

BodyWorks e-Newsletter

Provided by the Department of Health and Human Services' Office on Women's Health

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Welcome to the new *BodyWorks* e-Newsletter! This quarterly newsletter will update and inform trainers with the latest information, updates and news for the *BodyWorks* toolkit and program.

BodyWorks Bulletin Board



- **Please remember to send back your toolkit tags** with a note of who the trainer was, whether or not 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.**
- **Let people know you are holding a *BodyWorks* training or parent/caregiver program!** Post your upcoming trainings and programs at: <http://www.womenshealth.gov/BodyWorks/events/add.event.cfm>
- **Special note to current trainers:** Unfortunately, OWH is no longer able to provide pedometers with the *BodyWorks* toolkits. Please keep this in mind as you plan your upcoming trainings and programs. Contact your local sporting good stores, drug stores, department stores, and large discount stores. They might be willing to donate pedometers.

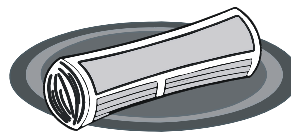
BodyWorks Web site

We would like to remind trainers of the recruitment and promotional resources available on the *BodyWorks* web site to assist in implementing the *BodyWorks* program in your community.

Recruitment materials include:

- **Flyers:** This is a flyer that can be tailored for your upcoming program and posted in community centers, local schools, malls, fitness centers, etc. to advertise to parents. An electronic version can also be forwarded via email.
- **Sample news release:** A news release is a great way to encourage your local newspapers to announce your upcoming *BodyWorks* program and to provide detailed information. Be sure to tailor the news release with information about your local program.
- **Sample paragraph for newsletters or Web site postings:** This can be placed in local newsletters, listservs, calendar listings, etc.
- **The *BodyWorks* logo:** The logo is free for you to use when creating your own materials for your upcoming *BodyWorks* program.

BodyWorks in the News



- “Healthy lifestyles for adolescent girls” (*OB.GYN News*, September 28, 2007)
- “Healthy choices for life” (*The Journal*, October 8, 2007)
- “Healthy relationships” (Jody Temkin, *Chicago Tribune*, December 21, 2007)

BodyWorks Evaluation

As you know, the national evaluation is underway. Preliminary results from parent/caregivers and trainers can be used to help you as you plan your upcoming *BodyWorks* sessions.

RECRUITMENT STRATEGIES FROM THE FIELD

This past fall, key informant interviews were conducted with trainers to learn about what's working well for them as they recruit parents and caregivers.

Here are some suggestions that they shared:

- **Hold an 'Open-House' first.** At the open-house explain the purpose of *BodyWorks*, get ideas about the best times/days for sessions, and share/demonstrate how the sessions will be held. Make it participatory and engaging. The Open House also helps with **Word of Mouth** (see box).
 - **Case Example: One group held an open house and only 2 people came. The facilitator explained that they would need more participants to hold the class. These two people recruited others in their neighborhood and the first class had a total of 9 parents.**
- **Train with others.** You don't have to do it alone. Find other trainers or people that can help you to organize the classes, facilitate different aspects of the sessions, and recruit parents. Your team can also bounce ideas off of each other.
- **Start a second class series** while the first series is still underway. As mentioned before, parent/caregivers build excitement for the program by **word of mouth**. The organization can build on this excitement by beginning another series during the middle of the first series.
- **Send personal invitations.** Utilize the existing participants' and the community leaders' connections to personally invite attendees.
- **Advertise** the class in places where parents would expect to see exercise and nutrition programs such as the YMCA.
- **Leverage the high level of interest in the Training of Trainers.** When people ask to be trained in *BodyWorks*, require that the potential new trainers identify a group of parent/caregivers, how they are going to recruit them, and that they have a soft commitment from them.

Other preliminary findings from the National Evaluation include:

The Top 4 Reasons Parents and Caregivers are interested in BodyWorks

- 75% want to learn more about nutrition
- 68 % are concerned for family's health
- 66% want to learn how to cook healthier meals
- 60% are concerned for their own health

Participants change their intentions! After participating in *BodyWorks*, participants were significantly more likely than non-participants to plan to:

- Change how much they eat
- Make healthier food choices
- Help their daughter be physically active
- Do more active things with their daughter



General Information:

If you have any specific questions or concerns, please email: bodyworks@hagersharp.com
Or call 202-842-3600.

***BodyWorks* Spotlight:**

We would like to start highlighting trainers and/or program success stories. If you would like to be a featured trainer-or if you have a program success story that you want to share with others in the next *BodyWorks* e-Newsletter, please contact us at bodyworks@hagersharp.com or 202-842-3600.