



# Let's Go!

*partners making a difference*

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# amazing things we do better together

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## ***What a great year it has been*** for *Let's Go!*

and our partnerships—the real key to our success! Our partners come from all corners of our communities—after school programs, teachers, superintendents, Head Start educators, doctors, nurses, lunch ladies, hospitals and health systems, public health coalitions, community organizations, businesses and local and state government—even the White House! And through these partnerships *Let's Go!* has worked in over 1,000 different sites reaching over 320,000 kids.

It truly is amazing to see what's happening on the ground—the culture is beginning to change; the kids are moving more and eating healthy foods. Kids are the ones pointing out the new vegetable in the produce aisle, leading the after dinner walk, and parents are learning along the way.

I'm thrilled to share with you our 7th annual report focusing on what makes this amazing partnership called *Let's Go!* keep humming along.

Tory



*Tory Rogers, MD  
Director, Let's Go!  
The Barbara Bush Children's  
Hospital at Maine Medical Center  
Portland, Maine  
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# What is Let's Go!?

**Let's Go!** is a nationally recognized childhood obesity prevention program that reaches children and families across Maine in six settings where they live, learn, work and play. The 5-2-1-0 message is used across the settings

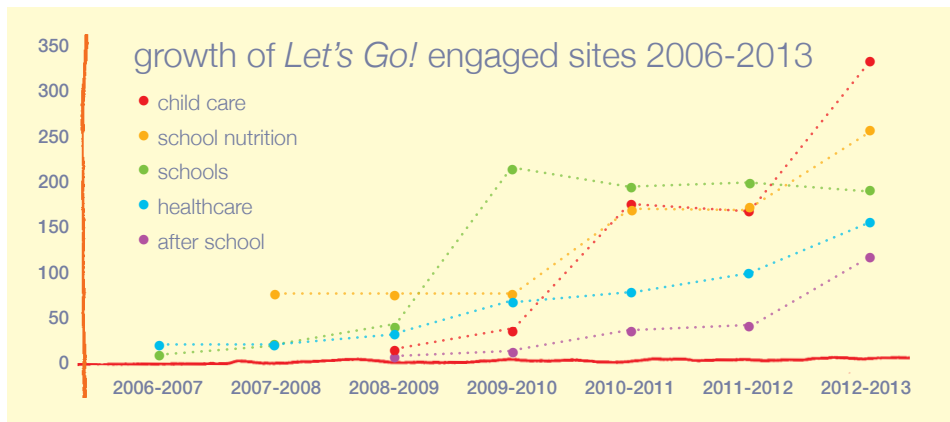


to educate children and families about healthy eating and active living. **Let's Go!** partners with communities to implement 10 Strategies for Success to create supportive environments and policies to help children and families meet the 5-2-1-0 recommendations.

Since it was founded in Greater Portland in 2006, **Let's Go!** has evolved and grown. In 2013, we worked with over 1,000 sites statewide. The successes highlighted in this report are a result of our collaboration with numerous partners, from York to Aroostook County, who bring their knowledge, creativity and commitment to the local implementation of **Let's Go!**.

**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.



# our10 strategies

1

*Provide healthy choices for snacks and celebrations; limit unhealthy choices.*



2

*Provide water and low fat milk; limit or eliminate sugary beverages.*



3

*Provide non-food rewards.*



4

*Provide opportunities for children to get physical activity every day.*



5

*Limit 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 at your site.*

8

*Partner with and educate families in adopting and maintaining a lifestyle that supports healthy eating and active living.*

9

*Implement a staff wellness program that includes healthy eating and active living.*

10

*Collaborate with food and nutrition programs to offer healthy food and beverage options.*



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



## ***Top 5 Take Aways for 2013!***



***The Let's Go! model—  
working wherever  
kids live, learn, work  
and play—is alive and  
strong across Maine.***

a positive bo



***Change is hard,  
but persistence  
pays off.***



***Collective Impact  
is a framework for  
collaboration at  
Let's Go!.***

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**This year, 654 of our 787 engaged sites across four sectors completed surveys for an 83% response rate. We heard from 261 child care programs, 166 schools, 92 after school programs, and 135 healthcare practices. In addition, we received feedback from five school nutrition directors reporting on 27 schools for a 100% response rate.**

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unce



***Strength in numbers —  
we are stronger when  
we all work together,  
and momentum keeps  
growing.***



***The culture is  
changing—and  
the kids are some  
of the strongest  
change agents.***

## ***How do we know we're making progress?***

***Let's Go!*** includes a strong evaluation component to track program performance. Each spring, *Let's Go!* surveys engaged sites to measure implementation of our environmental, policy and clinical strategies for increasing healthy eating and active living. *Let's Go!* also monitors parent awareness of the program and Maine state and county surveillance data to track health outcomes.

