



sharing
the news

2012 Annual Report

Let's Go!

Thank you to our many partners for their generous contributions and continued support to help increase the opportunities for children and families to eat healthy and stay active.

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



what a year
it's been!

Let's Go! has been busy working with teachers, child care workers, doctors, nurses, after school programs and workplaces all helping to make Maine a model for healthy eating and active living. Communities are coming together with the help of health systems, like MaineHealth and Eastern Maine Healthcare Systems, and community organizations like the United Way of Greater Portland.

Gardens are sprouting up at schools, child care sites and in neighborhoods, and the fruits and veggies are being used in schools and child care programs throughout Maine. Kids are choosing healthy foods in the cafeteria and healthcare clinicians are stepping up to the plate to help advocate for change.

I am happy to share with you our 6th Annual Report that highlights the great successes happening all over the state, and give you a sense of what we will be working on during the coming year.

As always, I look forward to hearing from you.
Cheers,

Tory



*Tory Rogers, MD
Director, Let's Go!
The Barbara Bush Children's
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what's the problem?



Obesity rates among American children have nearly tripled over the past thirty years. • The obesity crisis affects more than **one in six children** throughout the U.S.,¹ • In Maine, **23% of kindergarten students and 24% of fifth graders are obese.**²

• Americans **consume more fast foods** and sugary drinks than ever before, processed foods are low-cost and readily available, and people engage in more **sedentary leisure time activities** such as viewing television or using electronic devices.³ • People of all ages make **unhealthy food choices** both inside and especially outside the home, increasing their consumption of meals, snacks and beverages that are **too high in unhealthy fats, sodium and added sugars.**⁴ • Many schools fall short of providing students with the 60 minutes of daily physical activity recommended.⁵ • While there is considerable evidence that physical activity can help improve academic performance,⁶ **a typical 2nd grade student in Maine receives an average of just 36 minutes per week of physical education.**⁷

• Children who are obese after the age of six are 50% more likely to be obese as adults⁸ and **in Maine, 28% of adults are now obese.**⁹ • If obesity rates continue on their current track, more than 55% of adults in Maine could be obese by 2030.¹⁰ • Physical inactivity, overweight and obesity **are costing Maine more than \$2.5 billion a year.**¹¹ •

what's working? **Let's Go!**

The problem of childhood obesity is complex, involving all aspects of society.

It took us a long time to get where we are and it will take a concerted, coordinated effort to get back on the right track to raising healthy active children. *Let's Go!* works to deploy a consistent message (5-2-1-0) across six community settings to reach children and their families where they live, learn, work and play.

5 or more fruits & vegetables
2 hours or less recreational screen time*
1 hour or more of physical activity
0 sugary drinks, more water & low fat milk

*Keep TV/Computer out of the bedroom. No screen time under the age of 2.



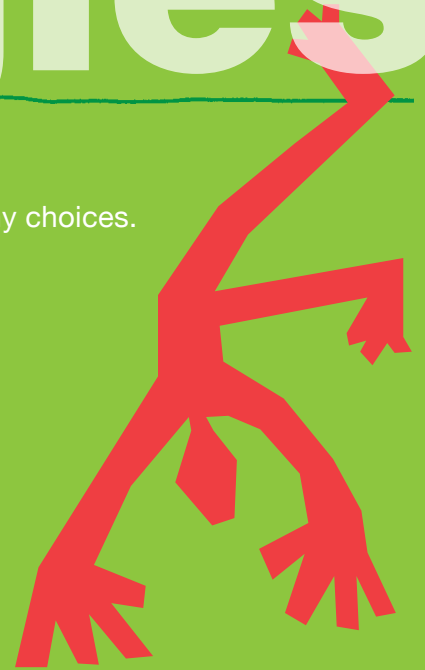
Based upon the best available evidence, *Lets Go!* developed **10 strategies** to be implemented across settings.



