



Let's Go!
Annual Report
Year Four
July 1, 2009 – June 30, 2010

Fall 2010

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Top 10 Take-Aways from *Let's Go!* Year Four

We have collaborated with our partners to...

1. **Reinforce** the *Let's Go!* framework using evidence-based strategies. (see page 5)
2. **Develop** innovative resources, training and technical assistance. (see page 5)
3. **Increase** and **sustain** policy and environmental changes in schools. (see page 8)
4. **Demonstrate** success in increasing school nutrition quality. (see page 11)
5. **Broaden** early childhood work beyond child care facilities. (see page 12)
6. **Activate** healthcare providers and connect them to other sectors. (see page 13)
7. **Focus** the message and **broaden** the reach of the marketing campaign. (see page 14)
8. **Fund** projects in communities, schools and child care sites. (see page 14)
9. **Research** local obesity prevalence. (see page 15)
10. **Expand** to seven additional regions by partnering with Healthy Maine Partnerships and health systems. (see page 6)

Let's Go! Overview

Background

In 2006, seven business leaders representing Anthem Blue Cross and Blue Shield, Hannaford, MaineHealth, Maine Medical Center, TD Bank, Unum and the United Way of Greater Portland launched a joint effort to improve the health of area children and families in 12 communities in the Greater Portland, Maine area. Working through a collaborative process branded *Let's Go!*, these organizations have committed funding and resources to develop and implement a five year project with the shared vision of creating healthier communities and healthier children. In 2007, Harvard Pilgrim Health Care Foundation became a Platinum Supporter, as a part of their Growing Up Healthy Initiative. By building on the strengths of each partnering organization, *Let's Go!* ultimately seeks to:

- Increase the proportion of youth, ages 0 to 18, at a healthy weight.
- Change policy and environments to support healthy eating and active living.
- Evaluate the interventions to make mid-course improvements and learn from experiences.
- Create a model that can be replicated in other parts of Maine and nationally.
- Assure sustainability of results.

The primary population of focus for *Let's Go!* in its initial five-year demonstration project is children, youth and their families in the 12 communities of Greater Portland: Cape Elizabeth, Cumberland, Gorham, Falmouth, Freeport, North Yarmouth, Portland, Scarborough, South Portland, Westbrook, Windham and Yarmouth.

Project Collaboration

Let's Go! collaborates with many organizations that serve children and families in Greater Portland or have an interest in promoting healthy lifestyles and reducing obesity. The successes recorded in this report are attributable to the many partners working on shared health goals. Collaborators include, but are not limited to:

- Healthy Maine Partnerships (HMP), at the state level and in local communities. This includes HMPs in Greater Portland and the dissemination regions.
- Maine Center for Disease Control and Prevention.
- Maine Physical Activity and Nutrition Program.
- Participating Schools, Child Care Providers, Health Care Providers, After School sites, Employers, and Communities.
- *Let's Go!* Dissemination Partners.
- Community based programs working to increase physical activity and healthy eating.

Let's Go! Year Four

In year four of the five-year demonstration project, the work and success of *Let's Go!* has attracted significant interest from organizations and individuals from across the State of Maine and the nation. Year four was a year of increased emphasis on policy and environmental change. *Let's Go!*'s work is built on evidence-based strategies, and evaluation results continue to contribute to building the evidence of what works in childhood obesity prevention. While the project is based in Maine, it is aligned with the work of Let's Move and the White House Childhood Obesity Task Force and is leveraging additional resources to expand its work.

The *Let's Go!* Multi-Sector Approach

Let's Go! works in six sectors to reach families where they live, study, work and play to reinforce the importance of healthy eating and physical activity. The sectors are: communities, schools, healthcare practices, early childhood, after school, and workplace. Each sector utilizes evidence-based strategies to create policy and environmental change. The program is based on the premise that if families are exposed to the health promotion messages through several settings, and if those settings have policies and environments that support healthy choices, they will be more likely to adopt or maintain the behaviors in their daily lives. The model is pictured below:



This model for change is centered on three core principles:

- environmental and policy change influences behavior change;
- interconnectivity across sectors is essential; and
- strategies are evidence based and continuously evaluated.

The “5-2-1-0” message is used consistently across all sectors and is supported by science and endorsed as recommendations by medical professionals:

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

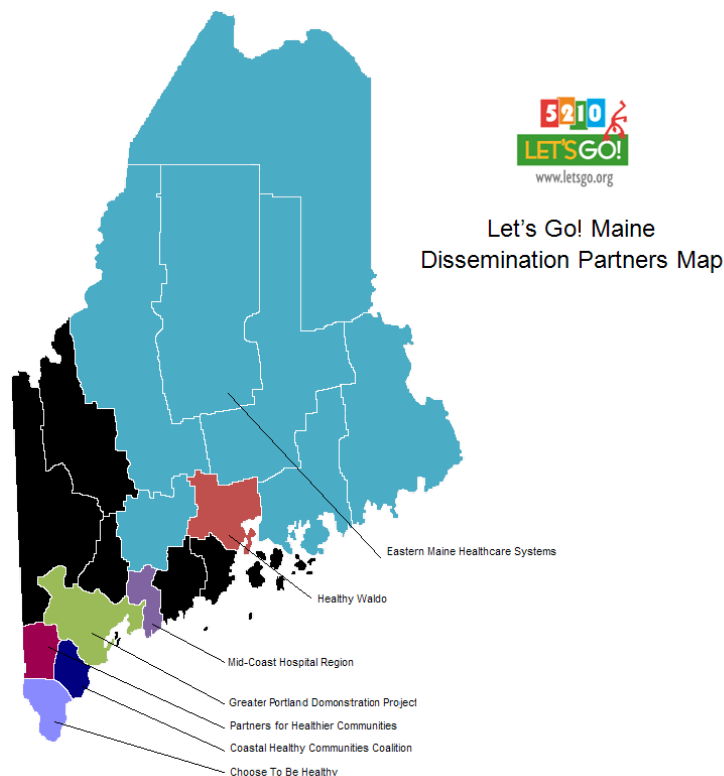
*Keep TV/Computer out of the bedroom. No screen time under the age of 2.

Let's Go! continues to develop innovative resources as a part of sector specific toolkits and provides training and technical assistance on their use. All toolkits are at www.letsgo.org.

Let's Go! Implementation

During year four *Let's Go!* has continued the work of the demonstration project in the 12 communities of Greater Portland. As a result of the successes of this project to date, *Let's Go!* has now spread beyond the original Greater Portland region. *Let's Go!* developed a statewide dissemination model and provides technical assistance to six Maine Dissemination Partners as they implement the model and tools in their region. This statewide work is locally led and implemented by health systems and local Healthy Maine Partnerships.

Let's Go! is proud to be working with six Dissemination Partners supporting their implementation of *Let's Go!* locally. The map below lists these partners and highlights their geographic regions.



The Program Has Statewide Reach

Let's Go!'s multi-sector work has reached tens of thousands of people in multiple settings throughout the state.

As of June 2010, *Let's Go!* has engaged the following in the 12 Greater Portland communities:

- 54 schools educating more than 22,000 students,
- 8 of the 11 District's school nutrition programs,
- 10 child care sites caring for almost 700 children,
- 20 active healthcare sites in the 12 communities,
- 5 community based mini-grant projects focused on environmental changes,
- 8 after school recreation centers supporting more than 2,500 youth members, and
- 5 of Portland's largest employers reaching close to 10,000 employees.

Through dissemination partnerships, *Let's Go!* has engaged the following statewide:

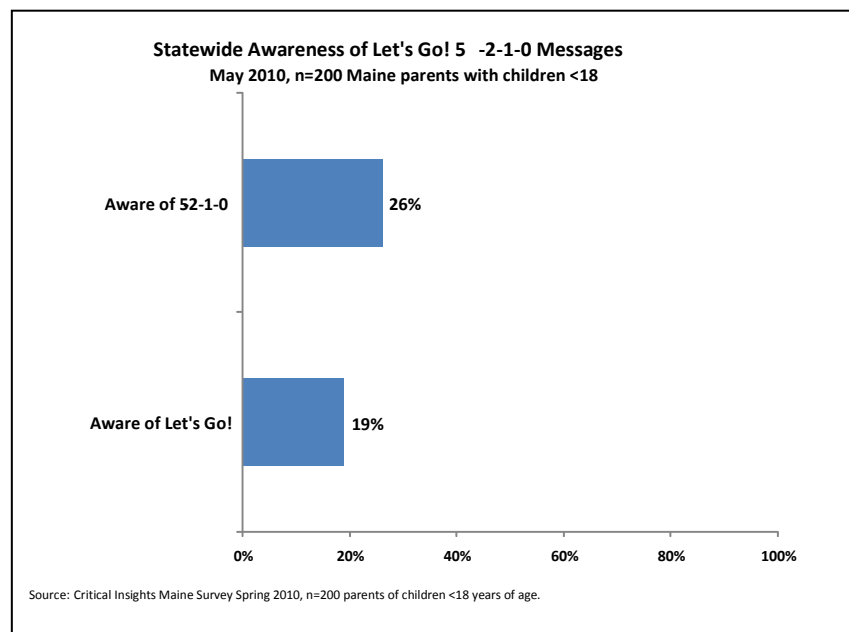
- 263 schools education more than 84,154 students,
- 38 child care sites caring for 2,078 children,
- 65 active healthcare sites, and
- 8 after school recreation sites reaching 2,500 youth.

Statewide Awareness

Statewide awareness of *Let's Go!* and the 5-2-1-0 message has been built by The 5-2-1-0 Goes To School statewide program and the work of Dissemination Partners. For the first time *Let's Go!* measured statewide awareness by including a small subset of questions on a statewide subscriber survey (200 respondents).

- 19% of parents surveyed reported they have heard of the *Let's Go!* campaign in their area, while one quarter of Maine parents indicate awareness of the 5-2-1-0 message.
- Among the parents who are aware either of the program or the message, they are most often hearing about it through TV ads (30%) and in schools (29%). 21% of parents reported they didn't know specifically where they heard or saw the messaging.

As *Let's Go!* continues to work with statewide dissemination partners the knowledge base of 5-2-1-0 will increase.



The *Let's Go!* Work Was Recognized by State and National Experts

This past year, *Let's Go!* was recognized by state and national health professionals for its innovative approach in a number of ways. *Let's Go!* staff and funders were invited to participate in a meeting of the National Convergence Partnership in California. *Let's Go!* presentations were made at the National Centers for Disease Control Grand Rounds on Childhood Obesity, as well as Maine Cooperative Extension's annual Nutrition, Food & Physical Activity Symposium.

