



Let's Go!

here,
there,
everywhere

ANNUAL REPORT 2014

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Marta M. Frank

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Visiting Board of the Children's Hospital

Strong leadership from **The Barbara Bush Children's Hospital**  At *Maine Medical Center* and collaboration across health systems and community health coalitions contribute to the program's success.



here,
there,
everywhere



2014 has been a year of widespread, positive change. Healthy eating and active living success stories can be found far and wide from Fort Kent to Sanford. Across the state, kids are eating more fruits and veggies, drinking less soda, and we're starting to see a leveling off of obesity among Maine's youth.

Let's Go! is truly here, there, and everywhere. With the help of local Coordinators, we're reaching over 200,000 children throughout Maine's 16 counties. The Coordinators are at the heart of the program, making 5-2-1-0 come alive in their local communities, and with the support of community organizations they create lasting change in all kinds of environments: urban and rural, large and small, regardless of socioeconomic status. This unique collaboration is something The American Hospital Association recognized when they awarded *Let's Go!* with one of five National NOVA Awards this past July.

Our 8th annual report proudly showcases a few of the many individuals and organizations that bring *Let's Go!* to life. I hope you enjoy these stories and will join me in celebrating another successful year.



*Tory Rogers, MD
Director, Let's Go!
The Barbara Bush Children's Hospital at
Maine Medical Center, Portland, Maine
rogerv@mmc.org
207-662-3734*

Tory

The background of the entire page is a close-up photograph of fresh vegetables, specifically several large, bright orange carrots with their green leafy tops and some red tomatoes. The lighting is warm, highlighting the textures of the vegetables.

why *Let's Go!*?

Childhood obesity has been a major public health concern for decades, and just this year we're seeing signs that it is beginning to level off. Stable obesity rates are the first step toward our ultimate goal of a decline in the high number of children with obesity.

Let's Go! was established in 2006 in response to the obesity epidemic and for every challenge encountered we've witnessed countless steps forward, forging a path of progress. This journey has revealed a shift in culture: organizations are prioritizing wellness, the healthcare community is supporting prevention, and individuals are realizing the benefits of increased activity and healthy food choices.

Let's Go! is a nationally recognized childhood obesity prevention program implemented throughout Maine and in a few communities in neighboring states. Our primary focus is changing environments and policies wherever children and families live, learn, work, and play to make the healthy choice the easy choice.

Let's Go!'s multi-setting approach means we collaborate with local child care programs, schools, out-of-school programs, healthcare practices, workplaces, and communities. Our 10 evidence-based Strategies for Success and the well-known 5-2-1-0 message form the foundation for change.

top five take aways for 2014!

- 1 *Let's Go! is successful at changing environments in a range of places: large and small, urban and rural, and across all socioeconomic levels.*
- 2 *Healthy eating and active living behaviors are increasing among Maine students.*
- 3 *The prevalence of obesity has stabilized among Maine children and adolescents.*
- 4 *A local Let's Go! Coordinator is essential to the success of regional implementation across multiple settings.*
- 5 *A supporting organization is key to local sustainability.*



measuring change

Evaluation activities provide evidence of progress and help inform decision making at *Let's Go!*. To track program performance, *Let's Go!* surveys Registered Sites each spring to measure environmental changes that align with our 10 Strategies for Success for increasing healthy eating and active living. *Let's Go!* also monitors parent awareness of the program and measures impact by tracking state data for behavior change and health outcomes among Maine's students.

What questions do we ask?

- ***Are child care, school, and out-of-school staff using the 10 Strategies for Success?***
- ***Are school nutrition directors using Smarter Lunchrooms™ techniques to nudge kids toward healthy choices in cafeterias?***
- ***Are healthcare providers following the three Let's Go! clinical strategies?***
- ***Is parent awareness of 5-2-1-0 and Let's Go! increasing?***
- ***Are students' healthy eating and active living behaviors improving?***
- ***Has childhood obesity and overweight stabilized or declined in Maine?***





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

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

10 strategies for success

- 1 *Limit unhealthy choices for snacks and celebrations; provide healthy choices.* 
- 2 *Limit or eliminate sugary drinks; provide water.* 
- 3 *Prohibit the use of food as a reward.* 
- 4 *Provide opportunities to get physical activity every day.* 
- 5 *Limit recreational screen time.* 
- 6 *Participate in local, state and national initiatives that support healthy eating and active living.*
- 7 *Engage community partners to help support healthy eating and active living.*
- 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.*



In 2011, Let's Go! prioritized five strategies to align with research that indicated they have the greatest impact on healthy eating and active living activities. These priority strategies are identified with a Redy icon and are the foundation of the recognition program.

recognizing change

**Change
occurs subtly
but the
impact
is loud
and
clear.**

change
worth
celebrating

Each year we celebrate change by recognizing sites that excel. Achieving recognition takes time, dedication, and support.

