U.S. Department of Health and Human Services

National Institutes of Health

we can!™

Ways to Enhance Children's Activity & Nutrition

The BIG Picture

National Heart, Lung, and Blood Institute

National Institute of Diabetes and Digestive and Kidney Diseases

Eunice Kennedy Shriver National Institute of Child Health and Human Development

National Cancer Institute

we can!™

Ways to Enhance Children's Activity & Nutrition

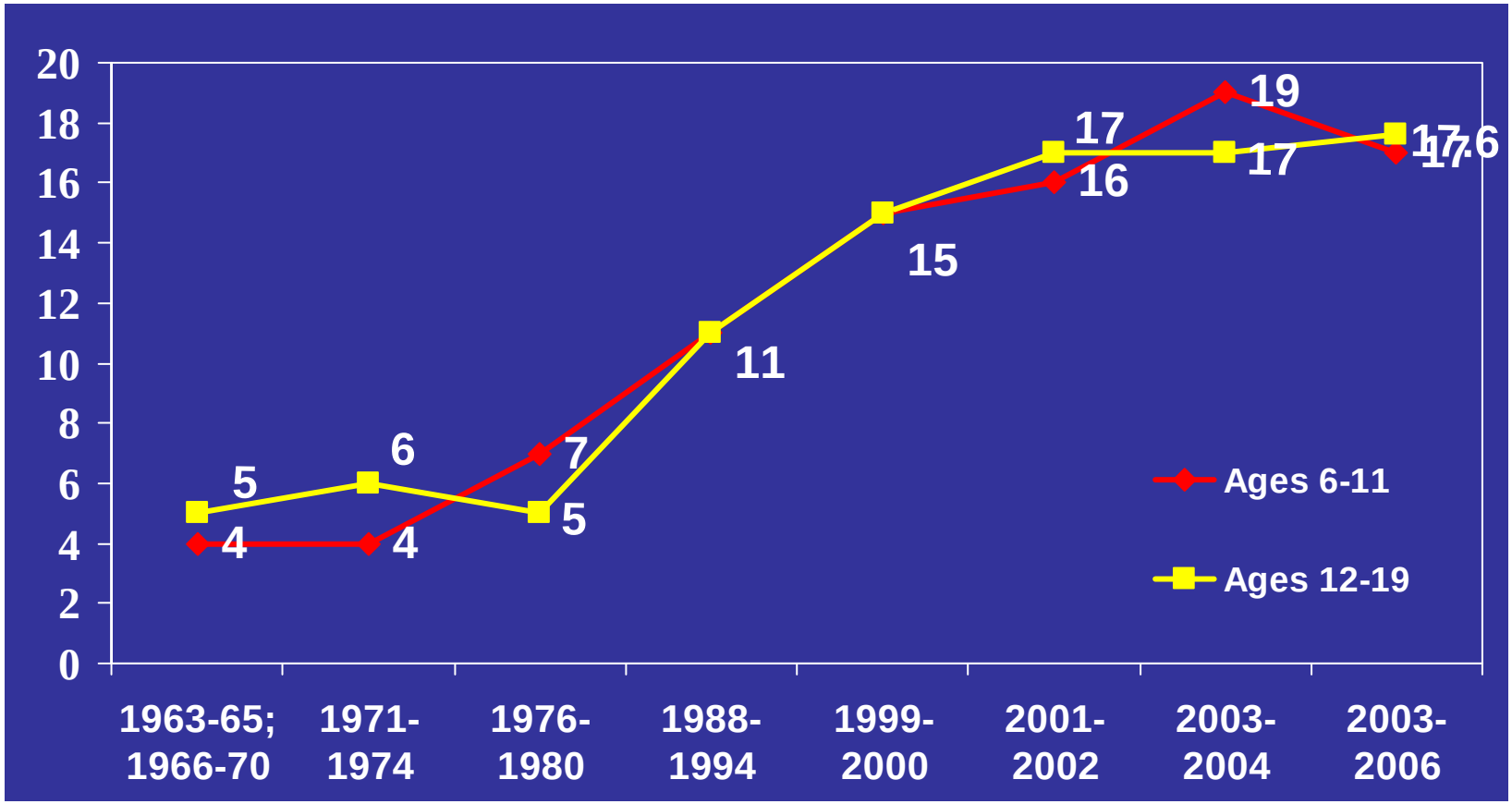
A national education program targeting youth, ages 8–13, and their parents and caregivers in home and community settings to meet the overall goal of preventing overweight and obesity.