Evaluation Approach and Findings

Continuous process improvement is important in providing a high quality product or service. In that spirit, evaluation continues to be an important part of *Let's Go!*. The program has a comprehensive evaluation plan that measures progress of the overall program, as well as in the individual sectors. The evaluation uses a multi-component approach to measure awareness, policy and environmental change, behavior change and clinical outcomes. Data collection and reporting includes a variety of tools such as telephone surveys with parents, implementation surveys, training feedback, program process reporting and qualitative feedback. In addition, the evaluation includes case studies, surveying of sector leaders, and clinical chart reviews.

At the beginning of each programmatic year *Let's Go!* sets process and policy and environmental change benchmarks that guide and focus the work. The benchmarks are tracked by year end surveys that measure implementation of the strategies. *Let's Go!* has continued to meet the majority of its benchmarks and in the cases where they were not met it is clear why and learning has been applied to refine the work. The attached benchmark document reports this success.

The result of this year's evaluation has shown that each sector has individual strengths and as a result enhances the multi-sector approach. The results also note that the individual sector work is at different stages of maturity. For example, this past year was a year of tremendous growth for the early childhood sector, a building year in the after school setting, and a stabilizing year for 5-2-1-0 Goes To School.

Overall Program Evaluation Findings

A phone survey with 800 families in the Portland area was conducted in the spring of 2007 and 2009 and will be repeated again in 2011. This survey provided behavior change data and supported the multi-sector model.

Community level behavior change is occurring.

- Between 2007 and 2009, there was a 27% increase in the proportion of children in the 12 Greater Portland communities meeting at least 3 out of 4 recommended 5-2-1-0 behaviors (28% in 2009 compared to 22% in 2007). The increase is not statistically significant but is promising and consistent with the following community change data, which suggests change is beginning to occur.

The multi-sector model is validated.

- Parents reporting exposure to 5-2-1-0 across 3 or more channels (an impressive 28% of all parents in the 12 communities) are more likely to:
 - be aware of the 5-2-1-0 message,
 - be able to identify all 4 healthy behaviors,
 - be more favorable toward the Let's Go! message, and
 - have children that meet the "1" physical activity recommendation.

Sector Evaluation Findings

Detailed information on sector interventions can be found in Appendix 3.

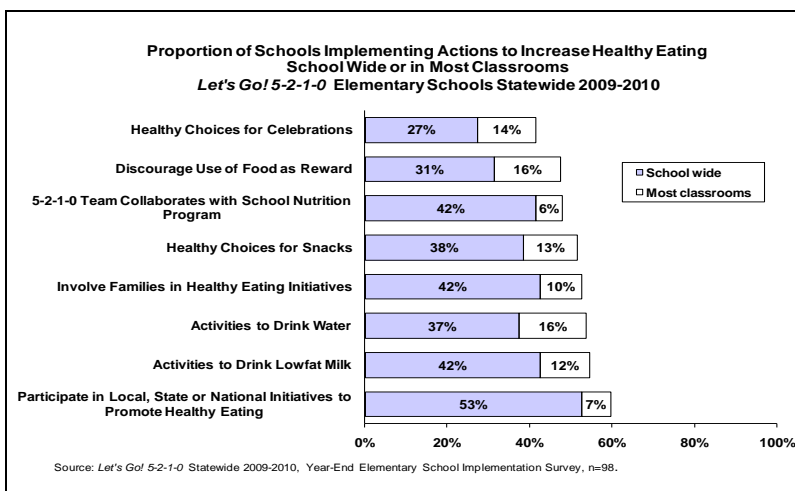
All schools are implementing 5-2-1-0 strategies, while many have sustained their work and adopted new strategies.

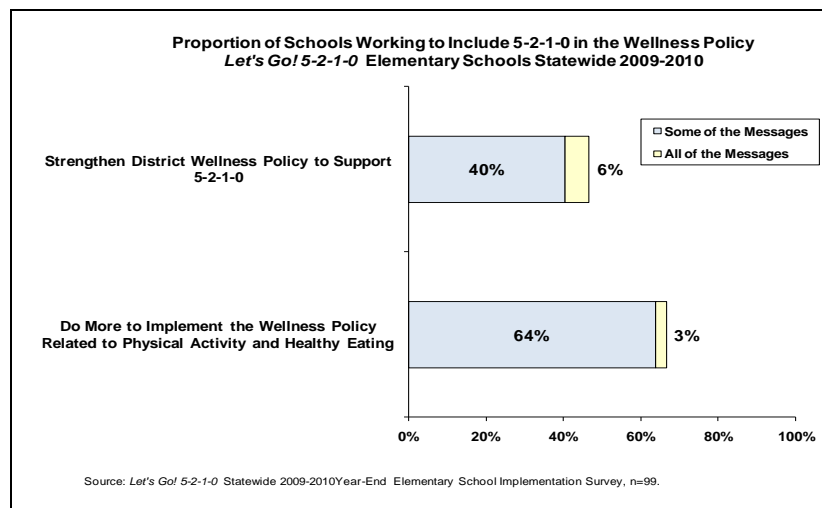
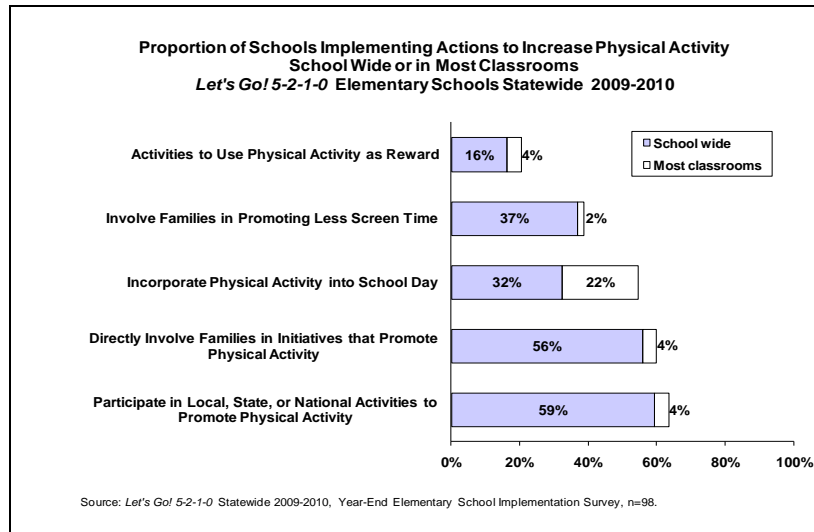
The *Let's Go!/5-2-1-0 Goes To School* intervention continues to see remarkable accomplishments with its statewide work. Schools have embraced the *Let's Go!* goals and voluntarily made changes in their school environments. They are doing this in their communities with support from *Let's Go!* and other local partners.

At the end of the school year, *Let's Go!/5-2-1-0 Goes to School* conducted an evaluation of elementary schools to measure supports in schools, policy and environmental changes and, in Greater Portland, how these efforts are being sustained year to year. In 2009-2010, it was found that schools were increasing capacity and supports to promote the 5-2-1-0 message. In Greater Portland many schools are sustaining strategies from year to year and increasing the number of strategies that are implemented each year.

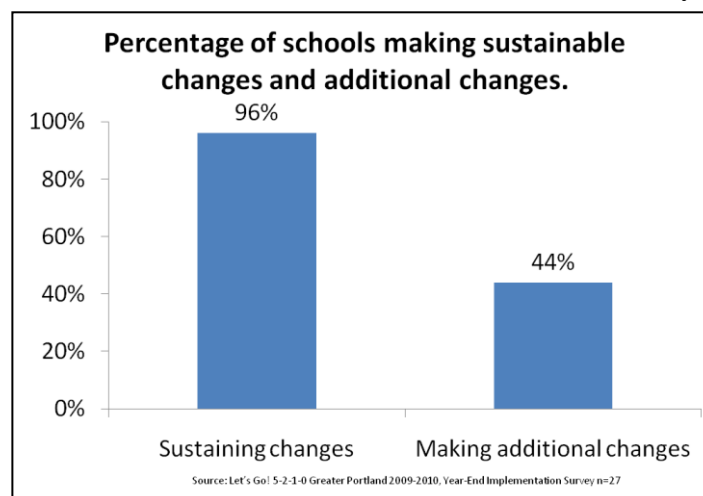
Most participating schools (83%) reported having a 5-2-1-0 team in place, with 10% of schools reporting that the superintendent was involved. School Health Coordinators and school nurses were the most commonly reported team members. Ninety-one percent of schools reported that school administrators provide encouragement for the program. All participating schools reported implementing at least one of the 5-2-1-0 strategies with most implementing two or more. The majority of schools statewide are also working to strengthen or increase implementation of their policies relating to the 5-2-1-0 message, physical activity and healthy eating.

The charts below detail the percentages of schools implementing an array of strategies and describe the policy work that is occurring.





In Greater Portland, 96% of elementary schools that implemented at least two strategies during the 2008-2009 school year continued to implement the same strategies through the 2009-2010 school year. Forty-four percent of Greater Portland schools increased by at least one the number of strategies implemented between the 2008-2009 and 2009-2010 school years.



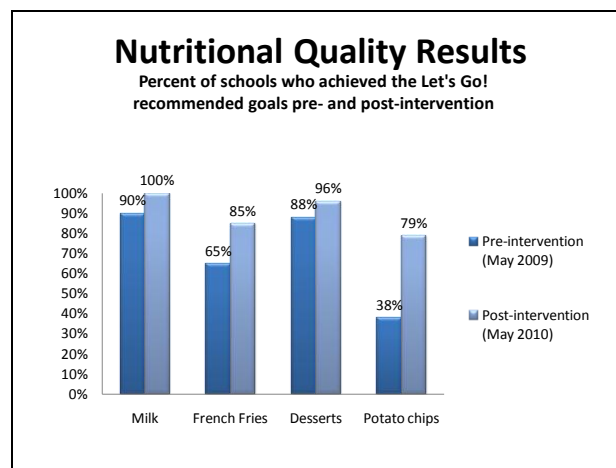
In April 2009, *Let's Go!/5-2-1-0 Goes to School* offered a day-long symposium to participating schools across Maine with the goals of providing a forum for schools to share 5-2-1-0 success stories, providing an opportunity to learn how 5-2-1-0 has been implemented by others working in the same role (for example, nurses learning from other nurses) and encouraging schools to expand their 5-2-1-0 efforts and begin implementing new strategies. All symposium attendees were surveyed to determine if the goals were met. 94.7% of respondents felt that a forum for discussion of the successes and challenges of implementing *Let's Go!/5-2-1-0 Goes to School* was provided, 92.9% of respondents learned new ideas for implementing the program, and 98.2% of respondents plan to use the new ideas in their own schools.

