

[www.lets-go.org](http://www.lets-go.org)

**Victoria W. Rogers, MD**  
The Barbara Bush Children's Hospital  
at Maine Medical Center  
Fall 2012

Let's Go!

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**What I will talk about today...**

- Let's Go! and 5-2-1-0
- Evaluation Data
- Lessons Learned
- Collective Impact as our Framework

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**Core Principles**

- Healthy Places Support Healthy Choices
- Consistent messaging across sectors is essential
- Strategies are based in science and recommended by the medical community

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**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.

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### Strategies for Success

- Provide healthy choices for snacks and celebrations; limit unhealthy choices.
- Provide water and low fat milk; limit or eliminate sugary beverages.
- Provide non-food rewards.
- Provide opportunities for children to get physical activity every day.
- Limit recreational screen time.

Participate in local, state, and national initiatives that promote healthy eating and active living.

Engage community partners to help support and promote healthy eating and active living at your site.

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

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

Collaborate with Food and Nutrition Programs to offer healthy food and beverage options.

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### Tools, Resources, and Trainings

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### Why Environmental/Policy Change?

Activities

Policies

Environments

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### What's Happening In Our Communities?

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### Discourage the Use of Food as a Reward

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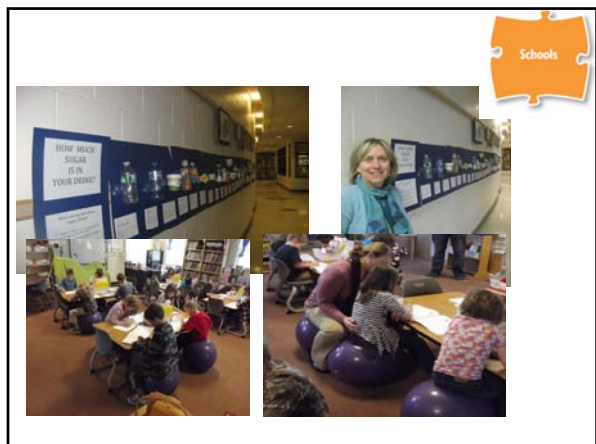
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 **Incorporate Physical Activity into the Day**

*WinterKids StoryWalk Snow Day!*



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Right after breakfast MRS. W packed a lunch,  
sandwiches, carrots, a thermos of punch.  
A big box of raisins, some more packed boxes,  
Chocolate chip cookies and cream for dog treats.  
With plans for the day and enough lunch for three,  
They hopped in the car and drove down to the sea.

**STORY WALK**

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### After School



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### Integrate 5210 into staff wellness program



- 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



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## It's Working!

- Awareness to 5210 is increasing
- Environments are changing,
- Policies are being enforced,
- Behaviors are starting to change,
- Obesity levels appear to be leveling off

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### Project Evaluation

A multi-component approach to measure:

- ✓ Awareness and knowledge of Let's Go! and the 5-2-1-0 message;
- ✓ Behavior change;
- ✓ Policy and environmental change in the sectors; and
- ✓ Obesity prevalence

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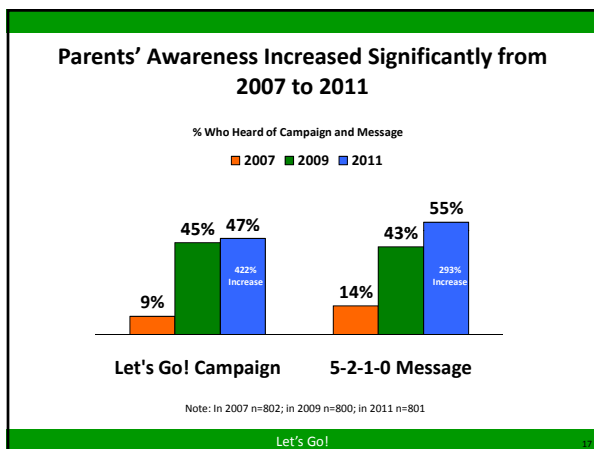
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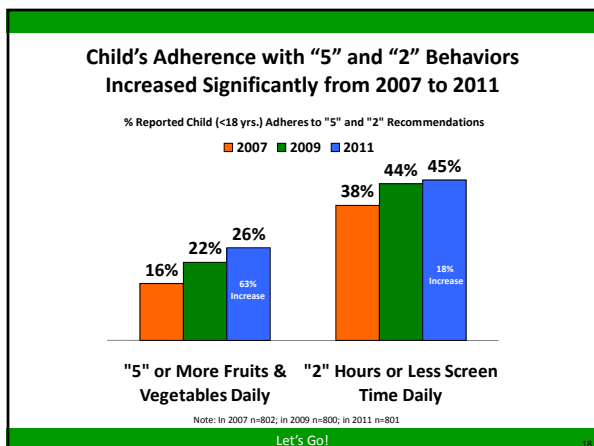
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### Year-End Implementation Survey

- Let's Go! sites are invited to participate in a survey to share progress in implementing the ten strategies.
- Administered annually by email and completed on-line.
- Respondents asked to consult others in their site to confirm implementation activities beyond their personal knowledge.