Turn-key! Science-based program for the entire community

Flexible! Variety of settings

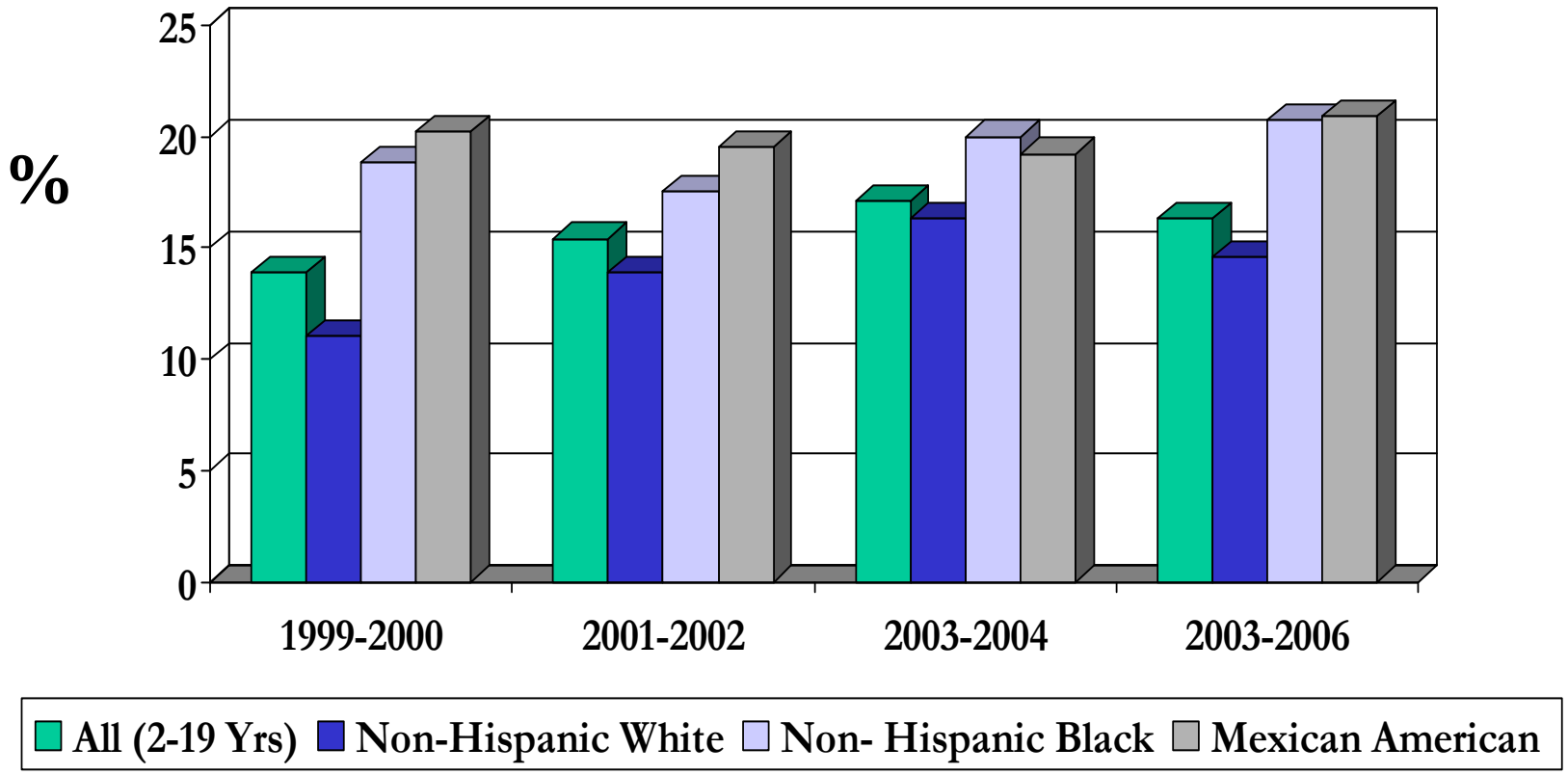
Fosters collaboration!

Percentage of U.S. Children and Adolescents Who Are Overweight*



*** ≥95th percentile for BMI by age and sex based on 2000 CDC BMI-for-age growth charts**
****Data are from 1963-65 for children 6-11 years of age and from 1966-70 for adolescents 12-17 years of age**
Source: National Center for Health Statistics

Trends in Overweight* for Children (2–19 Yrs)



*BMI≥95th percentile of BMI-for-age, 2000 CDC growth charts
Source: NHANES 1999-2004 Ogden et al. *JAMA* 2006.