All participating School Nutrition Programs have made changes in nutritional quality.

In conjunction with the 5-2-1-0 Goes To School work, *Let's Go!* continued work with eight of the school nutrition programs in Greater Portland. This year the work focused on making changes to the nutritional quality of food and providing assistance with communications that promoted the benefits of the program to the school and larger community. Every school district made positive changes to improve the nutritional quality of the food. At the individual school level, the most common change (21 schools) was replacing fried potato chips with baked. At the end of the 2009-2010 school year, over a third of the districts (three of the eight) met the goals of:

- Eliminate whole and 2% milk
- Eliminate or limit the availability of french fries to once a week
- Limit serving desserts, that are not low in fat, as part of the National School Lunch Program, to no more than once a week
- Eliminate fried potato chips
- Increase the number of packaged competitive foods and beverages to those that meet the USDA's HealthierUS School Challenge.

This was a great success given that a year earlier none of the districts met all five goals.



School Nutrition Directors participating in the workgroup reported a high level of satisfaction with the workgroup. The workgroup style led to a supportive environment that allowed for the exchange of ideas, healthy competition and shared risk.

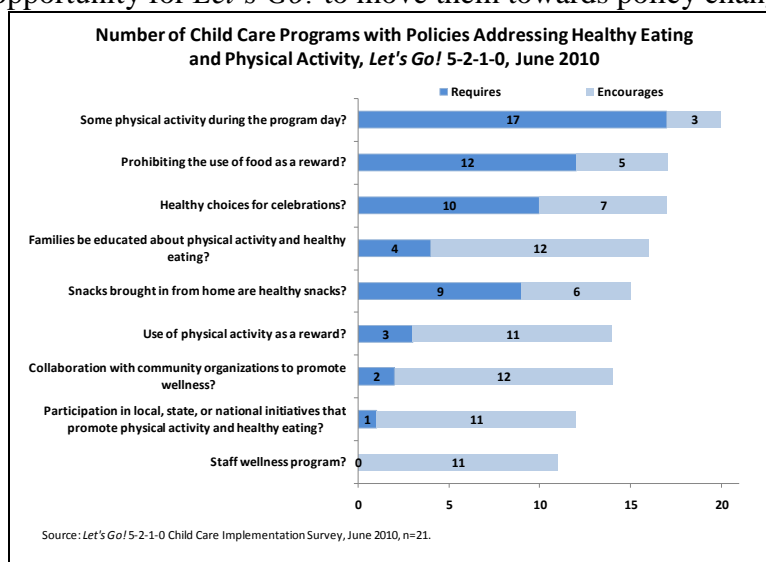
Early childhood policies are changing and work has spread statewide.

Previous work in the early childhood sector has demonstrated the influence and necessity of stronger state standards. To that end, *Let's Go!* has broadened its scope of work beyond child care facilities and was successful in embedding the key 5-2-1-0 strategies into the Foundations in Health, Wellness and Safety module for the Maine Roads To Quality. 108 providers statewide participated in this training with an 88.73% completion rate. *Let's Go!* was also successful in facilitating the adoption of *Let's Go!* policy recommendations into the United Way of Greater Portland's child care contracts. This impacted contracts with Catherine Morrill, Youth and Family Outreach, St. Elizabeth's, Peaks Island Children's Workshop, and PROP-- reaching approximately 472 children.

The *Let's Go!* 5-2-1-0 Goes to Child Care program saw tremendous growth in 2009-2010, engaging 38 sites throughout the state with 10 in Greater Portland serving more than 2,000 children. The program trained 69 childcare providers on the 5-2-1-0 messages and strategies. Twenty sites completed an implementation survey that will serve as a baseline to track future changes.

At baseline, participating sites were active in promoting both physical activity and healthy eating. They were most likely to promote water in place of sugary drinks (16 of 20), provide low or no-fat milk to the children (17 of 20) and promote healthy snacks (15 of 20). Some used interesting and engaging alternatives to unhealthy foods such as providing smoothies for birthday celebrations and teaching children about fruits and vegetables.

Programs are also implementing activities to increase physical activity in most or all classrooms. Results found that a high number of providers already have policies in place that require physical activity during the day and more than half have policies addressing the use of food as a reward. Data also showed sites without policies in place encouraged healthy eating and physical activity. This provides an opportunity for *Let's Go!* to move them towards policy change.

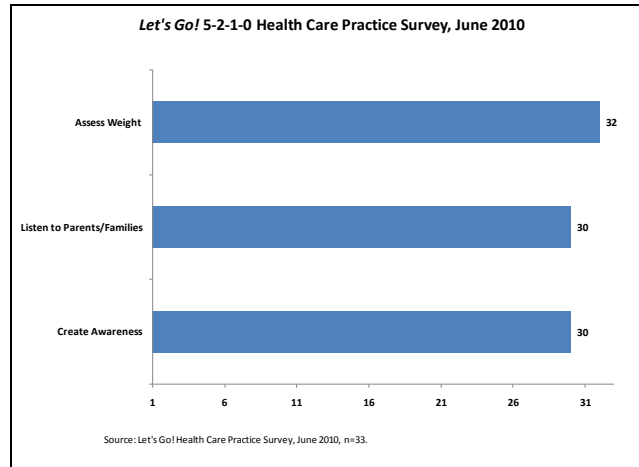


Healthcare providers are measuring patients' height and weight, calculating BMI and recording it in the medical chart.

Let's Go!'s focus in the healthcare sector included an emphasis on designating and recognizing practices as *Let's Go!* healthcare sites and holding education outreach sessions. *Let's Go!* has four components that practices need to meet to be designated a *Let's Go!* Healthcare site:

- Create awareness of 5-2-1-0 and *Let's Go!*
- Assess weight
- Listen to patients and families
- Be a role model

This year a telephone survey was conducted with our engaged practices (n=65) to assess whether they met the above four components. Thirty-three practices responded to the telephone interview to share their activities to support 5-2-1-0 in the healthcare sector (50% response rate). Twenty practices (n=65) met the first three, while only nine practices met all four.



Additionally, *Let's Go!* partnered with the MMC Physician-Hospital Organization to assess the number of clinicians recording a 'Healthy Weight Bundle' in the medical chart. This bundle includes measurement of height and weight, BMI, weight classification, blood pressure and a 5-2-1-0 survey. 60% of the total well child visits (n=20,149) in the last year recorded this bundle.

After School sector work is building a foundation for success.

This was a year of building in the after school sector. It consisted of incorporating the lessons learned since 2008 into a toolkit that will be released fall 2010. The four sites working with *Let's Go!* have shown success in working to provide physical activity and healthy snack and beverage choices. The sites who completed the online survey could also promote the use of physical activity as a reward by building on their promotion of physical activity.

In comparison to other sectors, the sites are strong in linking to available community resources. These after school sites may provide modeling to the schools that are not as likely to link to community resources.

Founding Partners are integrating the 5-2-1-0 message into their wellness programs.

Let's Go! has worked with Greater Portland worksites as an additional avenue to reach parents with the 5-2-1-0 message. The program was successful at working with employee health staff at five of the seven founding partners to integrate the 5-2-1-0 message into their worksite wellness plans. These Founding Partner businesses tended to be the sites that had a strong champion on board. Sites integrated 5-2-1-0 into their work by utilizing the online toolkit, monthly e-blasts that highlighted sections of the toolkit, and hanging posters at their sites. While it was difficult to assess what sites were using, representatives from worksites reported by survey that they used

the toolkit monthly, found the monthly emails helpful, and incorporated the messages into their work. Sites did this by co-branding materials with their name and integrating the message into internal communications and activities for employees and their families. Posters were the most widely used resource.

Communities are stepping up to achieve healthier environments.

Let's Go! awarded five program minigrants ranging from \$1,805 to \$5,000 to improve community environments and increase opportunities for physical activity and health eating in Greater Portland. Four of the five grants achieved their desired goals. One recipient returned the mini-grant funds because of community changes which no longer made it possible to complete their project. Mini-grants continue to be a way to engage communities on the most local level to provide seed funding for locally identified projects.

FY10 Community Mini-Grant Projects:

Town	Organization	Project
Cape Elizabeth	Cape Nordic	Re-graded and built a bridge in the Gull Crest Trail System.
Gorham	First Parish Congregational Church, UCC	5-2-1-0 Goes to Church pilot. Incorporated physical activity games (Dance Praise, Veggies Tales Dance Dance Dance and Wii Fit) into church groups and promoted healthy eating and physical activity.
Portland, South Portland and Westbrook	Abundant Life Institute partnering with Living With Peace	Cultural dancing program for children from, or who's families are from, the Democratic Republic of Congo, Rwanda and Burundi. The program included healthy snacks at trainings.
Greater Portland	WinterKids	Developed a Winter-themed StoryWalk of the book <i>Snow Day!</i> . Promoted and loaned it to child care and K-3 classes.

Greater Portland Unique Characteristics

The *Let's Go!* implementation in Greater Portland has unique characteristics that are not currently being replicated statewide. This includes a *Let's Go!* multi-media marketing campaign and a local obesity prevalence study. *Let's Go!* is also exploring the role of health disparities and how to reach impacted communities. In year four, the after school, school nutrition, worksite and community sector interventions occurred only in Greater Portland.

