



LET'S GO!

ANNUAL REPORT 2016

**10 YEARS
OF GROWING
STRONGER**

10 Years of Growing Stronger

Ten years ago, *Let's Go!* was just the seed of an idea. A handful of health care practices were successfully using the 5-2-1-0 message, and saw the need to get families thinking about healthy behaviors outside the doctor's office. When the message took root in schools, it was clear that this was an idea worth spreading.

Today, *Let's Go!* has grown into a nationally recognized childhood obesity prevention program that helps create healthier communities, reaching kids and their families wherever they live, learn, work, and play. The program's growth has been nurtured by a groundswell of support: in every school, child care, out-of-school program, doctor's office, and school cafeteria where *Let's Go!* works, people have stepped up to become site champions, leading the charge for healthier kids.

This network of community partners, *Let's Go!* Coordinators, hospitals, and on-the-ground volunteers has resulted in a flourishing program, reaching nearly 1,000 sites and hundreds of thousands of kids. *Let's Go!* is now one of the nation's longest running childhood obesity prevention programs, and after 10 years, it's still growing strong.



“

It's fun to look back over these past 10 years; the growth of the program and the strength of our partners have exceeded my expectations. To everyone who had a hand in helping *Let's Go!* become the program it is today, thank you.

— Tory Rogers, MD
Medical Director, *Let's Go!*

**LET'S GO!
FOUNDING PARTNERS**

Anthem
Hannaford Bros. Co.
MaineHealth
Maine Medical Center
TD Bank/TD Charitable Foundation
United Way of Greater Portland
Unum

Finding Common Ground

Conversations about healthy habits started with the 5-2-1-0 message in health care offices and schools through the work of the Maine Youth Overweight Collaborative. Around the same time, seven Maine organizations were looking to do something about the epidemic of childhood obesity, and the United Way of Greater Portland stepped up and took the lead. Through a collective impact model, these groups launched *Let's Go!*, which became a program of The Barbara Bush Children's Hospital at Maine Medical Center in 2011.

Today, *Let's Go!* can be found across communities in the places where kids and families live, learn, work, and play. This multi-setting approach means that kids get to practice the same healthy habits in high school that they learned back in preschool, and at all the doctor's appointments and out-of-school activities in between.

“We've used the program for the past three years and can already see that the culture of our school has shifted.

— Barbara Welch, Mill Stream
After School Program, Grade 2
Teacher, Norridgewock, ME