Paying A Heavy Price

- Type 2 diabetes
- Asthma
- High blood pressure
- Cardiovascular disease
- High cholesterol
- Joint problems
- Sleep disorders
- Early death
- Low self-esteem
- Poor body image
- Eating disorders
- Reduced mobility
- Reduced activity
- Isolation
- Weight issues into adulthood

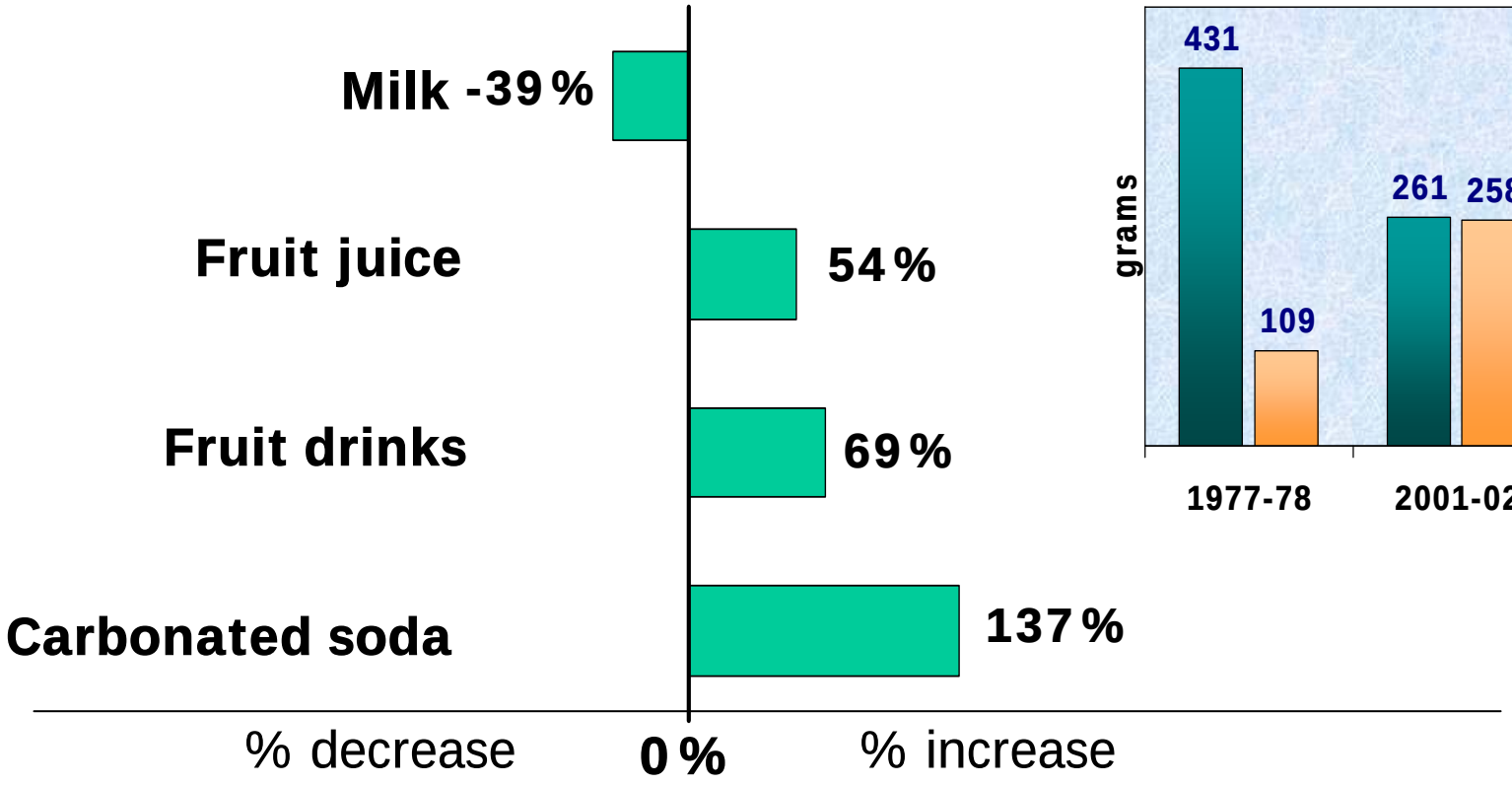
we can!

