

Training the Trainer: The Best Way to Get the Most Out of *We Can!*[®]

If you've ever attended a *We Can!* training, you know it's much more than just PowerPoint slides and printed handouts.

At *We Can!* regional trainings, you can network with *We Can!* site leaders who have pioneered innovative ways to tailor and run the program in their communities. This format provides you with the opportunity to ask them as many questions as you wish.

This year, community leaders and others who are interested in learning all about the *We Can!* program and its many resources are in luck. Thanks to a partnership between *We Can!* and SUBWAY[®] restaurants, there are more trainings than ever before.



"In 2010, we look forward to further expanding our program to community leaders across the U.S. through nine regional trainings that will teach participants how to use our science-based, turn-key, flexible resources to promote healthy lifestyles for parents and youth," said Karen Donato, S.M., Coordinator of Overweight and Obesity Research Applications, National Heart, Lung, and Blood Institute.

In addition to teaching participants how to adapt the program to various audiences, these trainings will instruct trainees on the following, and much more:

- Identifying and reaching out to partners
- Integrating *We Can!* into existing programming
- Promoting their childhood obesity prevention programming

Participants will also have the opportunity to network with others who are in the field of childhood obesity prevention.

Here are just a few of our training dates for the new decade—stay tuned for more!

- Augusta, Maine: April 8-9, 2010
- Stuart, Florida: April 21-22, 2010
- Pittsburgh, Pennsylvania: April 27-28, 2010
- Newark, Delaware: May 11-12, 2010
- Chicago, Illinois: May 19-20, 2010
- Lexington, Kentucky: July 14-15, 2010

To register for these trainings or see additional ones, visit www.wecantrainings.org. As we confirm dates and locations for additional trainings, we will post them. Please check back frequently to see if a training is coming to a location near you.

Brunswick Fields *We Can!* Success with Events and City Partners

Since joining *We Can!* in the fall of 2009, the City of Brunswick, Georgia, has been working hard to encourage healthy living in the community. In fact, the City's *We Can!* program is even enlisting the help of local law enforcement to spread *We Can!* messages.

Brunswick police officers are traveling door-to-door in various areas throughout the community to invite residents to *We Can!*-themed events—the most popular of which are *We Can!* field days.

This *We Can!* City has hosted three field day events, and is in the process of planning for a fourth. So far, the field days have attracted approximately 100 community members to each event, both young and old. Tug-of-war, volleyball, basketball, flag football, and team relays are just a few of the activities families participate in at the events.

“At the field days, we really try to encourage the parents to get active with the kids, instead of just standing on the sidelines,” said Patti Hale, Chair of the Advisory Board for *We Can!* community site Children in Action Sports Club. “Drawings and prizes for fitness gear also help to keep participants engaged in the various activities.”

In addition to using uniformed officers to draw attention to the City's *We Can!* movement, Hale is also enlisting the help of local newspapers, radio stations, businesses, and organizations to promote the benefits of becoming more physically active, reducing screen time, and eating right. Health promotion coalitions, fitness centers, and local volunteer chapters all partner with Brunswick's *We Can!* program, and help to distribute information.

In fact, there is high demand from local businesses for *We Can!* information. Hale sends approximately 30 *We Can!* fact sheets, tip sheets, and flyers to local employers each week. These businesses and organizations use the information to share with employees and with others. One organization in particular, The LINKS—one of the nation's oldest and largest volunteer service organizations—even runs Media-Smart Youth® classes at a local Boys and Girls Club.

“Our *We Can!* events have definitely raised awareness on the problems of childhood obesity in this community,” said Hale. “Additionally, we give other groups ideas of what they can do to improve the health in their own communities.”

For more information on CIA Sportsclub and their involvement with *We Can!* and the City of Brunswick (which recently hosted a very successful *We Can!* training in January, organized by *We Can!* champion Cristina Gibson from the Coastal Health District), please visit http://wecan.nhlbi.nih.gov/partner-with-us/cc_brunswick.htm.

