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We Can! Materials Order Form

National Heart Lung & Blood Institute (NHLBI)		
<input type="checkbox"/>	#05-5272 We Can! Energize Our Community: Toolkit for Action 2005, 126 page, 8.5 x 11 inches, color	First copy \$22.00 2+ copies \$20.00 each
<input type="checkbox"/>	56-260N/261N We Can! Wristband (adult/youth) 2005, silicone, .5 x 8 inches (adult) and 0.5 x 7 inches (youth), blue imprinted with We Can! logo	1-24 copies \$2.00 each 25-99 copies \$1.25 each 100+ copies \$0.75 each
<input type="checkbox"/>	#05-5273/4 We Can! Families Finding the Balance: A Parent Handbook (English/Spanish) 2005, 32 pages, 8.5 x 11 inches, full color	First copy Free 2-24 copies \$1.50 each 25-99 copies \$1.00 each 100+ copies \$0.75 each
<input type="checkbox"/>	#05-5275 "Who Can Make IT Happen" Poster 2005, 28 x 40 inches, full color	\$1.50 each 25 copies \$31.25 100 copies \$100.00
<input type="checkbox"/>	#55-909 Aim for a Healthy Weight Patient Booklet 2005, 40 pages, 8.5 x 11 inches, color	1-24 copies \$3.00 each 25-99 copies \$2.52 each 100+ copies \$2.40 each
<input type="checkbox"/>	#2921 Keep the Beat: Heart Healthy Recipes from the NHLBI, 2003, 152 pages, 6 x 9 inches, color	\$4.00 each 25 copies \$85.00 100 copies \$320.00
<input type="checkbox"/>	#3792 Heart-Healthy Home Cooking African American Style, 1997, 28 pages, 6 x 9 inches, color	\$3.00 each 25 copies \$37.00 100 copies \$120.00
<input type="checkbox"/>	#4049 Delicious Heart Healthy Latino Recipes, 1996, 59 pages, 6 x 9 inches, color	\$3.00 each 25 copies \$37.00 100 copies \$120.00
<input type="checkbox"/>	#KT-021 Aim for a Healthy Weight Primary Care Provider Education Kit, 2003, 12 x 8.75 x 2.5 inches, color	First Box \$18.00 2+ Boxes \$16.00
<input type="checkbox"/>	#5210 Your Weight and Health Profile-Tips to Weight Loss Success Patient Action Tablet, 2003, 96-page tear-off pad, 8.5 x 11 inches, color	\$3.00 each 25 pads \$37.50 100 pads \$120.00
<input type="checkbox"/>	#55-832 Improving Cardiovascular Health in African Americans: Package of Seven Easy-to-Read Booklets, 1997, 8 pages, 6 x 9 inch booklets, color	\$3.50 each 25 copies \$43.00 100 copies \$140.00
<input type="checkbox"/>	#3646 Más Vale Prevenir Que Lamentar, 1999, 24 pages, 8.5 x 11 inches, color	\$2.50 each 25 copies \$31.00 100 copies \$100.00
<input type="checkbox"/>	#55745 Package of Eight, Easy-to-Read Booklets in Spanish and English on Preventing Heart Disease, 1996, 8 booklets of 8 pages each, 6 x 9 inches, color	\$3.50 each 25 copies \$43.00 100 copies \$140.00



National Heart, Lung, and Blood Institute

1. **Order online** at <http://email.nhlbihin.net>
2. **Phone:** (301) 592-8573 **TTY:** (240) 629-3255
(Please have your charge card ready)
3. **Fax:** (301) 592-8563 (Please include your charge card information)
4. **Mailing:** Print Catalog Orders
NHLBI Health Information Center
P.O. Box 30105, Bethesda, MD 20824-0105



Milk Matters Order Form

Free Campaign Materials

The Milk Matters calcium education campaign is coordinated by the National Institute of Child Health and Human Development (NICHD).

Why Milk Matters Now for Children and Teens

QUANTITY

0171



(January 2001)

This 8-panel fact sheet describes the importance of milk and calcium for children and teens. It is designed for the general public, as well as for health professionals, teachers, and other educators.

Why Milk Matters for Your Child's Health

QUANTITY

0105



(May 2000)

This 12-page booklet explains to parents why kids need enough milk and calcium. It explains why calcium is important for growing bones, how much kids need at different ages, and suggests foods that are high in calcium.