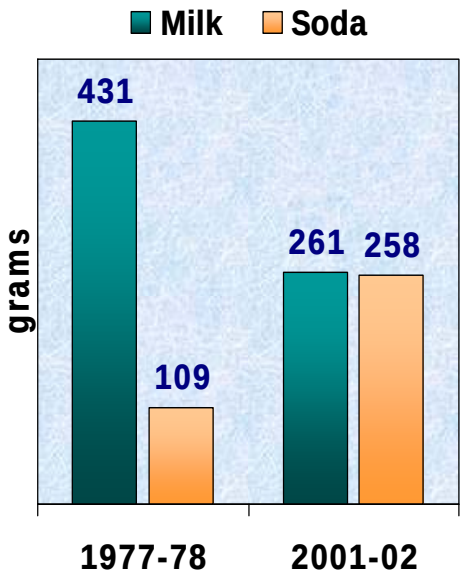
Why the Increase?

- Multiple causes
  - Lifestyle, environment, and genes
- Bottom line is IMBALANCE (calories ≠ physical activity)
  - More calories consumed
    - Larger food portions and sizes
    - Eating out more often
    - Increases in soda, pizza, and candy consumption
  - Fewer calories being used up
    - Declines in physically activity
    - Increases in sedentary lifestyle and screen time
      - Computers and television time