Recent studies have shown that the first five strategies are thought to have the greatest impact on healthy eating and active living activities. In 2011, *Let's Go!* prioritized these five strategies and we identify them with the Redy icon. The priority strategies also lay the framework for our recognition program.

strategies

- 1 Provide healthy choices for snacks and celebrations; limit unhealthy choices.
- 2 Provide water and low fat milk; limit or eliminate sugary beverages.
- 3 Provide non-food rewards.
- 4 Provide opportunities for children to get physical activity every day.
- 5 Limit screen time.
- 6 Participate in local, state, and national initiatives that promote healthy eating and active living.
- 7 Engage community partners to help support and promote healthy eating and active living at your site.
- 8 Partner with and educate families in adopting and maintaining a lifestyle that supports healthy eating and active living.
- 9 Implement a staff wellness program that includes healthy eating and active living.
- 10 Collaborate with food and nutrition programs to offer healthy food and beverage options.



Let's Go! is Collective Impact

L*et's Go!* started in Greater Portland and continued to spread throughout the state of Maine. During the 2011-12 program year, *Let's Go!* collaborated with 18 dissemination partners in 15 of Maine's 16 counties. Collective impact depicts how "large scale social change requires broad cross-sector coordination."¹² This approach requires long-term commitment from different sectors working together utilizing five essential conditions:

Common agenda

Healthy eating and active living for all children in Maine;

Shared measurement strategy

Environmental and policy change, 5-2-1-0 behaviors, obesity prevalence;

Mutually reinforcing activities

The 10 *Let's Go!* strategies;

Continuous communication

Trust across staff and with partners, regular communications;

Backbone support organization

Let's Go! dedicates staff and resources to help all *Let's Go!* partners implement the program in their local communities. *Let's Go!* provides leadership, creates urgency for change and uses innovative techniques and programs to respond quickly to the communities we serve.

our goals

During the past year, *Let's Go!* developed 5-year goals (2011-2016), which have helped focus and guide our work:

1

Expand the reach of *Let's Go!* in Maine as defined by registering 312 schools, 656 early childhood programs, 120 after school programs and 155 healthcare settings in the 2015-2016 program year.

2

Increase awareness of *Let's Go!* among parents from 19% in 2010 to 50% and increase awareness of "5-2-1-0" from 26% in 2010 to 55% by 2016.

3

Maine's 2011 youth rates for healthy eating and active living behaviors will increase by at least 5% by 2016.

4

Overweight and obesity prevalence among children will not increase from 2011 levels by 2016.

5

Create sustainable environmental and policy change in all *Let's Go!* regions by increasing the number of sites that meet the criteria for *Let's Go!* recognition to 40% of registered schools, 35% of early childhood programs, 85% of healthcare sites and 38% of afterschool programs by 2016.

6

Enhance and maintain a *Let's Go!* management infrastructure by developing and implementing a financial plan, an evaluation plan and a dissemination plan for sustainability by December 2012.



Top Five “Take Aways” from Year Six:

1 Not only is a consistent message important, so is a **consistent approach**. *Let's Go!* realigned our work in three settings — School, After School and Early Childhood — to focus on the 10 key strategies, prioritizing five of these strategies that have the greatest impact.

2 **Recognizing sites** that excel has been a motivating factor for change. In the past year, we developed and implemented a recognition program for schools, after school and child care programs that implemented the priority strategies and had a policy to enforce these strategies. For healthcare practices we used nationally accepted measures for recognition.

3 **Partnerships** continue to be paramount in working with communities. *Let's Go!* worked with the Maine Center for Disease Control and Prevention (Maine CDC) on creating one early child care program by incorporating Let's Move Child Care, the Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC) and *Let's Go!* Child Care into one program called 5-2-1-0 Goes to Child Care. This allowed for greater coordination and ease of implementation on the ground.

