



we can!
Ways to Enhance Children's Activity & Nutrition



U.S. Department of
Health and Human
Services



National Institutes
of Health

Your
Logo
Here

A National Obesity-Prevention Program Developed by the National Institutes of Health

National Heart, Lung, and Blood Institute

National Institute of Diabetes and Digestive and Kidney Diseases

National Institute of Child Health and Human Development

National Cancer Institute

We can!

Ways to Enhance Children's Activity & Nutrition



A national education program targeting youth, ages 8–13, and their parents and caregivers in home and community settings to meet the overall goal of preventing overweight and obesity.

Turn key!
Science-based
program for the
entire community

Flexible!
Variety of
settings

Fosters
collaboration!

A National Collaboration

- ***We Can!*** is a collaborative effort of four Institutes within the National Institutes of Health (NIH):
 - 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)
 - National Cancer Institute (NCI)

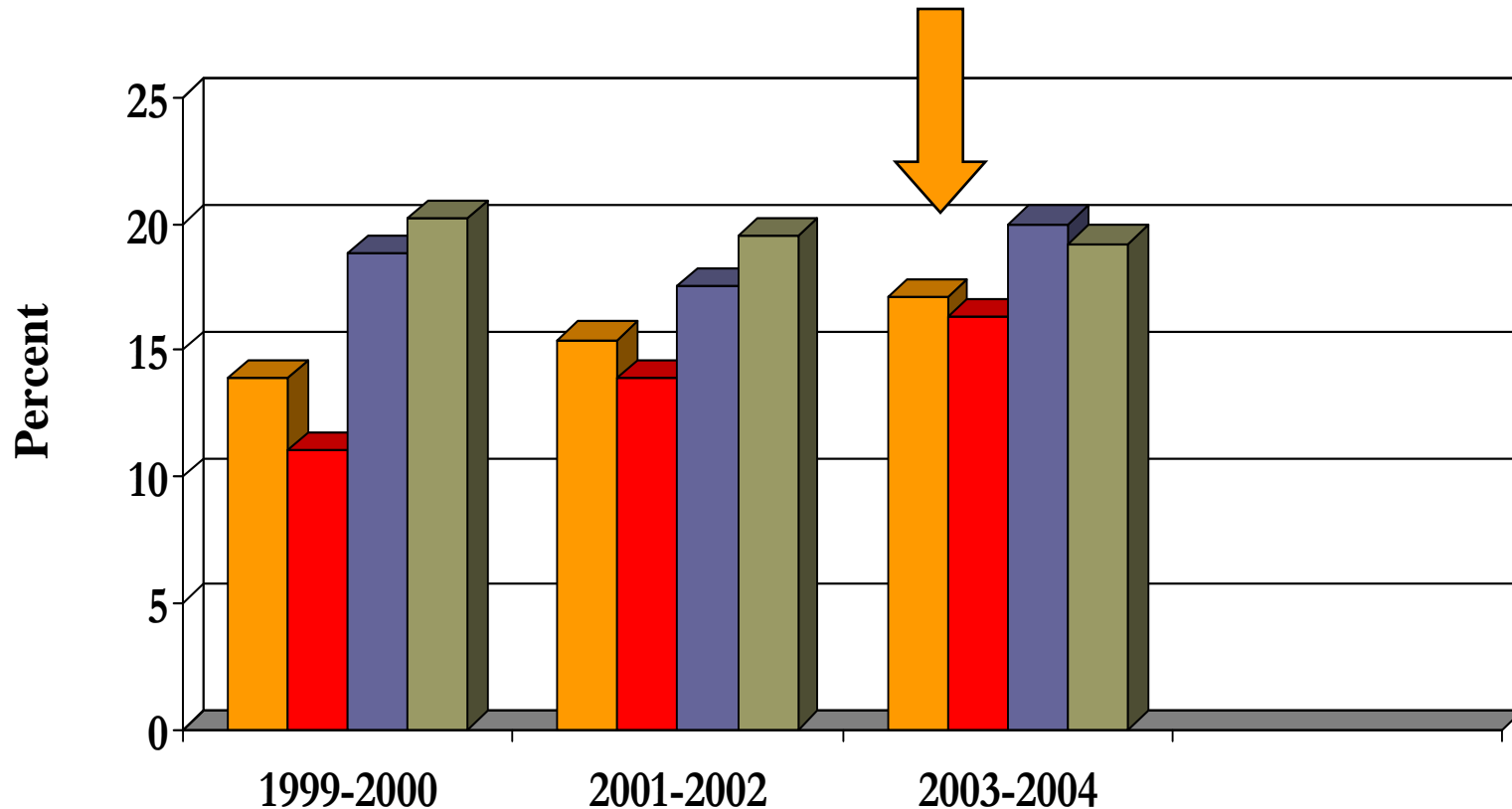




Why *We Can!*

- National trends and statistics show alarming changes in:
 - Overweight and obesity rates
 - Calorie intake
 - Food and beverage consumption
 - Television viewing

Trends in Overweight* for Children (2-19 Yrs)



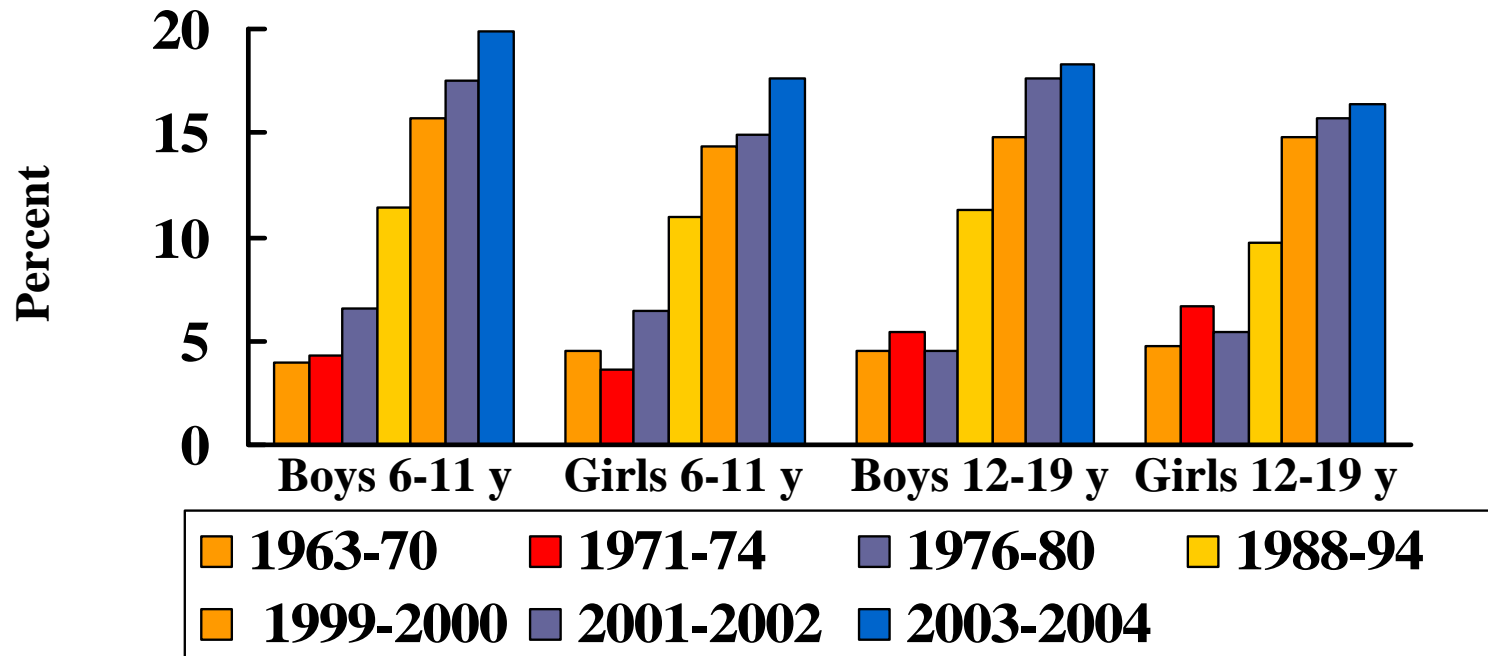
■ All (2-19 Yrs) ■ Non-Hispanic White ■ Non-Hispanic Black ■ Mexican American