% Change in Mean Intake from 1977–8 and 2001–2

Beverages, Children 6–11 Years Old

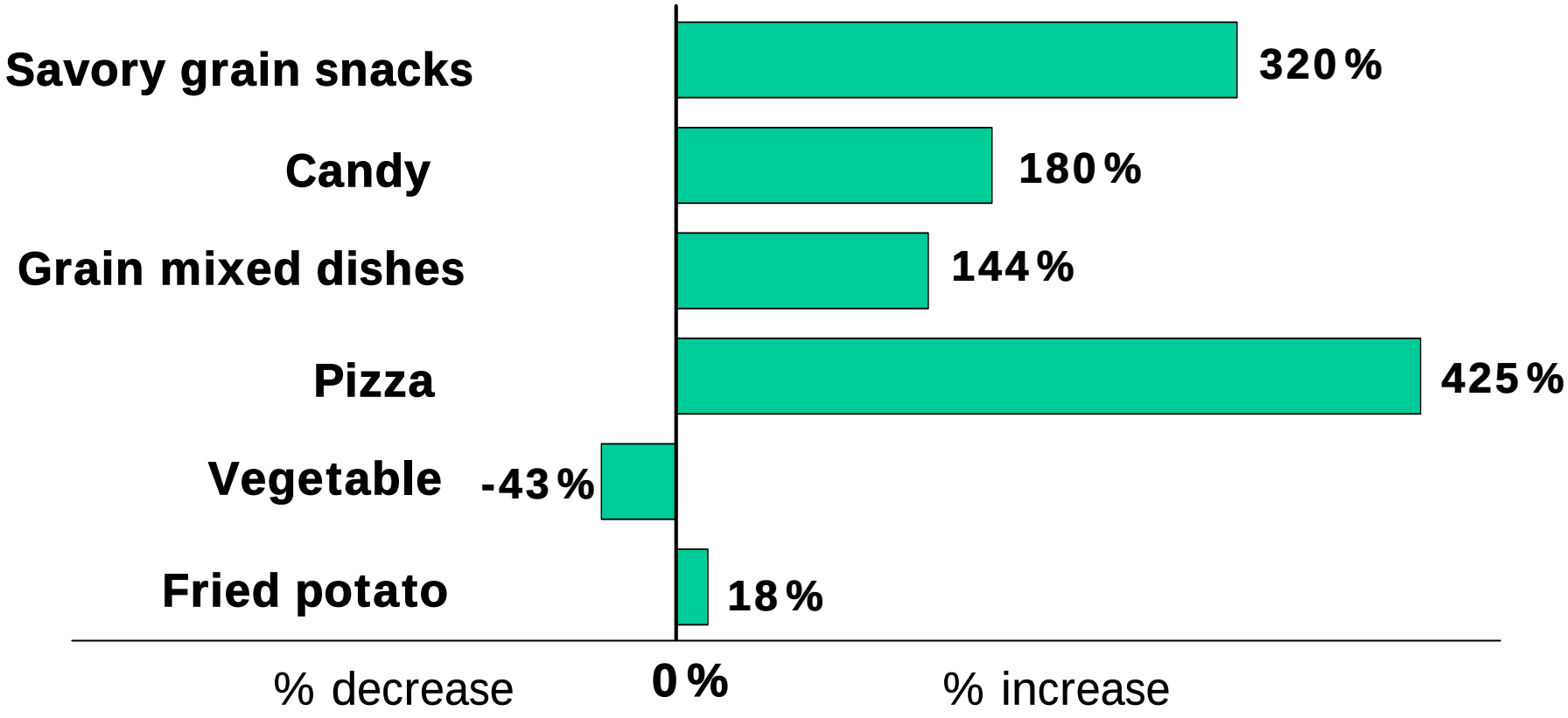




SOURCE: L. Cleveland USDA; NFCS 1977-78 and WWEIA, NHANES 2001-02, 1 day

% Change in Mean Intake from 1977-8 and 2001-2

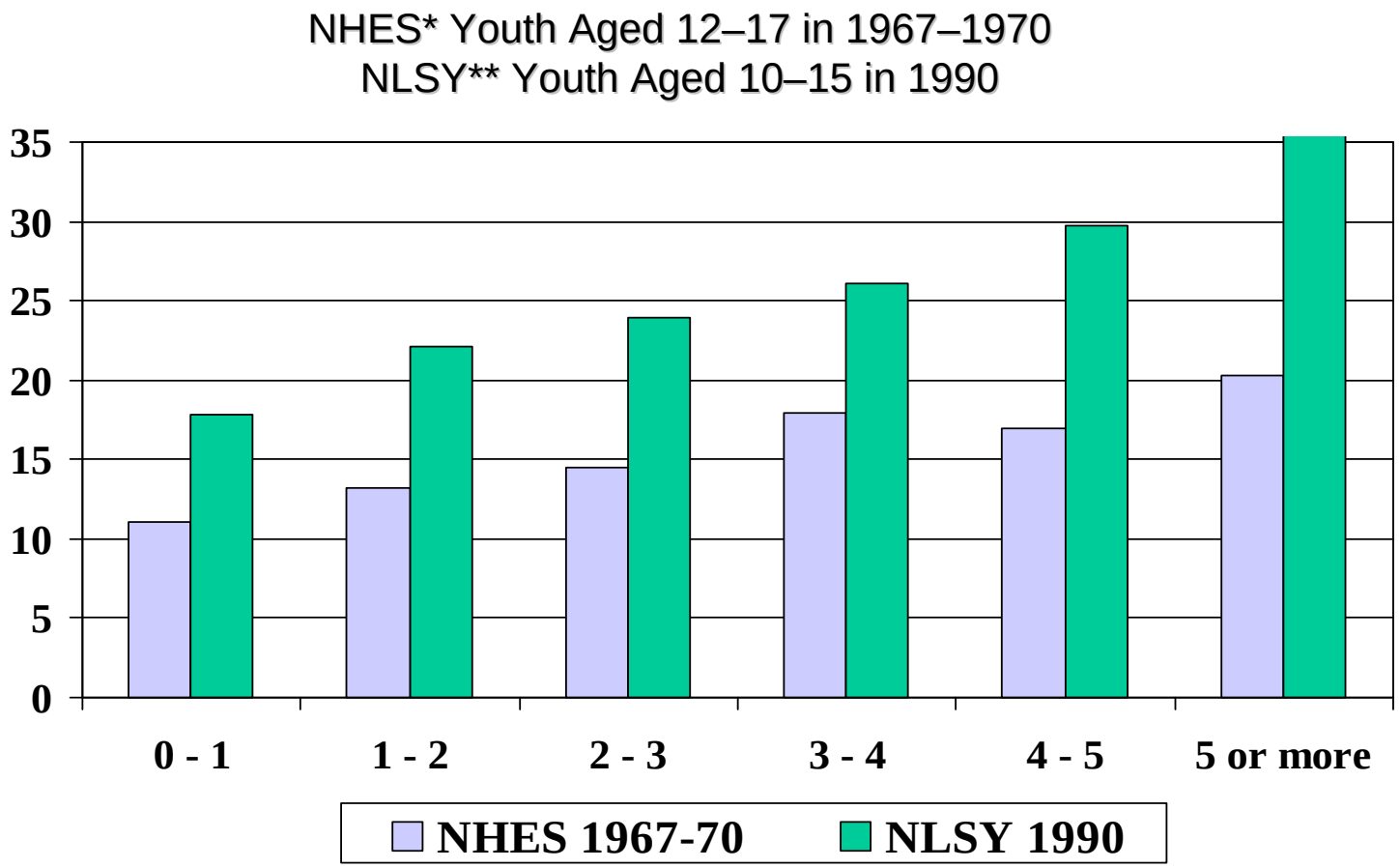
Other Foods, Children 6-11 Years Old



SOURCE: L. Cleveland USDA; NFCS 1977-78 and WWEIA, NHANES 2001-02, 1 day

we can!