4 **Innovation abounds**, for example, in school cafeterias the implementation of behavioral economics is changing the look and feel of the lunchroom. *Let's Go!* partnered with the Cornell Center for Behavioral Economics in Child Nutrition Programs. School lunchrooms are transforming to make it easier for children to find the healthier choice and they are choosing healthy!

5 **Voices matter!** Healthcare providers have found their voice and are advocating support of healthy eating and active living by lending their credibility to school boards, city council meetings and the State House.



Evaluating *Let's Go!*'s Effectiveness

The *Let's Go!* program includes a strong evaluation component to track program performance and measure impact. *Let's Go!*'s theory of change is based on a social-ecological framework of behavior change that is rooted in public health practice — that people's behaviors are influenced by many factors including family, friends, local surroundings, built environment and community. In order to bring about behavior change, the supporting environments and policies must be changed to make it easier for people in those environments to make the healthy choice.

We evaluate three major components:

- Short term implementation of program strategies for environmental and policy change (*the focus in this report*);
- Long term changes in awareness and behaviors;
- Long term health outcomes such as sustained healthy behaviors and weight status.

Each spring, *Let's Go!* surveys engaged sites to measure the implementation of environmental and policy strategies for increasing healthy eating and active living:

- Child care programs, schools, and after school programs are all measured on the same 10 *Let's Go!* strategies for success.
 - School nutrition directors are measured on six categories of evidence-based best practices effective at creating an environment that nudges kids toward healthy choices.
 - Healthcare practices are measured by implementation of the *Let's Go!* clinical strategies.
- This year, we saw widespread adoption of priority strategies in child care programs, schools and after school programs.

Percent of Sites that Implemented or Sustained the *Let's Go!* Priority Strategy in Most or All Classrooms



Breaking News 2011-12

- **163 child care programs engaged with *Let's Go!* (exceeded goal of 158).**
- **86 child care programs achieved *Let's Go!* distinction (exceeded goal of 40).**
- **Each of the five *Let's Go!* priority strategies was implemented in more than 80% of the 125 child care programs reporting.**
- **Child care programs reported the most success with changes to limit recreational screen time (94%).**
- **Due to their work with *Let's Go!* during the past year, 64% of 125 child care programs either created, implemented or strengthened an existing Wellness Policy.**
- **More than 80% of 125 child care programs have required policies for providing healthy snacks, limiting sweetened beverages, providing opportunities for physical activity, food not being used as a reward, and limiting screen time.**

early childhood

Start early, start smart

Good nutrition and active play are key to a child's growth and development. The early years of childhood — from birth to age 5 — are a critical period for the development of these healthy behaviors that can have a lifelong impact on a child's quality of life. Because *Let's Go!*'s early childhood area focuses on child care settings, the program is called 5-2-1-0 Goes to Child Care. The goal of the program is to bring about environmental and policy changes that support healthy eating and physical activity. This year, we strengthened our efforts by collaborating with the Maine CDC to align our program with Let's Move, a nationwide call-to action that empowers providers to encourage positive health behaviors in children that could last a lifetime, and NAP SACC, a nutrition and physical activity self assessment for child care programs. These programs have a common agenda and are now working synergistically toward a shared vision. 5-2-1-0 Goes to Child Care is an effective and comprehensive early childhood intervention that is making a positive difference across Maine.

fres



h ideas

“We included an outside water fountain in our building expansion project and the children love it! We also expanded our outside playground to allow for more physical activity and ADA accessible playground equipment. We always serve a fresh fruit or vegetable with every snack, and the children have been exposed to a wide variety of them over the year. We no longer serve juice — only water. We had a “healthy food, healthy bodies” theme in which we played games, learned songs and did art focusing on this. I posted pictures of the children engaging in these activities on our Facebook page so parents could become involved. We have updated our parent handbook to include all of the 5-2-1-0 initiatives.”

