



# We Can!™ fact sheet

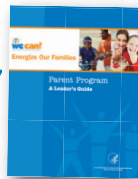
Ways to Enhance Children's Activity & Nutrition

## We Can! Materials and Resources

**We Can!** offers tested resources, curricula, and materials that can complement your ongoing activities to address childhood overweight or help you start a program. Use these popular programs for parents and youth:

- **We Can! Energize Our Families: Parents Program,**

a curriculum to help the entire family maintain a healthy weight.



- **Media-Smart Youth: Eat, Think, Be Active!,**

an after-school program to raise awareness among youth of how media may influence nutrition and physical activity choices.



- **CATCH Kids Club,** an after-school program proven to help children improve nutrition and increase physical activity. It also works to change the environments of recreation departments, after-school programs, and homes.



- **S.M.A.R.T. (Student Media Awareness to Reduce Television),**

an in-school curriculum that teaches youth how to cut back on time spent watching TV, videos and DVDs, and playing video and computer games.



**We Can!** also provides a variety of program resources including a community tool kit, nutrition and physical activity tip sheets, promotional video, flash animations, program brochure, poster, slide presentations, drop-in news articles, print PSAs, and sample press releases.

Visit the **We Can!** Web site at <http://wecan.nhlbi.nih.gov> for these resources and much more!

## Help children maintain a healthy weight!

**We Can!** is a turn-key, science-based national education program developed by the National Institutes of Health (NIH) – the nation's medical research agency – to help organizations like yours address the important issue of childhood overweight.

**We Can!** focuses on three important behaviors to help children 8-13 maintain a healthy weight: improved food choices, increased physical activity, and reduced screen time.



### You Can with **We Can!**

Become a **We Can!** community site or partner. Learn about effective strategies and tactics for empowering youth, parents and families, and engaging local and national partners. More than 300 local community sites in over 40 states have committed to using **We Can!** Fifteen

Fortune 500 corporations have joined the effort, and 25 national organizations are program partners. With this **We Can!** network, our messages have reached an estimated 250 million people.

**We Can!** is designed for any organization – large or small – interested in helping youth and their families maintain a healthy weight. Just ask the growing network of community-based organizations that are already using the **We Can!** program, such as schools, faith-based groups, worksites, park and recreation departments, and hospitals and health systems. Join the movement today!

Together, **We Can!** make a difference!



“One of the really great aspects of **We Can!** is that it has been helpful in building and maintaining partnerships, and provided opportunities to apply for funding to support our efforts.”

Molly Michelman, M.S., R.D.  
University of Nevada Las Vegas  
Las Vegas, NV

“The connection with our program and the NIH was really invaluable to us. It was almost as if giving our efforts the ‘Good Housekeeping Seal of Approval.’ That was really important because you want to have outside validation of all the work you’re doing and to have that from the NIH was super.”

Pete Gazzillo, M.B.A., R.D., L.D., C.P.T.  
Berkshire Medical Center  
Pittsfield, MA



“Working with a name brand, such as the NIH, and being a part of a national program made the job easy when we went out to find partners. It brought a lot of credibility and it made us feel like, hey, we’re part of a bigger project here.”

Mary Rummell  
Roswell Recreation, Parks, Historic & Cultural Affairs Department  
Roswell, GA

“Being a part of the national program gave our efforts the integrity needed to get others a little more focused on what we were doing, which then gave us a chance to talk about the concerns in Gary.”

LaTanya Williams  
Gary Park and Recreation Department  
Gary, IN

**We Can!** is a collaboration of four Institutes of the National Institutes of Health (NIH): the National Heart, Lung, and Blood Institute (NHLBI), National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), National Institute of Child Health and Human Development (NICHD), and the National Cancer Institute (NCI).

## Join the **We Can!** Movement Today!

Sign-up today to become part of the **We Can!** movement where you live, work, or play!

- Complete the **We Can!** community site sign-up form today and submit it online at <http://wecan.nhlbi.nih.gov/get-involved/signup.htm>, or by fax to the NHLBI Information Center (240) 629-3246, or
- Sign-up as a partner with **We Can!** Visit the program Web site at <http://wecan.nhlbi.nih.gov/get-involved/organizations.htm>.

When you sign-up as a **We Can!** community site or partner, you'll receive a free starter kit with samples of many **We Can!** materials. Plus, enjoy the following benefits:

- Technical assistance and program updates through training events, an e-newsletter, listserv messages, and e-mails.
- Teleconferences covering **We Can!** topics of interest on helping children and families maintain healthy weight.
- Participation in a dynamic network of community sites and partners around the country.
- Access to a variety of NIH science-based resources that strengthen your programming.
- National recognition from NIH on the **We Can!** Web site.
- Access to success stories and lessons learned from other sites and partners, plus tips and tools for building partnerships to help you sustain your programs.

**We Can!** offers many options to meet your needs. Sign-up by choosing the **We Can!** option that works best for your organization:

- **General Community Site:** Test the waters by starting out at a minimal level of outreach through **We Can!** annual programs and community events.
- **Intensive Community Site:** Jump into the movement by annually engaging partners and media while providing three **We Can!** parent programs, youth programs, and community events.
- **City or County:** Go for the gold by working with your mayor or county executive to annually engage partners, media, and city or county employees in four **We Can!** parent programs, youth programs, and community events.
- **Partner Organization:** Strengthen the movement by helping to distribute or create new **We Can!** materials, spread the word about the program, recruit community sites, and promote **We Can!** at national conferences.

Remember, together, **We Can!** make a difference!

For more information, visit the **We Can!** Web site at <http://wecan.nhlbi.nih.gov>, call 1-866-35-WE CAN or email us at [nhlbiinfo@nhlbi.nih.gov](mailto:nhlbiinfo@nhlbi.nih.gov).



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National Institute of Diabetes and Digestive and Kidney Diseases

National Institute of Child Health and Human Development  
National Cancer Institute