### **What do we track?**

- Are child care programs, schools, and after school programs implementing the 10 *Let's Go!* strategies?
- Are school nutrition directors implementing smarter lunchroom techniques that nudge kids toward healthy choices in cafeterias?
- Are healthcare practices implementing the *Let's Go!* clinical strategies to connect to their community, accurately weigh and measure patients and have respectful conversations around weight?
- Is parent awareness of 5-2-1-0 increasing?
- Are healthy eating and active living behaviors improving among children and adolescents?
- Is obesity prevalence declining among children and adolescents?

# Recognizing sites that excel

**Let's Go!** developed a recognition program as a motivating factor for change.

Recognizing Sites of Distinction acknowledges the excellent work that's happening in our communities. Many sites are making great progress and are on their way to recognition. Achieving recognition takes time, dedication and support. It's our goal to provide the tools and support needed to help our engaged sites sustain the great work they're doing and be recognized for it.

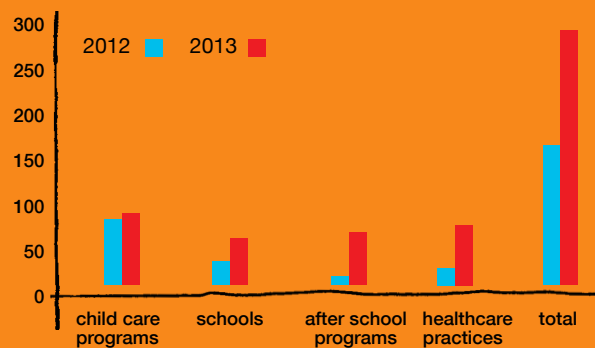
Recognition eligibility for schools, child care and after school programs:

- Implement all five *Let's Go!* priority strategies in most or all classrooms.

Recognition eligibility for healthcare practices:

- Display *Let's Go!* poster in the waiting area and all exam rooms.
- All providers determine BMI for patients age two years and older.
- All providers use the 5-2-1-0 Healthy Habits Questionnaire at well-child visits.

number of *Let's Go!* sites of distinction



This year *Let's Go!* recognized a total of 287 Sites of Distinction for their outstanding work, an 85% increase from last year.



# early childhood

***Start early, start smart***

***The early years of childhood***—from birth to age 5—are a critical period for the development of healthy behaviors. Because so many children spend several hours each day in the child care setting, the early childhood environment can play an important role in helping children develop healthy habits that will last a lifetime.

## **Key Partners:**

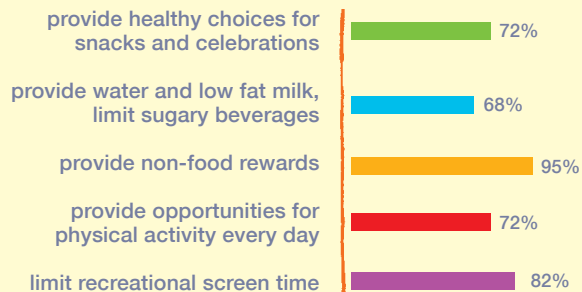
- Maine Center for Disease Control and Prevention/Community Transformation Grant
- Maine Child and Adult Care Food Program
- Maine Head Start Agencies
- Maine Roads to Quality
- Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC)

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In collaboration with child care programs, *Let's Go!* is reaching over 8,500 children from birth to age 5 to promote healthy eating and active living. Among 261 *Let's Go!* child care programs reporting, 95% are using non-food rewards and 72% are providing healthy choices for snacks and celebrations.

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## percent of child care programs implementing *Let's Go!* strategies (n=261)





## ***Let's Go!*** goes to child care

It's story time at Feels Like Home Daycare in Westbrook, Maine, and a dozen children are slogging, splashing, climbing, running and giggling their way through a lion hunt. Next up, snacks of raisins and veggie sticks, and then it's time to bundle up and head outside.

It's a typical day for the children and for program director Jennifer Murphy Wescott, and it reflects her deep commitment to the principles of *Let's Go! 5-2-1-0 Goes to Child Care*.

Located outside Portland, in Cumberland County, Feels Like Home Daycare joined *Let's Go!* three years ago and has been recognized as a Site of Distinction for excelling in their commitment to healthy eating and active living. The children, who range in age from seven months to five years, have breakfast, lunch and two nutritious snacks daily, go outside twice a day, take frequent walks, and engage in a lot

of active play when they are inside.

"Imagination is an amazing thing; we can explore so much and do it in a very active way," Jennifer says. "Our basic message is to be active and have fun—to be joyful!"