Priscilla Congdon, Director, Coastal Kids Preschool, Let's Go! Lincoln County

Percent of **Let's Go!** Child Care Programs with an Enforced Policy (n=125)



school

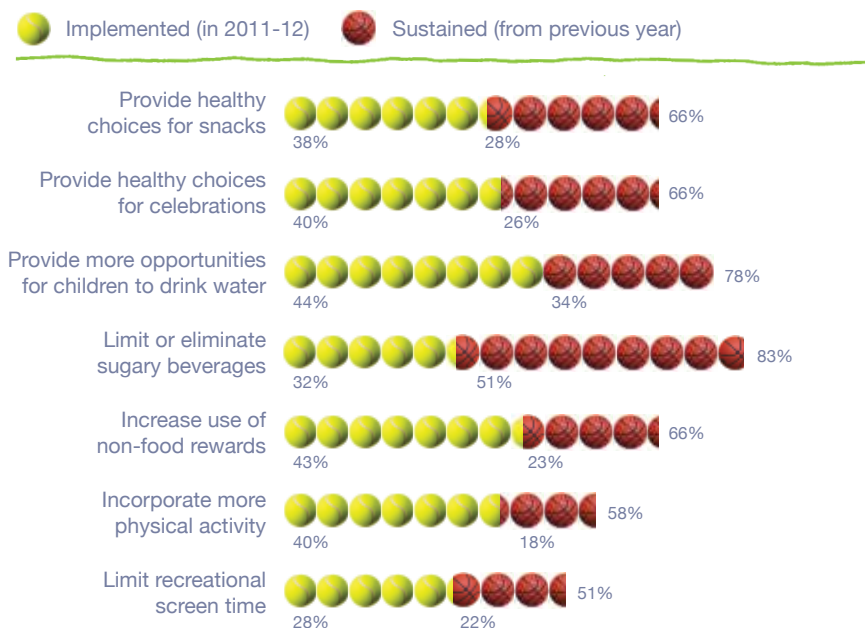
Making healthy choices the easy choice

Let's Go!'s 5-2-1-0 Goes to School program focuses on helping schools create environments that make the healthy choice the easy choice. Evidence indicates that 5-2-1-0 Goes to School is a program that can create sustainable change in any school environment — large or small, urban or rural, rich or poor. Our program was created to provide schools with the resources, support and guidance they need to successfully implement evidence-based healthy eating and active living strategies. This year, our community partners worked with schools to help change the environments where kids learn. We all know that healthy, active kids learn more easily. Having healthy food for snacks and celebrations helps to get the brain fired up to learn. And many schools help create 15 minute movement breaks throughout the day, which gets not only the kids' bodies moving but also their minds.

Breaking News 2011-12

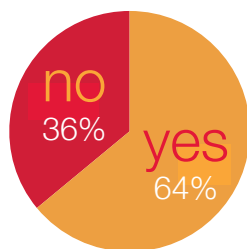
- **200 schools engaged with Let's Go!** (exceeded goal of 163).
- **30 schools achieved Let's Go! distinction** (exceeded goal of 24).
- **Each of the 10 Let's Go! Strategies was implemented or sustained, in more than 50% of 134 schools reporting.**
- **Compared to other strategies, schools did best to implement and sustain changes that limit sugar-sweetened beverages and provide more opportunities for students to drink water.**
- **Schools with a team in place to oversee Let's Go! work were significantly more likely to implement challenging strategies such as limiting recreational screen time and incorporating more physical activity into the school day.**
- **Socioeconomic status, measured by the school's eligibility rate for free and reduced school lunch, had no significant impact on the implementation of any of the 10 Let's Go! Strategies. The eligibility rate among 134 schools surveyed ranged from 6% to 87%.**

Percent of Schools that Implemented or Sustained the Let's Go! Priority Strategy in Most or All Classrooms (n=134)

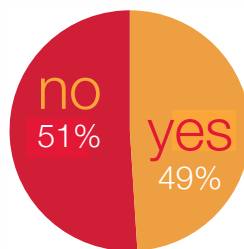


“We have been working on using physical activity for non-food rewards. We purchased indoor nets to use during winter months — they have had lots of use. We participate in All Children Exercise Simultaneously (ACES) Day, hold a harvest lunch, and have monthly all-school movement breaks. Even one of our teachers finally got it that kids could have healthy muffins instead of cupcakes for classroom celebrations! Our school culture is changing — a true success story!”

