

**Table of Contents**

Sample Invitation to Potential Partners ..... 215  
PowerPoint for Potential Partners ..... 217



## Sample Invitation Letter to Partners

[MONTH] [DATE], [YEAR]

[HONORIFIC TITLE] [FIRST NAME] [LAST NAME]

[TITLE]

[ORGANIZATION]

[ADDRESS]

[CITY], [STATE] [ZIP]

Dear [HONORIFIC TITLE] [LAST NAME]:

The [YOUR ORGANIZATION NAME] is poised to initiate a new and excited program developed by the National Institute of Health that can help youth and families maintain a healthy weight. **We Can! (Ways to Enhance Children’s Activity and Nutrition)** draws on the research and community studies that NIH has conducted for several years.

**We Can!** will provide activities and programs that encourage improved nutritional choices, increased physical activity, and reduced screen time in youth ages 8–13. The initiative is unique among existing youth obesity-prevention efforts in its focus on programs and activities for parents and families as a primary group for influencing youth audiences.

[COMMUNITY SITE NAME] has joined a network of other community-based organizations around the country that are helping to create a healthier hometown environment by conducting **We Can!** programs in [CITY NAME] and would like to speak to you about a possible collaboration with this new national initiative.

Through **We Can!** we will be delivering programs, hosting community events, and promoting media messages that encourage youth to

- Choose a sufficient amount of a variety of fruits and vegetables per day.
- Decrease consumption of high-fat foods and energy-dense foods with low nutrient value.
- Enjoy small portions at home and at restaurants.
- 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.



- We also will be encouraging parents and primary caregivers to
- Increase the availability and accessibility of healthy foods in the home.
  - Limit the availability and accessibility in the home of sweetened beverages, high-fat foods, and energy-dense foods with low nutrient value.
  - Enjoy small portions at home and at restaurants.
  - Support and enable family physical activity.
  - Support and enable reduced screen time.

We believe that our organizations can work together in a number of ways to directly address the critical problem of youth overweight and obesity in [CITY NAME] through **We Can!** and welcome the opportunity to discuss this possibility further. I will follow this letter with a phone call to discuss the possibility of collaboration. In the meantime, please feel free to contact me with any questions. We look forward to the chance to work with you on this exciting new opportunity for [CITY NAME].

Sincerely,

[NAME]  
[TITLE]  
[ORGANIZATION]  
[TELEPHONE]  
[EMAIL]