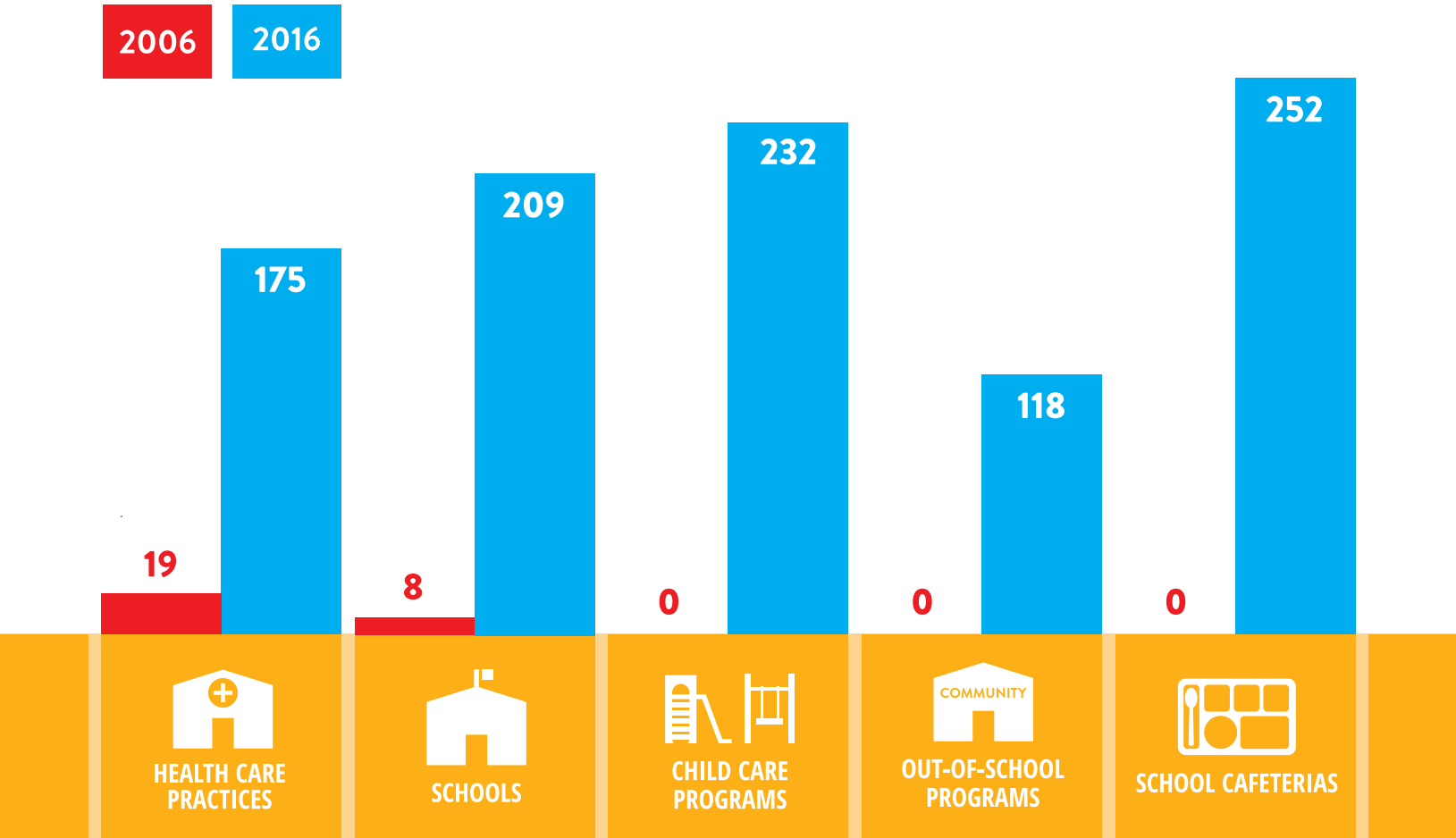


**WE GREW
FROM TWO
SETTINGS
IN 2006**

**TO FIVE
SETTINGS
IN 2016**



GROWTH OF
LET'S GO! SITES
BY SETTING



Growing Healthy Communities

Along with the multi-setting approach came more *Let's Go!* sites, sprouting up in each setting that we serve. In 2016, nearly 1,000 schools, child care programs, out-of-school programs, health care practices, and school cafeterias focused on helping kids make healthy choices. To get started and sustain progress, these sites receive comprehensive technical assistance, toolkits, and training.

From York County to Aroostook County, *Let's Go!* has put down roots in communities both rural and urban, small and large, and everywhere in between. Today, 229 towns in Maine, New Hampshire, and Massachusetts can boast at least one *Let's Go!* site.

Let's Go! is also proud to be the go-to childhood obesity prevention expert for communities beyond New England. In recent years, we've shared learnings and offered training to teams across the country. Equally exciting, the 5-2-1-0 message can be found in nearly every state including Hawaii, as well as in Tijuana, Mexico, and British Columbia, Canada.