Linda Hartkopf, Nickerson (Kermit) Elementary — Swanville, Let's Go! Waldo County



- Among 134 schools reporting, 64% said as a result of their work with *Let's Go!* their school did more to implement the district wellness policy recommendations around physical activity and healthy eating.



- Due to their involvement with *Let's Go!* this past year, 49% of 134 schools reporting said their district strengthened their wellness policy to support 5-2-1-0 messages.



ok to play

school nutrition

Raising the bar

Let's Go! brings together school nutrition directors in various regions of the state to form high functioning, collaborative workgroups. These workgroups form a unified school nutrition effort to provide healthy school meals. This year, the workgroups focused on increasing the nutritional quality of school meals by achieving the HealthierUS School Challenge, a USDA voluntary program designed to recognize schools that provide school meals that exceed federal standards. Additionally, schools focused on increasing healthy student selections by joining the Smarter Lunchroom Movement, which helps to create lunchrooms that guide smarter choices and promote healthy eating.

Let's Go! York County put the multi-sector approach into action when they brought together local schools, Southern Maine Medical Center and the YMCA. A collaborative Valentine's Day event was held for students during lunch. A special 'heart healthy' lunch included Caribbean chicken breast with sweet mango sauce, rice pilaf, spring cut vegetables, whole grain rolls, and strawberry shortcake. Each student that purchased the heart healthy meal was provided with a free bottle of water. Registered dieticians were on hand to talk about sugary drinks, whole grains, and healthy fats. The YMCA shared information about student membership and youth programming. At this event, students truly benefited from multi-sector support!

Percent of **Let's Go!** School Lunchrooms Where Best Practices were Implemented (n=130)



Breaking News 2011-12

- **31 districts, representing 178 schools, engaged with Let's Go!**
- **62 of the 67 schools in Maine that achieved the USDA's HealthierUS School Challenge were involved in the Let's Go! school nutrition initiative. Only 2% of schools in the nation achieved this award.**
- **Nutrition directors reported that as a result of the changes to their nutrition program, students are making healthier selections in school lunchrooms.**
 - Purchase of produce increased for 82% of 130 schools.
 - Purchase of whole grains increased for 66% of 130 schools.

“The food service and health nutrition educators from the classroom collaborated to produce HealthierUS School Challenge school lunch menus for all schools and nutrition education was taught in all grades.” *Judy Dunphy, PE/Health Teacher, Carrabec Community School, Let's Go! Somerset*

“The changes in our menus have been significant for this rural community and have gone well!”

Mary Emerson, School Nutrition Director, Let's Go! Southern Maine Workgroup

“We worked with our food service director to eliminate sugary drinks offered in the cafeteria. She also improved the quality of the salad bar.”

Kristen Nelson, RN, School Nurse, Camden Rockport Middle School, Let's Go! Knox County



hey,
listen up

after school

Consistent messaging is key

After school programs serve as a bridge between what children learn at school and the important decisions parents make around physical activity and nutrition at home. They have a long history of providing safe and healthy places for diverse groups of children to learn and grow. *Let's Go!*'s 5-2-1-0 Goes After School program provides sites with a toolkit, online resources, and technical assistance to help guide them through evidence-based environmental and policy changes that support healthy eating and active living.