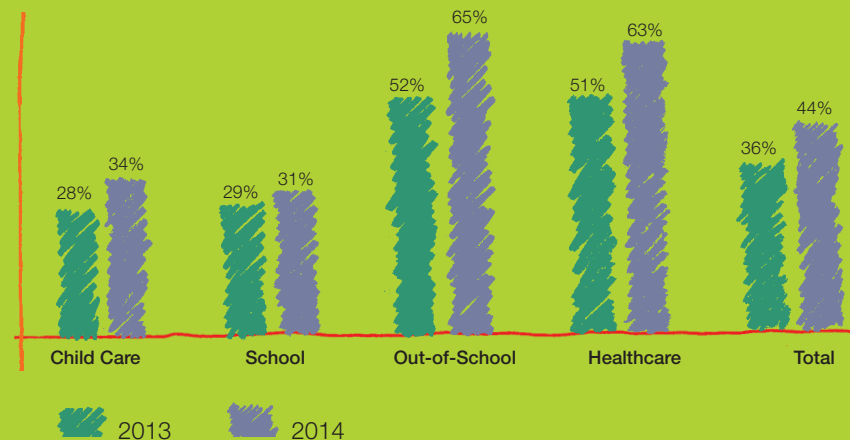
We recognize child care programs, schools, and out-of-school programs when they fully implement the five priority Strategies for Success.



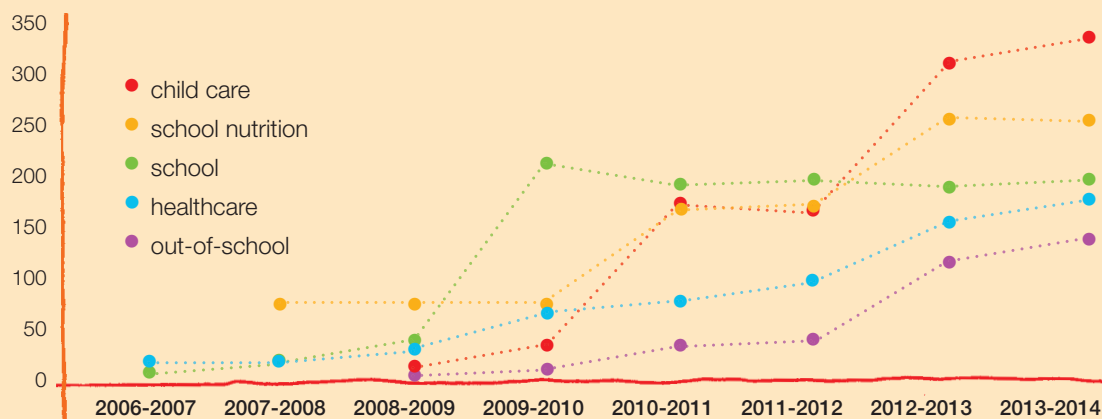
We recognize healthcare practices when they implement these three clinical strategies:

- 1** *Displaying a 5-2-1-0 Let's Go! poster in the waiting room and all exam rooms where pediatric patients are seen.*
- 2** *Determining Body Mass Index (BMI) for patients age two years and older at well child visits.*
- 3** *Having a respectful conversation about weight using the 5-2-1-0 Healthy Habits Questionnaire at well child visits.*

Percent of *Let's Go!* Sites Achieving Recognition



growth of *Let's Go!* sites 2006-2014

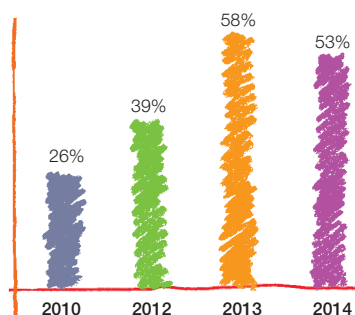


This year, **717** of *Let's Go!*'s **837** sites across four settings completed surveys for an **86%** response rate. We heard from **288** child care programs, **174** schools, **105** out-of-school programs, and **150** healthcare practices. In addition, we received feedback from **176** of **247** school cafeteria managers for a **71%** response rate.

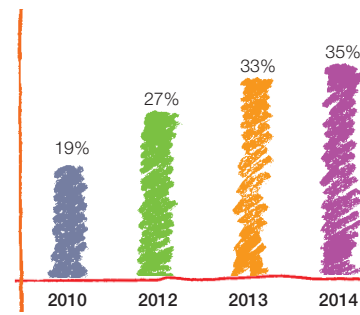
Marketing increases awareness among Maine parents!