One of the more challenging goals of *Let's Go!*—and one that Jennifer fully supports—is to keep celebrations healthy, meaning no cupcakes, candies or other treats. Instead, parents are asked to have their children bring books on birthdays. "We have a wonderful, supportive group of parents," Jennifer says, "and they understand that we have a great opportunity to instill healthy habits at an early age."

United Way of Greater Portland has been a major supporter of *Let's Go!* in Cumberland County and was among the organization's



“The older kids understand why healthy eating is good for them; the younger kids just think it tastes good.”

JENNIFER MURPHY WESCOTT



Brittney Gilman, a *Let's Go!* Community Health Promotion Coordinator, is responsible for recruiting, registering, and acting as a liaison with child care providers. Participants in *Let's Go!* 5-2-1-0 Goes to Child Care complete self-assessments and create annual action plans with improvement goals related to nutrition, physical activity, screen time, and support for mothers who are breastfeeding.

“We supply our child care sites with the *Let's Go!* Toolkit, which includes handouts for parents, and we connect our sites to resources like training and grant opportunities that support healthy eating and physical activity,” Brittney explains. “Learning at this age is very tactile. It's not a classroom approach to health and weight; they learn through experience.”

A child's floor mat is both a place for quiet listening and a launching pad for active play. A *Let's Go!* grant helped pay for new play equipment and the 5-2-1-0 award hangs proudly for all to see and discuss.



“Several factors have made the partnership successful: the shared learning that results from the close working relationship among team members; the integration of *Let's Go!* into the Healthy Maine Partnership infrastructure and work plans; and the collaborative effort to obtain additional funding such as the federal Community Transformation Grant. It's a great example of how the whole can be much greater than the sum of the parts!”

AMANDA HUTCHINS, COMMUNITY HEALTH PROMOTION SPECIALIST FOR HEALTHY PORTLAND

*Let's Go!* Cumberland County is a partnership between United Way of Greater Portland and the four Cumberland County Healthy Maine Partnerships.

# school

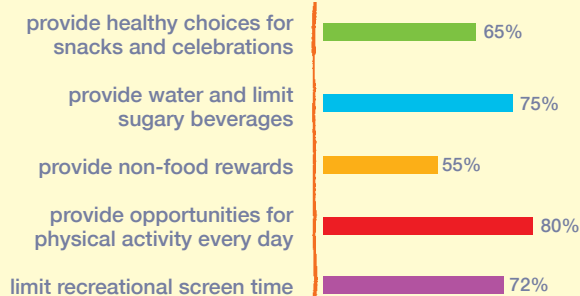
## ***Making the healthy choice the easy choice***

**5-2-1-0 Goes to School** helps teachers and administrators figure out how to increase physical activity throughout the school day and provide healthier foods in the classroom and cafeteria. Students who eat healthy foods and are physically active tend to perform better academically, score higher on standardized tests, and display improved attention, behavior and mood. Evidence indicates that our program can create sustainable change in any school environment: large or small, urban or rural, rich or poor—all it takes is one champion to get started!

### **Key Partners:**

- Maine Center for Disease Control and Prevention
- Maine Department of Education
- Maine superintendents, principals, teachers, school nurses and other school staff

percent of schools implementing *Let's Go!* strategies in most or all classrooms (n=166)



In collaboration with schools, *Let's Go!* is reaching over 60,000 students in kindergarten through high school to promote healthy eating and active living. Among 166 *Let's Go!* schools reporting, 80% are providing opportunities for physical activity during every school day and 75% are limiting sugary beverages and unhealthy choices for snacks.



Students in the Forest Hills Consolidated School both research plants and grow them in the sunny school library. Later the greens will be served at a nutritious lunch.

# school nutrition

## *Raising the bar*

**Let's Go!** facilitates the collaboration of school nutrition directors from various regions across the state. Together, workgroup members implement new federal standards, develop ways to meet the USDA HealthierUS School Challenge, implement smarter lunchroom techniques that guide students to make healthier choices and implement marketing campaigns to improve public perception of school meals.

*Let's Go!* Workgroup members report that purchase of produce and whole grains has increased and students are making healthier choices in their school lunchrooms. School nutrition professionals have created smarter lunchrooms by:

- Decreasing the portion size of a la carte items.
- Increasing the locations where fruit is available.

- Moving healthier items to high traffic areas.
- Offering cut-up fruit such as apples and oranges.
- Putting healthy options at eye level.
- Adding new entrees or sides.
- Offering free samples of new menu items.
- Using verbal reminders to encourage fruit and vegetable consumption.
- Requiring cash for a la carte or less healthy items

### Key Partners:

- Cornell Center for Behavioral Economics in Child Nutrition Programs
- Maine Department of Education
- School nutrition professionals from seven counties
- U.S. Department of Agriculture (USDA)

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In collaboration with school nutrition professionals, *Let's Go!* is reaching over 90,000 students in kindergarten through high school to help them select and consume healthy options in their school cafeterias.