Slide 1



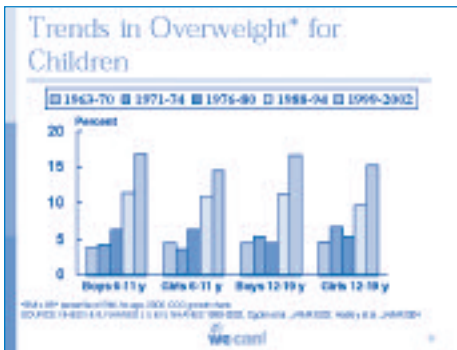
Slide 2



Slide 3



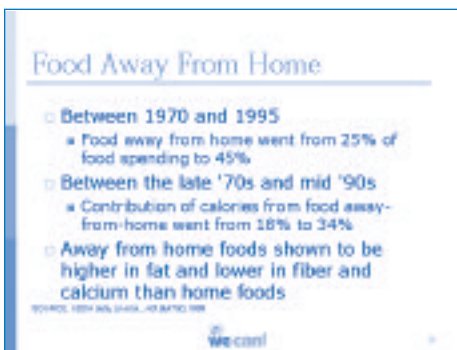
Slide 4



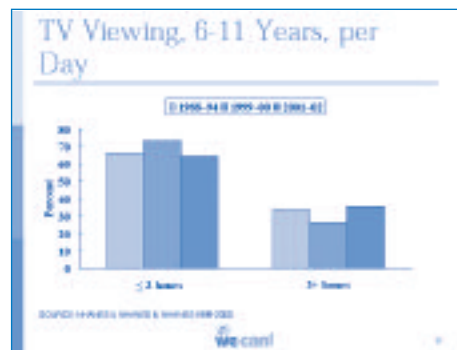
Slide 5



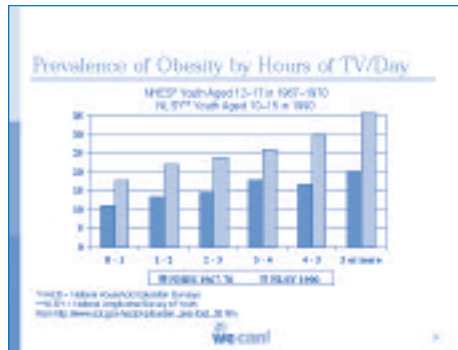
Slide 6



Slide 7



Slide 8



Slide 9

### 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

Slide 10

### 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/healthy/prof/heart/obesity/twco/](http://www.nhlbi.nih.gov/healthy/prof/heart/obesity/twco/)

Slide 11

### 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

Slide 12

### 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

Slide 13

### Lessons Learned From

- 50 Magnet Centers in 11 States
  - Annual increase in the number of programs implemented
  - Annual increase in the number of youth and adults reached
  - Changes in participant behaviors, attitudes, and behavioral beliefs
- Magnet Center feedback
  - Log time experience
  - Need for increased focus on parents and families
  - Need to provide better linkage between physicians and community resources
  - Evaluation component helps value
- Demonstrates existing community-based capacity to address overweight and obesity
- It takes time to target parents/primary caregivers
- Provides helpful feedback for materials development, channels and points a messages

Slide 14

### We Can! Program Description

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

Slide 15

### 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.

Slide 16

### Youth Ages 8-13

- National survey data show 16% 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.

Slide 17

### Behavioral Objectives

Youth Ages 8-13	Parents/Primary Caregivers
<ul style="list-style-type: none"> <li>Choose a sufficient amount of a variety of fruits and vegetables per day.</li> <li>Limit intake of high-fat foods and energy-dense foods that are low in fiber and.</li> <li>Control portion sizes of foods consumed.</li> <li>Substitute water, fat-free milk, or low-fat milk for sweetened beverages.</li> <li>Engage in at least 60 minutes of moderate physical activity on most, preferably all, days of the week.</li> <li>Reduce sedentary activity by limiting screen time to no more than 2 hours per day.</li> </ul>	<ul style="list-style-type: none"> <li>Increase the availability and accessibility of healthy foods in the home.</li> <li>Limit the availability and accessibility of sweetened beverages and high-fat, high-calorie low-fiber foods in the home.</li> <li>Control portion sizes of foods consumed.</li> <li>Support and enable family physical activity.</li> <li>Support and enable reduced screen time.</li> </ul>

Slide 18

### Intervention Settings

**Home**  
 "A child's health and well-being is best served by a home environment with engaged and skilled parents that models, makes, and encourages evidence-based habits and a physically active lifestyle."  
 - CDC 2014

**Community**  
 "Local governments, public health agencies, schools, and community-based organizations should collectively design and promote programs that encourage healthful eating behaviors and regular physical activity, and regular physical activity, and regular physical activity, and regular physical activity."  
 - CDC 2014

Slide 19

### We Can! Program Elements

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

Slide 20

### Community Outreach

Slide 21

### Community Outreach

- More than 30 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

Slide 22

### Map of Communities Selected to Date

Slide 23

### Intensive Community Sites

ID	City	Partner
1	Atlanta	Atlanta-Columbus Metropolitan Health Authority (ACHA)
2	Denver	Denver Public Health
3	Houston	Houston Center for Community Health Improvement (HCCI)
4	Los Angeles	Los Angeles County Department of Public Health (LADPH)
5	Madison	Madison Public Health
6	Minneapolis	Minneapolis Public Health
7	San Diego	San Diego County Department of Public Health (SDCPH)
8	Seattle	Seattle Public Health
9	Wichita	Wichita Public Health
10	Wichita	Wichita Public Health
11	Wichita	Wichita Public Health
12	Wichita	Wichita Public Health
13	Wichita	Wichita Public Health
14	Wichita	Wichita Public Health
15	Wichita	Wichita Public Health
16	Wichita	Wichita Public Health
17	Wichita	Wichita Public Health
18	Wichita	Wichita Public Health
19	Wichita	Wichita Public Health
20	Wichita	Wichita Public Health