This year, we officially welcomed the 21st Century Community Learning Centers (21st CCLC) into the *Let's Go!* family. Early in the year, as Maine's 21st CCLC statewide program consultant, Joan Martay, was searching for a way to evaluate their health and wellness efforts, she discovered *Let's Go!* and found that we already had an effective measurement plan in place that could easily be incorporated into 21st CCLC. The evaluation revealed that the centers were implementing many best practices, but that they needed more resources and support on some specific strategies. Therefore, all 21st CCLC will become *Let's Go!* sites in the coming year. The need for shared measurement led to an effective partnership that brings consistent and effective healthy eating and active living interventions to after school programs statewide.

Breaking News 2011-12

- **43 after school programs engaged with *Let's Go!* (exceeded goal of 17).**
- **15 after school programs achieved *Let's Go!* distinction (exceeded goal of 3).**
- **Each of the five *Let's Go!* priority strategies was implemented in more than 75% of the 31 after school programs reporting.**
- **Compared to other strategies, after school programs did best to incorporate more physical activity into the day (97%).**
- **Due to involvement with *Let's Go!* in the past year, 55% of 31 after school programs either created, implemented or strengthened an existing wellness policy.**

unplugged

“The biggest benefit of *Let’s Go!* for my program has been having a unified message that I can refer to with my teens. For example, when they balk at our ‘unplugged breaks,’ I cite the ‘2’ in 5-2-1-0.” *Evan Kumagae, PORT Teen Center, Healthy Casco Bay*

“There is a staff workout room at our school for both the after school program and the teachers in our school that was created this year as a result of *Let’s Go!*” *Bailey Reichert, DEPOT Program, Let’s Go! Oxford County*

“The information in the toolkit, combined with the technical assistance model and online resources, clearly demonstrates how this free and comprehensive program can truly improve the health and wellness of more Maine youth (K-12) throughout the state. It was particularly helpful to share evaluation tools. It helped us understand that we already have centers currently using part, if not all of the program. The 5-2-1-0 Goes After School program also uses their evaluation as part of a recognition program for sites that have implemented the five priority strategies and used them to strengthen policies. This is excellent for our centers in terms of receiving additional community recognition which builds on sustainability efforts.”

Joan Martay, Consultant, Maine’s 21st CCLC Program

healthcare

Voices matter

Doctor's voices matter! Their words and actions can help to influence culture change in their communities. The healthcare practices that participate in *Let's Go!* are working on transforming the way they engage patients and families around healthy lifestyle changes. Change is happening in practices across the state and they are being recognized as *Let's Go!* sites of distinction if they successfully complete *Let's Go!*'s three clinical recommendations.

Many providers are going above and beyond the basic requirements and are advocates in their communities by serving as school physicians, becoming board members of leadership committees for organizations that promote healthy eating, active living messages, by offering health related presentations to local schools, after school programs and child care sites and advocating for policy change at local, state and national venues.

Percent of **Let's Go!** Healthcare Practices that Implemented the Three Clinical Recommendations Practice-wide (n=80)

Display *Let's Go!* poster in waiting area and all exam rooms



All providers routinely determine BMI for patients two years and older



All providers routinely counsel patients and families on healthy eating and active living using Healthy Habits Questionnaire



Breaking News 2011-12

- **99 healthcare practices engaged with *Let's Go!* (exceeded goal of 63).**
- **24 healthcare practices achieved *Let's Go!* distinction (did not meet goal of 47; criteria changed and became more stringent after goal was set).**
- **71% of 80 practices reported that at well child visits, all providers routinely have discussions with patients and families around the results of the patient's BMI measurement.**
- **40% of 80 practices reported that all providers routinely use motivational interviewing techniques with overweight and obese pediatric patients and their families to promote weight management behaviors.**



check in check up

“My role as a physician in our *Let’s Go!* work focuses on being an educator and facilitator of change. Using the 5-2-1-0 message is simple, yet opens the door to discuss weight as it affects the health of our children; it’s important effect on heart disease, diabetes, self-esteem and so many other health conditions. *Let’s Go!* provides tools that serve as a framework for more productive teamwork between providers and families.” *Dr. Val O’Hara, pediatrician, WOW! (Way to Optimal Weight) Clinic in Bangor*

workplace

Why stay in the conference room?