Milk Matters Sticker

QUANTITY

(ENGLISH)
0075

CANTIDAD

(ESPAÑOL)
0152



Logo stickers are 3" x 3" square and contain contact information.

La Importancia de la Leche

CANTIDAD

0100



(agosto de 2001)

Esta guía de ocho paneles describe la importancia que tiene la leche y el calcio entre los niños y los adolescentes. Ha sido diseñada para el público en general como también para los profesionales en salud, maestros y cualquier otro educador.

La Leche Para la Salud de Sus Hijos

CUÁNTO

0100



(Febrero de 2000)

Este cuadernillo de 12 paginas explica a los padres el porque los pequeños necesitan suficiente leche y calcio. También explica porque el calcio es importante para el crecimiento de los huesos, y cuanto calcio es necesario en diferentes etapas del crecimiento. El cuadernillo también sugiere alimentos que contienen altas cantidades de calcio.

Bone Up on Bone Loss!

QUANTITY

0130



(March 2000)

This fact sheet discusses the importance of physical activity for building strong and healthy bones. It also explains the role of calcium for good bone health.

Public Service Announcements (PSAs)

QUANTITY

NEWSPAPER
0077

QUANTITY

MAGAZINE
0076



PSAs are designed to be reproduced in newspapers, newsletters, magazines, and other printed materials. Each package comes with 2 designs in a variety of sizes. Limit 1 package each.

Milk Matters Poster

QUANTITY

(ENGLISH)
0074

CANTIDAD

(ESPAÑOL)
0108



Logo posters are 22" x 28" square and contain contact information.

Milk Matters for Your Child's Healthy Mouth

QUANTITY

0100



(March 2001)

This 8-page booklet explains to parents why calcium is important for keeping teeth and gums strong and healthy. It also provides ways to help children get and keep strong teeth and healthy gums.

Milk Matters Order Form

QUANTITY

0271

This 1-Page form provides all the information you need for ordering free Milk Matters campaign materials.

Questions and Answers for Health Care Professionals: Why Milk Matters

(ONLINE ONLY) This online fact sheet provides information for health care professionals about: lactose intolerance vs. lactose maldigestion; calcium and bone-building; and other calcium facts. To view the fact sheet, go to the Milk Matters Web site, www.nichd.nih.gov/milk/healthresearch/fact_sheet.cfm.

NAME: _____

ORGANIZATION: _____

ADDRESS: _____

TELEPHONE: _____

HOW DID YOU HEAR ABOUT MILK MATTERS?: _____

To order materials:

Contact the NICHD Information Resource Center

PHONE: 1-800-370-2943

MAIL: P.O. Box 3006, Rockville, MD 20847

FAX: 301-984-1473

E-MAIL: NICHDInformationResourceCenter@mail.nih.gov

To learn more about Milk Matters:

Visit the Milk Matters Web site, at <http://www.nichd.nih.gov/milk>.



U.S. Department of Health and Human Services
National Institutes of Health

Please feel free to copy and distribute this order form and all campaign materials.

DECEMBER 2003

1 WIN WAY
BETHESDA, MD
20892-3665

e-mail:
WIN@info.niddk.nih.gov

phone:
(202) 828-1025

fax:
(202) 828-1028

toll-free number:
1-877-946-4627

internet:
www.niddk.nih.gov/
health/nutrit/nutrit.htm

Publications List

The following materials are available from the Weight-control Information Network (WIN), a service of the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) of the National Institutes of Health (NIH). Authorized by Congress (Public Law 103-43), WIN provides the general public, health professionals, the media, and Congress with up-to-date, science-based health information on weight control, obesity, physical activity, and related nutritional issues.

Publications provided by WIN are reviewed for scientific accuracy, content, and readability. Materials produced by other sources are also reviewed for scientific accuracy. Please use the attached forms to order publications.

Fact Sheets

The following fact sheets provide information about obesity and related issues. Consumers are encouraged to share this information with their health care providers.

