



Partnership Overview

The Role of *We Can!* Partners

With approximately 16 percent of young people ages 6 to 19 now overweight, childhood obesity, and its additional health consequences, has become a public health epidemic. It is impossible to effectively tackle this issue alone. **We Can!** (**W**ays to **E**nhance **C**hildren's **A**ctivity & **N**utrition) is a collaboration between the National Heart, Lung, and Blood Institute (NHLBI); the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK); the National Institute of Child Health and Human Development (NICHD); and the National Cancer Institute (NCI).

We Can! has evolved from the recommendations made at the Healthy Weight Community Outreach Initiative Strategy Development Workshop held in February 2004, a thorough review of the science, and a comprehensive strategic planning process. **We Can!** hopes to create synergies among communities, and public and private organizations with an interest in preventing and combating obesity in youth ages 8–13.

The primary purpose of the **We Can!** partnership is to build collaborations around preventive strategies and outreach efforts, as well as to leverage resources and communication channels to effectively and efficiently disseminate the **We Can!** messages and materials to parents, caregivers, and youth ages 8–13 across the United States.

The role of **We Can!** partners will vary by organization, and will be designed to help to channel an organization's strengths, networks, and influence at the national, state, and community level. **We Can!** recognizes that partners' individual involvement will depend on the existing national and/or branded programs they may already have in place, the resources they can contribute, and their own infrastructure and reach.

The **We Can!** program invites Federal agencies, professional societies, community organizations, private industry, health care organizations, and others to strengthen efforts to help prevent childhood obesity and improve the health of America's youth through participation in this partnership effort. This public/private partnership provides national leadership to help prevent this growing public health crisis that affects children and adolescents of all ethnic groups and at every socioeconomic level.

Partner Categories

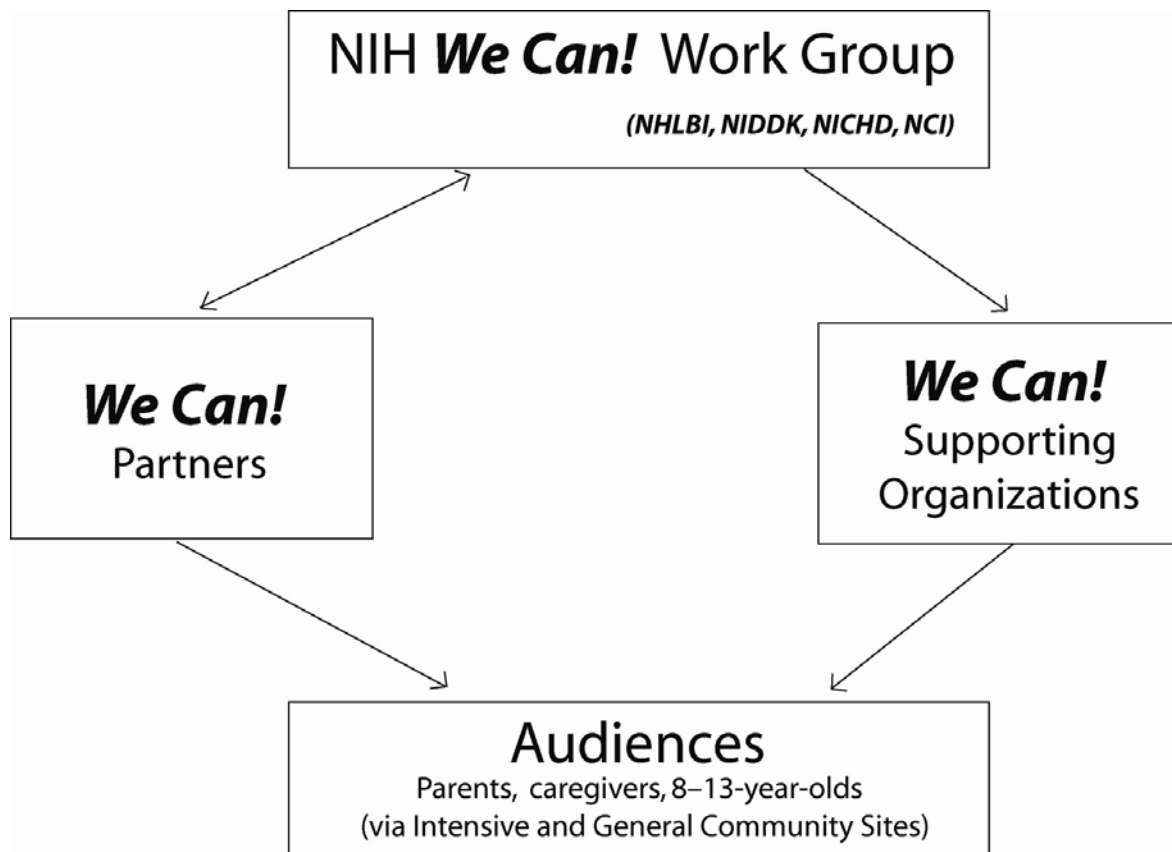
Organizations are invited to participate in one of two capacities: **We Can! Partner** or **We Can! Supporting Organization** (see Exhibit 1).