*BMI \geq 95th percentile of BMI-for-age, 2000 CDC growth charts

Source: NHANES 1999-2004 Ogden et al. JAMA 2006;



Trends in Overweight* for Children



*BMI ≥ 95th percentile of BMI-for-age, 2000 CDC growth charts

Source: NHES II & III; NHANES I, II, & III; NHANES 1999–2002; Ogden et al. JAMA 2002; NHANES 1999–2004 Ogden et al. JAMA 2006.



Why the Increase?

- Multiple causes
 - Lifestyle, environment, and genes
- Bottom line = ENERGY BALANCE (calories and physical activity)
 - More calories consumed
 - Larger food portions and sizes
 - Eating out more often
 - Increases in soda, pizza, and candy consumption
 - Fewer calories being used up
 - Declines in physically activity
 - Increases in sedentary lifestyle and screen time
 - Computers and television time

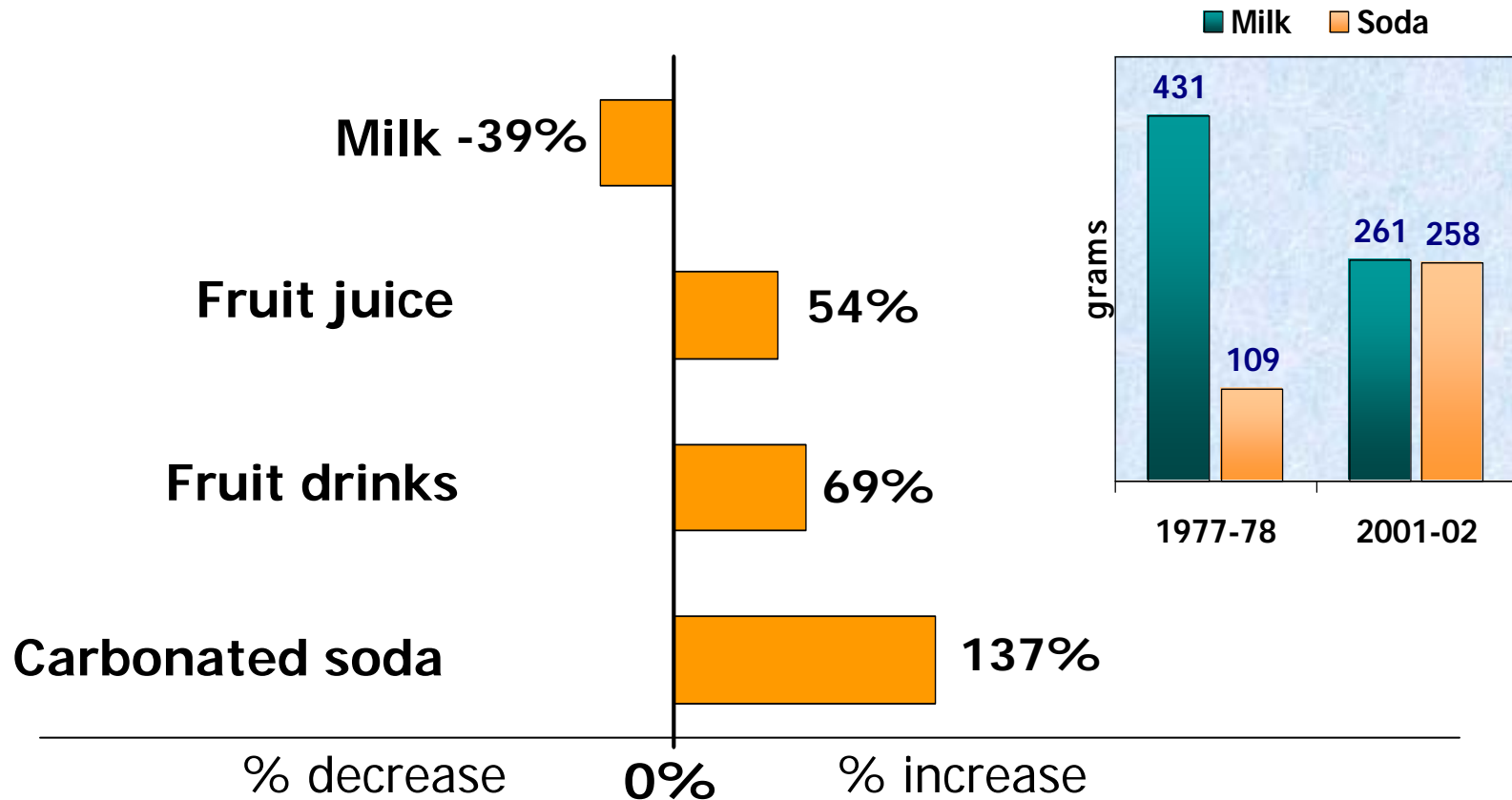
Food Away From Home

- Between 1970 and 1995
 - Food away from home went from 25% of food spending to 45%
- Between the late '70s and mid '90s
 - Contribution of calories from food away-from-home went from 18% to 34%
- Away from home foods shown to be higher in fat and lower in fiber and calcium than home foods