In 2014, *Let's Go!* reached parents across the state through over **2,000** radio commercials, **225** Maine Public Broadcasting Network TV spots, **4.6 million** Facebook views and **8** bus ads.

Awareness of 5-2-1-0 has more than doubled since 2010.



Percent of parents reporting awareness of 5-2-1-0*



Percent of parents reporting awareness of *Let's Go!**

*Source: Critical Insights on Maine™ Tracking Survey (2010 n=200, 2012 n=254, 2013 n=244, 2014 n=233).

the impact of adults



Let's Go! advocates a workplace that helps employees make healthy choices. We offer workplaces guidance on introducing easy changes such as walking meetings, stand and stretch breaks, and healthy foods at meetings. We especially love working with staff at schools and child care and out-of-school programs as research shows that kids learn to be physically active and to eat well by watching those around them.

Since kids model adults' behaviors and attitudes, it's important that we reach all adults from caregivers and educators to parents and physicians. This year, we worked hard to develop a variety of resources for adults:

- ***How to be a healthy role model***
- ***Healthy tips for dining out***
- ***Healthy brown bag lunches***
- ***How much sugar is in your drink***
- ***And more...***

Local *Let's Go!* Coordinators supported this effort through trainings and resource sharing across all settings.



GROWING HERBS AT
ALBERT S. HALL SCHOOL



YOGA PRACTICE AT
FAMILY FUN SERIES



WINSLOW BEFORE AND
AFTER SCHOOL PROGRAM



ELLEN WELLS
COMMUNITY WELLNESS
INLAND HOSPITAL



FAMILY USING ACTIVITY
RESOURCE GUIDE



Let's Go! Coordinator
Laura Howell
Kennebec County

how it all comes together

Kennebec County is home to about 29,000 children, many of whom have been impacted by the work of Laura Howell, a *Let's Go!* Coordinator committed to bringing healthy eating and active living to life. Born and raised in Maine, Laura has a passion for public health and an interest in nutrition, physical activity and children—in other words, Laura loves the same things *Let's Go!* believes in.

Laura works where kids live, learn, and play. This year, she connected with 42 different *Let's Go!* sites from Rainbow Connection child care in Farmingdale to the YMCA in Waterville. Winslow Before and After School program is just one of the many sites that welcomed Laura's help. The program, which has worked with *Let's Go!* since 2012, has achieved the highest level of recognition thanks to full implementation of the five *Let's Go!* Strategies for Success. However, the *Let's Go!* site Champion, Laurie Lizotte, didn't want to stop there; she saw room for improvement among staff and called Laura for help.

with free, easily accessible events such as The Quarry Road Recreation Area Winter Carnival and Family Yoga. "We want 5-2-1-0 to become a way of life," says Ellen, who sees the health benefits of physical activity every day. Ellen enjoys teaming up with Laura to encourage families to reap the rewards of being active together.

"Inland Hospital's support of Laura provides the community with an amazing resource and in return the community takes their health into their own hands," commented Dr. Tory Rogers, Director of *Let's Go!*.

Ann Marquis, the cook at Albert S. Hall School located in Waterville, also relies on Laura for support. Laura joins Ann at the school's wellness meeting where they discuss challenges, set goals and report on progress.

When Ann isn't encouraging kids to choose fresh fruits and veggies she's busy partnering with likeminded individuals such as Mary Dunn, a 5th grade teacher at the school. Mrs. Dunn integrates the lunchroom into the classroom, educating students

"LET'S GO! IS THE RIGHT THING TO DO.

THERE'S MORE TO LIFE THAN SITTING IN FRONT OF A SCREEN," SAYS LAURIE.

"I asked Laura to join our monthly staff meeting and Laura responded by developing and delivering staff specific trainings. Over the course of six months, staff heard the importance of role modeling healthy behaviors and received tools to help them make better choices. She really ran with it," Laurie says. "The children have noticed staff eating healthy options. We don't carry soda or specialty coffee drinks around anymore."

Laura says one of her goals was to "reach beyond the classroom to get staff and families involved, so they can follow 5-2-1-0 at home." Laura created a *Let's Go!* Kennebec Activity Resource Guide that highlights free or low-cost physical activities throughout the county. This spring, Laura plans to give copies of the guide to local *Let's Go!* healthcare practices to distribute to their patients and families.