Binge Eating Disorder
Revised 2004, 6 pages. (WIN-04-3589)

Choosing a Safe and Successful Weight-loss Program
Revised 2003, 3 pages (photocopy).
(WIN-03-3700)

Dieting and Gallstones
Revised 2002, 4 pages (photocopy).
(WIN-02-3677)

Gastrointestinal Surgery for Severe Obesity
Revised 2001, 6 pages. (WIN-01-4006)

Medical Care for Obese Patients
2003, 5 pages. (WIN-03-5335)

Physical Activity and Weight Control
Revised 2003, 4 pages (photocopy).
(WIN-03-4031)

Prescription Medications for the Treatment of Obesity

Revised 2004, 8 pages (photocopy).
(WIN-04-4191)

Statistics Related to Overweight and Obesity

Revised 2004, 12 pages (photocopy).
(WIN-04-4158)

Understanding Adult Obesity

Revised 2001, 4 pages (photocopy).
(WIN-01-3680)

Very Low-Calorie Diets

Revised 2003, 2 pages (photocopy).
(WIN-03-3894)

Weight and Waist Measurement: Tools for Adults

Reprinted 2004, 3 pages. (WIN-04-5283)

Weight Cycling

Revised 2001, 2 pages. (WIN-01-3901)

Weight-loss and Nutrition Myths

Revised 2004, 5 pages. (WIN-04-4561)

Consumer Pamphlets

The following consumer information presents the causes, health risks, management tools, and treatments for people who are overweight or obese.

Active at Any Size

Revised 2004, 20 pages. (WIN-04-4352)

Do You Know the Health Risks of Being Overweight?

2004, 6 pages (photocopy). (WIN-04-4098)

Helping Your Overweight Child

Revised 2004, 4 pages. (WIN-04-4096)

Improving Your Health: Tips for African American Men and Women

2003, 22 pages. (WIN-03-3494)

Just Enough for You: About Food Portions

2003, 14 pages. (WIN-03-5287)

Take Charge of Your Health! A Teenager's Guide to Better Health

Revised 2001, 15 pages (photocopy). (WIN-01-4328)

Walking...A Step in the Right Direction

Revised 2003, 8 pages. (WIN-03-4155)

Weight Loss for Life

Revised 2004, 12 pages. (WIN-04-3700)

You Can Control Your Weight as You Quit Smoking

Revised 2003, 4 pages (photocopy). (WIN-03-4159)

Sisters Together: Move More, Eat Better Publications

Sisters Together: Move More, Eat Better is an initiative designed to encourage black women ages 18 and over to maintain a healthy weight by becoming more physically active and eating healthier foods. Materials include a program guide and informational pamphlets for consumers.

Celebrate the Beauty of Youth!

Revised 2004, 2 pages. (WIN-04-4903)

Energize Yourself and Your Family

Revised 2004, 15 pages. (WIN-04-4926)

Fit and Fabulous as You Mature

Revised 2004, 14 pages. (WIN-04-4927)

Sisters Together: Move More, Eat Better Program Guide 1999, 40 pages. (only available on the web) (WIN-99-3329)

Healthy Eating & Physical Activity Across Your Lifespan

This four-part series for consumers provides information on the benefits of eating well, tips for healthy eating, and tips on becoming physically active. These publications are also available in Spanish (see Consumer Publications in Spanish.)

Helping Your Child (Tips for Parents)

Reprinted 2004, 20 pages. (WIN-04-4955)

Better Health and You (Tips for Adults)

Revised 2004, 24 pages. (WIN-04-4992)

Young at Heart (Tips for Older Adults)

2002, 24 pages. (WIN-02-4993)

Fit for Two (Tips for Pregnancy)

2002, 25 pages. (WIN-02-5130)

Consumer Publications in Spanish

Caminar. . .Un paso en la dirección correcta (Walking. . .A Step in the Right Direction)

2003, 5 pages. (WIN-03-5382s)

Cómo Alimentarse y Mantenerse Activo Durante Toda La Vida (Healthy Eating and Physical Activity Across the Lifespan)

This four-part series for consumers and health care providers offers culturally appropriate information about healthy eating and physical activity.

Cómo ayudar a su hijo (Helping Your Child)

2004, 23 pages. (WIN-04-4955s)

Cómo mejorar su salud: consejos para adultos (Tips for Adults)

2002, 26 pages. (WIN-02-4992s)

Consejos para la futura mamá (Tips for Pregnancy)

2003, 30 pages. (WIN-02-5130s)

Sugerencias para personas mayores (Tips for Older Adults)

2002, 30 pages. (WIN-02-4993s)

WIN Notes

WIN Notes is an electronic newsletter that features information from NIDDK and other organizations about obesity, weight control, physical activity, and weight-related nutritional disorders.