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A photograph of three young students in a classroom setting, focused on their school garden. A girl in a pink hoodie is in the foreground, reaching up to adjust a large red pot on a wooden shelf. Behind her, a boy in a blue t-shirt watches her. To the right, another boy in a red shirt is partially visible. The shelves are filled with various potted plants, including leafy greens and herbs. The scene is brightly lit, suggesting a greenhouse or well-lit classroom environment.

# Let's Go!

## 5-2-1-0 goes to school

Students in the Forest Hills Consolidated School take caring for their classroom garden very seriously.

**S**pring mix and stir-fry greens? ✓  
Beans, peas and peppers? ✓  
Tomatoes, squash and cukes? ✓

When head cook and nutrition director Judy Messer needs fresh, healthy vegetables for the 172 students at Forest Hills Consolidated School in Jackman, Maine, she doesn't have to look very far.

In fact, she's surrounded by an agricultural extravaganza—in the library window, in classroom grow racks and, during the warmer months of the year, in the school greenhouse and an outdoor garden. It's all part of an unusually healthy learning experience and it's all available for school lunches.

The motivating force behind all this is Farmer Joe (Bergeron), a professionally trained chef and master gardener. Three years ago, he began working with teacher Marisa Achey to bring the full experience of growing, harvesting and eating healthy foods to her elementary grade students. The result was 5-2-1-0 *Let's Go!* with Farmer Joe.

Forest Hills covers grades K-12 for a community of about 1,000 residents and it is one of 14 Somerset County schools that are currently registered with the *Let's Go! 5-2-1-0 Goes to School* program. Since schools have to focus on core educational objectives and they have tight budgets and limited hours, *Let's Go!* works with leaders and staff to develop ways to incorporate 5-2-1-0 into existing school activities at little or no cost. The partnership between Farmer Joe and Marisa Achey is a wonderful example.



Farmer Joe visits the school each week, and he and Mrs. Achey have made their indoor garden part of the learning process: kids care for it, do research on the various plants, report on their progress, and get to feel, smell, and taste the results.

“When growing is part of their everyday experience and they see, harvest and taste these foods, it’s bound to result in healthier eating,” Farmer Joe says. Marisa Achey agrees: “The kids talk more about eating healthy and making healthy choices, and they get to take home fresh food that they helped grow.”

Experiencing new taste sensations has become routine for the students who work with Farmer Joe. This year, he helped them grow 18 varieties of micro-greens, each with a distinctive flavor. Even vegetables that are unfamiliar to most of the students, like kale and beets, get more respect in the lunchroom, according to Judy Messner. “When kids understand where their food comes

from, they want to try it, and if they don’t like it, there’s always another healthy option available.”

In late summer, the outdoor garden yielded 50 pounds of onions and a bountiful crop of potatoes that had been planted and harvested by Farmer Joe, elementary students and their parents, and kids in the *Live2Learn After School Program*, which is also registered with *Let’s Go!*

As the year drew to a close, Farmer Joe surveyed the elementary students about their favorite healthy homemade snacks, promising to promote one each week. “I told them that if we could change a few things to make it a little bit healthier, we’d give that a try. It’s another way to engage them in the thought process behind healthy eating,” he says. “5-2-1-0 is a wonderful concept with a great message. What I’m trying to do is to take it to the next level.”



The third and fourth graders planted and tended to a garden of micro-greens, which they harvested for the school lunchroom. The kids research their individual plants and take responsibility for watering them. They plant, care for, cook, research and try many new foods in class and everyone is talking about healthy eating.

“The program provides participating schools with toolkits, online resources and technical assistance to help them support increased physical activity and healthy eating.”

BEN HODGDON, THE *LET’S GO!* SOMERSET COORDINATOR



# after school

## Consistent messaging is key

**After school programs** are a transition time for children and youth, a time between the lessons learned at school and the home environment. They serve kids at a time of day when they are more likely to be inactive, consume less healthy foods and engage in recreational screen time. 5-2-1-0 Goes After School helps reinforce the healthy eating and active living messages and strategies learned during the school day, providing children with a healthy send-off as they return to their family routines.

### Key Partners:

- 21st Century Community Learning Centers
- Community Transformation Grant, Small Communities Program: Funding from the Centers for Disease Control and Prevention (CDC) in partnership with MaineHealth
- Maine After School Network

In collaboration with after school programs, *Let's Go!* is reaching almost 9,000 kids aged 5-18 to promote healthy eating and active living. Among 92 after school programs reporting, 96% are limiting recreational screen time and 89% are limiting unhealthy choices for snacks.