Another way Laura reaches families is through Inland Hospital's *Let's Go!* Family Fun Series. Ellen Wells, the Community Wellness Team Leader at Inland Hospital, first championed *Let's Go!* in the Greater Waterville area three years ago. "The hospital is attracted to *Let's Go!* because it asks the community to take action," says Ellen. The Family Fun Series tempts busy families

on the foods served in the cafeteria. A perk of the "classroom lunchroom partnership" is access to fresh herbs from the classroom garden. "Children love to see their parsley in soups and taste their basil in the pasta sauce," says Ann.

Laura would like to see all of her schools work this closely with the cafeteria, and while not everyone can grow pumpkins for a pumpkin chili, classrooms can promote healthy choices and nudge children's decisions.

Thanks to Laura's strong relationships with *Let's Go!* site Champions in all four settings, *Let's Go!* Kennebec County received a 100% response rate from sites for the *Let's Go!* evaluation survey. The *Let's Go!* Home Office provided Laura with expertise, tools, and guidance; contributing to a 50% increase in the percent of sites recognized this year; 60% of Laura's Registered Sites achieved recognition. "Laura has brought *Let's Go!* to the next level here in Kennebec County. Every community should have a *Let's Go!* Coordinator so dedicated to improving the health of families," commented John Dalton, President and CEO of Inland Hospital and Senior Vice President of Eastern Maine Healthcare Systems.

school

Let's Go! partners with schools to increase access to healthy snacks and boost movement during the school day. Time for daily physical activity is essential to learning; active students are better academic performers with improved attention and attitude. *Let's Go!* is reaching over 55,000 students in kindergarten through high school to promote healthy eating and active living.

Examples of what *Let's Go!* offers schools:

- ***Fun, easy, practical ways to create healthy schools***
- ***In-person site visits***
- ***Statewide School Symposium***
- ***Support updating wellness policies***

This year, 143 *Let's Go!* schools provided expanded opportunities for physical activity during every school day, and 133 schools limited sugary beverages and unhealthy choices for snacks.

The background of the page is a photograph of a salad bar. It features several clear plastic containers filled with different types of vegetables. In the top left, there are green bell peppers. Next to them are black olives. To the right of the olives are white, hard-boiled eggs. Below the eggs are sliced red bell peppers. In the bottom left corner, there are cherry tomatoes. In the bottom center, there are sliced green bell peppers. In the bottom right corner, there are sliced cucumbers. Each container has a black plastic serving spoon. The text is overlaid on a solid orange rectangular background in the center of the page.

school nutrition

To complement the work being done in schools, *Let's Go!* coordinates five School Nutrition Workgroups covering 46 districts, representing 247 schools serving over 93,000 kids. This means that while teachers are encouraging increased movement in the classroom, nutrition directors are guiding students to make healthier choices using Smarter Lunchrooms™ techniques, such as renaming foods and adjusting their cafeteria layout.

In 2014, 130 school cafeterias offered sliced or cut fruit daily, located a salad bar in the main flow of traffic, and placed white milk in front of other beverages in all coolers.

In addition to working with nutrition directors, *Let's Go!* is now working with individual school cafeteria managers. With their help, schools across the state are leading the nation on improving school meals. We are building teams in schools and across districts to spread innovation, ideas, and best practices.



CINDIE RICE
COMMUNITY HEALTH
CENTRAL MAINE MEDICAL CENTER



5-2-1-0 SCHOOL
SYMPOSIUM

Let's Go! Coordinators

Emily Horton
Sandy Bender
Jamel Torres

Androscoggin County



BRUCE WHITTIER MIDDLE SCHOOL
CHAMPION JAMIE KARAFFA
AND PRINCIPAL SHAWN VINCENT



TREE STREET YOUTH
OUT-OF-SCHOOL PROGRAM

how it all comes together

Androscoggin County is a diverse community comprised of nearly 21,000 children. Successfully meeting the needs of a large service area takes dedication and a support system. Steve Johndro, Director of Healthy Androscoggin, a community health coalition based in Lewiston, oversees a team of *Let's Go!* Coordinators and describes his job as "breaking down barriers so they can work at full speed."

Jamel Torres works with out-of-school programs and in the past two years has increased the number of *Let's Go!* Registered Sites from 5 to 16. Emily Horton, who is also a SNAP (Supplemental Nutrition Assistance Program) educator, works with 11 schools and is a member of the *Let's Go!* School Nutrition Workgroup. Sandy Bender, an AmeriCorps Volunteer in Service to America (VISTA), coordinates efforts across all settings.

"Jamel has made huge strides across the out-of-school setting. Emily holds incredible relationships with schools and Sandy brings it all together. She has her eye on the big picture," explains Steve. Together this team of *Let's Go!* Coordinators collaborated with 62 sites reaching over 15,000 kids in the child care, school,

strong, the food was healthy, and the energy was contagious," said Steve. This year, 47% of the region's Registered Sites were recognized as *Let's Go!* Sites of Distinction for implementing *Let's Go!*'s strategies, an increase from 28% of sites in 2013.

