

# Update

THE LATEST NEWS AND HIGHLIGHTS FROM  
THE OFFICE ON WOMEN'S HEALTH'S  
BODYWORKS PROGRAM  
AND NATIONAL BONE HEALTH CAMPAIGN

## Surgeon General Recognized BodyWorks!

After touring the country visiting communities to highlight obesity prevention programs, acting Surgeon General Steven K. Galson chose to recognize BodyWorks at an award presentation and media event in Albuquerque hosted by Healthy Youth for a Healthy Future. BodyWorks was recognized as a "Champion" for its commitment to building partnerships and implementing a program that helps kids to stay active, encourage healthy eating habits, and promote healthy choices.

**Congratulations to the entire BodyWorks community! Keep up the great work!**



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Welcome to *Update*, an e-newsletter to bring you the latest news on two initiatives through the Department of Health and Human Services' Office on Women's Health—the BodyWorks program and the national bone health campaign.

This quarterly newsletter is designed to inform and assist BodyWorks trainers and partners and national bone health campaign partners.

### What is BodyWorks?

BodyWorks is a 10-session obesity prevention program designed to provide parents and caregivers with hands-on tools to make small, specific changes to improve their family's eating and activity habits.

### What is the national bone health campaign?

OWH's youth bone health campaign, currently known as *Powerful Bones. Powerful Girls*, aims to promote bone-healthy behaviors—increased calcium and vitamin D consumption and physical activity, particularly running and jumping—in girls ages 9-14.

### What role does BodyWorks play in the national bone health campaign?

An important part of the campaign is a community pilot program, which will occur in three sites. The organizations selected to coordinate the pilots will be asked to conduct a modified BodyWorks program. Information about bone health—specifically what pre-teen and teen girls need for strong bones—is included throughout the sessions, and a companion program for girls focuses on physical activity. The girls will be learning about nutrition and physical activity for improved health and bone health. The modified program is currently being pre-tested with BodyWorks trainers.

## NEW BodyWorks Materials available Fall 2008

Look for an announcement on the BodyWorks listserv and Web site about the availability of the following **new** BodyWorks materials.

- BodyWorks is now for **healthy teens and strong families**. OWH has revised the toolkit to include a new material for adolescent boys called *For Guys*. Similar to the *4 Teens* booklet, it includes information on healthy foods, physical activity, goal setting, tips on how to make small changes in your lifestyle, quizzes, and more. Designed specifically for boys, *For Guys* features art done by a teenage boy and focuses on the specific health issues and needs of boys today.
- The BodyWorks toolkit has been adapted and translated into Spanish and includes new artwork and photography. These toolkits will also include the new *For*

*Guys* materials. Training curriculums have also been translated. Please contact us if you would like a copy of the Spanish curriculums.

### Under Construction!

A modified BodyWorks programs that includes important bone health information for parents and caregivers to help support their daughter's bones, as well as a separate session for girls focusing on physical activity. A bone health brochure for parents, which includes bone health information for themselves as well as their daughters, is also being pre-tested with parents.

## Bulletin Board

### For BodyWorks:

- **Friendly reminder:** When planning your upcoming training session or 10-week program, please submit toolkit orders one month in advance to [bodyworks@hagerssharp.com](mailto:bodyworks@hagerssharp.com). Also, please keep in mind that trainers can order a maximum of 15 kits per a program/training that will take place in one to two months.
- **Please remember to send back your toolkit tags** with a note of who the trainer was, whether it was a train-the-trainer session or a parent/caregiver program, the city and state of your program, and the dates of the training or program to: **BodyWorks c/o Hager Sharp 1090 Vermont Ave. NW Suite 300, Washington, D.C. 20005.**
- **BodyWorks listserv is now moderated!** If you are not subscribed to the BodyWorks listserv or have been taken off, you can now subscribe to the moderated listserv, which means we can control which messages are sent through the listserv. This will limit the amount of junk mail or accidental posts. To subscribe, please e-mail [bodyworks@hagerssharp.com](mailto:bodyworks@hagerssharp.com).

- **Use the recruitment materials** to help promote and recruit participants for your next parent/caregiver program. You can find promotional flyers, a sample news release, budget templates, and more at <http://www.womenshealth.gov/BodyWorks/trainers/>.
- **Having trouble keeping parents/caregivers for all 10 sessions of your program?** You might want to try only giving participants pieces of the toolkit as they are needed. The remaining toolkit contents can be awarded to all participants who have completed the program.

