University Nutrition and Wellness Department to be class facilitators. These students, along with existing program staff and a registered dietitian, will lead the **We Can!** Be Healthy classes.

Partners: **We Can!** Healthy Berrien, YMCAs , and Andrews University

Lighthouse Ministries

Chicago, IL

Program Name: *We Can!* Win

Target Audiences: Youth ages 2–13, parents and caregivers, partners, African-American and low-income populations, and populations at risk for overweight and obesity

Activities: Lighthouse Ministries will implement a 6-week *We Can!* Parent Program to provide parents and caregivers with resources and a supportive network to promote healthy lifestyle choices. While parents attend Parent Program classes, children will be invited to participate in the CATCH Kids Club program, where they will also have an opportunity to play with Wii™ interactive games. At the end of the program, Lighthouse Ministries will host a *We Can!* awards event to engage families in physical activity, celebrate participant successes in meeting health goals, and reinforce those successes.

Partners: Pneuma Institute, Chicago Park District, Kai Foundation, D3 Family Foundation, and Ella Lacey, Inc.

Lincoln Public Schools

Lincoln, NE

Program Name: *We Can!* Creating a Culture of Wellness in Lincoln Public Schools

Target Audiences: Youth ages 2–13; parents and caregivers; community members; educators; African-American, Alaskan Native, American Indian, Asian-American, Hispanic, low-income, and overweight and obese populations; and populations at risk for overweight and obesity

Activities: Lincoln Public Schools will implement a 6-week *We Can!* Parent Program that will be led by a registered dietitian and include cooking demonstrations for participants. Lincoln Public Schools will also organize a 2-mile adventure race—the *We Can!* Amazing Race—that will challenge families to follow clues and check in at various health stations around the neighborhood. The race will end at a school playground with giveaways for all participants. In addition, Lincoln Public Schools will work with community partners to host a Strong Children, Strong Families health fair, and will help start a walking club and a gardening club in the afterschool program.

Partners: University of Nebraska-Lincoln Extension Program, Teach A Kid To Fish, Ellen Fiengold (school social worker), and Clair Nelson (family care coordinator)

Neighborhood Healthsource

Minneapolis, MN

Program Name: F.I.T. Force

Target Audiences: Youth ages 8–13; parents and caregivers; community members; African-American, Asian-American, low-income, and overweight and obese populations; and populations at risk for overweight and obesity

Activities: Neighborhood Healthsource will implement a 3-week *We Can!* Parent Program during which participants will engage in one hour of physical activity and one hour of health education. A youth break dance class will also be offered and will incorporate Media-Smart Youth lessons and screen time reduction messages. During the program, families will have the opportunity to meet one-on-one with a

registered dietician who can help answer their nutrition questions. Neighborhood Healthsource will also work with local students to produce radio PSAs that promote **We Can!**'s messages; these PSAs will air on local radio stations.

Partners: KBEM/ North High School Radio, North Community YMCA, Minneapolis Community Education, and KMOJ Radio

Step by Step Pediatrics

Westerville, OH

Program Name: First Steps to Fitness and Walk with a Doc

Target Audiences: Youth ages 8–13, parents and caregivers, community members, partners, health care providers, low-income and overweight and obese populations, and populations at risk for overweight and obesity

Activities: Step by Step Pediatrics will implement two 6-session First Steps to Fitness educational classes, which will include material and messages from the **We Can!** Parent Program, as well as a Smart Shopper session. During the Smart Shopper session, a registered dietician will accompany participants to a local grocery store and guide them in making healthy choices. In addition, Step by Step Pediatrics will host a weekly Walk with a Doc program, where local physicians will provide nutritious snacks, a health talk, and a 2-mile walk with families.

Partners: Walk with a Doc, Blendon Middle School, Genoa Middle School, and Raisin Rack

University of Arizona, Nutritional Sciences Department

Tucson, AZ

Program Name: Partners for Active Healthy Children Farmer's Market

Target Audiences: Youth ages 2–13, parents and caregivers, partners, youth student leaders, and Hispanic and low-income populations

Activities: The University of Arizona will implement an 8-week **We Can!** Parent Program and an 8-week CATCH Kids Club on Saturdays at the El Pueblo Farmer's Market. The University will train Hispanic high school youth leaders to deliver both programs to participating families. In addition, the University will have a **We Can!** Families Finding the Balance learning booth at the market, where community members can find **We Can!** tip sheets, resources, and other program materials. There will also be a hands-on fresh fruit and vegetable area, where families and youth can learn about food safety and proper food handling, as well as healthy recipes that use the fresh fruits and vegetables found at the Farmer's Market.

Partners: Food Bank Farmer's Market, University of Arizona Nutrition Network Program, YMCA, Tucson Bike Program, and Sunnyside Unified School District

University of San Diego, Hahn School of Nursing and Health Sciences

San Diego, CA

Target Audiences: Parents and caregivers, educators, community members, partners, health care providers, Hispanic and low-income populations, and populations at risk for overweight and obesity

Activities: The University of San Diego will implement a 6-week **We Can!** Parent Program and train local Latina mothers to lead the Parent Program sessions. Each of the classes will be conducted in Spanish, and food demonstrations will promote healthy and culturally relevant meal and snack options for participants. Participants will set goals at the beginning of the program and track progress over the 6 weeks. In addition, the University will increase awareness of **We Can!**'s three key messages—eating healthy, being physical active, and reducing screen time—by displaying **We Can!** posters at the program school site.