Let's Go! Androscoggin also led the development and pilot of a new approach to working with out-of-school programs as part of MaineHealth's U.S. CDC Community Transformation Small Communities Grant. The Coordinators determined a need for training and cited a desire for increased flexibility in how out-of-school sites implement *Let's Go!*. Julia Sleeper, the Director of Tree Street Youth, an out-of-school program in Lewiston, appreciates this new approach. "This evolution recognizes that we have unique needs," says Julia. Tree Street Youth's efforts to promote health aligned with the program and by registering with *Let's Go!* they gained access to additional resources. "We've never allowed sugary drinks and we've always limited screen time, and with Jamel's help we've formalized these expectations by writing them into policy," Julia comments. In addition to consuming lots of water and healthy snacks, the children stay active through dance

"I HAVE A GREAT DEAL OF RESPECT FOR THE WORK THEY DO," SAYS CAROL.

out-of-school and healthcare settings.

One person who has felt the impact of this team is Carol Bocker, a seasoned *Let's Go!* Champion, who recently transitioned to school district RSU16 where she is the School Nurse. Having worked with *Let's Go!* in a previous position, Carol wanted to reintroduce 5-2-1-0 to her new district. "The *Let's Go!* Coordinators are welcomed resources and fantastic role models. I have a great deal of respect for the work they do," she says. With Emily's support, Carol registered all five schools in her district.

With Carol's guidance, the Minot Consolidated School has established a Wellness Committee and is tackling the topic of healthier choices in the cafeteria. Over at Bruce Whittier Middle School, Carol says the principal and teachers are committed to wellness and have many active events. They recently facilitated a free Tri-Town 5K Run/Walk, which had 400 participants, 286 of whom were students, demonstrating the school's dedication to active living.

Sandy, Jamel, and Emily planned a celebration to recognize the efforts of *Let's Go!* sites like those in RSU16. "The turnout was

or yoga. "There's always something new to try. When you see 120-150 kids a day, you have to set up an environment that keeps them excited and energized."

The team worked diligently to ensure the program's local sustainability. Cindie Rice, the Director of Community Health and Wellness at Central Maine Medical Center, joined forces with Steve Johndro to brainstorm how to secure the necessary resources to continue the *Let's Go!* work. Cindie sits on the Board of Directors for Healthy Androscoggin and knows each of the Coordinators well. She and her peers believe in the *Let's Go!* program, the Coordinators, and the work they do across multiple settings, from healthcare practices to child care programs.

Cindie says "Central Maine Medical Center is cognizant of the health concerns related to obesity. It's our responsibility to think beyond the boundaries of the hospital." The team's hard work paid off this past fall when Central Maine Medical Center agreed to fund a full-time *Let's Go!* Coordinator. "There was going to be a hole when Sandy [the AmeriCorps VISTA] left, so this is a big win for the community," said Steve.

In collaboration with out-of-school programs, *Let's Go!* is reaching over 7,000 kids ages 5-18 to promote healthy eating and active living.

out-of-school

Let's Go! works with both large and small out-of-school programs also known as after school programs. Programs like Boys and Girls Clubs and local karate clubs offer alternatives to inactivity and unhealthy foods. *Let's Go!* out-of-school programs are committed to healthy snacks, limited screen time, increased activity, and zero sugary drinks.

In fact, 68% of the 105 out-of-school programs we surveyed did more this year to create, implement, or strengthen their wellness policy around healthy eating and active living. Out-of-school programs play an important role in our multi-setting model—no mixed messages from this dedicated group. Nearly all *Let's Go!* out-of-school programs limited recreational screen time and unhealthy choices for celebrations.

Examples of what *Let's Go!* offers out-of-school programs:

- ***Annual action planning***
- ***Ideas on how to get kids up and moving***
- ***Regional training and networking opportunities***
- ***Printed and digital 5-2-1-0 tools and resources***



child care

The early years of childhood—from birth to age 5—are a crucial time in a child's growth and development; healthy foods and lots of movement are essential. *Let's Go!* works with child care providers to influence the environments of young children. Together we are increasing their chance of developing a lifetime of healthy habits.