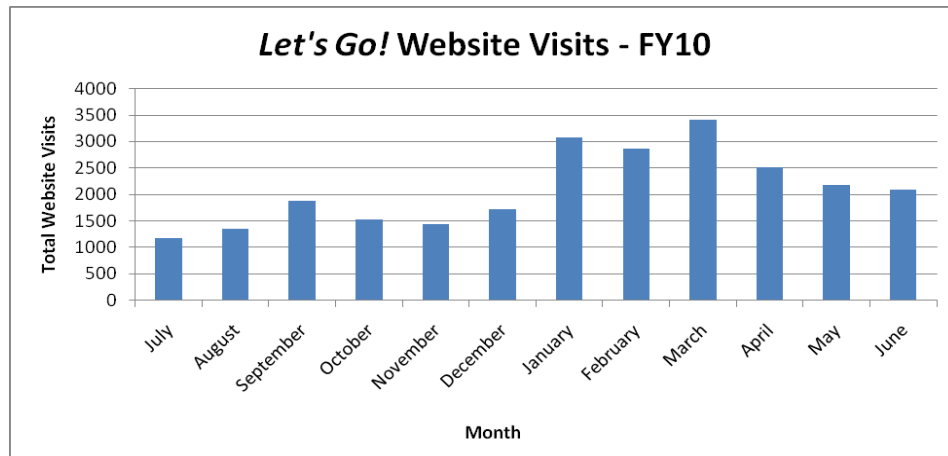
Marketing and Communications

Let's Go! has a communication strategy with the goal of infusing the region with messages that reinforce the knowledge of 5-2-1-0. This plan has multiple levels and is implemented through a number of media channels. This includes a robust and regularly updated website, paid advertising on TV and in cinemas, toolkits and other educational materials, utilization of social networking websites, and electronic outreach through e-news and monthly e-blasts. The goal of the marketing campaign is to raise awareness of *Let's Go!*, increase knowledge of the 5-2-1-0 message, and direct people to the website for more information. The *Let's Go!* phone survey in 2009 reported that there was significant penetration of the brand and message in the 12 communities of Greater Portland:

- 49% of all parents in the 12 communities are now aware of *Let's Go!*

- 43% of all parents are aware of the 5-2-1-0 message
- 96% of parents report a positive reaction to the *Let's Go!* approach and messages

This year *Let's Go!* had a reduced marketing budget with more focused targets, yet both website visits and page views exceeded the numbers of the previous year. Visits averaged 2,099 per month and page views averaged 3.92 pages per a visit in FY10. This was an increase from a monthly average of 1968 visits and 3.45 page views in the prior year. The communication strategy is effective in reaching the community and will continue.



Overweight and Obesity Prevalence Study

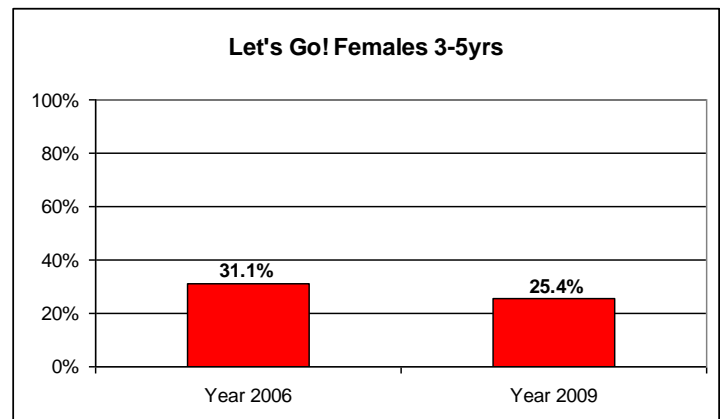
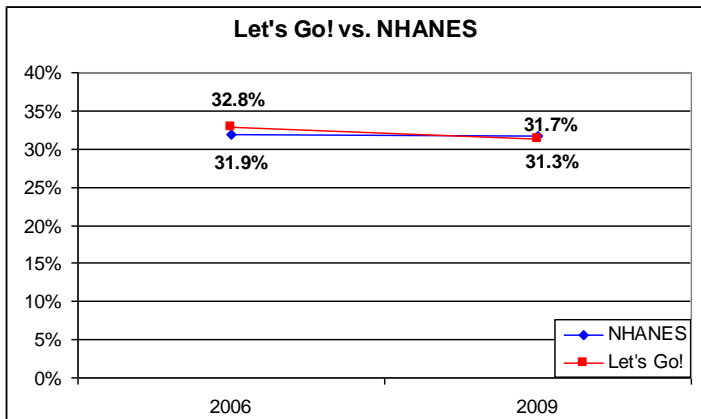
Obesity rates are well known on national and state levels; however, local data is not readily available. The purpose of the *Let's Go!* Overweight/Obesity Study was to determine the baseline prevalence of overweight and obesity in the year 2006; the year prior to the beginning of the full implementation of *Let's Go!* The sample included pediatric patients aged 3-18 at 14 pediatric practices in Southern Maine. The *Let's Go!* program collected follow-up data in 2009, and will continue to track prevalence through the year 2012.

The 14 practices in the chart review represent roughly 50,000 patients. The total number of patients sampled was approximately 3,000 distributed proportionally across the 14 offices. Three separate age ranges were analyzed; 3-5, 6-11, and 12-18. Demographic data, including age, gender and insurance status, along with clinical measures of height and weight were collected. BMI and BMI percentile were calculated using a standard method. The study also looked at process measures known to be standard care during a yearly well care visit, which included documentation of the following: BMI percentile, weight classification, blood pressure, and the healthy habits survey.

The prevalence of overweight and obesity decreased from 32.8% in 2006 to 31.3% in 2009, although the difference was not statistically significant. There was however a statistically significant difference between females, 3-5 years of age. In 2009, 3-5 year old females were significantly less overweight and obese than the same gender and age group in 2006 (25.4% vs. 31.1%). In comparing *Let's Go!* data to national data, in 2006, the prevalence of overweight and obesity was higher for the *Let's Go!* sample than the 03-06 NHANES (National Health and Nutrition Examination Survey) data. In 2009, the rates of overweight and obesity were less in the *Let's Go!* sample compared to the 07-08 NHANES data (see graph below). Data collection and

analysis will be ongoing through 2012 to determine if a trend of flattening of the curve will develop.

Greater Portland Prevalence of Overweight and Obese (BMI \geq 85%)



Disparities

Let's Go! strives to understand the relationship between obesity and ethnicity, poverty and food insecurity and integrate appropriate strategies into sector work when possible. *Let's Go!* defines diversity as ethnicity, race and socio-economic levels. With few ready-made solutions available this work has proved to be difficult. *Let's Go!* funded a mini-grant to work with new Americans to test if this was an effective strategy to get healthy messages to a specific community. The grantee delivered the message about the importance of physical activity and health eating. In the coming year, *Let's Go!* will conduct a direct mail campaign that will test to see if this is an effective means to reach lower income communities in Greater Portland.

Looking to Year Five (July 1, 2010 – June 30, 2011)

The *Let's Go!* model for change continues to demonstrate its impact and effectiveness. The programmatic reach is impressive considering all participation is voluntary. While this project has experienced much success, it has also learned a great deal through implementation. *Let's Go!* embraces continuous quality improvement and makes programmatic adjustments when needed to improve effectiveness and outcomes. The program is setting year five benchmarks based on the evaluation data and implementation experience.

A snapshot of *Let's Go!*'s work for year five includes:

- Schools: *Let's Go!* and community partners will work with all interested schools with a focus on policy and environmental change by implementing a system that provides a higher level of support to schools that show a commitment to creating sustainable change, while still providing tools and on-going support to all interested schools statewide.
- School Nutrition: The School Nutrition Workgroup will be replicated in other areas of the state with a focus on using the HealthierUS School Challenge criteria as a tool to increase the nutritional quality of school meals.
- Early Childhood: Continue to implement the multi-prong approach.
- Healthcare: Develop a recognition process for healthcare practices and/or providers to acknowledge their commitment to addressing childhood obesity.

- After School: Distribute newly designed toolkit and conduct training for after school sites to facilitate policy and environmental change.
- Community: Award one larger community mini-grant to facilitate difficult policy and environmental change.
- Evaluation: Evaluate the five year demonstration project.

APPENDIX 1

***LET'S GO!* STAFF RESOURCES**

In order to leverage organizational strengths, *Let's Go!* is implemented in partnership by United Way of Greater Portland and The Kids CO-OP at The Barbara Bush Children's Hospital at Maine Medical Center. *Let's Go!* also works in close partnership with MaineHealth. *Let's Go!* staff in year four include:

- Emily Rines, MPH, CHES, Project Director
- Victoria Rogers, MD, Medical Director
- Carter Friend, Vice President, Community Impact
- Elizabeth Motyka, MPH, Program Manager (Maine Medical Center, in-kind donated staff)
- Emily Walters, CHES, Program Manager
- Naomi Schucker, MPH, Program Manager (MaineHealth, in-kind donated staff)
- Rick Fortier, School Intervention Coordinator (Maine Medical Center, in-kind donated staff)
- Heidi Kessler, School Intervention Coordinator
- Karen Schebaum, Administrative Associate
- Molly Lee, Administrative Associate
- Brian Ryan, Administrative Associate

In addition, each of the major funding organizations has contributed significant in-kind staff expertise, time and leadership to this project.

APPENDIX 2

***LET'S GO!* DISSEMINATION**

Let's Go! continues to get regular inquiries from across the state and the nation from organizations that request resources, tools and technical assistance to implement the *Let's Go!* model. This growing interest resulted in the creation of both dissemination partner tools and benchmarks to assess success.

Let's Go!'s original goal for FY10 was to promote and support implementation of the model to three community stakeholder organizations/sites by June 2010. The year ended with six sites implementing the multi-sector model in Maine. *Let's Go!* worked with the following Dissemination Partners:

- Eastern Maine Healthcare Systems - Health System working with multiple Healthy Maine Partnerships
- Healthy Waldo – Healthy Maine Partnership in Waldo County
- Mid-Coast Hospital – Hospital in Brunswick, Maine
- Choose to Be Healthy – Healthy Maine Partnership in York County
- Coastal Healthy Communities Coalition – Healthy Maine Partnership in York County
- Partners for Healthier Communities – Healthy Maine Partnership in York County

Working with multiple partners, in different regions, with differing resources required a systematic approach to dissemination and it was clear that infrastructure and capacity was needed to adequately support this body of work. *Let's Go!* further developed a dissemination model that included tools and technical assistance in the sectors delivered through trainings. The Project Director worked directly with key local staff to facilitate the adoption of the multi-sector model. Local Dissemination Partners in turn do the direct implementation of the work. This allows the local sites, Healthy Maine Partnerships and health systems, to retain their independence and embed the tools and resources into their local work. It is *Let's Go!*'s dissemination strategy to move from an implementation role to one that supports the implementation being done by Dissemination Partners. For this reason, the Healthy Maine Partnerships are essential to the dissemination of *Let's Go!*.