To subscribe to WIN Notes, send an e-mail to LISTSERV@LIST.NIH.GOV with the message, "subscribe WIN-Notes_NIDDK-L" (without the quotation marks) and your name. Be sure the message is in the body of your email, not the subject line.

Other

Long-term Pharmacotherapy in the Management of Obesity

JAMA, Vol. 276, No. 23; 1996, 9 pages.

Strategic Plan for NIH Obesity Research **NEW!**

2004, 95 pages. (NIH-04-5493)

WIN Photocopy-reproducible Masters Order Form

To order photocopy-reproducible masters, indicate the title(s) you would like, fill out mailing information, and return to WIN at the address listed below. Single copies are free; no bulk orders.

- Active at Any Size (WIN-04-4352)
- Binge Eating Disorder (WIN-04-3589)
- Choosing a Safe and Successful Weight-loss Program (WIN-03-3700)
- Dieting and Gallstones (WIN-02-3677)
- Do You Know the Health Risks of Being Overweight? (WIN-04-4098)
- Gastrointestinal Surgery for Severe Obesity (WIN-01-4006)
- Helping Your Overweight Child (WIN-04-4096)
- Improving Your Health: Tips for African American Men and Women (WIN-03-3494)
- Just Enough for You: About Food Portions (WIN-03-5287)
- Medical Care for Obese Patients (WIN-03-5335)
- Physical Activity and Weight Control (WIN-03-4031)
- Take Charge of Your Health! (for teenagers) (WIN-01-4328)
- Understanding Adult Obesity (WIN-01-3680)
- Very Low-Calorie Diets (WIN-03-3894)
- Weight and Waist Measurement: Tools for Adults (WIN-04-5283)
- Weight Cycling (WIN-01-3901)
- Weight-loss and Nutrition Myths (WIN-04-4561)

- Weight Loss for Life (WIN-04-3700)
- You Can Control Your Weight as You Quit Smoking (WIN-03-4159)

Sisters Together: Move More, Eat Better

- Celebrate the Beauty of Youth! (WIN-04-4903)
- Energize Yourself and Your Family (WIN-04-4926)
- Fit and Fabulous as You Mature (WIN-04-4927)
- Walking...A Step in the Right Direction (WIN-03-4155)

Healthy Eating & Physical Activity Across Your Lifespan

- Helping Your Child (Tips for Parents) (WIN-04-4955)
- Better Health and You (Tips for Adults) (WIN-04-4992)
- Young at Heart (Tips for Older Adults) (WIN-02-4993)
- Fit for Two (Tips for Pregnancy) (WIN-02-5130)

Cómo Alimentarse y Mantenerse Activo Durante Toda La Vida

- Cómo ayudar a su hijo (Helping Your Child) (WIN-04-4955s)
- Cómo mejorar a su salud: consejos para adultos (Tips for Adults) (WIN-02-4992s)
- Consejos para la futura mamá (Tips for Pregnancy) (WIN-02-5130s)
- Sugerencias para personas mayores (Tips for Older Adults) (WIN-02-4993s)

Please type or print.

Name	_____		Title	_____	
Organization	_____		Phone	_____	
Address	_____				
City	_____	State	_____	Zip Code	_____

Send this order form to:
Weight-control Infor-

mation Network
1 WIN WAY
BETHESDA, MD 20892-3665

Phone: (202) 828-1025
Fax: (202) 828-1028
Toll-free number: (877) 946-4627

E-mail:
WIN@info.niddk.nih.gov

WIN Publications Order Form

To order publications, complete this form indicating item(s) and quantity desired, fill out mailing information, and return to WIN at the address listed below. **A total order of up to 25 publications is free.** To cover postage and handling for a total order of more than 25 publications, send a check or money order in the appropriate amount (see fees below) payable to: Weight-control Information Network. **Limit 300 publications.** (For publications available as photocopies only, please order single copies.) All orders must be prepaid. Most of these materials are online at: www.niddk.nih.gov/health/nutrit/nutrit.htm.