Slide 24

### 20 General Community Sites at Program Start and Growing!

State	Site	State	Site
CA	Bakersfield	RI	Quincy (and North)
IL	Chicago	RI	Providence
IL	Chicago	RI	Providence
IL	Chicago	RI	Providence
IL	Chicago	RI	Providence
IL	Chicago	RI	Providence
IL	Chicago	RI	Providence
IL	Chicago	RI	Providence
IL	Chicago	RI	Providence
IL	Chicago	RI	Providence
IL	Chicago	RI	Providence
IL	Chicago	RI	Providence
IL	Chicago	RI	Providence
IL	Chicago	RI	Providence
IL	Chicago	RI	Providence
IL	Chicago	RI	Providence
IL	Chicago	RI	Providence
IL	Chicago	RI	Providence
IL	Chicago	RI	Providence
IL	Chicago	RI	Providence

Slide 25

### 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

Slide 26

### 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

Slide 27

### Program Resources and Channels

Slide 28

### We Can! Materials

- We Can! Energize Our Community: Toolkit for Action
- We Can! Families Finding the Balance: A Parent Handbook (English and Spanish)
- Poster
- Web site (<http://wecan.nida.nih.gov>)
- Worksheet (adult and youth)
- Additional materials

Slide 29

### We Can! Materials

- We Can! Energize Our Community: Toolkit for Action
  - Parents curricula
  - Youth curricula (Media-Smart Youth, CATCH Kid's Club, S.H.A.R.T.)
  - Community events
  - CD-ROM of all materials (PowerPoint, fact sheets, and assignments)

Slide 30

### We Can! Materials

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

Slide 31

### Partnership Outreach

Slide 32



### 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.)
  - Disseminate **We Can!** messages via organizational communication channels (Web sites/Web links, newsletters, direct mailings to constituents)

Slide 33

### We Can! National Partners (con.)

- National partners coming on board to support **We Can!** and participate on a variety of fronts
  - Offer exhibit space to **We Can!** at national/regional conferences and events
  - Provide resources/contacts and support to **We Can!** sites
  - Offer other support/activities specific to the partner's own interests and capacity

Slide 34

### National-Level Partners/Supporters

- Health professional associations, media, Federal agencies, and others, including:
  - American Academy of Family Physicians
  - Black Entertainment Television Foundation
  - Univision
  - President's Council on Physical Fitness and Sports
- Continuing outreach to prospective national partners.

Slide 35

### Our Local Partnerships

- Our 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.

Slide 36

### Partnerships

- The role of each of our local partners 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 want our relationships to be win-win situations!

Slide 37

### Our Potential 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 Organizations
- Professional Organizations: dietitians, nurses, physicians

Slide 38

### A Few Potential Benefits for You

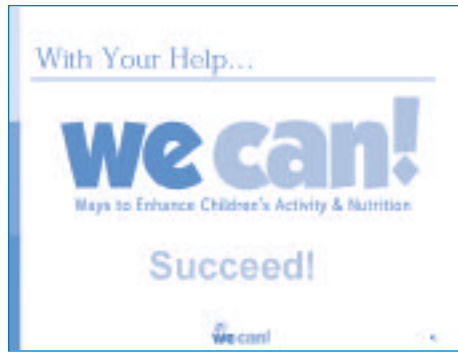
- Opportunity to be part of the NIH national **We Can!** program and programming at the local level
- Opportunity to bring relevant resources and core health and related messages together under the **We Can!** umbrella
- Opportunity for partners to extend their own outreach channels and create additional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

Slide 39

### Examples of How We Hope You'll Help

- Participate in planning and provide resources/support activities (facilities, printing, refreshments, equipment, transportation, etc.)
- Disseminate messages and materials to your constituencies through existing communication channels (direct mailings, newsletters, flyers, online, newspapers, radio, television, etc.)
- Support/participate in and help us drum up interest in/awareness of local events

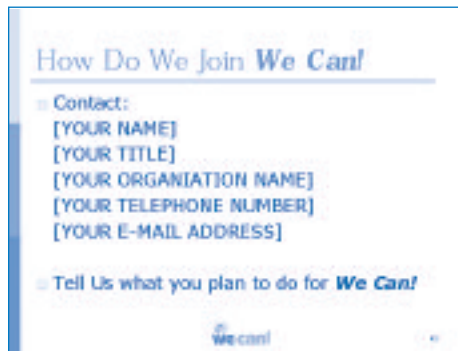
Slide 40



Slide 41



Slide 42



Slide 43