In year four, Dissemination Partners reported to the *Let's Go!* Director on a semi-annual basis what sectors they were working in and their estimated reach. Dissemination Partners are also participating in the *Let's Go!* evaluation by conducting sector implementation surveys.

The following pages provide a snapshot of the work that is being done by *Let's Go!* Dissemination Partners in their local communities.

LET'S GO! EMHS

Let's Go! EMHS is lead by Eastern Maine Healthcare Systems in the following counties: Aroostook, Hancock, Kennebec, Penobscot, Piscataquis, Somerset and Washington. The *Let's Go!* work is staffed by Lee Averill.

Scope and reach numbers of the sectors engaged:

Schools: 135

Child Care Sites: 39

Healthcare: 19 practices

Community: 8 mini-grants to Healthy Maine Partnerships

Workplace: 2 employers

Key learnings:

- Sites are eager to implement with a little help. Most need a guide to help with project direction.
- *Let's Go!* and 5-2-1-0 look different in each site.
- Challenges: limited staffing, large geographical area, limited funding, and managing the diversity in a large region makes things more complicated.

Story:

Cathy Cody in MSAD #68 did a fresh fruits and veggie program with pre-schools over the spring. They now have students coming up to her in the community showing her how many fruits and veggies they had that day.

Steps moving forward:

- Plans are centered around sustaining current engagement while building on areas that have low participation. EMHS plans to continue work in all 6 sectors.

COASTAL HEALTHY COMMUNITIES COALITION, SACO

Coastal Healthy Communities Coalition is a Healthy Maine Partnership based in Northern York County at the University of New England. The *Let's Go!* work is staffed by Megan Rochelo and Bethany Fortier.

Scope and reach numbers of the sectors engaged:

Schools: 14

Child Care Sites: 1

After School Sites: 2

Healthcare Practices: 2

Community: 6 Mini-Grants awarded

Workplace: 4 employers

Key learnings:

- Community organizations and schools find the 5-2-1-0 message easy to remember and incorporate.
- Challenge: ensuring *Let's Go!* related work fits into HMP grant objectives.

Stories:

CHCC awarded 18 Community and School 5-2-1-0 Mini-Grants this year (12 school based, 6 community based). In addition, CHCC has partnered with Carelink RDC to provide a 5210 Goes to Child Care training to local child care providers. Some of their mini-grant funded schools/organizations projects this year have been:

- School Around Us – Monthly Community Contra Dances (over 225 people attended!)
- The New School (2010 Redy Award winner) - “Feeding the Teen Machine” 6-month curriculum based project where teens learned about the science of food.
- BEMS/Seeds of Promise Program - Raised bed school garden and horticultural therapy program.
- Saco Bay Trails- Published *The Great Outdoors Activity Book* booklet for children aged five – nine years old for use at Ferry Beach State Park.

Steps moving forward:

CHCC will continue to offer 5-2-1-0 Community and School Mini-Grants, encouraging schools and community members to focus on policy initiatives around healthy eating and physical activity. They will also work with child care providers around 5-2-1-0 Goes to Child Care, training Head Start staff in September in partnership with the two other York County HMPs. CHCC will also continue work with local employers on healthy eating and physical activity initiatives via worksite wellness mini-grants and will continue to work with healthcare providers to ensure they have access to 5-2-1-0 resources.

CHOOSE TO BE HEALTHY, YORK

Choose to Be Healthy is a Healthy Maine Partnership based in Southern York County at York Hospital. The *Let's Go!* work is staffed by Deb Erikson-Irons and Sue Patterson.

Scope and reach numbers of the sectors engaged:

Schools: 3

Child Care Sites: 4

After School Sites: 7

Community: 1 community event

Workplace: 1

Key learnings:

- A challenge is to keep up with demand!

Stories:

There was a great response from local recreation departments. They were excited about training their staff prior to summer camp. The counselors and supervisors are in a great position to use positive role modeling and messaging for the children. This effort included over 500 children.

Steps moving forward:

- Work with the three Head Start sites in our area.
- Teach CareLink class in August 2010.
- Work with MSAD 35 and York school districts to officially adopt 5-2-1-0.
- Continue to orient child care providers and maintain relationship.
- Work with at least one health care provider physician practice.
- Collaborate with Emily Rines and PHC and CHCC Healthy Maine Partnerships (the other York County HMPs) to promote 5-2-1-0 messages to reduce child obesity through the media and other applications.

MID-COAST HOSPITAL, BRUNSWICK AND MID-COAST

Mid-Coast Hospital is based in Brunswick, Maine. The *Let's Go!* work is staffed by Marla Davis.

Scope and reach numbers of the sectors engaged:

Schools: 13

Community: 2 community events

Key learnings:

- Schools love to show off their activities and successes.
- Challenges: Lack of contract in RSU#1; low morale, reluctance to do anything “extra.” Flu issues interfered.

Stories:

- Longfellow School, Brunswick: started a Snack Shack in Feb and in 5 months sold more than 5,000 healthy snacks at 25 cents each. Staff, students and parents involved; to be sustained next year, the last year the school will be open.
- Jordan Acres held a series of assemblies, incorporated costumes, innovated with the use of “blog boards” for students and teachers to talk about their health goals.
- Mid-Coast held a GO RED event (healthy dinner, presentation and raffles) for school staff; 70 attended.

Steps moving forward:

- Sustainability plan developed with Superintendent of RSU#1.
- Continue with year 2 in Brunswick.
- Partner with RSU#75 (School Health Coordinator will provide technical assistance, Mid-Coast Hospital will provide mini grants).
- Taking on some child care and healthcare (local pediatricians) work.

PARTNERS FOR HEALTHIER COMMUNITIES, SANFORD

Partnership for Healthier Communities is a Healthy Maine Partnership based in York County at Goodall Hospital. The *Let's Go!* work is staffed by Sarah Roberts.

Scope and reach numbers of the sectors engaged:

Schools: 7

Child Care Sites: 5

Healthcare Practices: 1

Community: 2 community efforts

Key learnings:

- Although presentations have been made at medical staff and practice manager meetings, utilization of the Lets Go! toolkit is low. Follow up letters went out to solicit more information.

Stories:

- A mini-grant recipient collaborated with other community groups to develop a 5-2-1-0 friendly playgroup for ages 0-5. Partners included Strong Fathers Network, Sanford YMCA, Eat Well, and Safe Schools Healthy Students. Each organization signed an MOU outlining what they would contribute to the healthy playgroup (exercise equipment/instruction; healthy snacks with recipes).

Steps moving forward:

- Will be working in Child Care, Workplace, Schools, Community, one physician practice.
- Will be working with these new partners in the fall: Country Kids Preschool, Childcare Center of York County, and Head Start.

HEALTHY WALDO COUNTY, WALDO COUNTY

Healthy Waldo County is a Healthy Maine Partnership based at Waldo County General Hospital in Waldo County. The *Let's Go!* work is staffed by Vyvyenne Ritchie, Barbara Crowley and Andrea Walker.

Scope and reach numbers of the sectors engaged:

Schools: 22

Child Care Sites: 13

Healthcare: 6

Community: 2; 1 summer camp, 1 Mini-Grant

Workplace: 2 (2 school district wellness days)

Key learnings:

- Taking the message of 5-2-1-0 and incorporating the message into policy development at the schools.

Stories:

- Partnered with Belfast Pediatrics, Maine Farmland Trust, Belfast Economic Development to view the movie “Fresh” followed by a panel to discuss 5-2-1-0 and the problem of childhood obesity. 55 community members attended.
- Kick Off for 5-2-1-0: 240 students and the media were present for kick off presentation, excellent press coverage. This was followed by a harvest lunch with 5-2-1-0 message. All classroom have 5-2-1-0 posters and each school has 5-2-1-0 display.
- 7 health fairs with information and display about 5-2-1-0.
- Healthy Waldo County funded WiseKids day camp this summer, incorporating healthy eating and exercises for 33 low-income children.
- From a 5-2-1-0 training with teachers able to garner interest in having a childhood obesity work group for 35 individuals. Members of the group: a pediatrician, teachers, head start staff, school nurses, public health nurses, park and recreation staff, Maine Farmland Trust, legislator. Meet monthly to develop a county plan based on 5-2-1-0.

Steps moving forward:

- Planning a kick-off for the school year in September.
- Planning to do one article a month for the *Republican Journal* and VillageSoup.com.
- Childhood Obesity Workgroup met to plan the year’s activities on Aug 17th.
- Aug 21st presentation on 5-2-1-0 at the Child Care Conference held at University of Maine Hutchinson Center.
- September conference for all Head Start staff will have a presentation on 5-2-1-0 for Child Care Providers.
- Presently creating a resource guide for all areas of activity in the Waldo County area will be widely distributed soon.
- Junior Chef Club has been funded by Healthy Waldo County to start in September to teach healthy cooking from scratch.

APPENDIX 3: SECTOR HIGHLIGHTS

Let's Go! 5-2-1-0 Goes to School Intervention

Sector Description and Targets

5-2-1-0 Goes to School aims to increase healthy eating and physical activity in schools in Maine. Through use of the 5-2-1-0 Goes to School framework, schools, teachers, nutrition programs and parents can create a healthier school environment. Listed below are 10 strategies that are used individually or collectively in schools to address the policies, practices and environments that influence healthy lifestyle behaviors.

1. Encourage healthy choices for snacks and celebrations.
2. Participate in local, state or national initiatives that promote physical activity and healthy eating.
3. Include community organizations in wellness promotion.
4. Involve and educate families in initiatives that promote physical activity and healthy eating.
5. Encourage water and low fat milk instead of sugar-sweetened drinks.
6. Discourage the use of food as a reward; use physical activity as a reward.
7. Incorporate physical activity into the school day.
8. Develop a 5-2-1-0 friendly staff wellness program.
9. Collaborate with School Nutrition Program.
10. Implement or strengthen a wellness policy that supports the 5-2-1-0 strategies.

Let's Go! staff, together with our community partners, implement the following strategies in participating schools:

- Provide technical assistance to facilitate 5-2-1-0 activities and policy and environmental change to support increased physical activity and healthy eating.
- Provide toolkits containing 5-2-1-0 teacher and school staff strategies, parent handouts and additional resources.
- Conduct presentations to introduce the intervention and reinforce focus on ten strategies and policy and environmental change.
- Provide mini-grants in Greater Portland schools to support the intervention.
- Conduct annual school symposium.
- Conduct evaluation of the intervention to determine extent of changes in schools.