Fact Sheets*

- Binge Eating Disorder (WIN-04-3589)
- Choosing a Safe and Successful Weight-loss Program (WIN-03-3700) [photocopy]
- Dieting and Gallstones (WIN-02-3677) [photocopy]
- Gastrointestinal Surgery for Severe Obesity (WIN-01-4006)
- Medical Care for Obese Patients (WIN-03-5335)
- Physical Activity and Weight Control (WIN-03-4031) [photocopy]
- Prescription Medications for the Treatment of Obesity (WIN-04-4191) [photocopy]
- Statistics Related to Overweight and Obesity (WIN-04-4158) [photocopy]
- Understanding Adult Obesity (WIN-01-3680) [photocopy]
- Very Low-Calorie Diets (WIN-03-3894) [photocopy]
- Weight and Waist Measurement: Tools for Adults (WIN-04-5283)
- Weight Cycling (WIN-01-3901)
- Weight-loss and Nutrition Myths (WIN-04-4561)

Consumer Pamphlets*

- Active at Any Size (WIN-04-4352)
- Do You Know the Health Risks of Being Overweight? (WIN-04-4098) [photocopy]
- Helping Your Overweight Child (WIN-04-4096)
- Improving Your Health: Tips for African American Men and Women (WIN-03-3494)
- Just Enough for You: About Food Portions (WIN-03-5287)
- Take Charge of Your Health! A Teenager's Guide to Better Health (WIN-01-4328) [photocopy]
- Walking...A Step in the Right Direction (WIN-03-4155)
- Weight Loss for Life (WIN-04-3700)

*These publications are not copyrighted. You are encouraged to duplicate and distribute these items.

_____ **Total No. of Items Ordered** (If more than 25 items, please send a check for postage and handling in the amount listed below. For publications available as photocopies only, please order single copies.)

Name _____ Title _____
Organization _____ Phone _____
Address _____
City _____ State _____ Zip Code _____

- You Can Control Your Weight as You Quit Smoking (WIN-03-4159) [photocopy]

Healthy Eating & Physical Activity Across Your Lifespan

(Also available in Spanish, see Consumer Publications in Spanish)

- Helping Your Child (Tips for Parents) (WIN-04-4955)
- Better Health and You (Tips for Adults) (WIN-04-4992)
- Young At Heart (Tips for Older Adults) (WIN-02-4993)
- Fit for Two (Tips for Pregnancy) (WIN-02-5130)

Sisters Together: Move More, Eat Better Publications*

- Celebrate the Beauty of Youth! (WIN-04-4903)
- Energize Yourself and Your Family (WIN-04-4926)
- Fit and Fabulous as You Mature (WIN-04-4927)

Consumer Publications in Spanish*

- Caminar...Un paso en la dirección correcta (WIN-03-5382s)

Cómo Alimentarse y Mantenerse Activo Durante Toda La Vida

- Cómo ayudar a su hijo (WIN-04-4955s)
- Cómo mejorar su salud: consejos para adultos (WIN-02-4992s)
- Consejos para la futura mamá (WIN-02-5130s)
- Sugerencias para personas mayores (WIN-02-4993s)

Other (single copies only—no bulk orders)

- Long-term Pharmacotherapy in the Management of Obesity (reprint)
- Strategic Plan for NIH Obesity Research (NIH-04-5493) **NEW!**

Foreign Mailing Policy: Bulk orders must be prepaid in U.S. dollars. Copies of WIN Notes and bulk orders may be mailed only to locations in the United States and U.S. Territories.

Postage/Handling Fees

No. of items	Cost
1-25	FREE
26-99	\$20
100-249	\$30
250-300*	\$60

* New maximum quantity

NHLBI Nutrition and Physical Activity Tip Sheets

You can download several helpful tip sheets on nutrition and physical activity from the **We Can!** Web site, <http://wecan.nhlbi.nih.gov>

- Aim for a Healthy Weight Patient Booklet
- Guide to Physical Activity
- Low-Calorie Shopping List
- Fat-Free Versus Regular Calorie Consumption
- Low-Calorie, Low-Fat Alternative Foods
- Eating Healthy When Dining Out
- Eating Healthy With Ethnic Foods
- Fat Matters, But Calories Count
- Healthy Eating Starts With Healthy Food Shopping

We Can! Logo Guidelines and Artwork

1. INTRODUCTION TO THE WE CAN! BRAND. **We Can!** (Ways to Enhance Children’s Activity & Nutrition) is a national public education outreach program charged with helping youth ages 8–13 maintain a healthy weight through activities and programs that encourage improved nutritional choices, increased physical activity, and reduced screen time. **We Can!** is unique among existing youth obesity-prevention initiatives in its focus on programs and activities for parents and families as a primary group for influencing youth audiences. Audiences will be reached through community outreach, national media and messages, and partnership development. The program has been developed by the National Institutes of Health’s (NIH) National Heart, Lung, and Blood Institute (NHLBI), in collaboration with the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), National Institute of Child Health and Human Development (NICHD), and National Cancer Institute (NCI).