SOURCE: USDA data, Lin et al., *AG Bull* 750, 1999



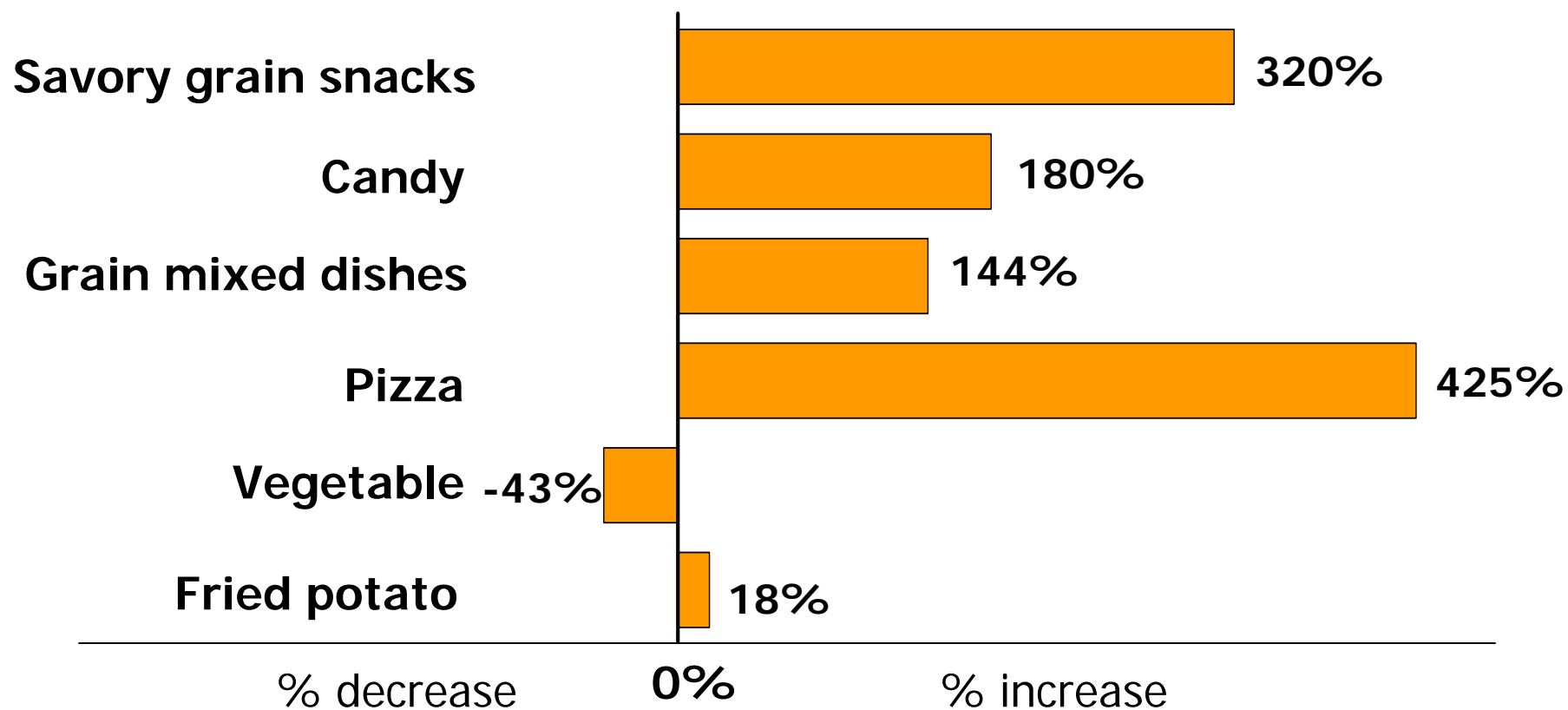
% Change in Mean Intake from 1977-78 Beverages, Children 6-11 Years Old



SOURCE: L. Cleveland USDA; NFCS 1977-78 and WWEIA, NHANES 2001-02, 1 day



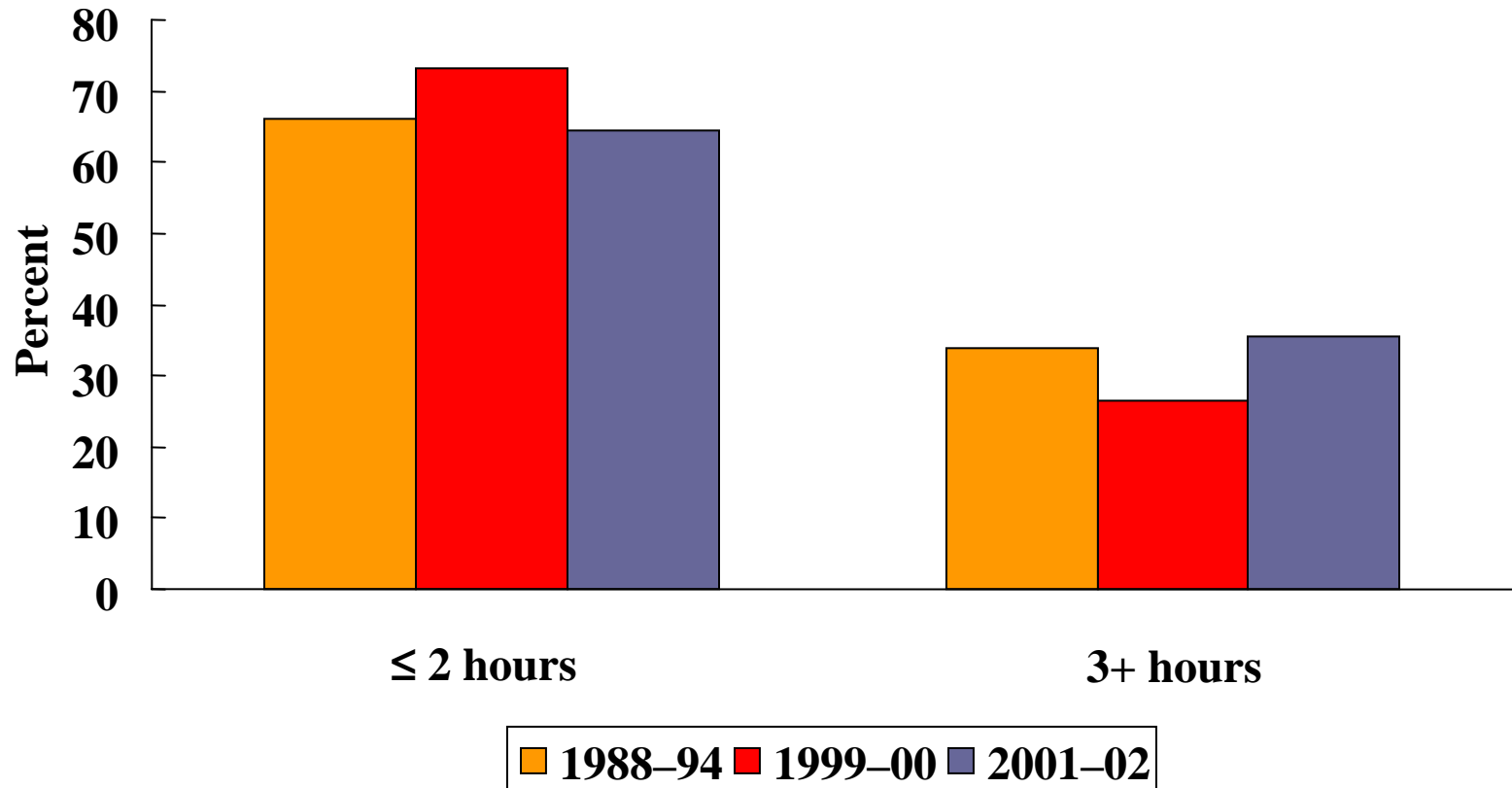
% Change in Mean Intake from 1977-78 Other Foods, Children 6-11 Years Old