### percent of after school programs implementing *Let's Go!* strategies (n=92)



# health care

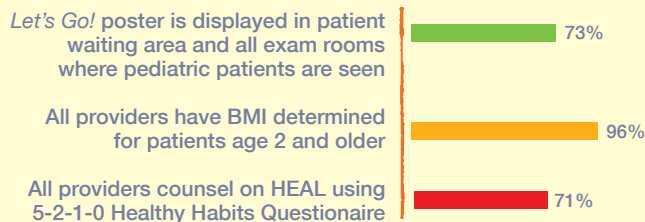
**Voices matter**

**Healthcare practices** are stepping up to the plate and helping to influence change in their communities by providing consistent messaging in their offices and following evidence-based clinical guidelines. With the support of Harvard Pilgrim Health Care Foundation, *Let's Go!* expanded healthcare work to areas in Massachusetts and New Hampshire.

## Key Partners:

- American Academy of Pediatrics, Maine Chapter
- Children's Hospital at Dartmouth-Hitchcock (CHaD)
- Eastern Maine Healthcare Systems
- Harvard Pilgrim Health Care Foundation
- MaineHealth
- Maine Hospital Association
- Maine Medical Center Physician Hospital Organization
- Reliant Medical Group
- UMass Memorial Medical Center

## percent of practices implementing *Let's Go!* strategies (n=135)



In collaboration with healthcare practices, *Let's Go!* is reaching nearly 350,000 pediatric patients to promote healthy eating and active living. Among 135 *Let's Go!* healthcare practices reporting, 73% are displaying the *Let's Go!* 5-2-1-0 poster in their waiting area and all exam rooms, and 96% are calculating Body Mass Index (BMI) at well child visits.







# Let's Go! healthcare

Oliver and his mom, Iris, review their Healthy Habits questionnaire. The bottom line? A healthy diet, limited screen time, and plenty of physical activity. In fact, Oliver participates on a rock climbing team.

**F**ive-year-old Natalia doesn't have a TV or computer in her room, she stays very active with dancing, gymnastics and swimming, and she eats all kinds of green vegetables, even broccoli. Her pediatrician, Dr. Linda Sagor, couldn't be more delighted. "That's music to my ears!"

When Natalia arrived for her well-child check-up at the UMass Memorial Pediatric Primary Care Medical Group in Worcester, Massachusetts, she and her mother filled out a brief 5-2-1-0 Healthy Habits questionnaire. The questionnaire was introduced to the practice by Dr. Jennifer Bram, who has taken the lead in

recruiting the group's ten physicians and two nurse practitioners to be *Let's Go!* Champions.

Dr. Bram and her colleagues use the Healthy Habits questionnaire at annual well-child visits starting at the age of two, and also with any children who are being seen for high-risk issues related to eating and activity. She admits that she was initially skeptical about using the questionnaire, but she now scans the answers and adds them to each child's medical record.

"If the children are old enough, they go over the questionnaire with the parent or caregiver, which means the conversation starts before

*Let's Go! Healthcare* includes 152 healthcare practices in three states, with 773 clinicians caring for nearly 350,000 young patients.



Nurses Sara Nugussu and Katie Roy work with Dr. Bram and her physician colleagues to spread the 5-2-1-0 message. As kids are weighed and measured, the 5-2-1-0 goals help shift the focus from numbers to healthy choices. “The message is simple but strong.” Dr. Sangor discusses Natalia’s questionnaire with her mom.



“Parents want what’s best for their kids, but the environment works against them.”

DR. JENNIFER BRAM

they come into the exam room,” she says. “They see that these are choices we value, and that they’re an important part of health care.”

*Let’s Go! Healthcare* has spread throughout Maine and into some areas in Massachusetts and New Hampshire with generous financial support from the Harvard Pilgrim Health Care Foundation’s *Growing Up Healthy* initiative.

“We want to help prevent childhood obesity by changing the environments where kids play and learn,” says the Foundation’s executive director, Karen Voci. “*Let’s Go!* is one of the first programs to engage and motivate families through their doctors, supporting parents in what they already want to do for their kids by putting the 5-2-1-0 goals within the context of healthcare.”

Dr. Bram says *Let’s Go!* is a perfect fit for her long-time interest in pediatric obesity. “The 5-2-1-0 message really gets to the heart of the issue. It changes the focus from weight to healthy choices,

activity and screen time, and encourages collaboration among parents or caregivers, kids and providers.”

The 5-2-1-0 message is simple but strong, she says, and it helps take the pressure off the individual child in favor of what the family can do together. “People feel less judged and are more willing to set their own goals; they feel more empowered to make changes.”