We Can! is an overarching and all-encompassing brand for addressing childhood overweight and uses upbeat, encouraging, positive, “do-able,” informative, and reassuring tones to convey its message. The overall goal is to show parents, through easy-to-use materials, that they can influence their children by supporting and enabling good nutrition, and physical activity, and by reducing sedentary time behaviors. **We Can!** help parents create a home environment conducive to supporting a healthy weight for their children.

These brand guidelines are for **We Can!** Intensive and General Community Sites, national and local partners, and other groups supporting and promoting the NIH **We Can!** program. The guidelines address the use of the **We Can!** branded logo, color palette, URL (<http://wecan.nhlbi.nih.gov>), and the toll-free number (1-866-35-WECAN).

Intended Use of the We Can! Brand

We encourage you to use the **We Can!** brand in banners, posters, promotional materials, and give-aways that promote **We Can!** programming in your community. To maintain the integrity of the **We Can!** message tone and meaning, the logo can only be used with programs and events with goals consistent with the objectives of NIH's **We Can!** program. The logo also can be used in conjunction with other organizations' logos if the organization's mission is consistent with the intent of **We Can!**

Appropriate Use of the We Can! Brand

The **We Can!** logo, URL, and the toll-free number (1-866-35-WECAN) can be placed on:

- Promotional materials advertising **We Can!** youth and adult programs
- Handouts printed for programs
- Banners promoting **We Can!** community and partner events that embody the **We Can!** objectives of promoting heart healthy nutrition behaviors, increasing physical activity and decreasing screen time
- Give-aways created for distribution at events listed above

Inappropriate Use of the We Can! Brand*

- **We Can!** is not an "anti" campaign and should not be used on materials that speak negatively about unhealthy or physically inactive behaviors or that discuss tobacco cessation or alcohol use topics.
- Under no circumstances should **We Can!** be associated with unhealthy behaviors or products, such as alcohol consumption, tobacco use, or firearms, or related companies.

2. BRAND COLORS. Below is the color family for the **We Can!** brand. These two colors should be used and integrated whenever possible. PMS numbers have been provided. When these color choices are not available, ask your vendor or printer to provide the best possible match.

Blue:

- PMS# 300
- RGB #s for color selection in Microsoft programs:
 - Red: 0
 - Green: 120
 - Blue: 193

Orange:

- PMS# 021
- RGB #s for color selection in Microsoft programs:
 - Red: 245
 - Green: 142
 - Blue: 30



3. LOGO FORMAT. The **We Can!** logo must always be used without distorting or altering the shape, proportions, letters, or colors.



Please conform to the design formats listed below:

Print Format: When using the logo in print and Web documents, both the three people and the tagline (**Ways to Enhance Children’s Activity & Nutrition**) must be included. The logo must be at **least 1.5 inches** in width (0.71 inch in height). The smallest possible dimensions are seen below.



Promotional Material Format: For promotional materials (e.g., advocacy bracelets, pens, stress balls, etc.), you may use either the full logo or just the program name, as seen below. This version of the logo is saved as “Logo_promo” on the Web site. The logo must be at least 1 inch in width (0.25 inch in height), as seen below.



4. LOGO COLORS. There is one color version of the logo: bright blue (PMS# 300) and bright orange (PMS# 021), as seen above. Alternatives to the colored logos are the following versions:

a. Black: This logo is best for one-color print jobs or when printing on a black-and-white laser printer or with a lighter solid color background such as cyan or light green. A black logo file is provided on the program Web site at <http://wecan.nhlbi.nih.gov>.

b. White: Either of these logos will look good on a solid background like black or dark colors.



5. LOGO FILE FORMATS

EPS: For professional and high-end printing, use the high-resolution logo (eps version).

JPG: Low-resolution files (jpps) are acceptable for electronic materials, such as Web pages, PowerPoint presentations, or Word documents.

All versions and formats of the logo are provided on the program Web site at <http://wecan.nhlbi.nih.gov>.