SOURCE: L. Cleveland USDA; NFCS 1977-78 and WWEIA, NHANES 2001-02, 1 day



TV Viewing, 6-11 Years, per Day

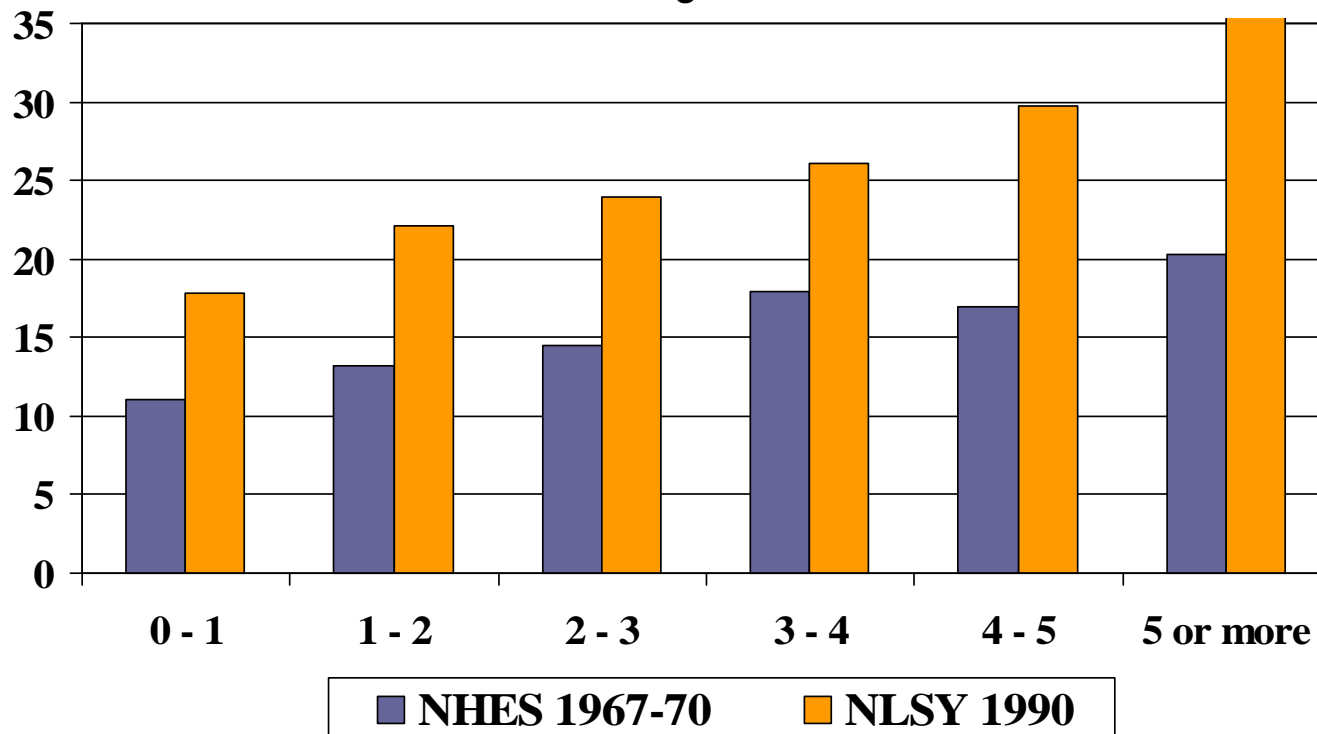


SOURCE: NHANES II, NHANES III, NHANES 1999-2000



Prevalence of Obesity by Hours of TV/Day

NHES* Youth Aged 12–17 in 1967–1970
NLSY** Youth Aged 10–15 in 1990



*NHES = National Household Education Surveys

**NLSY = National Longitudinal Survey of Youth

From http://www.cdc.gov/nccdphp/burden_pres/bcd_30.htm





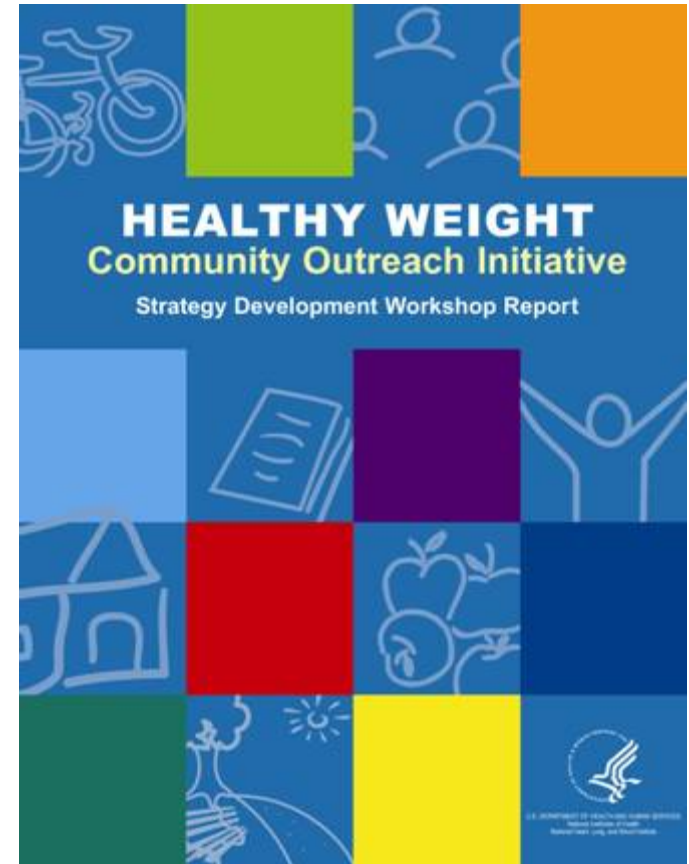
Development of *We Can!*

- ***We Can!*** was developed based on
 - Recommendations from an NIH strategy development workshop
 - A review of science-based literature
 - An environmental scan to review other work on overweight and obesity
 - Lessons learned from Hearts N' Parks