TOWNS WITH
LET'S GO! SITES



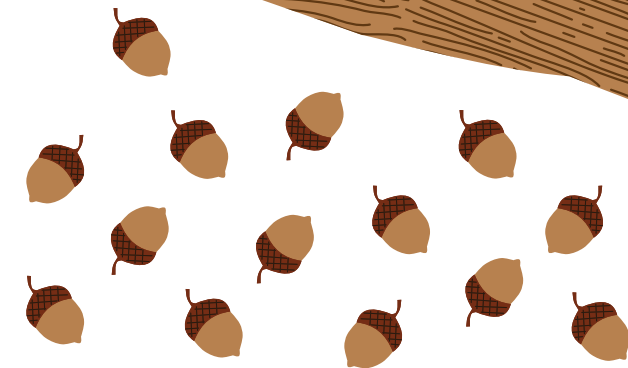


Branching Out

You can't reach 43% of the towns in Maine without help. The *Let's Go!* program has been fortunate to attract a network of dedicated partners who share a vision of increasing healthy eating and active living.

In the early days, the work happening in southern Maine was generating buzz hundreds of miles away. Soon, *Let's Go!* was meeting with representatives from all over the state. Groups like Eastern Maine Healthcare Systems and Aroostook County Action Program helped spread the program to the northern parts of the state, while MaineHealth was instrumental in establishing the role of community hospitals as partners in the long-term sustainability of local programs. This early work was the beginning of the dissemination model in use today.

Ten years later, *Let's Go!* has 14 dedicated Dissemination Partners sustaining regional *Let's Go!* programs across Maine and in New Hampshire.



14 DEDICATED DISSEMINATION PARTNERS



Our *Let's Go!* Coordinator has been a great resource for us in our efforts to embed the 5-2-1-0 message, providing us with materials and information for our family fitness night, school assemblies, and special programs.

— Carolyn Bruce Cohen, Physical Educator
Ocean Avenue School, Portland, ME



Leading the Way

Over the past 10 years, the *Let's Go!* program has grown through the effort and commitment of hundreds of individuals across Maine and beyond. These are the teachers, doctors, child care directors, out-of-school staff, coaches, nurses, principals, and others who saw the need to cultivate healthy habits in the kids in their care and looked to *Let's Go!* to help them. They work in sites both small and large, on their own and with teams, with a few children

and with a few hundred. These people are *Let's Go!* site champions, and it is due to their efforts that environments and policies are changing and children are making healthier choices.

Ten years ago, *Let's Go!* had 27 dedicated champions. Today, nearly 1,000 site champions are using *Let's Go!* tools and resources to help raise a healthier generation of kids.



This is a fabulous program with a great message. I'm proud to be involved as a champion.

— Amy Hafford, Grade 3 Teacher
Searsport Elementary
Searsport, ME



I absolutely love this program and the opportunities that it provides staff and children.

— Lorna Haigh, Teacher
Children's Time Child
Development Center
South Portland, ME



2006

2016



LET'S GO! CHAMPIONS

Changing Environments

Let's Go! champions create healthy environments for kids in schools, child care and out-of-school programs by using 10 strategies that are evidence-based and align with national recommendations to increase healthy eating and active living.