6. NAME USAGE

When using the **We Can!** name in text, please follow these guidelines:

- Correct usage of program name and tagline **We Can!** (Ways to Enhance Children’s Activity & Nutrition)
- **We Can!** (Two words, uppercase “W” and uppercase “C” only, exclamation point and in boldface and italicized type). Example: The goal of promotion is to get people talking about **We Can!** and eager to take part in it.
- When **We Can!** requires punctuation after the logo (e.g., when a comma, quotation mark, colon, semicolon, or period is grammatically required after the program name’s exclamation point), the **We Can!** exclamation point prevails as the ending punctuation and other punctuation marks are not used. Example: These messages are meant to help students connect to **We Can!** and they are supported by parents involved in **We Can!**
- When **We Can!** is in a sentence or heading that is italicized, do not italicize **We Can!** Example: *List of **We Can!** Activities*

*Adapted from VERB™ Logo Guidelines—www.cdc.gov/youthcampaigns/partners/usage-terms.htm

We Can! Healthy Weight Reference List

If you want other **We Can!** ways to get your family to eat well and get more physically active, call 1-866-35-WECAN or visit the **We Can!** Web site at <http://wecan.nhlbi.nih.gov>. The Web site is full of information about maintaining a healthy weight, nutrition, and physical activity. You can also visit the Web site for recipes, healthy tips, and additional resources.

NATIONAL INSTITUTES OF HEALTH (NIH) <http://www.nih.gov>

- National Heart, Lung, and Blood Institute (NHLBI), <http://www.nhlbi.nih.gov>
 - Aim For A Healthy Weight, http://www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt/index.htm
 - Portion Distortion Quiz, <http://hin.nhlbi.nih.gov/portion/>
 - Calculate Your Body Mass Index (BMI), <http://www.nhlbisupport.com/bmi/>
 - Heart-Healthy Latino Recipes, http://www.nhlbi.nih.gov/health/public/heart/other/sp_recip.htm
 - Heart-Healthy Home Cooking African American Style, <http://www.nhlbi.nih.gov/health/public/heart/other/chdblack/cooking.htm>
- National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), <http://www.niddk.nih.gov>
 - Weight-Control Information Network, <http://win.niddk.nih.gov/>
- National Institute of Child Health and Human Development (NICHD), <http://www.nichd.nih.gov>
 - Milk Matters, <http://www.nichd.nih.gov/milk/>
- National Cancer Institute (NCI), www.nci.nih.gov
 - Cancer Control PLANET, http://cancercontrolplanet.cancer.gov/physical_activity.html
 - Eat 5 to 9 A Day, http://5aday.gov/homepage/index_content.html
 - Body and Soul, http://5aday.nci.nih.gov/about/print_key_soul.html

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES (DHHS)

- Steps to a Healthier U.S., <http://www.smallstep.gov>
- HHS/USDA Dietary Guidelines for Americans 2005, www.healthierus.gov/dietaryguidelines
- Healthier US.Gov, <http://www.healthierus.gov/>

U.S. DEPARTMENT OF AGRICULTURE (USDA) PROGRAMS

- Eat Smart, Play Hard™ , <http://www.fns.usda.gov/eatsmartplayhard/>

CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC) www.cdc.gov

- Overweight and Obesity, <http://www.cdc.gov/nccdphp/dnpa/obesity/index.htm>
- Nutrition and Physical Activity, <http://www.cdc.gov/nccdphp/dnpa/>
- VERB™ , <http://www.cdc.gov/youthcampaign/>
- 5 al Día, <http://www.cdc.gov/nccdphp/dnpa/5AIDia/index.htm>
- Body Mass Index, <http://www.cdc.gov/nccdphp/dnpa/bmi/>

U.S. FOOD AND DRUG ADMINISTRATION (FDA) <http://www.fda.gov>

- Food Label Education Tools and General Information, <http://www.cfsan.fda.gov/~dms/lab-gen.html>
- Consumer Nutrition and Health Information, <http://www.cfsan.fda.gov/~dms/lab-cons.html>
- Information about Losing Weight and Maintaining a Healthy Weight, <http://www.cfsan.fda.gov/~dms/wh-wght.html>

PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS <http://www.fitness.gov/>

- President's Challenge, http://www.fitness.gov/home_pres_chall.htm

FOR MORE INFORMATION:

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