Strategy Development Workshop

- ❑ Convened at NIH in February 2004 with more than 70 leading researchers, public health experts, nutritionists and dietitians, youth marketing experts, and community center representatives from around the country.
- ❑ Online at www.nhlbi.nih.gov/health/prof/heart/obesity/hwcoi/





Review of Science-Based Literature

- Review of latest science, including
 - Peer reviewed journals to select target audience, behavioral objectives, and intervention settings
 - NIH 2004 workshops on obesity prevention
 - 2004 Institute of Medicine Report (IOM)
Preventing Childhood Obesity: Health in the Balance
 - Final review by IOM panel members and other leading scientists



Environmental Scan

- A review of more than 50 Federal and non-Federal programs addressing overweight and obesity at the national level
 - Captures project descriptions, objectives, partners, target audiences, topics, locations, and components per program
 - Also tracks Federal planning initiatives (e.g., NIH Obesity Research Task Force) and non-Federal initiatives (e.g., IOM Committee on Prevention of Obesity in Children and Youth)
- Confirms need for emphasis on parents
 - Provides valuable list of potential ***We Can!*** partnerships for collaboration to reach youth, physicians, and other key audiences



Lessons Learned From



- 50 Magnet Centers in 11 States
 - Annual increases in the number of programs implemented
 - Annual increases in the number of youth and adults reached
 - Changes in participant knowledge, attitudes, and behavioral intent
- Magnet Center feedback
 - Positive experience
 - Need for increased focus on parents and families
 - Need to provide better linkages between physicians and community resources
 - Evaluation component highly valued

- Demonstrates existing community-based capacity to address overweight and obesity
- Shows need to target parents/primary caregivers
- Provides helpful feedback for materials development, channels and possible messages





We Can! Program Description

- Target Audiences: Parents and Youth
- Behavioral Objectives
- Intervention Settings



Parents/Primary Caregivers

- ❑ Studies show parents as effective change agents concerning obesity.
- ❑ The home is a primary source of nutrition for children.
- ❑ Parents can act as effective role models for youth.
- ❑ Parents are asking for resources.
- ❑ Relatively few programs are targeting families and the home environment.

Youth Ages 8-13

- ❑ National survey data show 17% of children and youth as overweight.
- ❑ A high likelihood of obesity transfer from adolescence into adulthood.
- ❑ Health consequences associated with obesity.
 - Heart disease
 - Asthma
 - High blood pressure
 - Type 2 diabetes
 - Many more!
- ❑ Public health environment looks amenable to change concerning youth audiences.



Behavioral Objectives

Youth Ages 8–13

- ❑ Choose a sufficient amount of a variety of fruits and vegetables per day.
- ❑ Limit intake of high-fat foods and energy-dense foods that are low in nutrients.
- ❑ Control portion sizes of foods consumed.
- ❑ Substitute water, fat-free milk, or low-fat milk for sweetened beverages.
- ❑ Engage in at least 60 minutes of moderate physical activity on most, preferably all, days of the week.
- ❑ Reduce sedentary activity by limiting screen time to no more than 2 hours per day.

Parents/Primary Caregivers

- ❑ Increase the availability and accessibility of healthy foods in the home.
- ❑ Limit the availability and accessibility of sweetened beverages and high-fat, high-density/low-nutrient-value foods in the home.
- ❑ Control portion sizes of foods consumed.
- ❑ Support and enable family physical activity.
- ❑ Support and enable reduced screen time.

Intervention Settings

Home

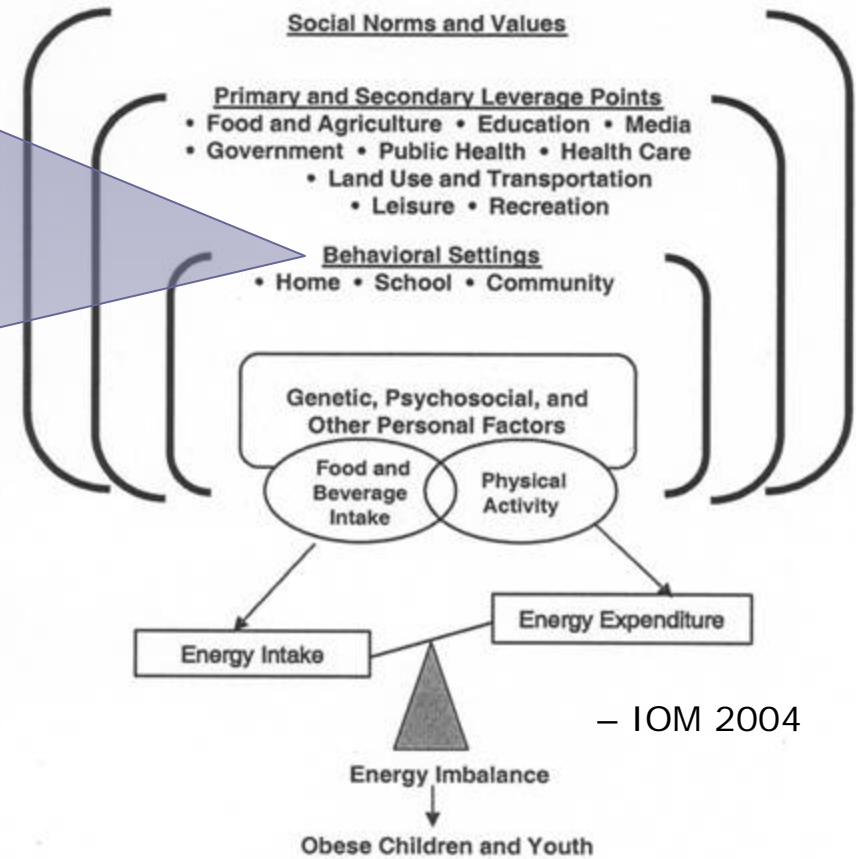
"A child's health and well-being is fostered by a home environment with engaged and skillful parenting that models, values, and encourages sensible eating habits and a physically active lifestyle."

– IOM 2004

Community

"Local governments, public health agencies, schools, and community organizations should collaboratively develop and promote programs that encourage healthful eating behaviors and regular physical activity, particularly for populations at high risk of childhood obesity."