Take your meeting for a walk!

Let's Go!'s target population is 0-18 years of age. Recognizing that parents play a critical role in helping children develop lifelong healthy habits, *Let's Go!* helps workplaces integrate the 5-2-1-0 message into existing workplace wellness programs. Our goal is to help parents become familiar with the messages and strategies that their children are exposed to in a variety of settings such as schools, libraries, recreation centers, and doctors' offices. *Let's Go!* encourages walking meetings, healthy vending machines, and policies that support the 5-2-1-0 message. Much of these efforts are placed directly in the hands of our dissemination partners who determine their own local and regional needs around workplace wellness.

"Some of my most productive meetings are walking meetings. They break up the workday, help people stay fit, and make for a more productive, happy work community." *Amber Desrosiers,*

Let's Go! Program team member, Eastern Maine Medical Center

For example, this year, our partners at *Let's Go!* Androscoggin brought the *Let's Go!* stairwell campaign (based on the CDC program "StairWELL to Better Health") to area businesses to demonstrate that you don't need an on-site gym to get more active during the workday. *Let's Go!* Waldo County brought healthy eating to work at Waldo County General Hospital and Athena Health with monthly seasonal cooking classes.

community

Collective impact in action

Let's Go! has the great fortune to work with amazing community coalitions who help to engage sites across all six settings to work together to create healthy places for kids and families. These community coalitions come in all shapes and sizes. Some work within hospitals, others within the Healthy Maine Partnership, and some do both.

The health systems that have stepped up to help organize and fund these coalitions are MaineHealth and Eastern Maine Healthcare Systems (EMHS).

The United Way of Greater Portland has been instrumental in organizing and funding the three *Let's Go!* partners in the Greater Portland area. This work has now been integrated into the local Healthy Maine Partnership.

<http://www.letsgo>

The *Let's Go!* community includes the following 18 partners who worked with us during the 2011-12 year:

- Choose to Be Healthy
- Healthy Casco Bay
- Healthy Portland
- Healthy Rivers/Healthy Lakes
- *Let's Go!* Androscoggin
- *Let's Go!* Aroostook
- *Let's Go!* Bucksport Bay
- *Let's Go!* Kennebec
- *Let's Go!* Knox County
- *Let's Go!* Lincoln County
- *Let's Go!* Oxford County
- *Let's Go!* Piscataquis
- *Let's Go!* Somerset
- *Let's Go!* Waldo County
- *Let's Go!* York County
- Mid Coast Hospital
- Partners for Healthier Communities
- Washington County: One Community

To find out more about these community partners, visit our website under In Your Community.

www.letsgo.org/in-your-community

marketing

The message is spreading

For 2012, *Let's Go!* focused its media on two objectives: (1) create awareness of *Let's Go!* and its mission, and (2) educate the target audience on 5-2-1-0. The primary target audience was mothers between age 25-54, and the secondary audience was adults age 25-54 to include fathers, educators and childcare providers. The media plan aimed at a statewide reach with full coverage in the Portland and Presque Isle radio markets. These radio markets ensured coverage in York, Cumberland, Androscoggin, Sagadahoc, Lincoln, Oxford, Knox, Kennebec, Franklin and Aroostook counties.

The campaign results include:

Portland Radio

- 2 Stations: 97.9 WJBQ & 94.9 WHOM
- 774 paid spots total
- Reached 37.3% of women 25-54 an average of 22.8 times

Presque Isle Radio

- 2 Stations: 96.9 WBPW & 96.1 WQHR
- 1,318 paid spots total

MPBN TV

- 239 spots in children's programming

Facebook

- 1,491 generated page likes
- 11,272,952 impressions
- 5,064 clicks

Breaking News 2011-12

- **Awareness of the 5-2-1-0 message among Maine parents increased significantly from 26% in 2010 to 39% in 2012.¹³**
- **Among those parents who reported awareness of *Let's Go!* or the 5-2-1-0 message, the most frequently cited sources of this information were schools (43%), doctor's offices (38%) and TV (25%).¹³**
- **Information about *Let's Go!* received by parents from doctor's offices increased significantly from 16% in 2010 to 38% in 2012.¹³**



what's next?