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### Let's Go! Sites Implementing Strategies

Percent that Implemented or Sustained the Strategy in Most or All Classrooms (2011-2012)

Strategy	Early Childhood Programs (n=125)	Schools (n=134)	After School Programs (n=31)
Healthy choices for snacks	~85%	~75%	~80%
Healthy choices for celebrations	~80%	~65%	~75%
More opportunities to drink water	~90%	~85%	~80%
Limit or eliminate sugary beverages	~85%	~80%	~75%
Increase use of non-food rewards	~85%	~70%	~80%
Incorporate more physical activity	~95%	~60%	~90%
Limit recreational screen time	~90%	~45%	~85%

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### Impact of School Nutrition Program Changes

- Nutrition directors reported that as a result of the changes to their nutrition program, students are making healthier selections in 66% of their schools.
- Since last year, the purchase of produce has increased for 82% of their schools.
- Since last year, the purchase of whole grains has increased for 66% of their schools.

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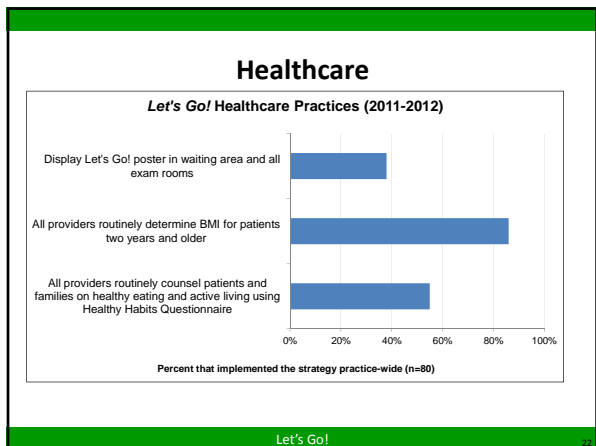
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### Let's Go! Sites of Distinction

After School	15
Healthcare	24
School	30
Childcare	86

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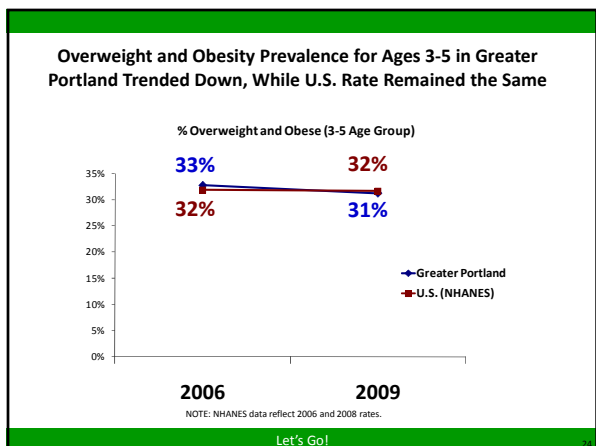
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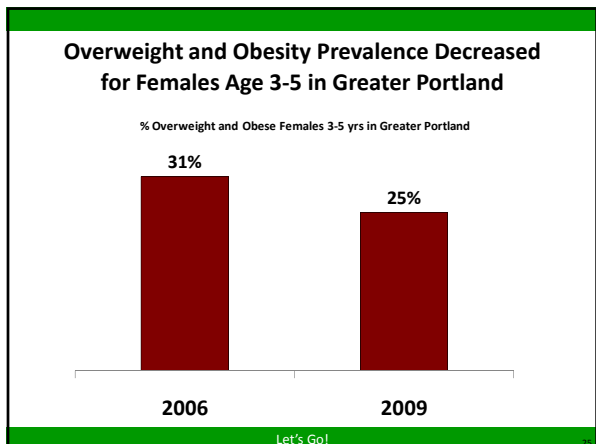
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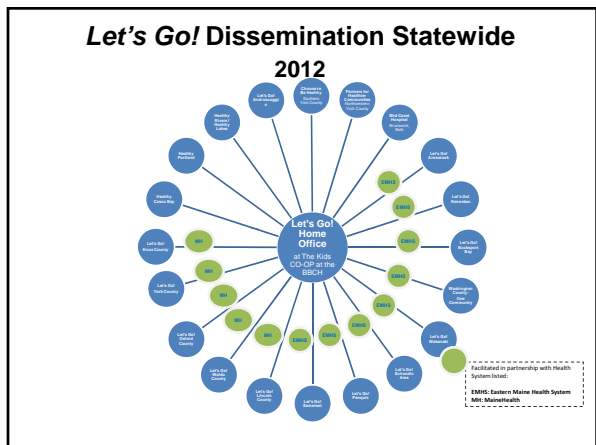
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- ### Reach to Date
- 90 After School Programs
  - 92 Healthcare Practices **814 sites**
  - 274 Early Childhood Programs **Over 280,000 kids**
  - 358 School
  - 20 Regions covering 90 % of the state of Maine
- Let's Go!