– IOM 2004





We Can! Program Elements

- Community Outreach
- Media and Consumer Outreach
- Program Resources and Channels
- Partnership Outreach





Community Outreach



Community Outreach

- More than 540 communities are implementing ***We Can!*** programming around the country.
- In coordination with these efforts, we are implementing
 - Programs with youth ages 8 to 13
 - Programs with parents of youth ages 8 to 13
 - Community events

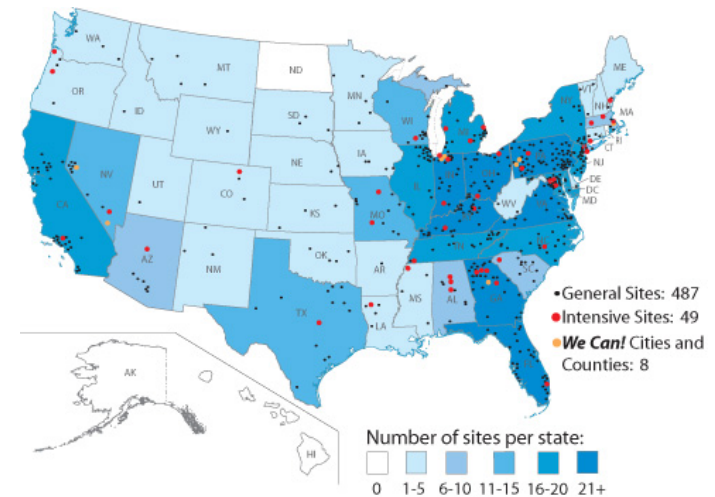
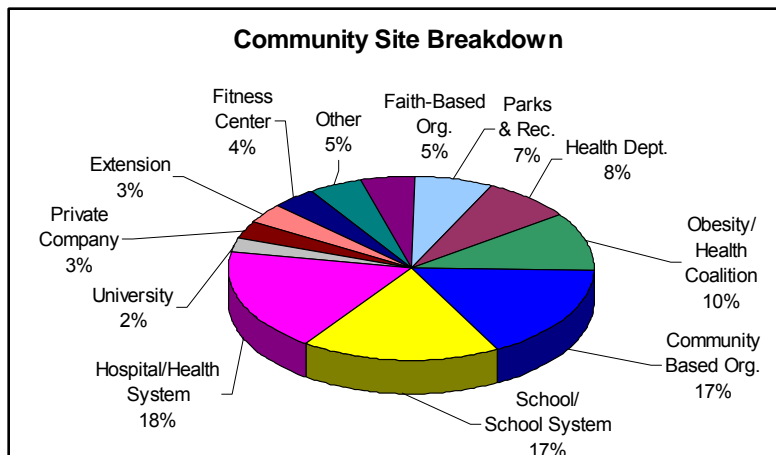


Look who We Can is reaching out to!

- Clinicians
- Educators
- Parks and recreation department staff
- County extension agents
- Dietitians
- Coaches
- Occupational health professionals
- Public health professionals



Community Site Update



- *We Can!* is currently running in 544 Community Sites in 46 states, the District of Columbia, Australia, Canada, Greece, India, Nigeria, the Northern Mariana Islands, the Philippines, Puerto Rico, and Uganda.
- Demonstrating program flexibility, adaptability and value, Sites represent a diversity of implementation settings, from schools and park and recreation departments to hospitals, health systems and public health departments (12 different settings in total).

49 Intensive Community Sites

State	City	Description
AL	Birmingham	Health Education Linkage Programs (Project HELP) USA
AL	Birmingham	Bethel Community Learning Center
AL**	Statewide	Statewide coalition led by the State Department of Health in partnership with the Department of Education
AZ	Cottonwood	Cardiac Care
CA	Los Angeles	Drive Kids to Be Fit
CA	San Diego	Ellen Browning Scripps Elementary School
CO	Greeley	Sunrise Community Health Center
CT	Stamford	Stamford Hospital
DC	Washington	Chartered Health Plan
FL	Miami	Dr. Rafael A. Penalver Clinic, INC.
FL**	Tamarac	City of Tamarac Parks and Recreation
GA**	Athens	Athens-Clarke County Leisure Services
GA	Macon	Bibb County School District
GA	Norcross	Victory Community Sports Foundation
GA	Smyrna & Kennesaw	We Can! in Cobb/Cobb & Douglas Public Health & Cobb County School District
IN	Columbus	Healthy Communities Initiative

A Founding **We Can! Intensive Community Site



49 Intensive Community Sites (cont.)

State	City	Description
IN	East Chicago	Multicultural Wellness Network
IN	Michigan City	Temple Total Fitness
KY	Bowling Green	Barren River District Health Department
KY	Georgetown	Western-Anne Mason Family Resource Center
LA	Minden	All Age Medical P.C., Inc.
ME	Kennebunk	Jump Ropin' Rays
MA	Fitchburg	BF Brown Middle School
MA**	Pittsfield	Hillcrest Campus of Berkshire Medical Center
MA	Roxbury	Sociedad Latina
MD**	Montgomery County	Montgomery County Recreation Department
MI**	Ann Arbor	Project Healthy Schools: A Community-University Collaborative
MI	Clinton Township	St. Joseph's Medical Center School Health Network
MI	Muskegon	Muskegon County Health Department
MI	Rochester Hills	Nutrition Emphasis Center
MS	Tunica	Tunica County
MO	Columbia	University of Missouri-Columbia Sinclair School of Nursing
MO**	Springfield	Springfield-Green County Park Board

49 Intensive Community Sites (cont.)

State	City	Description
MP	Tinian	Tinian Elementary School
NC	Durham	Families In It Together (FIIT)
NV**	Henderson	University of Nevada Las Vegas Department of Nutrition Sciences
NJ	Irvington	Sivan Nutrition and Health Consulting, LLC
NY	Corona	Public School 19
NY	Poughkeepsie	Nubian Directions, Inc.
OH	Akron	Akron Children's Hospital
OH	Cincinnati	Nutrition Council
OR**	Lane County	Lane Coalition for Healthy Active Youth
OR	McMinnville	Linfield College/Kid Fit
PA	Brockway	After School at Moorhead
SC	Clemson	Clemson University – College of HEHD
TN	Memphis	New Beginning Ministries Church
TX**	Temple	The Children's Hospital at Scott & White
WI	Janesville	Mercy Health System



8 *We Can!* Cities and Counties

State	City	Description
GA**	Roswell	Roswell Recreation and Parks Department
IN**	Gary	Gary Youth Services Bureau and Park Recreation
IN**	South Bend	South Bend Parks and Recreation Department
MA**	Boston	Boston Public Health Commission
NV	Carson City	Washoe Tribe
NV	Las Vegas	University of Nevada Las Vegas Department of Nutrition Sciences
PA	Pittsburgh	UPMC Health Plan
PA	Armstrong	Armstrong County Commissioner