THIS YEAR, 528 SITES REPORTED ON THEIR IMPLEMENTATION OF THE 10 STRATEGIES FOR SUCCESS.*

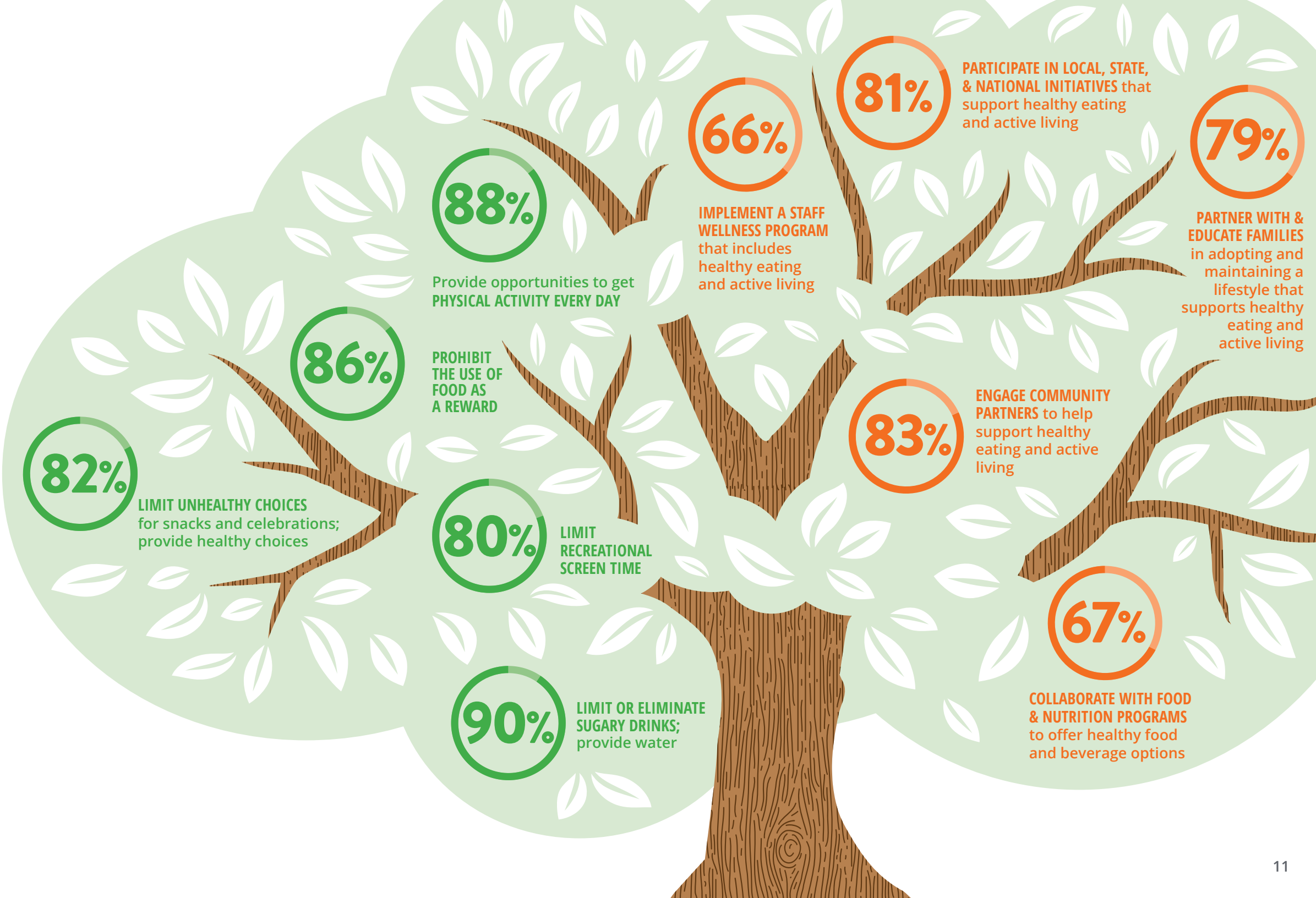
“

5-2-1-0 provides a framework for what we know is best practice. We have seen students come to understand the importance of eating different things, make the connection between what goes in and how they feel. The kids are getting the message.

— Andrew Bourassa, Coach and Supervisor
North Elementary Pre-K, Skowhegan, ME

*Percentages are based on 528 school, child care, and out-of-school sites that responded to the 2016 Let's Go! survey.

Strategies in green are the Let's Go! Priority Strategies; those in orange are supporting strategies.





Changing the Conversation

More than a decade ago, Dr. Tory Rogers—pediatrician and medical director of *Let's Go!*—was writing 5-2-1-0 on a prescription pad to spark a conversation about healthy behaviors with her patients and their families.