Examples of what *Let's Go!* offers child care programs:

- ***Customized technical assistance***
- ***5-2-1-0 resources for parents***
- ***Opportunities for licensing credit hours***
- ***In-person and online training***

***Let's Go!* is reaching over 9,000 children from birth to age five to promote healthy eating and active living. This year, 264 child care programs used non-food rewards and 218 provided healthy choices for snacks and celebrations.**





HEALTHY OXFORD HILLS
BIKING TRAIL



LET'S GO!
HEALTHCARE CHAMPION
DR. KATE HERLIHY

**Let's Go! Coordinator
Carl Costanzi**

Oxford County



OXFORD SCHOOL AGED
CHILD CARE AND
PRESCHOOL PROGRAM



RSU10 AND SAD44
SCHOOL NUTRITION

how it all comes together

Let's Go! is everywhere—healthcare practices, workplaces, child care programs, out-of-school programs and schools which means Let's Go! Coordinator, Carl Costanzi, is everywhere. Carl moved to Oxford County 10 years ago and has been working with Let's Go! Western Maine Health for the past three years. He's connected to a total of 43 sites across six settings reaching over 9,000 children.

Carl is known for connecting people, organizations, and businesses to 5-2-1-0. Sharing office space with the local Healthy Maine Partnership team allows Carl to discuss strategy with people like Jim Douglas, the Director of Healthy Oxford Hills. "Carl is involved in a variety of collaboratives, committees, and boards. He's very generous with his time," says Jim.

Carl regularly collaborates with Healthy Oxford Hills on projects related to healthy eating and active living. One of his favorite projects was Oxford County Moves. The goal, making it easier for people to stay healthy by biking and walking, aligned

focus. Plus, the kids love it," says Jen.

Jeanne LaPointe, School Nutrition Director for RSU10 and SAD44, also works closely with Carl. They are members of the Let's Go! School Nutrition Directors Workgroup and collaborate on initiatives such as farm to school. "We needed some hands-on training and the next thing we knew Carl had set it up," commented Jeanne. The school nutrition training provided kitchen managers with knife skills and preparation techniques along with new chef coats and knives to make it easier to cook healthy foods from scratch. To help get kids on board with the new, healthy foods, Jeanne and her team involve students in the Smarter Lunchrooms™ techniques. This involves making the healthy choice the easy choice, like putting chocolate milk behind the white milk and coming up with attention-getting names for the healthy options: x-ray vision carrots and cheetah bananas are newly popular items.

Let's Go! Healthcare Champion, Dr. Kate Herlihy joins forces

**"WE LOVE BEING ABLE TO PROVIDE CHILDREN AN OPPORTUNITY TO MOVE MORE,"
SAYS SITE CHAMPION JEN SZANTYR.**

with Let's Go!'s mission so he stepped up and got to work drafting a plan. Many of the kids at Carl's sites are now able to use these biking and walking trails with their families.

In addition to seeking strategic partnerships across communities, Let's Go! Coordinators like Carl partner with individual sites. "Let's Go! is a great resource," says Jen Szantyr of Oxford School Aged Childcare and Preschool Program. "And Carl cares about the health of youth and adults alike." Carl supports Jen in creating healthy environments for both children and staff. He offers resources and advice on how to limit unhealthy snacks and sugary drinks. "Staff recently took part in a wellness challenge and are now role modeling healthy behaviors," added Carl.

Another big change Carl helped bring about at Oxford School Aged Childcare was an increase in physical activity. When kids in grades three through six arrive at the after school program, before sitting down to do homework, they get 30 minutes of gym time to run around, practice a favorite sport or organize team challenges. "This makes a big difference in their ability to

with Carl for effective community outreach. "Carl is doing incredible community building," says Kate. Together they are building a network of physicians and practices who are interested in Let's Go!. They visited six practices around the county offering tools and strategies for providers and staff to work with patients and families around healthy behaviors rather than weight. "The goal," Kate says, "is to educate families and steer them toward doable behavioral changes of their choosing using the Healthy Habits Questionnaire and motivational interviewing techniques." But why stop at local practices? The duo delivered a similar training to residents and medical students of the Central Maine Medical Center system.

Carl relies on the Let's Go! Home Office to conduct evaluation of each of his sites. This year, 19 of Carl's sites, or 44%, were recognized as Let's Go! Sites of Distinction for fully implementing strategies to increase healthy eating and active living. Carl and a robust team of Let's Go! advocates are making a difference.



healthcare

Healthcare practices across the state of Maine and in areas of New Hampshire and Massachusetts are reinforcing the importance of 5-2-1-0 in their offices.

We're proud to have our communities' most trusted health advisors using the 5-2-1-0 Healthy Habits Questionnaire to respectfully counsel patients and families on healthy lifestyles.

This year, 122 healthcare practices displayed 5-2-1-0 *Let's Go!* posters in their waiting areas and in all exam rooms, reaching upwards of 280,000 pediatric patients and their families.