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**Conclusions**

1. A *coordinated, multi-setting initiative* can have a positive impact.
2. Increases in exposure to a *consistent message* increases the positive effects of the program
3. *Sustainable change requires a balance of three efforts*
4. Both *local and regional partners* are essential
5. *Innovation and risk-taking* are paramount

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**Collective Impact**

- **Common Agenda**
  - Healthy Eating and Active Living for all kids and families
- **Shared Measurement System**
  - Environmental and policy change across sectors, behavior change, obesity trends
- **Mutually Reinforcing Activities**
  - 10 Let's Go! Strategies

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**Collective Impact**

- **Continuous Communication**
  - Trust
  - Effective meetings
  - Being okay to mistakes
  - Continuous process improvement framework
- **Backbone Organization**
  - Dedicated staff
  - Supporting infrastructure

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**Let's Go! Benefits from Many Collaborations and Partnerships**

**Local and Statewide Partners:**

- Let's Go! Dissemination Partners, including participating Healthy Maine Partnerships and health care systems;
- Participating Schools, Child Care Programs, Healthcare Practices, After School Programs, Employers and Communities;
- Maine Center for Disease Control and Prevention, including the Maine Physical Activity and Nutrition Program;
- Maine Department of Education;
- Maine Bureau of Parks and Lands;
- Maine Department of Health and Human Services, including Maine Head Start;
- University of Maine Cooperative Extension;
- Maine Dairy and Nutrition Council;
- Community based programs working to increase physical activity and healthy eating in Maine, including Maine-ly Nutrition and Take Time (a program of the Maine Nutrition Network) and WinterKids; and
- Maine After School Network.

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**Let's Go! Benefits from Many Collaborations and Partnerships**

**National Partners:**

- National Initiative for Children's Healthcare Quality: Let's Go! is participating in the Health Resources and Services Administration-funded Collaborate for Healthy Weight Initiative, which works to bring together public health, primary care and other community sectors for the prevention and treatment of individuals with overweight and obesity.
- Convergence Partnership: A consortium of national leaders and funders committed to advancing healthy eating and active living-related environmental and policy changes. Let's Go! is actively participating in this consortium.
- American Academy of Pediatrics
- American Medical Association
- Cornell Center for Behavioral Economics in Child Nutrition Programs

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**Let's Go! Is Generously Funded by Our:**

**Founding Partners**

Anthem FOUNDATION, HEBBARD, Maine Medical Center, MaineHealth, Charitable Foundation, unum, United Way

**Platinum Supporters**: Curving Up Healthy, new balance FOUNDATION

**Gold Sponsors**: Jane's Trust, Walmart

**Silver Sponsors**: Convergence Partnership, The Mattina R. Proctor Foundation

**Additional Funders**: Fairchild Semiconductor

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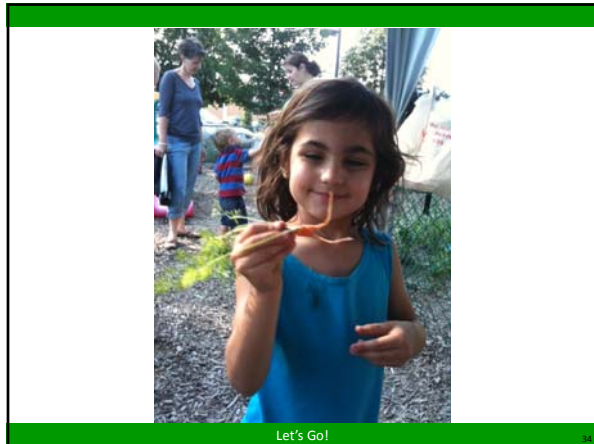
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**For More Information:**

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