### For national bone health campaign:

- **We have free journals for girls!** Whether you have an event in a few weeks or are planning for your annual conference next summer, you can order your free journals to be delivered now or later. Contact Darcy Sawatzki at 202-842-3600, ext. 253 or [dsawatzki@hagerssharp.com](mailto:dsawatzki@hagerssharp.com) to place your order. Large orders welcomed!
- **If you are conducting research on calcium, vitamin D, or physical**

**activity**, we'd love to hear about it! In preparation for our national launch next year, we would like to work with you to release your new research if possible.

- **Link to <http://www.girlshealth.gov/bones> and <http://www.girlshealth.gov/parents/bones>** on your Web site to help promote the campaign.
- **We're currently creating new materials** in preparation for our re-launch. Please let us know if you have any ideas or would like to collaborate on creating new materials.
- **We're still looking for partners** to assist the campaign at the local and national level. Please let us know if you have any ideas for partnerships that share our goal of improving the health—and bone health—of adolescent girls. We are currently developing ideas for materials and our Web site and would love to work with you!
- **Questions? Comments? Got a great idea for the campaign?** Contact Sheryl Rhoads at 703-289-7633 or [sheryl.rhoads@mail.ps.net](mailto:sheryl.rhoads@mail.ps.net).

## Naming the Bone Health Campaign

Through focus groups held with girls in our target audience of 9-14 years, we learned that the national bone health campaign (known as *Powerful Bones. Powerful Girls.*) needed a new name and logo that appealed more to the girls. In preparation for our re-launch of the campaign in 2009, we developed new campaign logos and names and pre-tested them with girls in our target audience. We held six focus groups in the Washington, DC area and Seattle, and narrowed it down to three names. From there, we developed logo designs, taglines, and ads and sent surveys to girls all over the country to help us make the final decision. The new campaign is focused on friendship and emphasizes the importance of girls helping each other build strong bones.

Stay tuned for more on the new look-and-feel of the bone health campaign!



## BodyWorks Evaluation

Preliminary results from the national evaluation show that *BodyWorks* has a positive effect on parents' nutrition and physical activity and that parents are bringing this back to their families.

**Thank you** to all of those who participated in the evaluation, especially the following six sites:

- Girls in the Game
- Girl Scouts of Utah
- Health Promotion Council and Inter-faith Housing Alliance
- Ogle County Health Department
- Dr. Monica Richter and Valley Children's Clinic
- University of Illinois at Chicago



### APHA Sessions

**181851** Recruiting and retaining parents for BodyWorks: The national evaluation of a multi-session parent-focused adolescent obesity prevention program

**Wednesday, October 29, 2008 12:45 PM**

**181563** Implementing a Train the Trainer model: The national evaluation of the BodyWorks multi-session parent-focused adolescent obesity prevention program

**Tuesday, October 28, 2008 8:51 AM**



## Community Pilot Program Corner

This portion of the newsletter will keep you informed on an important part of the bone health campaign—the community pilot program. The program will be piloted in three sites around the country to help determine the feasibility and characteristics of an expanded national program. The selection of the sites will be through a Letter of Intent (LOI) and a Request for Proposal (RFP) process, which will begin in January 2009 with a selection made in spring 2009.

Each site will coordinate comprehensive bone health messaging and programming in its community with the goal of testing the feasibility that a community coalition has the capacity to develop and implement a multi-strategy intervention that encourages girls ages 9-14 to adopt bone-healthy behaviors. This will be tested by evaluating the programming of the three pilot sites as they implement the modified BodyWorks and a community project of the coalition's choosing that may include a variety of media activities; presentations; and a bone health ambassador program that utilizes girls as leaders and advocates in their community.

We will keep you informed of the site selection and hope you will look to your own resources within those communities as applicable to help us spread bone health messages, particularly as they fit into an overall healthy lifestyle.

**If you have questions about the pilot program, please contact Ruth Francis-Williams, Pilot Program Manager, at 202-842-3600, ext. 262 or [rfranciswilliams@hagersharp.com](mailto:rfranciswilliams@hagersharp.com).**

