

# PLANNING FOR THE FUTURE

has been an energizing exercise for Let's Go!

With renewed clarity and vigor, we've fine-tuned our vision and mission, and have a defined plan to steer the program forward.



# **VISION**

Improve the lives of the children and families we serve by increasing healthy eating and active living behaviors.

### **MISSION**

Let's Go! works to significantly decrease childhood obesity rates by increasing opportunities for healthy eating and active living where children and families live, learn, work, and play.

# **GUIDING PRINCIPLES:**

**Reach communities** through multiple settings where children and families live, learn, work, and play

**Healthy eating** and **active living** is for all children.

Focus is on promoting **healthy behaviors** and developing the environments and policies to support them.

Strategies are **evidence-based** or based on the **best available evidence**.

Messages are positive and never stigmatize.

Involvement with Let's Go! is always voluntary.



# **OUR CALL TO ACTION**

**CHILDHOOD OBESITY** in the U.S. has more than doubled in children and quadrupled in adolescents in the past 30 years.

Reducing childhood obesity ranks among the **GREATEST PUBLIC HEALTH CHALLENGES** in the U.S..

Without significant intervention, it is estimated that 51% OFTHE AMERICAN ADULT POPULATION WILL HAVE OBESITY BY 2030.

high blood pressure breathing problems

high cholesterol depression

type 2 diabetes low self-esteem

# **CHILDREN WITH OBESITY HAVE INCREASED RISKS**

joint problems issues in school

asunma behavioral problems sleep apnea skin problems



While there is no single solution to the obesity epidemic, Let's Go! remains committed to helping children and their families make healthy choices.

Established in 2006, Let's Go! is a nationally recognized childhood obesity prevention program that uses evidence-based strategies to increase healthy eating and active living in key settings for children and families.

With a decade of experience and documented success in changing environments and policies to support and increase healthy behaviors, *Let's Go!* is proud to be a leader in childhood obesity prevention.



The consistent 5-2-1-0 message across multiple settings

A network of local Dissemination Partners



# **OUR 5-YEAR PLAN**

In collaboration with key stakeholders, we've aligned the program's strengths with emerging evidence and new opportunities to guide the next 5 years:

Let's Go! will

maintain the 5-2-1-0 message and multi-setting model while incorporating new audiences such as pregnant women, children with disabilities, and families dealing with poverty and hunger.

**take the lead** in establishing and fostering effective partnerships with organizations who are committed to local implementation.

**advance our evaluation methods** by exploring a statewide behavior survey, comparison studies, and use of electronic medical records to track obesity prevalence.

**continue to invest** in a strong, central home office staff with the expertise required to meet statewide needs.

# WHAT WE BELIEVE IN

evidence + innovation

goal-setting + evaluation

prevention + population health