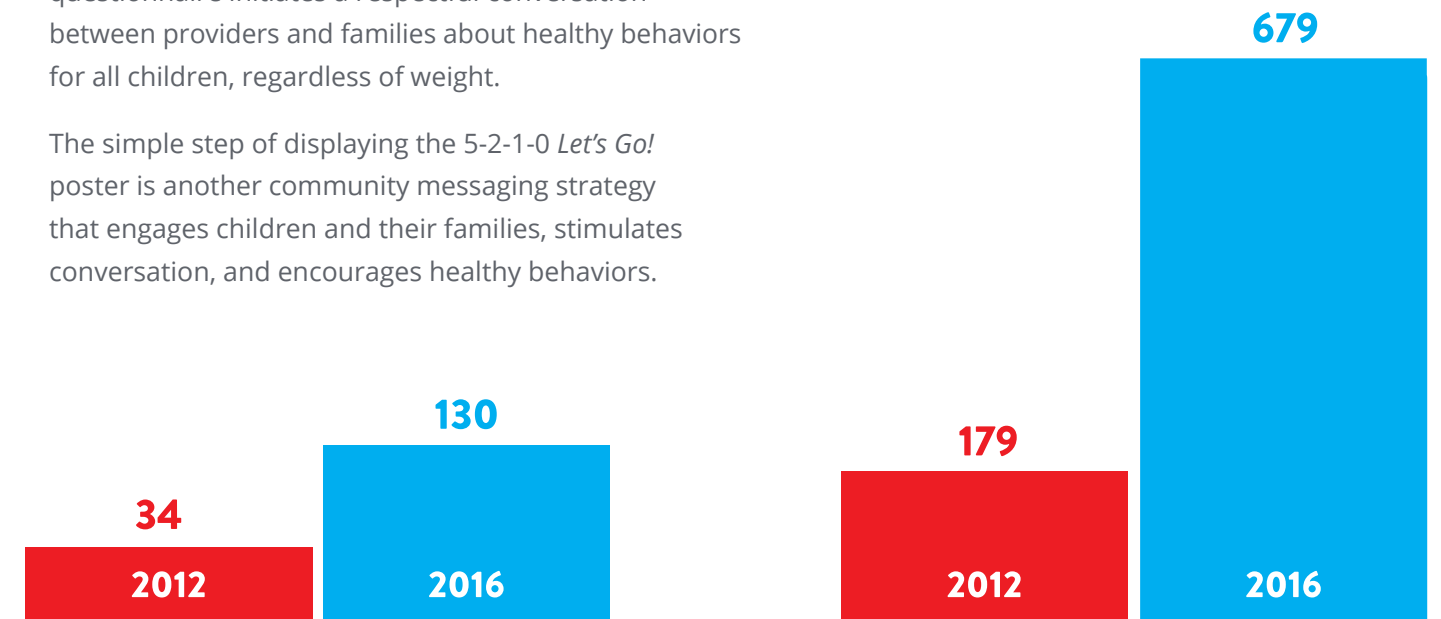
Today, those notes have evolved into the 5-2-1-0 Healthy Habits Questionnaire that is used at *Let's Go!* health care practices in three states. Reviewing the questionnaire initiates a respectful conversation between providers and families about healthy behaviors for all children, regardless of weight.

The simple step of displaying the 5-2-1-0 *Let's Go!* poster is another community messaging strategy that engages children and their families, stimulates conversation, and encourages healthy behaviors.



The kids love seeing the posters and recognize them from school!

— Kelly Poole, Office Manager
Great Works Family Practice
South Berwick, ME



Number of health care practices that displayed the 5-2-1-0 *Let's Go!* poster in all exam rooms where pediatric patients are seen.



Number of clinicians who used the 5-2-1-0 Healthy Habits Questionnaire to initiate respectful conversations with families about healthy eating and active living.

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Carrabec High School updated the last remaining school vending machine to only contain food/beverages that fit within the new guidelines of the school nutritional standards. This was an opportunity to help kids learn about healthier food choices and how readily available they are for us here in Maine.

— Kirk Robinson, District Champion
Carrabec Community School
North Anson, ME

Uniting School Nutrition Directors

Let's Go! partners with school nutrition directors through six regional workgroups in Maine to increase healthy choices in the cafeteria. Using the Smarter Lunchrooms framework from Cornell University, *Let's Go!* trains school nutrition workgroup members in how to naturally guide students toward healthier selections using evidence-based, simple, and low-to no-cost changes to the cafeteria.