- *Partners* will participate in **We Can!** on a variety of fronts and with a significant commitment of resources and activity.

- *Supporting Organizations* will consist of other groups that are interested in but unable to make as significant a commitment.

The NIH **We Can!** Work Group (comprised of representatives from NHLBI, NIDDK, NICHD, and NCI) will coordinate strategic planning and communications with the Partners and information dissemination with the Supporting Organizations. We know the importance of having a unified voice and messages regarding the maintenance of a healthy weight; the NIH **We Can!** program will provide that leadership.

Exhibit 1. Overview of **We Can!** Partnership



Category 1: **We Can!** Partners

In addition to the prestige of association with this major NIH multi-Institute program, Partners will receive a variety of benefits that may include, but are not limited to, the following:

For all Partners:

- Opportunity to be part of a trans-NIH national **We Can!** program;
- Opportunity to bring relevant resources and core messages together under the **We Can!** umbrella;
- Opportunity for extended outreach channels and additional synergy through **We Can!** communication channels (e.g., link to Web site of Partner initiative through **We Can!** Web site);

- Be recognized in related media materials;
- Receive **We Can!** materials, including a Partner Kit with template media materials and PowerPoint presentation for use at organizational meetings/conferences, electronic reproducible resources for parents and youth, and permission to personalize them for distribution;
- Permission to use **We Can!** materials and messages on Partner organization's Web site and in its communication vehicles;
- Recognition of Partner in **We Can!** materials and communication vehicles as appropriate. Inclusion of Partner name and organization description on Partner page of **We Can!** Web site; and
- Collaborate on the local level with **We Can!** Intensive and General sites and participate in community events; receive recognition in pertinent related media materials.

We Can! Partner Requirements

Organizations interested in serving as a **We Can!** Partner will be asked to provide the following types of support:

- Provide resources and support of **We Can!** program activities and material development through services such as printing and distribution of program materials, event planning and sponsorship, and/or production of multimedia products;
- Disseminate **We Can!** messages and materials through existing organizational channels such as Web sites, newsletters, and direct mailings;
- Designate a spokesperson for **We Can!** national and local promotional activities
- Link the organization's Web site to the NIH **We Can!** Web site;
- Provide feedback on use and impact of **We Can!** program messages and materials;
- Provide complimentary exhibit space at national conferences for **We Can!** program materials or distribute materials at national conferences;
- Serve as a liaison to additional outreach and support of the **We Can!** program; and
- Support message and product testing and evaluation activities with the **We Can!** program.

Category 2: We Can! Supporting Organizations

We Can! groups who are not able to commit to Partner status will still reap benefits from participation in **We Can!** Those Supporting Organization benefits include, but are not limited to:

- Access to reproducible electronic versions of **We Can!** template materials for distribution to parents and youth together with permission to adapt them for distribution and use in organizational communication vehicles;
- Recognition of Supporting Organization on Partner page of **We Can!** Web site; and
- Access to informational updates on **We Can!** program planning and implementation.

Requirements for Supporting Organizations

Supporting Organizations will be asked to provide the following types of support:

- Designate an organizational representative to the **We Can!** program;
- Disseminate **We Can!** program messages and materials to constituencies;

- Provide feedback on relevant program efforts on childhood obesity and impact of **We Can!** materials; and
- Provide a link from the Supporting Organization's Web site to the NIH **We Can!** Web site.

Partnership Period and Sustainability

- **We Can!** Partners and **We Can!** Supporting Organizations will be asked to support the program for one year.
- **We Can!** partnerships will be evaluated annually based on participation and organizational contributions. Updates with organizations on lead contacts and levels of commitment will be renewed to ensure that the energy level and interest in the partnership will carry through the coming year.
- Organizations will be asked at onset of participation and annually to complete or update their **We Can!** Partnership Commitment Form.

As the **We Can!** program grows from national media efforts, national partnerships, and community outreach, the partnership structure will have the capacity to expand, based on future needs, and to accommodate additional groups or coalitions, including those at the national, state, or local level. This provides an opportunity for additional organizations to contribute to and expand the reach and message penetration to the program's audiences.