The Harvard Pilgrim Health Care Foundation grant helps pay for the time Dr. Bram devotes to *Let’s Go!* along with technical support and printed materials, including posters, provider guidebooks and toolkits, and handouts for parents.

Dr. Bram believes that the commitment by *Let’s Go!* and its partners to extend the 5-2-1-0 message into child care, schools and after school programs will be key to its sustained success.

“Parents want what’s best for their kids, but the environment works against them,” she says. “I’m impressed by how many parents say to me, ‘Let’s talk about what we can do,’ but the conversation has to continue after they leave my office, and it has to involve the whole community.”



**plant a seed**  
**watch it grow!**







## Collective impact in action

**Let's Go!** has the great fortune to work with several amazing community coalitions that engage sites across all sectors and in almost every county in the state of Maine. We call them our Dissemination Partners, and they tailor *Let's Go!* programs to function within their own unique set of local resources and cultures. Our “DPs” also provide valuable insight and feedback based on their experiences that inform program development back at the Home Office.

The following Dissemination Partners, with support from their community partners, worked with us during the 2012-13 year:

### Dissemination Partners

*Let's Go!* Androscoggin

### Community Partners

- AmeriCorps VISTA
- Central Maine Medical Center
- Healthy Androscoggin
- St. Mary's Regional Medical Center

*Let's Go!* Aroostook

- Aroostook County Action Program
- Eastern Maine Healthcare Systems
- Healthy Aroostook
- The Aroostook Medical Center

*Let's Go!* Cumberland County

- Healthy Casco Bay
- Healthy Lakes
- Healthy Portland
- Healthy Rivers
- The City of Portland Public Health Division
- The Opportunity Alliance
- United Way of Greater Portland

### Dissemination Partners

*Let's Go!* Downeast

*Let's Go!* Franklin

*Let's Go!* Kennebec

*Let's Go!* Knox County

*Let's Go!* Lincoln County

*Let's Go!* Oxford County

*Let's Go!* Penquis

*Let's Go!* Somerset

*Let's Go!* Wabanaki

*Let's Go!* Waldo County

*Let's Go!* York County

MidCoast Hospital

### Community Partners

- Bucksport Bay Healthy Communities Coalition
- Child Family Opportunities
- Eastern Maine Healthcare Systems
- Healthy Acadia
- Maine Coast Memorial Hospital
- Washington County One Community

- Franklin Memorial Hospital
- Healthy Community Coalition of Greater Franklin County

- Eastern Maine Healthcare Systems
- Inland Hospital

- MaineHealth
- Pen Bay Healthcare

- Lincoln County Healthcare
- MaineHealth

- MaineHealth
- Western Maine Healthcare

- Bangor Region Public Health and Wellness
- Eastern Maine Healthcare Systems
- Penquis Community Action Plan
- Piscataquis Public Health Collaborative

- Eastern Maine Healthcare Systems
- Greater Somerset Public Health Collaborative
- New Balance Foundation

- Eastern Maine Healthcare Systems
- Tribal Public Health

- MaineHealth
- Waldo County Healthcare

- Choose to be Healthy
- Goodall Hospital
- MaineHealth
- Partners for Healthier Communities
- Southern Maine Medical Center

- ACCESS Health
- MidCoast Hospital

# workplace

## Take your meeting for a walk!

**This year,** *Let's Go!* created a new framework and toolkit for the workplace. We encourage healthy food and activity breaks during meetings, and displaying helpful messaging to parents on ways to incorporate 5-2-1-0 into their work and home lives. In the coming year, we look forward to hearing from our partners on how they have used the toolkit and what changes they are seeing in the workplace.

### Key Partners:

- MaineHealth
- Maine Medical Center WOW! Council
- *Let's Go!* Knox
- *Let's Go!* Somerset
- ....and more to come!

# marketing

## Spreading the message

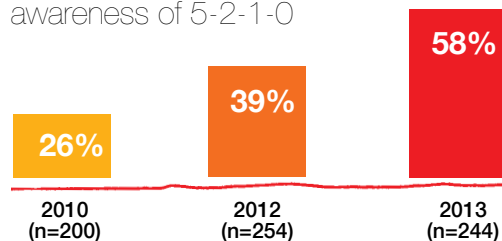
***Let's Go!*** has focused its media on two objectives:

- 1) Create awareness of *Let's Go!* and 5-2-1-0, and
- 2) Educate the community on which healthy behaviors the 5-2-1-0 numbers represent.

Through over 2,000 paid commercial radio spots, 248 MPBN TV spots in children's programming, and over 9 million Facebook impressions, *Let's Go!* ensured statewide reach of our mission and message.