Our work is not done — not by a long shot.



There are still kids and families who need all of us to continue to make it easy to find healthy food and move more. This will require a concerted effort to make Maine a model state for all of us to thrive. Collective impact is a framework that enables us to maximize the impact of our initiative. It is well known that the environments in which we live and the economic health of our communities affect the health of our kids and families. *Let's Go!* is committed to this work, to collective impact, and most importantly to the children of Maine — our future.

In the coming program year, *Let's Go!* will be doing some exciting work with hospitals in Maine to transform the food delivered to patients, visitors and staff to include more healthy options. As part of a generous grant from Harvard Pilgrim Health Care Foundation, *Let's Go!* will enrich our work in healthcare by creating new tools and programs to engage doctors in Maine and areas of New Hampshire and Massachusetts. Additionally, as part of the grant *Let's Go!* will be working with hospitals in Maine and New Hampshire to increase breastfeeding rates for new moms.

During the early months of the current program year, *Let's Go!* expanded to three more regions:

- ***Let's Go! Wabanaki:* serving the four Maine native tribes in five communities of northeastern Maine and led by the Tribal Healthy Maine Partnership.**
- ***Let's Go! Schoodic:* serving 11 towns in Washington and Hancock counties and based out of Maine Coast Memorial Hospital.**
- ***Let's Go! Penquis:* serving the public health district of Penquis, which covers Piscataquis and Penobscot counties.**

notes

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² Maine Department of Health and Human Services & Maine Department of Education (2011). Maine Integrated Youth Health Survey.

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⁴ Nielson, S.J., Siego-Riz, A.M., & Popkin, B.M. (2002). Trends in energy intake in U.S. between 1977 and 1996: Similar shifts seen across age groups. *Obesity Research*, 10 (5), 370-378.

⁵ IOM (Institute of Medicine). 2012. *Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation*. Washington, DC: The National Academies Press.

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⁸ Whitaker, R.C., Wright, J.A., Pepe, M.S., Seidel, K.D. & Dietz, W.H. Predicting obesity in young adulthood from childhood and parental obesity. *New England Journal of Medicine*, 337(13), 869-73.

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¹¹ Chenoweth & Associates, Inc. (2007). A topline report, from the study, *An economic cost appraisal of physical inactivity, overweight, and obesity among Maine adults*. Anthem and MaineHealth.

¹² Kania, J. & Kramer, M. (2011). Collective impact. *Stanford Social Innovation Review*, Winter 2011, 36-41.

¹³ Telephone surveys conducted with 200 Maine parents in 2010 and 254 Maine parents in 2012 by Critical Insights, Portland, ME.

we don't do this alone!

Many partners share in the passion, work and successes in creating healthy places and healthy people across the state of Maine. *Let's Go!* thanks them all for their hard work and dedication.

- American Academy of Pediatrics
- American Academy of Pediatrics, Maine Chapter
- Convergence Partnership
- Cornell Center for Behavioral Economics in Child Nutrition Program
- Healthy Maine Partnerships
- Eastern Maine Healthcare Systems
- Let's Move
- Maine After School Network
- Maine Center for Disease Control and Prevention, Maine Department of Health and Human Services
- Maine Dairy and Nutrition Council
- Maine Department of Education
- Maine Head Start
- MaineHealth
- National Initiative for Children's Healthcare Quality (NICHQ)
- Smart Moves for ME School Program
- United Way of Greater Portland
- United Ways Across Maine
- University of Maine Cooperative Extension
- WinterKids

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