Outcomes & Number of Participants Engaged

Greater Portland: 54 schools engaged with total enrollment of 22,091 students reached.

Statewide Work: 268 schools engaged with total enrollment of 84,154 students reached.

Benchmark Results

Benchmark	Status	Results & Learnings
<i>Behavioral, Environmental and/or Policy Change Outcomes</i>		
50% of elementary schools (or 14 schools) that implemented at least 2 strategies in 08-09 will continue	Achieved	96% of elementary schools met this benchmark.

to implement those same strategies through the 09-10 school year.		
25% of elementary schools (or 8 schools) will increase by at least 1 the number of 10 <i>Let's Go!</i> recommended environmental and policy strategies being implemented between the 08-09 school year and the 09-10 school year.	Achieved	44% of elementary schools met this benchmark.
<i>Process Outcome</i>		
Increase public elementary school participation to 32 elementary schools (87%) of all elementary schools (39) in the 12 communities in Greater Portland in the 2009 – 2010 school year (by June 2010).	Achieved	37 Greater Portland elementary schools participated during the 2009-10 school year.
Increase middle and high school participation to 15 schools (50%) of the middle and high schools (29) in the 12 communities in Greater in the 2009 – 2010 school year (by June 2010).	Achieved	17 Greater Portland middle and high schools participated during the 2009-10 school year.

Story

Yarmouth School District



The Yarmouth Schools have a lot to be proud of with healthy changes being made at each school. Becki Schreiber, Director of School Nutrition, dreamed of having a garden that students, parents, and the community could all have their hands in. In collaboration with the School Nutrition Program, the County Extension Master Gardeners, local farmers, and other community members, Yarmouth Elementary School has a stunning garden that not only provides food for school lunches, but also acts as a learning laboratory for students. The Yarmouth garden is something that staff and students will benefit from for a long time.

Let's Go! School Nutrition Intervention

Sector Description and Targets

Let's Go! convened a School Nutrition Workgroup consisting of school nutrition directors, a nutrition consultant, a representative of the state child nutrition agency, a pediatrician (the *Let's Go!* medical director), and *Let's Go!* staff with the goal of increasing both the nutritional quality and the perception of available school food and beverages. The workgroup uses group decision making processes and operates in a collaborative fashion. The workgroup develops and implements strategies that address the challenges and opportunities in providing healthy foods and beverages to students at school.

During the 2009/2010 school year, the group focused on two goals:

1. Implement a marketing campaign with the goal of improving the perception of the National School Lunch Program.
2. Increase the nutritional quality of school food and beverages:
 - Eliminate whole and 2% milk
 - Eliminate or limit the availability of french fries to once a week
 - Limit serving desserts, that are not low in fat, as part of the National School Lunch Program, to no more than once a week
 - Eliminate fried potato chips
 - Increase the number of packaged competitive foods and beverages to those that meet the USDA's HealthierUS School Challenge.

Outcomes & Number of Participants Engaged

Greater Portland Work: Eight school districts representing 52 schools participate in the workgroup: Falmouth, Freeport, Portland, South Portland, Scarborough, Windham, Westbrook, and Yarmouth.

Statewide Work: *Let's Go!* did not convene the school nutrition workgroup outside of Greater Portland.

Benchmark Results

Benchmark	Status	Results & Learnings
<i>Behavioral, Environmental and/or Policy Change Outcomes</i>		
Improve the nutritional quality of school food offerings in 50% of involved districts by June 2010.	Achieved	100% of participating school districts made improvements to the nutritional quality of school meals.
Implement a coordinated communications plan in 50% of involved districts with the goal of increasing the perception of nutritional quality of the National School Lunch by June 2010.	Achieved	100% of participating school districts implemented components of the communication plan.
<i>Process Outcome</i>		

At least 50% of school districts (6 of 11) in the <i>Let's Go!</i> region will participate in the <i>Let's Go!</i> School Nutrition Director Intervention in the 2009 – 2010 School Year by June 2010.	Achieved	8 of 11 school districts are actively engaged.
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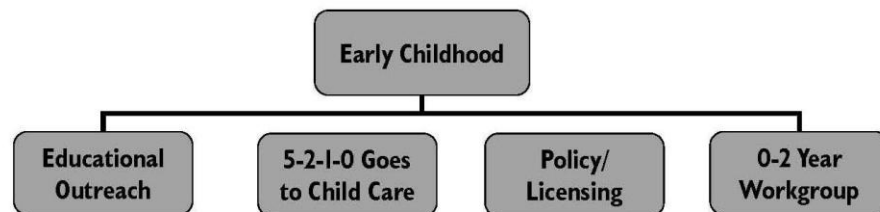
Story

“The power of the group as a whole gave strength to making changes in individual districts. School Nutrition Directors typically work on their own in their district. The Lets Go! coalition provided team support among peers. It also is a great think tank. We seem to be evolving...now taking on group goals together.” – School Nutrition Director

Let's Go! Early Childhood Intervention

Sector Description and Targets

The goal of *Let's Go!*'s early childhood intervention is to increase policy and environmental change to support healthy eating and physical activity in multiple settings that reach children ages 0-5. *Let's Go!* has developed a four-pronged approach to addressing the childhood obesity epidemic within early childhood.



Educational Outreach

Let's Go! developed two approaches to increase awareness, knowledge and adoption of environmental and policy strategies in the child care settings. The first is direct outreach to child care sites through a training focusing on the “*Role of the Child Care Provider in the Obesity Epidemic.*” The second is a *5-2-1-0 Goes to Child Care Train the Trainer* Institute for Healthy Maine Partnership staff, Head Start staff, and others who work directly with child care providers.

5-2-1-0 Goes to Child Care

The *5-2-1-0 Goes to Child Care* program uses nine key strategies to address the policies, practices, and environments that influence healthy lifestyle behaviors in child care facilities.

The nine strategies are:

1. Encourage healthy choices for snacks and celebrations.
2. Participate in local, state or national initiatives that promote physical activity and healthy eating.
3. Include community organizations in wellness promotion.
4. Involve and educate families in initiatives that promote physical activity and healthy eating.
5. Encourage water and low fat milk instead of sugar-sweetened drinks.
6. Discourage the use of food as a reward; use physical activity as a reward.
7. Incorporate physical activity into the school day.
8. Develop a 5-2-1-0 friendly staff wellness program.
9. Implement or strengthen a wellness policy that supports the 5-2-1-0 strategies.

Policy/Licensing

In order to provide long term sustainability, *Let's Go!* is working to embed messages and strategies in three different areas; the Quality Rating System through the Department of Health and Human Services, the state child care licensing regulations and into the Early Childhood Education curriculums at state universities and community colleges. *Let's Go!* has already had success in embedding messages into the Maine Roads to Quality Foundations in Health, Wellness and Safety module and is working to embed strategies into the contracts of United Way of Greater Portland funded child care facilities.

0-2 Year Workgroup

Let's Go! has convened a group of early childhood experts to develop a tool that brings the 5-2-1-0 message to the 0-2 year population.

Outcomes & Number of Participants Engaged

Greater Portland Work: 10 child care programs participated in the 5-2-1-0 Goes to Child Care Program (690 youth) and 34 child care providers were trained in *The Role of the Child Care Provider in the Obesity Epidemic*.

Statewide Work: 28 child care programs participated in the 5-2-1-0 Goes to Child Care Program statewide (2,009 youth) with the support of community partners. 35 child care providers were trained in *The Role of the Child Care Provider in the Obesity Epidemic*. 11 Healthy Maine Partnership staff and 3 other community organizations were trained in implementing the *Let's Go!* Early Childhood sector work. 108 providers participated in the Maine Roads to Quality *Foundations in Health, Wellness and Safety* module in which the 5-2-1-0 message was embedded within the curriculum with an 88.73% completion rate.

Benchmark Results

Benchmark	Status	Results & Learnings
<i>Behavioral, Environmental and/or Policy Change Outcomes</i>		
Embed 5-2-1-0 key strategies into Maine Roads to Quality and United Way funder local standards & funding requirements.	Achieved	Messages incorporated into the Foundations in Health, Wellness & Safety module for Maine Roads to Quality in August 2009. UWGP adopted Let's Go! policy recommendations and included them in child care contracts in June 2010.
Increase the knowledge of the 5-2-1-0 messages among providers at 4 child care trainings (Baseline: 0) that LG facilitates by June 2010.	Achieved	Child Care trainings occurred on the following dates in Greater Portland: 8/20/2009 (Child Care Connections) 2/17/2010 (Youth and Family Outreach) 3/19/2010 (Food Service Staff Training) 4/14/2010 (MaineHealth Learning Resource Center)
<i>Process Outcome</i>		
Increase by 15% (from 13 to 15 sites) the number of Child Care sites participating in <i>5-2-1-0 Goes to Child Care</i> Intervention by June 2010.	Not Achieved	Benchmark was limited to Greater Portland and didn't reflect the work happening outside the region. Greater initial interest came from outside of Greater Portland with 10 Greater Portland sites participating and 38 total statewide. As a result, resources were secured to focus on greater Portland in year 5, while at the same time training and technical assistance plans were developed.

Story



KuriouCity Childcare and Learning Center, Mars Hill, Maine

Kids at KuriouCity Childcare and Learning Center in Mars Hill, Maine designed their own capes to use in the physical activity game, "Cape Capers," which can be found in the "Physical Play Every Day! 3 - 4 Year Olds Pamphlet." At another site, Youth and Family Outreach, a child care program that serves 60 children ages 6 weeks - 5 years (45 of which are subsidized slots), implemented a program-wide guideline around their celebrations. They now celebrate birthdays once per month and offer the children fruit smoothies. Families are also encouraged to bring in party hats or decorations.

Let's Go! Healthcare Intervention

Sector Description and Targets

The *Let's Go!* Healthcare intervention focuses on educating primary care physicians on childhood overweight and obesity. The intervention provides educational outreach, supporting materials and training to physicians working with patients and their families on promoting healthy eating and physical activity to prevent obesity. Introducing the *Let's Go!* message into the provider offices not only provides a credible location for the message, it also brings in healthcare professionals as important partners and messengers in the effort. The four goals of the intervention include:

- Educating physicians and building interest in preventing and treating childhood obesity.
- Introducing the *Let's Go!* Healthcare toolkit with recommendations and tools for working with patients and families.
- Improving patient flow to include questions and counseling on overweight and obesity.
- Connecting physicians to work in their community around healthy eating and active living.