**Awareness of the 5-2-1-0 message has increased significantly among parents surveyed across the state.**

percent of parents reporting awareness of 5-2-1-0

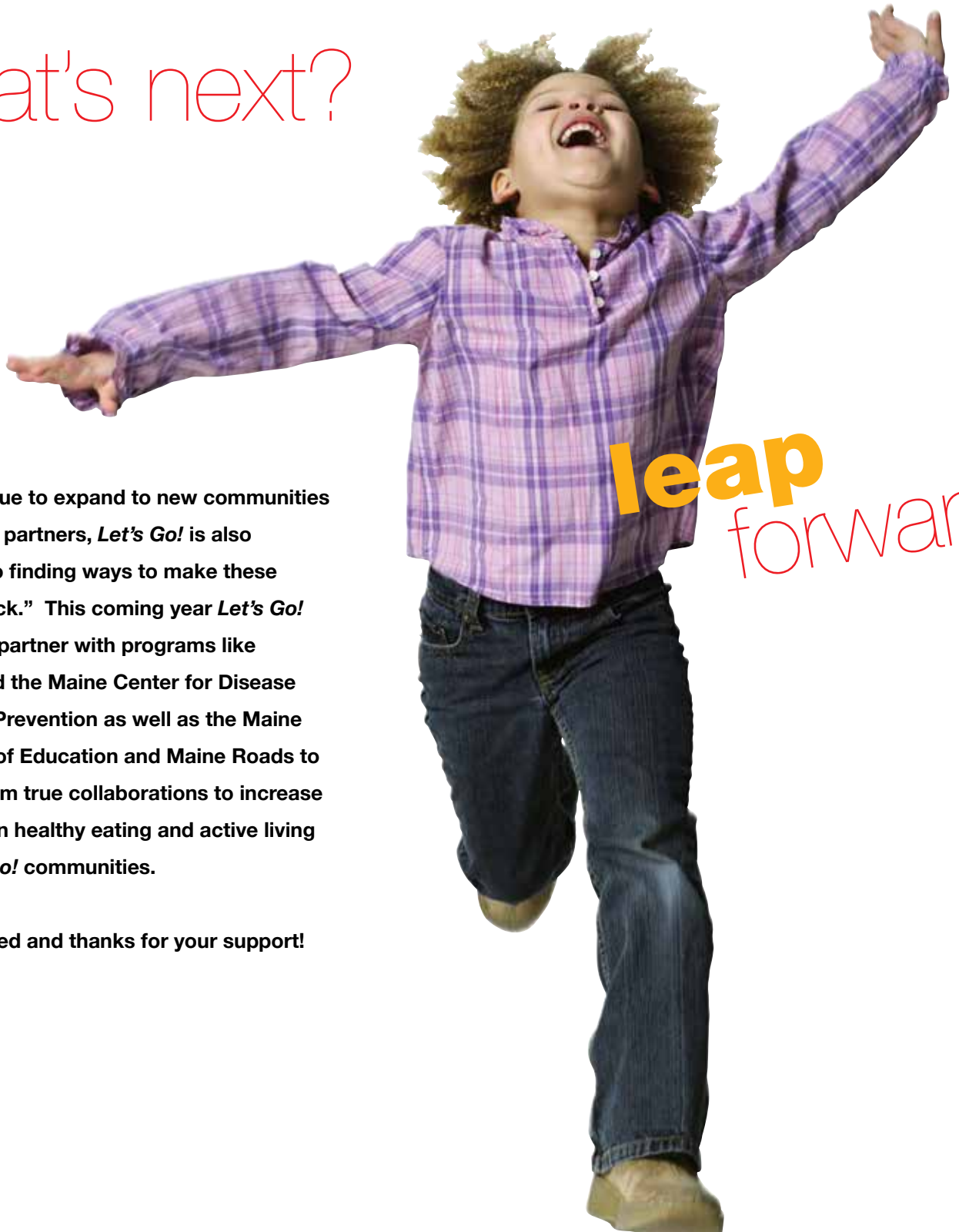


# what's next?

As we continue to expand to new communities and find new partners, *Let's Go!* is also committed to finding ways to make these changes “stick.” This coming year *Let's Go!* is excited to partner with programs like SNAP-Ed and the Maine Center for Disease Control and Prevention as well as the Maine Department of Education and Maine Roads to Quality to form true collaborations to increase our impact on healthy eating and active living in the *Let's Go!* communities.

So—stay tuned and thanks for your support!

**leap**  
forward!



# people are talking *Let's Go!*

“We had a great time participating in *Let's Go!*. We built a student wellness team that was the pulse of our school. We did multiple activities that incorporated all schools in our district and community organizations.”