**A Founding *We Can!* Intensive Community Site



487 General Community Sites

AL	Brewton, Montgomery, Union Springs (2 sites)
AR	Little Rock
AZ	Mesa, Phoenix, Queens Creek, Tucson (3 sites)
CA	Chico, Costa Mesa, Diamond Bar, Fremont, Fort Bragg, Goleta, La Jolla, Los Angeles, Marina del Rey, Modesto, Ontario, Orange, Orangevale, Sacramento, San Diego, San Francisco (2 sites), San Marcos, Santa Fe Springs, Santa Paula, Stockton, Truckee, Upland, Walnut Creek, Weed, West Sacramento, Yuba City
CO	Denver, Larkspur, Towaoc
CT	East Lyme, New Britain, New London, New Milford
DE	Seaford
DC	Washington, DC (8 sites)
FL	Deltona, Hollywood, Homosassa, Indiantown, Jacksonville (2 sites), Largo, Lauderhill, Leesburg, Miami (2 sites), North Miami Beach, Ocala, Oldsmar, Palm Beach Gardens, Perry, Sarasota (2 sites), Sebastian, Starke, Stuart (2 sites), Tallahassee, Tampa, Titusville, Vero Beach
GA	Acworth, Albany, Atlanta, Augusta, Austell, Brunswick, Calhoun, Carrollton, Clarkesville, Columbus, Decatur, Gainesville (2 sites), Greensboro, Jackson, Kennesaw, LaGrange, Marietta, McDonough, Powder Springs, Rome, Savannah, St. Marys, St. Simon's Island, Stone Mountain
ID	Boise
IL	Addison, Algonquin, Bourbonnais, Cahokia, Charleston, Chicago (5 sites), Ford Heights, Glenview, Homewood (2 sites), Oak Lawn, Oglesby, Pinckneyville, Rockford, Urbana
IN	Elkhart (2 sites), Fort Wayne, Goshen, Greensburg, Huntington, Indianapolis, Lafayette, Mishawaka, Plymouth, Poland, South Bend, Valparaiso (2 sites), West Lafayette
IA	Ankeny, Burlington, Des Moines, Mt. Pleasant
KS	Council Grove, Ellsworth, Meade

487 General Community Sites (cont.)

KY	Alexandria, Benton, Bowling Green, Burgin, Cold Spring, Cynthiana, Georgetown, Greenville, Henderson, LaCenter, Lebanon, Lexington, Louisville (6 sites), Manchester, Mayfield (3 sites), Mt. Sterling, Owingsville, Shepherdsville, Stamping Ground, Stanton
LA	Anacoco, Natchitoches, Ruston, Shreveport
ME	Saco
MD	Baltimore, Cambridge, Centreville, College Park, Frederick, Glen Burnie, Howard County, Hyattsville, Kensington, Lee's Summit, Oakland, Pasadena, Queen Anne's County, Westminster
MA	Boston, Fall River, New Bedford, Palmer
MI	Ann Arbor, Cadillac, Chesterfield, Clinton Township, Detroit, Grand Rapids, Lapeer, Manistique, Marquette, Mt. Pleasant, Rochester, St. Joseph, Sturgis, Warren
MN	Brooklyn Center, Mankato, Minneapolis
MO	Kansas City (2 sites), Mountain Grove, Nevada, New London, Poplar Bluff, Rolla, St. Peters, Van Buren
MS	McLain, Rolling Fork, Tupelo
MT	Billings, Great Falls, Livingston, Missoula
NE	Lincoln, Omaha
NH	Barrington
NJ	Bridgewater, Edison, Egg Harbor, Englewood, Flemington, Fords, Highlands, Maplewood, Neptune, Newark, Paterson, Princeton, Toms River, Union
NV	Carson City (4 sites), Gardnerville, Henderson, Reno (2 sites), Silver Spring
NM	Albuquerque, Dulce, Pine Hill
NY	Albany, Beacon, Brooklyn, Carle Place, Cortland, Forest Hills, Glens Falls, Hastings, Katonah, New Windsor, New York, Rochester (2 sites), Rockville Centre, Saratoga Springs, Spring Valley, Syracuse
NC	Asheville (2 sites), Ayden, Charlotte, Concord, Elizabeth City, Goldsboro, Graham, Greenville (2 sites), High Point, Linden, Raleigh, Ramseur, Wilmington
OH	Akron, Auburn Township, Bay Village, Bowling Green, Cambridge, Canfield, Chillicothe, Columbus, Dayton, Defiance, Elyria, Hillsboro, Lancaster (2 sites), Lima (2 sites), Painesville, Toledo (2 sites), Toronto, Troy

487 General Community Sites (cont.)

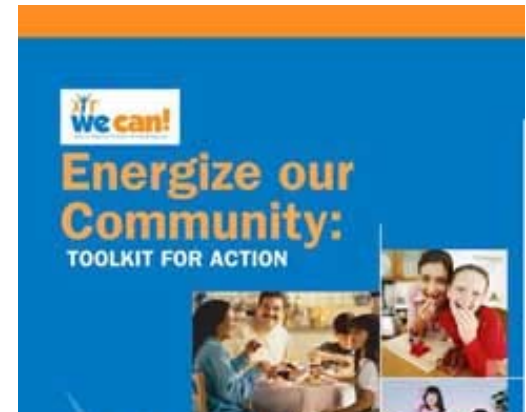
OK	Concho, Oklahoma City, Wagoner
OR	Ashland, Benton County**, Tualatin
PA	Berwick, Bethlehem (2 sites), Brookville, Clarion, Coatesville, Danville, Delta, Dickson City, Downingtown, Easton, Elizabethtown, Emmaus, Erie, Exton, Franklin (2 sites), Greenville, Hanover (3 sites), Harrisburg (2 sites), Hazleton, Hershey, Honesdale, Indiana (2 sites), Johnstown (2 sites), Kittanning, Lancaster (2 sites), Langhorne, Muncy, Norristown, Philadelphia (4 sites), Robesonia, Russellton, Sewickley, Sigel, Uniontown, Upland, Upper Darby, Wellsboro, West Middlesex, West Mifflin, Wilkes-Barre
SC	Anderson, Columbia (3 sites), Kingston, Lancaster, Swansea
SD	Ft. Thompson (2 sites), Sioux Falls
TN	Chattanooga, Johnson City (2 sites), Jonesborough, Kingsport, Knoxville (2 sites), La Vergne, Lexington, Memphis, Nashville, Newport, Oak Ridge, Rogersville
TX	Abilene, Carrollton, Cotulla, Denison, Houston, Mesquite, Odessa, Park, Paris, Pasadena, Randolph AFB, Round Rock, Tyler
UT	Cedar City, Salt Lake City
VA	Arlington, Arlington County, Chesapeake, Farmville, Hampton, Harrisonburg, Milford, Narrows, Newport News, Norfolk (2 sites), Portsmouth, Richlands, Richmond, Roanoke (2 sites), Virginia Beach, Woodbridge
VT	Barton, Burlington, Whitingham
WA	Moses Lake, Pullman, Seattle
WI	Manitowoc, Milwaukee (8 sites), Monroe, Rice Lake
WV	Huntington, Union
WY	Casper
Abroad	Queensland, Australia; Ontario and Alberta, Canada; Athens, Greece; Karamsad, India; Ilorin, Nigeria; Tinian, Northern Mariana Islands (2 sites); Baguio City and Manila, Philippines; Bayamon and San Juan, Puerto Rico; Kampala, Uganda