A *Let's Go!* Healthcare site is defined as:

- Creating awareness of 5210 and Let's Go! in their office
- Assessing weight
- Listening to patients and families
- Being a role model.

Number of Participants Engaged

Engaged sites are defined as having received a toolkit or an educational outreach session.

Greater Portland Work: 20 practices

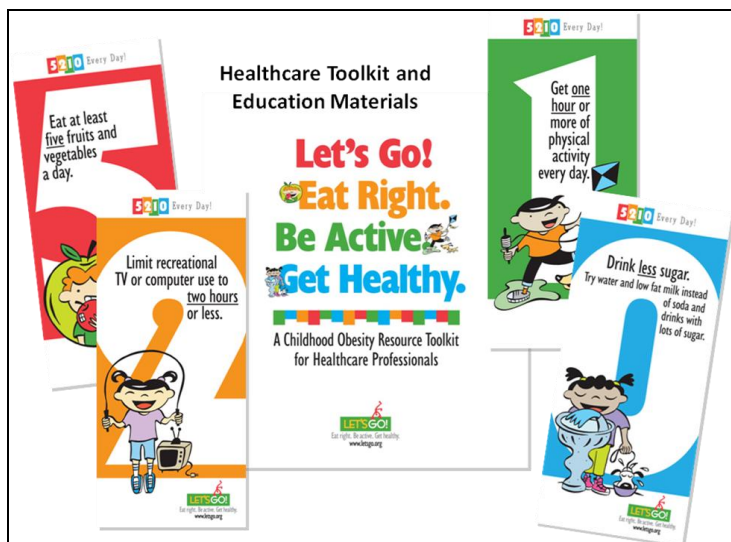
Statewide Work: 65 practices

Results

Benchmark	Status	Results & Learnings
<i>Process Outcome</i>		
Increase by 25% the number of patients (from a baseline of 8,434) who have a Healthy Weight Bundle (height/weight, BMI, weight classification, blood pressure, and 5-2-1-0 survey) recorded in their chart by June 2010.	Achieved	In Greater Portland 12,169 patients have the Healthy Weight Bundle (total Well Child Visits = 20,149; 60% of those patients have the bundle).
Increase by 50% the number of <i>Let's Go!</i> Educational Outreach sessions (from a baseline of 6) for health care provider practices by June 2010.	Not Achieved	A total of 5 educational outreach sessions were completed in Greater Portland. As a result, this outcome was examined and it was determined to change the outcome for year five to better reflect the goal of the healthcare intervention. In year four, <i>Let's</i>

		Go! practice criteria were drafted and will be implemented in year five. Moving forward, training and technical assistance plans will also be finalized for implementation.
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Story



Maine kids know 5-2-1-0. Parents and healthcare provider alike report children knowing the 5-2-1-0 message. During a recent visit to her child's pediatrician, Peggy was impressed by her son's ability to rattle off the meaning of 5-2-1-0 when prompted by his doctor. Her son said, "We talk about it all the time in school." The consistent messaging between sectors – healthcare and schools or healthcare and child care is why it is important healthcare providers see they have a critical role to play.

Let's Go! After School Intervention

Sector Description

The after school environment provides ample opportunities for physical activity, as well as for healthy eating. The goal of *Let's Go!*'s after school intervention is to increase policy and environmental change to support these behaviors in the after school environment.

Outcomes & Number of Participants Engaged

Greater Portland Work: 4 programs (8 sites) engaged with potential impact of 2544 youth.

- Boys and Girls Club of Southern Maine (Portland, Riverton, Sagamore, South Portland, Auburn)
- The PORT Teen Center
- Mission Possible Teen Center
- YMCA - Portland

Statewide Work: *Let's Go!* is not implementing in after school sites outside of Greater Portland.

Benchmark Results

Benchmark	Status	Results & Learnings
<i>Behavioral, Environmental and/or Policy Change Outcomes</i>		
Increase by 4 (Baseline: 5) the number of After School sites that adopt a <i>Let's Go!</i> recommended nutrition/PA policy that supports the 5-2-1-0 message by June 2010.	Not Achieved	There was not sufficient capacity to develop tools and provide appropriate technical assistance. As a result developed a new staffing structure and staff developed tools, training, and technical assistance plan.
Increase by 4 (Baseline: 5) the number of After School sites that adopt one or more <i>Let's Go!</i> recommended environmental changes that support the 5-2-1-0 message by June 2010.	Not Achieved	There was not sufficient capacity to develop tools and provide appropriate technical assistance. As a result developed a new staffing structure and staff developed tools, training, and technical assistance plan.
<i>Process Outcome</i>		
After School sites will be identified to participate in the above After School Intervention by December 2009.	Achieved	Sites engaged: The PORT Teen Center Mission Possible YMCA Portland YMCA Freeport

Let's Go! Workplace Intervention

Sector Description and Targets

Let's Go!'s workplace efforts focus on exposing parents and families in the workplace to the consistent 5-2-1-0 message that is being delivered to kids and families at schools, child care, after school, the doctor's office and in communities. A workplace toolkit has been created and is available on the website. This sector is implemented only in the Greater Portland region through the seven Founding Partner organizations.

Outcomes & Number of Participants Engaged

Greater Portland Work: Anthem, MaineHealth, MMC, Unum, United Way of Greater Portland are actively engaged in this work reaching 9,388 employees.

Statewide Work: *Let's Go!* is not implementing in workplaces outside of Greater Portland.

Results

Benchmark	Status	Results & Learnings
Process Outcome		
85% (n=6) of 7 all Founding Partners worksites distribute messages supporting the Let's Go 5210 message to 11,900 employees in Cumberland County by June 2010.	Not Achieved	71% of all Founding Partners, or 5, reporting that they distributed messages supporting 5210 to 9,388 employees. This is a low staffed sector and in order to be successful staff recognized that we had to make it even easier for worksites to integrate the messages into their work. As a result of this learning, toolkit materials are being highlighted monthly and emailed.
<i>Let's Go!</i> will coordinate and actively support the Healthy Maine Partnerships small business initiative by June 2010.	Not Achieved	Benchmark no longer applicable.

Story



Every Day!

- 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.



www.lets-go.org

Maintain Health
Works on Wellness

The program is funded in part by the Founding Partners of Let's Go!
Anthem Blue Cross and Blue Shield of Maine, Anthem Blue Cross of Maine, MaineHealth, MMC, Unum, United Way of Greater Portland, and others.
The program is a trademark of the Founding Partners of Let's Go!.

Let's Go! worked with the WOW (Works on Wellness) Council at MaineHealth and Maine Medical Center to spread Let's Go! and the 5-2-1-0 message. Many of the WOW! Councils integrated materials from the toolkit into their individual wellness plans and the WOW! program printed the Let's Go! 5-2-1-0 poster (see left), co-branded with the MaineHealth Works on Wellness logo, that were hung around the different facilities that participate in WOW!

Let's Go! Community Mini-Grants

Sector Description and Targets

The *Let's Go!* approach includes efforts to increase physical activity and promote healthy eating in the 12 communities of Greater Portland. *Let's Go!* has designed the Community Mini-Grants intervention to support local efforts to improve the health of their participants and members through sustainable policy and environmental changes. This sector is implemented only in the Greater Portland region.

Outcomes & Numbers of Participants Engaged

Greater Portland: Let's Go funded 5 mini-grant requests ranging from \$1,805 to \$5,000.

Statewide work: Let's Go! is not implementing in this sector outside of Greater Portland.

Benchmark Results

Benchmark	Status	Results & Learnings
<i>Behavioral, Environmental and/or Policy Change Outcomes</i>		
80% of mini grants will achieve expected physical and policy and environmental change outcomes by June 2010.	Achieved	4 mini grant recipients achieved desired changes. 1 recipient returned funds.
<i>Process Outcome</i>		
<i>Let's Go!</i> will solicit appropriate mini-grant requests up to a total of \$12,000 for community projects with programmatic goals to create change in physical and environmental policy by June 2010.	Achieved	Applications solicited and received.

Stories



The First Parish Congregational Church changed environments and church social norms about the use of physical activity as a reward. They now use Dance Praise and the Wii rather than the use of food. At church gatherings healthier options are also now being offered.



Abundant Life Institute, an immigrant led non-profit organization, supported a cultural dance program for youth from the Great Lakes region of Africa, including Rwanda, Burundi, and the Democratic Republic of Congo. This created an environment and opportunity for children to learn their cultural traditions. They held more than 28 dance lessons over a 7 month period and performed in 3 states. Participants included 12 parents, 45 children and 20 teens and older. They also incorporated lessons and role modeling on healthy eating for families and youth.



WinterKids was awarded a minigrant to develop and use a WinterKids Storywalk "Snow Day!" to engage young children in physical activity in the winter. They used the Storywalk at their own events, as well as at those sponsored by their partners. This included the delivery of 4 pre-school active academic workshops to 64 pre-school children.

APPENDIX 4: *LET'S GO!* BENCHMARK STATUS

Benchmark	Data Source	Date of Last Measure	Date of Next Measure	Status of Benchmark	Results & Learnings
Overall Program Benchmarks					
Increase from 28% to 34% the proportion of youth in the 12 communities who are reported to adhere to recommended levels for at least three of the four 5-2-1-0 behaviors by June 2011.	Critical Insights Survey		June 2011	Will be measured in 2011	
Slow the rise of elevated BMI prevalence in the 12 communities of Greater Portland by June 2012.	BMI Prevalence Study		June 2012 *contingent on ongoing funding	Will be measured in 2012	
Schools					
<i>Behavioral, Environmental and/or Policy Change Outcomes</i>					
Increase from 33% to 40% (from 14 to 23 schools) of all enrolled schools adopting at least 2 <i>Let's Go!</i> recommended environmental changes in the 2009 - 2010 school year by June 2010.	Implementation Survey			Achieved	<i>(Achieved in the 08-09 school year: 90% of elementary schools implemented at least 2 Let's Go! recommended environmental and policy strategies.)</i>
Increase from 15% to 20% (from 7 to 11 schools) of all enrolled schools adopting at	Implementation Survey			Achieved	<i>(Achieved in the 08-09 school year: 63% of elementary schools strengthened or increased</i>

Benchmark	Data Source	Date of Last Measure	Date of Next Measure	Status of Benchmark	Results & Learnings
least 1 <i>Let's Go!</i> recommended policy/guideline changes in the 2009 - 2010 school year by June 2010.					<i>implementation of wellness policy.)</i>
50% of elementary schools (or 14 schools) that implemented at least 2 strategies in 08-09 will continue to implement those same strategies through the 09-10 school year.	Implementation Survey, Spring 2010	Spring 2010		Achieved	96% of elementary schools met this benchmark.
25% of elementary schools (or 8 schools) will increase by at least 1 the number of 10 <i>Let's Go!</i> recommended environmental and policy strategies being implemented between the 08-09 school year and the 09-10 school year.	Implementation Survey, Spring 2010	Spring 2010		Achieved	44% of elementary schools met this benchmark.
<i>Process Outcomes</i>					
Increase public elementary school participation to 32 elementary schools (87%) of all elementary schools (39) in the 12 communities in Greater Portland in the 2009 – 2010 school year (by June 2010).	Tracking data	June 2010		Achieved	37 Greater Portland elementary schools participated during the 2009-10 school year.