KRIS CROTEAU, SCHOOL COUNSELOR, MESSALONSKEE MIDDLE SCHOOL, *LET'S GO!* KENNEBEC

“The changes are great, as building staff and administration become more flexible in allowing students to take hand held fruit back to the classroom with them for later, students are increasing their overall consumption and this contributes to less plate waste.”

LAURA PINEO, DIRECTOR, SCHOOL NUTRITION RSU 54 & RSU 49

“My thought process of putting the menu together is totally different than in the past. I think about everything we menu and try to put the best, healthiest choice available...

I feel our menus are much better than they were in the past.”

DORIS LINDBLOM, SCHOOL NUTRITION PROFESSIONAL, RSU 59

“*Let's Go!* is amazing! We have used it a lot. No food as a reward, no sugar drinks and staff wellness are the major changes we have made thanks to 5-2-1-0. We have posters, logos, etc. everywhere.

The kids ‘get it.’ Thanks for the guidance.”

JAMIE GUERETTE, MARS HILL RECREATION DEPARTMENT AFTER SCHOOL PROGRAM, *LET'S GO!* AROOSTOOK

“I really like the info sheets to send home to parents.

We had a *Let's Go!* training for parents—great ideas and fun, too!”

J'AIME WALKER, LEAD TEACHER, OPPORTUNITY ALLIANCE WESTBROOK PRE-K, *LET'S GO!* CUMBERLAND COUNTY

“Our program incorporates lifetime sports and recreation as a way to get all children physically active and making good choices about meals and snacks. *Let's Go!*'s messaging and guidelines are great resources that strengthen our program's work in these important areas for children at risk.”

RON BONNEVIE, 21ST CCLC GRANT DIRECTOR, MSAD54/SKOWHEGAN AFTER SCHOOL PROGRAM, *LET'S GO!* SOMERSET

“We no longer serve juice of any kind because of 5-2-1-0.

Our families never question our healthy celebration foods. They love it.”

DAWN GAUTHIER, PONDEROSA PLAYLAND CHILDCARE, *LET'S GO!* KNOX COUNTY

“*Let's Go!* is helping our center with resources and information as we transform our garden area into a fully-accessible, raised-bed children's garden. We use the produce we grow in our daily meals, classroom nutrition activities, and give excess to families to bring home.

BACC is also now collaborating with a local farm to buy as much local, seasonal produce as possible for our meal program...

We are working to create an awareness and appreciation of eating healthy and eating local.”

MONICA WING, DIRECTOR, BELFAST AREA CHILDREN'S CENTER, *LET'S GO!* WALDO COUNTY

“The children are drinking a lot more water, families are sending much healthier lunches and beverage options for lunch, and the teachers have incorporated increased time for physical activity into their lesson plans.

A win all around!”

KATIE HODGINS, BUCKSPORT AREA CHILDCARE CENTER, *LET'S GO!* DOWNEAST

“I think the program has been a great help in improving my practice and counseling to patients with concerns in this area.

The patient education tools are wonderful.”

GEORGETTE MEHALIK, APRN, PEDIATRIC NURSE PRACTITIONER, PLYMOUTH PEDIATRIC & ADOLESCENT MEDICINE, DARTMOUTH-HITCHCOCK MEDICAL CENTER, NEW HAMPSHIRE

we don't do this alone  
special thanks to the over  
**1,000 sites** and their staff  
who help create healthy  
places for our kids to live,  
learn, work and play!

**324 child care programs**

**252 school cafeterias**

**194 schools**

**152 healthcare practices**

**117 after school programs**



**Many partners share in the passion, work and successes in creating healthy places and healthy people across the state of Maine.**

**Let's Go! thanks them all for their hard work and dedication!**

### **2012-2013 Partners**

- 21<sup>st</sup> Century Community Learning Centers
- American Academy of Pediatrics
- American Academy of Pediatrics, Maine Chapter
- Childhood Obesity 180
- 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
- Eastern Maine Healthcare Systems
- Harvard Pilgrim Health Care Foundation
- Healthy Maine Partnerships
- Let's Move!
- Maine After School Network
- Maine Center for Disease Control and Prevention, Maine Department of  
Health and Human Services
- 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 Department of Parks and Recreation
- Maine Head Start Agencies
- MaineHealth
- Maine Hospital Association
- Maine Medical Center Physician Hospital Organization
- Maine Medical Center WOW! Council
- Maine Roads to Quality
- Maine School Management Association
- Maine School Nutrition Association
- National Initiative for Children's Healthcare Quality (NICHQ)
- New Hampshire's Ten Steps to Successful Breastfeeding: Step by Baby Step
- Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC)
- Reliant Medical Group
- Safe Routes to School
- 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

### **Founding Partners**



MaineHealth



hey...  
get out  
and play!



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