Program Resources and Channels



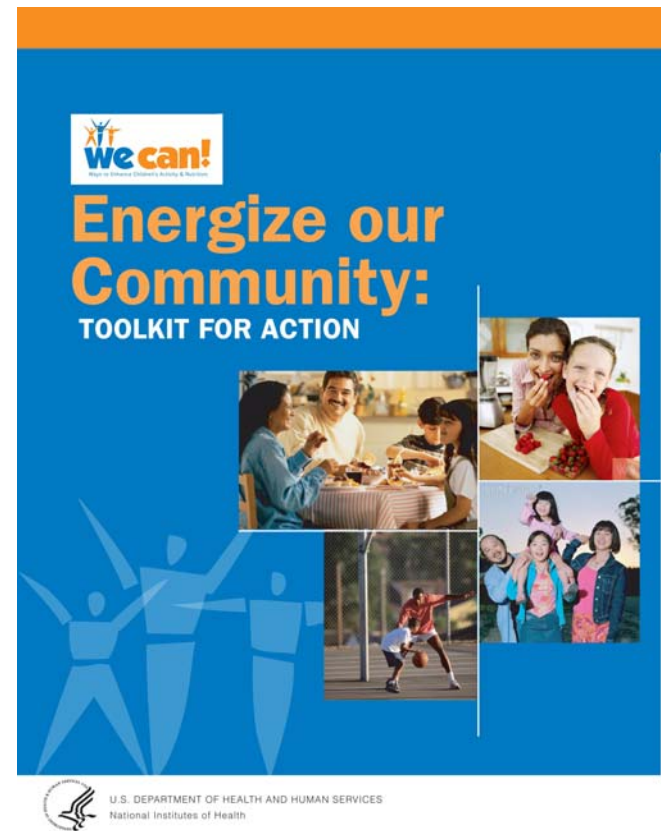
We Can! Resources



1-866-35-WECAN
<http://wecan.nhlbi.nih.gov>

We Can! Materials

- ***We Can!*** Energize Our Community: Toolkit for Action
 - Parent curriculum
 - Community events



Youth Curricula



- **Kids Club** – After-school, summer day care setting for children (K-5) contains three elements– curriculum, and PA and snack components.



- **SMART- Student Media Awareness to Reduce Television** –3 or 4th grade classroom curriculum designed to reduce TV and video game usage.



- **Eat, Think and Be Active** – 10 lessons helping children (11-13) understand the connections between media and health.



We Can! Materials

- ***We Can!* Families Finding the Balance: A Parent Handbook**
 - English
 - Spanish





Media and Consumer Outreach





Media and Consumer Outreach

- National and Local Media
 - Public service announcements (print and radio)
 - Media kits (press releases, media advisories)
 - Launch announcements
 - Matte articles
 - Press releases for program milestones
- National Consumer Outreach
 - Consumer Web site
- Media Partners



We Can! on the Web



- Become a friend of ***We Can!*** on MySpace

(<http://www.myspace.com/nihwecan>)



- View "***We Can!*** and You Can Too" and animations on YouTube

- Connect on LinkedIn

(<http://www.linkedin.com/in/nihwecan>)





Partnership Outreach



Over 20 National Partners!

- Over 20 National Partners & Supporting Organizations have joined ***We Can!***
 - Federal Partners
 - Outreach Partners
 - Corporate Partners
 - Clinical Partners
 - Media Partners
- Continually in ongoing discussion with additional partners



We Can! Partnerships

- The ***We Can!*** partnership goal is to work collaboratively with others to build synergy on preventive strategies and an array of outreach efforts.
- Through partnerships, we can most effectively leverage resources and channels to disseminate ***We Can!*** messages and materials to parents, caregivers, and youth ages 8–13.





Levels of Partner Commitment

- Organizations invited to participate as Partners or Supporting Organizations
- Partners
 - Participate on a variety of fronts with a significant commitment of resources and activity
- Supporting Organizations
 - Groups that are interested but unable to make as significant commitment

We Can! National Partners

- National partners coming on board to support ***We Can!*** and participate on a variety of fronts
 - Provide resources:
 - Support of program activities and materials development (printing, distribution, event sponsorship, etc.)
 - Contacts and support to ***We Can!*** sites
 - Disseminate ***We Can!*** messages via organizational communication channels (Web sites/Web links, newsletters, listservs, direct mailings to constituents)



We Can! National Partners (cont.)

- Offer exhibit space to ***We Can!*** at national/regional conferences and events
- Offer opportunities to present at meetings
- Offer to help recruit ***We Can!*** Community Sites
- Offer other support/activities specific to the partner's own interests and capacity



Benefits of Participation

- Opportunity to be part of trans-NIH national program
- Opportunity for extended outreach channels and additional synergy through ***We Can!*** communication channels
- Be recognized in ***We Can!*** materials
- Receive ***We Can!*** Partnership Toolkit



We Can! Resources for Partners

- Comprehensive Partner Toolkit
- Offers overview, tools, and template materials
 - News releases, template article, message points, print PSAs (English/Spanish), radio PSA scripts (English/Spanish), sample materials, template PowerPoint presentation, sources of statistics, logos, and more in printed and electronic (CD-ROM) versions



Partnerships

- ❑ The role of each ***We Can!*** partner will vary because every collaboration will be designed/crafted to channel the partner's natural strengths, networks, and influence at the community level.
- ❑ Involvement by individual groups will depend on any existing programs the partner might already have in place, the resources the partner can contribute, and the partner's own infrastructure and reach — ***We Can!*** wants relationships to be win-win situations!





Examples of How We Hope You'll Help

- ❑ Participate in planning and provide resources/support activities
- ❑ Disseminate messages and materials to constituencies through existing communication channels (direct mailings, newsletters, flyers, online, etc.)
- ❑ Support/participate in and help drum up interest in/awareness of any local events



Local Partners Include...

- ❑ Business: grocers, printers, sporting-goods stores, T-shirt vendors, transportation providers
- ❑ Civic/Community: chambers of commerce; local health, youth-related, and other coalitions
- ❑ Health Care: health care providers, including hospitals and clinics; insurers
- ❑ Government: local, county, State
- ❑ Media: cable, newspapers, radio, television
- ❑ Multicultural and Faith-Based Organizations
- ❑ Professional Organizations: dietitians, nurses, physicians

A Few Potential Benefits: Local Partners

- ❑ Opportunity to be part of the NIH national ***We Can!*** program and programming at the local level
- ❑ Opportunity to bring relevant resources and core health and related messages together under the ***We Can!*** umbrella
- ❑ Opportunity for partners to extend their own outreach channels and create additional synergy for themselves
- ❑ Opportunity for recognition as part of this exciting effort; opportunity for promotion of your existing activities/programming



With Your Help...

we can!

Ways to Enhance Children's Activity & Nutrition

Succeed!





Potential Partnership Ideas and Collaborations



Open Discussion



Thank You!