Partners: Linda Vista Community Clinic, San Diego County Childhood Obesity Initiative, University of San Diego graduate students, a local dietician, and Nancy Rudolph (school nurse)

Valley West Community Hospital Sandwich, IL

Program Name: Parents Make It Happen: Together We Will Succeed

Target Audiences: Youth ages 2–13; parents and caregivers; Hispanic, low-income, rural and overweight and obese populations; and populations at risk for overweight and obesity

Activities: Valley West Community Hospital will implement a 4-week **We Can!** Parent Program, which will emphasize healthy meal and snack preparation, as well as portion control, through frequent food demonstrations. The classes will also include a physical activity component, during which a personal trainer will demonstrate fun and effective family-friendly activities. In addition, the site will host a Screen-Free Week Kick-Off event in April 2011; the goal of this event is to provide parents with information about the benefits of reduced screen time and provide ideas for active alternatives. Valley West Community Hospital will promote Parent Program classes and the Screen-Free Week Kick-Off event in a variety of ways, including a local newspaper, a community Wellness Program Guide, local radio stations, eNewsletters, and Facebook.

Partners: Emily J. Johns Intermediate School and Indian Valley Theatre

Visiting Nurse Association of Fox Valley Aurora, IL

Program Name: **We Can!** VNA

Target Audiences: Youth ages 8–13; parents and caregivers; Hispanic, low-income, and overweight and obese populations; and populations at risk for overweight and obesity.

Activities: The Visiting Nurse Association of Fox Valley will implement a 4-week **We Can!** Parent Program for youth and parents. During each session, youth and parent participants will attend separate classes to learn about healthy eating and the importance of being physically active. Groups will then come together to discuss what was learned in each class, and to participate in a healthy food demonstration or fitness activity. The Visiting Nurse Association will also provide nutrition counseling for individuals and groups using **We Can!** messages, materials, and parent and youth curricula.

Partners: Kane County Health Department and American Cancer Society

Washington County: One Community

Machias, ME

Target Audiences: Youth ages 2–13; parents and caregivers; educators; community members; American Indian, low-income, rural, and overweight and obese populations; and populations at risk for overweight and obesity

Activities: Washington County: One Community will host two 4-session **We Can!** Parent Programs. Washington County will also participate in a health fair in March 2011 at the University of Maine, where **We Can!** materials, such as tip sheets, post cards, and other resources, will be distributed. In addition, Washington County will create a brochure about **We Can!** that includes information about local nutrition and physical activity resources. **We Can!** banners will be produced and distributed to program partners, and three 30-second radio spots will be developed and will air on local radio stations.

Partners: Down East Community Hospital, Calais Regional Hospital, HealthWays/Regional Medical Center in Lubec, Harrington Family Health Center, Pleasant Point Passamaquoddy Reservation Housing Authority, County of Washington, University of Maine Cooperative Extension, Community Caring Collaborative, Maine Sea Coast Mission/EdGE After School Program, and Women's Health Resource Library

We Can! in Cobb Coalition/Cobb & Douglas Public Health

Smyrna, GA

Target Audiences: Youth ages 8–13, parents and caregivers, low-income populations, and populations at risk for overweight and obesity

Activities: **We Can!** in Cobb will implement a 4-week **We Can!** Parent Program with a group of City of Smyrna employees, and the Media-Smart Youth curriculum with youth participants at a local Boys and Girls Club. The Parent Program will provide participants with engaging activities that encourage healthy eating and physical activity. At the end of the Media-Smart Youth program, youth participants will create their “Big Production” video projects; these videos will be shown to the entire Boys and Girls Club, and possibly to other clubs in the area. The videos will also air on the Cobb County Education Channel.

Partners: City of Smyrna, Boys and Girls Club at the Marietta Sixth Grade Academy, Cobb & Douglas Public Health, and Susan Oladeji (clinical nutritionist)

West Virginia Kids in Action /Shenandoah Community Health

Martinsburg, WV

Program Name: Familias Saludables (Healthy Families)

Target Audiences: Youth ages 2–13; parents and caregivers; Hispanic, low-income, rural, and overweight and obese populations; and populations at risk for overweight and obesity

Activities: West Virginia Kids in Action will implement a 4-week **We Can!** Parent Program in both English and Spanish, specifically focusing on healthy eating and reducing screen time. Children of Parent Program participants will attend a youth class simultaneously and receive similar health messages. In addition, Kids in Action will attend five local health fairs to promote **We Can!** messages

and distribute **We Can!** materials and resources. Kids in Action will also distribute flyers throughout the community and will post an ad for the various activities in the local newspaper.

Partners: West Virginia Women, Infants, and Children program; Berkeley County Health Department; and Pediatric Clinician Providers at Shenandoah Community Health

Westside Family Healthcare, Inc. **Wilmington, DE**

Program Name: Healthy Kids Club

Target Audiences: Youth ages 8–13; parents and caregivers; African American, Hispanic, low-income, and overweight and obese populations; and populations at risk for overweight and obesity

Activities: Westside Family Healthcare will implement a 4-week **We Can!** Parent Program in English and Spanish held on-site at the health center, and the CATCH Kids Club for children to be held at the Walnut Street YMCA. Westside Family Healthcare will use nutrition information in the CATCH Kids Club handbook to create a custom program for children, and will include physical activity plans for children who may not have access to physical activity opportunities outside of school. In addition, Westside Family Healthcare will distribute **We Can!** promotional materials to local community organizations, businesses, and schools.

Partners: YMCA of Delaware, West End Neighborhood House, Urban Promise School, Hilltop Lutheran Center, Kingswood Community Center, Healthy Kids Delaware, Nemours Health and Prevention Services, and local school districts