2007

ONE SCHOOL NUTRITION
WORKGROUP REACHING



SCHOOL CAFETERIAS

2016

SIX SCHOOL NUTRITION
WORKGROUPS REACHING



LET'S GO! IS WORKING!

Environments and policies are changing at nearly 1,000 sites, healthy behaviors are increasing, and childhood obesity rates are leveling off.

With all this great success, there is still work to be done, particularly around physical activity, which is a focus area for *Let's Go!* in the coming years.

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At the beginning of the year some children brought in donuts and chocolate milk on a daily basis. I sent home some brochures and a newsletter stating that we promote healthy eating and explained the *Let's Go!* program. After that, children started to bring in healthy choices. I was thrilled because parents read it and supported the cause.

— Donna Cairnie, Site Coordinator
Fairfield Primary Childcare, Fairfield, ME



Let's Go! Coordinators continue to play a crucial role in making change happen in their communities.



Fruit and vegetable consumption is higher among students at *Let's Go!* schools.



Sugary drinks have been limited or eliminated by the vast majority of *Let's Go!* sites, and students are consuming less.



Recreational screen time has been limited by most *Let's Go!* sites, and students' screen time habits are moving in the right direction.

Thanks to the incredible work of our partners and champions, the *Let's Go!* program has been acknowledged as a leader in childhood obesity prevention.



2008

American Academy of Pediatrics adopts the 5-2-1-0 message.

2010

USDA comes to Maine to recognize the Healthier US School Challenge; Let's Move! adopts the 5-2-1-0 message as their prescription for healthier living; *Let's Go!* presents at CDC Grand Rounds.

2011

Let's Go! becomes a program of The Barbara Bush Children's Hospital at Maine Medical Center.

2014

Let's Go! receives the American Hospital Association Nova Award; *Let's Go!* develops partnership with the Maine Hospital Association.

2015

United Way Worldwide Report acknowledges *Let's Go!*.

2016

The American Hospital Association's *Community Connections* highlights *Let's Go!*.

Sustaining Change

Let's Go! has been fortunate to form relationships with the following funders these past 10 years. These are the organizations, businesses, foundations, and individuals who believed in the program's potential and contributed to its success.



TEN YEARS OF FUNDERS

- | | |
|---|--|
| Aetna Foundation | Maine Department of Health & Human Services/ARRA |
| Anonymous | Maine Health Access Foundation |
| Anthem Blue Cross and Blue Shield | Maine Medical Center |
| Anthem Foundation | MaineHealth |
| The Bingham Program | The Mattina R. Proctor Foundation |
| Elmina B. Sewall Foundation | New Balance Foundation |
| Fairchild Semiconductor | Poland Spring/Nestle Waters North America |
| Francis Hollis Brain Foundation | The Rite Aid Foundation |
| Marta M. Frank | Col. Manley E. Rogers |
| Hannaford Bros. Co. | Sam L. Cohen Foundation |
| Harvard Pilgrim Health Care Foundation | TD Bank/TD Charitable Foundation |
| The Estate of Mary R. Hodes | Tides Foundation |
| HRK Foundation | United Way of Greater Portland |
| Jane's Trust | Unum |
| Leonard C. & Mildred F. Ferguson Foundation | Visiting Board of the Children's Hospital |
| Maine Center for Disease Control and Prevention | Walmart Foundation |

2016 Funders

Let's Go! would like to thank our 2016 statewide funders. These amazing organizations share our passion for improving healthy eating and active living for all children and families in Maine and support our efforts to decrease childhood obesity rates.



DIAMOND FUNDERS

\$500,000+ a year



PLATINUM FUNDERS

\$100,000 to \$499,999 a year



Anonymous

GOLD FUNDERS

\$50,000 to \$99,999 a year

Jane's Trust



SILVER FUNDERS

\$25,000 to \$49,999 a year

Marta M. Frank

BRONZE FUNDERS

\$5,000 to \$24,999 a year





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