With generous support from the Harvard Pilgrim Health Care Foundation, 72 new practices have joined *Let's Go!* since 2012.

Examples of what *Let's Go!* offers healthcare practices:

- ***Webinars and online trainings***
- ***Annual Let's Go! National Childhood Obesity Conference***
- ***Peer-to-peer learning opportunities***
- ***5-2-1-0 Healthy Habits Questionnaire***



This year, more than 500 clinicians used the 5-2-1-0 Healthy Habits Questionnaire to discuss healthy habits with patients and families at well child visits.



Let's Go!

here, there, everywhere!

338 child care programs • 247 school cafeterias

• 195 schools • 171 healthcare practices

• 133 out-of-school programs



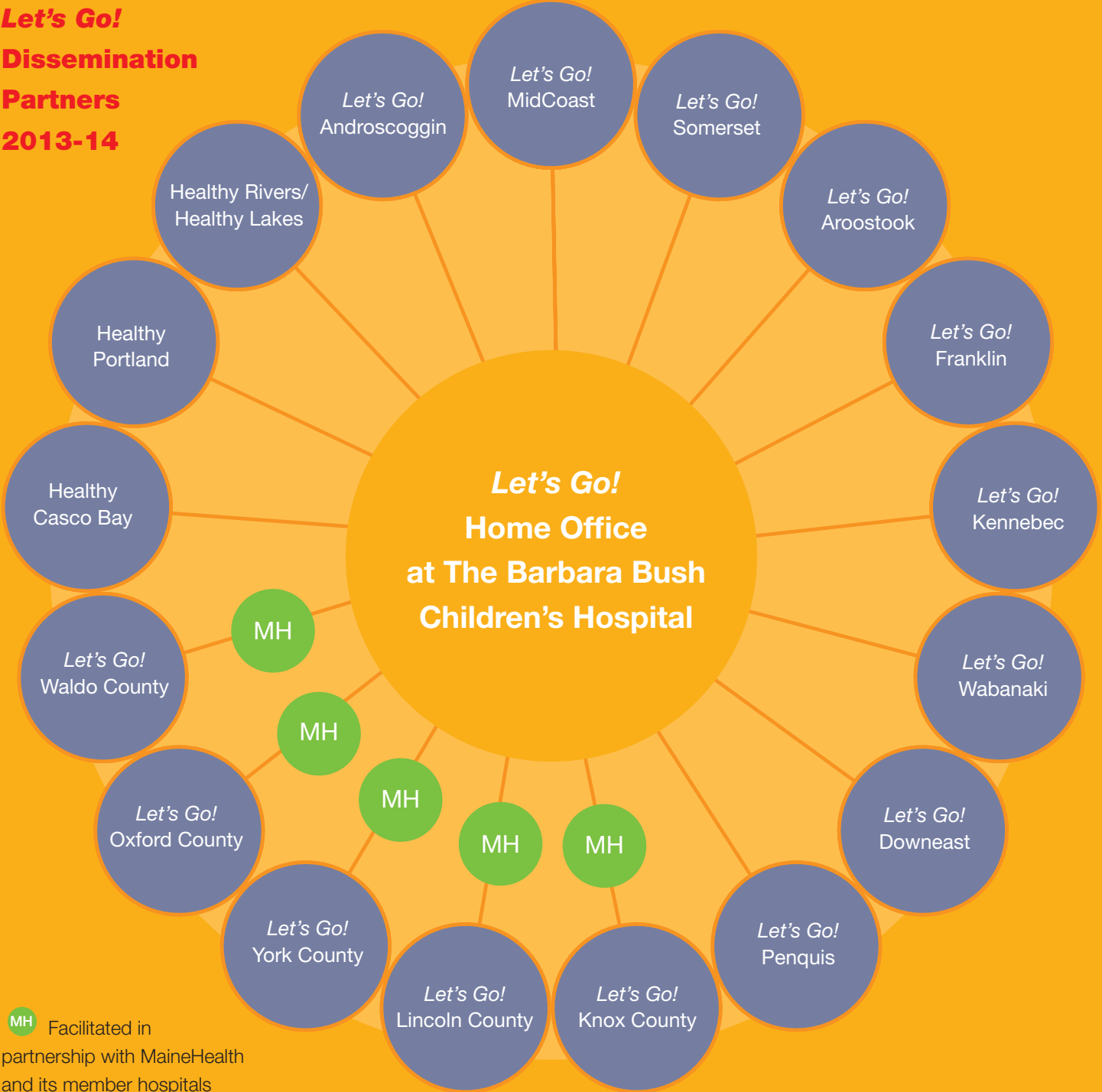
Our dissemination partners

Let's Go! would not be able to reach the communities of Maine without our network of committed Dissemination Partners (DPs) to implement our programs. DPs adapt the multi-setting model to local needs, while maintaining connection with the *Let's Go!* Home Office at The Barbara Bush Children's Hospital to ensure the integrity of the model and programs. DPs also provide valuable insight and feedback to the Home Office that inform program development.