Benchmark	Data Source	Date of Last Measure	Date of Next Measure	Status of Benchmark	Results & Learnings
Increase middle and high school participation to 15 schools (50%) of the middle and high schools (29) in the 12 communities in Greater in the 2009 – 2010 school year (by June 2010).	Tracking data	June 2010		Achieved	17 Greater Portland middle and high schools participated during the 2009-10 school year.
School Nutrition					
<i>Behavioral, Environmental and/or Policy Change Outcomes</i>					
Improve the nutritional quality of school food offerings in 50% of involved districts by June 2010.	Pre/post tracking tool, menu analysis	June 2010		Achieved	100% of participating school districts made improvements to the nutritional quality of school meals.
Implement a coordinated communications plan in 50% of involved districts with the goal of increasing the perception of nutritional quality of the National School Lunch by June 2010.	Tracking data	June 2010		Achieved	100% of participating school districts implemented components of the communication plan.
<i>Process Outcome</i>					
At least 50% of school districts (6 of 11) in the <i>Let's Go!</i> region will participate in the <i>Let's Go!</i> School Nutrition Director Intervention in the 2009 – 2010 School Year by June 2010.	Tracking data	June 2010		Achieved	8 of 11 school districts are actively engaged.

Benchmark	Data Source	Date of Last Measure	Date of Next Measure	Status of Benchmark	Results & Learnings
After School					
<i>Behavioral, Environmental and/or Policy Change Outcomes</i>					
Increase by 4 (Baseline: 5) the number of After School sites that adopt a <i>Let's Go!</i> recommended nutrition/PA policy that supports the 5-2-1-0 message by June 2010.	Tracking data	June 2010		Not Achieved	There was not sufficient capacity to develop tools and provide appropriate technical assistance. As a result developed a new staffing structure and staff developed tools, training, and technical assistance plan.
Increase by 4 (Baseline: 5) the number of After School sites that adopt one or more <i>Let's Go!</i> recommended environmental changes that support the 5-2-1-0 message by June 2010.	Tracking data	June 2010		Not Achieved	There was not sufficient capacity to develop tools and provide appropriate technical assistance. As a result developed a new staffing structure and staff developed tools, training, and technical assistance plan.
<i>Process Outcome</i>					
After School sites will be identified to participate in the above After School Intervention by December 2009.	Tracking data	December 2009		Achieved	Sites engaged: The PORT Teen Center Mission Possible YMCA Portland YMCA Freeport
Child Care					
<i>Behavioral, Environmental and/or Policy Change Outcomes</i>					
Embed 5210 key strategies into Maine Roads to Quality and United Way funder local standards & funding requirements.	Tracking Data	Ongoing		Achieved	Messages incorporated into the Foundations in Health, Wellness & Safety module for Maine Roads to Quality in August 2009. UWGP adopted Let's Go! policy recommendations and included

Benchmark	Data Source	Date of Last Measure	Date of Next Measure	Status of Benchmark	Results & Learnings
					them in child care contracts in June 2010.
Increase the knowledge of the 5-2-1-0 messages among providers at 4 child care trainings (Baseline: 0) that LG facilitates by June 2010.	Participant evaluation surveys; at trainings			Achieved	Child Care trainings occurred on the following dates: 8/20/2009 (Child Care Connections) 2/17/2010 (Youth and Family Outreach) 3/19/2010 (Food Service Staff Training) 4/14/2010 (MaineHealth Learning Resource Center)
Process Outcome					
Increase by 15% (from 13 to 15 sites) the number of Child Care sites participating in 5-2-1-0 Goes to Child Care Intervention by June 2010.	Environmental Profile, mid & year end reports; ongoing	Ongoing		Not Achieved	Benchmark was limited to Greater Portland and didn't reflect the work happening outside the region. Greater initial interest came from outside of Greater Portland with 10 Greater Portland sites participating and 38 total statewide. As a result, resources were secured to focus on greater Portland in year 5, while at the same time training and technical assistance plans were developed.
Healthcare					
Process Outcomes					
Increase by 25% the number of patients (from a baseline	Clinical Improvement			Achieved	12,169 patients have a Healthy Weight Bundle recorded in their

Benchmark	Data Source	Date of Last Measure	Date of Next Measure	Status of Benchmark	Results & Learnings
of 8,434) who have a Healthy Weight Bundle (height/weight, BMI, weight classification, blood pressure, and 5-2-1-0 survey) recorded in their chart by June 2010.	Registry, Electronic Medical Record, BMI Prevalence Study; ongoing				chart.
Increase by 50% the number of <i>Let's Go!</i> Educational Outreach sessions (from a baseline of 6) for health care provider practices by June 2010.	Tracking data	Ongoing		Not Achieved	A total of 5 educational outreach sessions were completed in Greater Portland. As a result, this outcome was examined and it was determined to change the outcome for year five to better reflect the goal of the healthcare intervention. In year four, <i>Let's Go!</i> practice criteria were drafted and will be implemented in year five. Moving forward, training and technical assistance plans will also be finalized for implementation.
Workplace					
Process Outcomes					
85% (n=6) of 7 all Founding Partners worksites distribute messages supporting the Let's Go 5210 message to 11,900 employees in Cumberland County by June	Tracking data	June 2010		Not Achieved	71% of all Founding Partners, or 5, reporting that they distributed messages supporting 5210 to 9,388 employees. This is a low staffed sector and in order to be successful staff recognized that we had to make it even easier for

Benchmark	Data Source	Date of Last Measure	Date of Next Measure	Status of Benchmark	Results & Learnings
2010.					worksites to integrate the messages into their work. As a result of this learning, toolkit materials are being highlighted monthly and emailed to them.
<i>Let's Go!</i> will coordinate and actively support the Healthy Maine Partnerships small business initiative by June 2010.	Tracking data	June 2010		Not Achieved	Benchmark no longer applicable.
Community Mini Grants					
<i>Behavioral, Environmental and/or Policy Change Outcomes</i>					
80% of mini grants will achieve expected physical and policy and environmental change outcomes by June 2010.	Tracking Data, individual mini grant evaluation data	June 2010		Achieved	4 mini grant recipients achieved desired changes. 1 recipient returned funds.
<i>Process Outcome</i>					
<i>Let's Go!</i> will solicit appropriate mini-grant requests up to a total of \$12,000 for community projects with programmatic goals to create change in physical and environmental policy by June 2010.	Applications received			Achieved	Applications solicited and received.
Marketing & Communications					
<i>Behavioral, Environmental and/or Policy Change Outcomes</i>					
Increase from 26% to 36%	Critical Insights		June 2011	Will be	

Benchmark	Data Source	Date of Last Measure	Date of Next Measure	Status of Benchmark	Results & Learnings
the percentage of adults in the 12 communities who can correctly state recommended levels for all four components of 5210 by June 2011.	Survey			measured in 2011	
Process Outcome					
Maintain the number of monthly website visits at 1968 and monthly average of multiple page views at 3.45 by June 2010.	Tracking data	June 2010		Achieved	Websites visits averaged 2,099 per month and page views averages 3.92 pages per visit for FY10.
Program Dissemination					
Process Outcomes					
<i>Let's Go!</i> will promote and support implementation of the dissemination model to 3 key community stakeholder organizations/sites by June 2010.	Tracking data	June 2010		Achieved	<i>Let's Go!</i> is supported implementation to 6 community stakeholder organizations.
Post Dissemination support materials on website for local site utilization by September 2009.	Tracking data	September 2009		Achieved	Materials posted on letsgo.org
Disparate Populations					
Process Outcome					
60% of all <i>Let's Go!</i> interventions will incorporate specific strategies to reach target	Tracking data	June 2010		Not Achieved	It was difficult to reach this benchmark because the work of <i>Let's Go!</i> 's does not target a specific disparate population.

Benchmark	Data Source	Date of Last Measure	Date of Next Measure	Status of Benchmark	Results & Learnings
disparate populations by June 2010.					<i>Let's Go!</i> did make efforts to reach disparate populations (defined as low income) in the sectors. Examples of this include working with UWGP childcare sites, funding a mini-grant working with new Americans and participated in the food insecurity taskforce. These provided opportunity to better understand their relationship with obesity. As a result, staff will examine the application of recommendations from the food security taskforce report and utilize new avenues to reach disparate populations.
Schools Outside Greater Portland					
<i>Behavioral, Environmental and/or Policy Change Outcomes</i>					
At least 85% of engaged schools (# to be determined in January 2010) will implement one or more 5-2-1-0 strategies during the 2009-2010 school year.				Achieved	94% of schools implemented at least one strategy in at least some classrooms.
Increase by 10% (from 16 to 18) the number of schools strengthening wellness policies to support 5-2-1-0 during the 2009-2010 school				Achieved	19 schools strengthened wellness policies to support 5-2-1-0.

Benchmark	Data Source	Date of Last Measure	Date of Next Measure	Status of Benchmark	Results & Learnings
year.					
<i>Process Outcomes</i>					
Increase the percentage of schools participating in program by 10% (from 70 to 77 outside Greater Portland) during the 2009-2010 school year.				Achieved	201 schools outside of Greater Portland participated in the program.
Develop a model to provide start-up assistance and on-going technical assistance to all participating schools by August 2009. <ul style="list-style-type: none"> • Develop and conduct 2 Webinars in September 2009. • Develop and conduct three regional meetings in September 2009. • Conduct email and/or phone technical assistance with each champion at least once per quarter. • Conduct visits to all individual schools who respond to our offer to visit. 				Achieved	All were conducted.