A Dissemination Partner is formed when an entity, such as a community organization or hospital, agrees to provide the infrastructure required for a trained *Let's Go!* Coordinator to successfully implement the multi-setting model in their region. The following Dissemination Partners worked with *Let's Go!* during the 2013-14 program year:

- *Let's Go!* Androscoggin at Healthy Androscoggin
- *Let's Go!* Aroostook at Aroostook County Action Program
- *Let's Go!* Cumberland County at the Public Health Program at The Opportunity Alliance/Healthy Rivers/Healthy Lakes
- *Let's Go!* Cumberland County at the Public Health Division of the City of Portland/Healthy Portland/Healthy Casco Bay
- *Let's Go!* Downeast at Maine Coast Memorial Hospital
- *Let's Go!* Franklin at Healthy Community Coalition of Greater Franklin County
- *Let's Go!* Kennebec at Inland Hospital
- *Let's Go!* Knox County at Pen Bay Healthcare
- *Let's Go!* Lincoln County at Lincoln County Healthcare
- *Let's Go!* MidCoast at ACCESS Health
- *Let's Go!* Oxford County at Western Maine Health
- *Let's Go!* Penquis at Bangor Region Public Health and Wellness
- *Let's Go!* Somerset at Somerset Public Health
- *Let's Go!* Wabanaki at Tribal Public Health
- *Let's Go!* Waldo County at Waldo County Healthcare
- *Let's Go!* York County at Southern Maine Health Care

Let's Go!
Dissemination
Partners
2013-14



MH Facilitated in
partnership with MaineHealth
and its member hospitals



predicting the future

In the coming year, *Let's Go!* will work toward local sustainability across all Maine communities. We're excited to explore new relationships and advance our partnership with the American Academy of Pediatrics. We will complete our program alignment, streamline processes and add structure with the goal of exceeding expectations!

In 2015, we promise to:

- ***Build lasting partnerships***
- ***Evolve with new evidence***
- ***Roll out new tools***
- ***Eat well and move more***

The following organizations share our passion and contribute to the creation of healthy places and healthy people.

- 21st Century Community Learning Centers
- American Academy of Pediatrics
- American Academy of Pediatrics, Maine Chapter
- AmeriCorps VISTA
- Central Maine Heart and Vascular Institute
- Central Maine Medical Center
- Child Family Opportunities
- Children's Hospital at Dartmouth-Hitchcock (CHaD)
- Community Transformation Grant, Small Communities Program: Funding from the Centers for Disease Control and Prevention (CDC) in partnership with MaineHealth
- Convergence Partnership
- Cornell Center for Behavioral Economics in Child Nutrition Programs
- Foundation for Healthy Communities; NH Heal
- Franklin Memorial Hospital
- Harvard Pilgrim Health Care Foundation
- Healthy Maine Partnerships
- Let's Move!
- Maine AfterSchool Network
- Maine Bureau of Parks and Lands
- Maine Center for Disease Control and Prevention, Maine Department of Health and Human Services
- Maine Center for Disease Control and Prevention, Division of Population Health
- Maine Center for Disease Control and Prevention/Community Transformation Grant
- Maine Child and Adult Care Food Program
- Maine Dairy and Nutrition Council
- Maine Department of Education
- Maine Head Start Agencies
- MaineHealth
- MaineHealth Food Service Task Force
- MaineHealth Works on Wellness
- Maine Hospital Association
- Maine Medical Center Physician Hospital Organization
- Maine Public Health Association
- Maine Roads to Quality
- Maine School Nutrition Association
- Maine State Breastfeeding Coalition
- MidCoast Hospital
- National Initiative for Children's Healthcare Quality (NICHQ)
- New Balance Foundation
- New Hampshire Breastfeeding Task Force
- New Hampshire's Ten Steps to Successful Breastfeeding: Step by Baby Step
- Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC)
- Penquis Community Action Plan
- Quality Counts for Kids
- Reliant Medical Group
- Safe Routes to School
- The Aroostook Medical Center
- The Barbara Bush Children's Hospital at Maine Medical Center
- The Children's Museum and Theater of Maine
- UMass Memorial Medical Center
- United Way of Greater Portland
- United Ways across Maine
- University of Maine Cooperative Extension
- University of New England – SNAP-Ed Program
- U.S. Department of Agriculture (USDA)
- WinterKids

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