Prevalence of Obesity by Hours of TV/Day

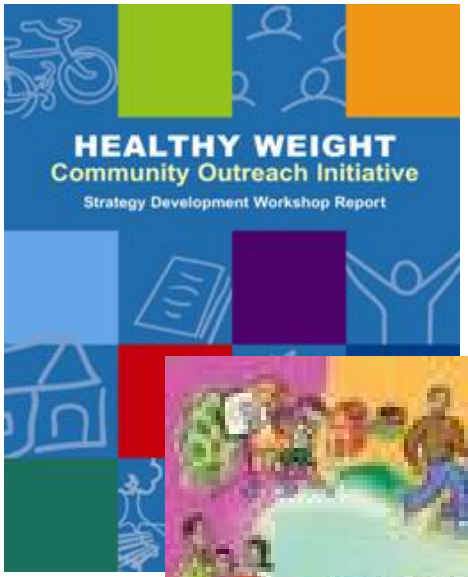


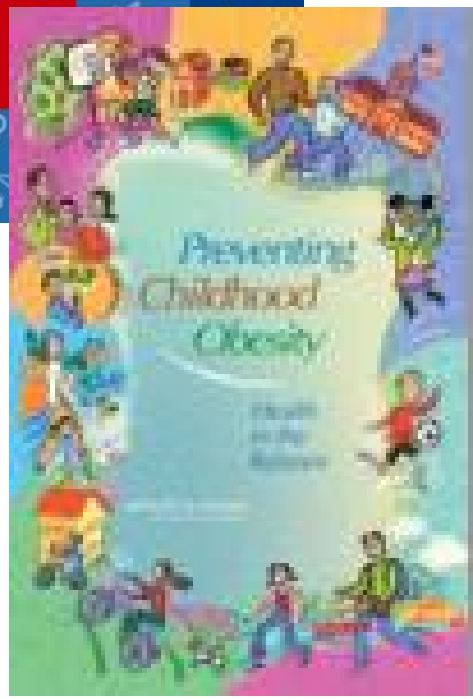
*NHES = National Household Education Surveys
**NLSY = National Longitudinal Survey of Youth
From http://www.cdc.gov/nccdphp/burden_pres/bcd_30.htm

Who can solve the problem?

Development of *We Can!*

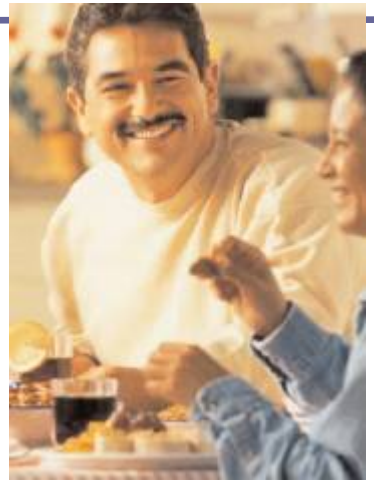
- Recommendations from NHLBI Healthy Weight Strategy Workshop (Feb. 2004)
- Review of science-based literature including *IOM Report on Preventing Childhood Obesity*
- An environmental scan to review other work on overweight and obesity
- Lessons learned from Hearts N' Parks
- Collaboration among NHLBI, NIDDK, NCI, NICHD





We Can! Audiences

- Parents/primary caregivers of youth
- Youth ages 8-13



we can!

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.

we can!

We Can! Behavioral Objectives

Youth Ages 8-13

- Choose a sufficient amount of fruits and vegetables per day.
- Limit intake of high-fat foods and energy-dense foods that are low in nutrients.
- Control portion sizes of foods consumed.
- 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.

Parents / Primary Caregivers

- Increase the availability and accessibility of healthy foods in the home.
- Limit the availability and accessibility of sweetened beverages and high-fat, high-density/low nutrient value foods in the home.
- Control portion sizes of foods consumed.
- Support and enable family physical activity.
- Support and enable reduced screen time.

we can!

Intervention Settings

Home

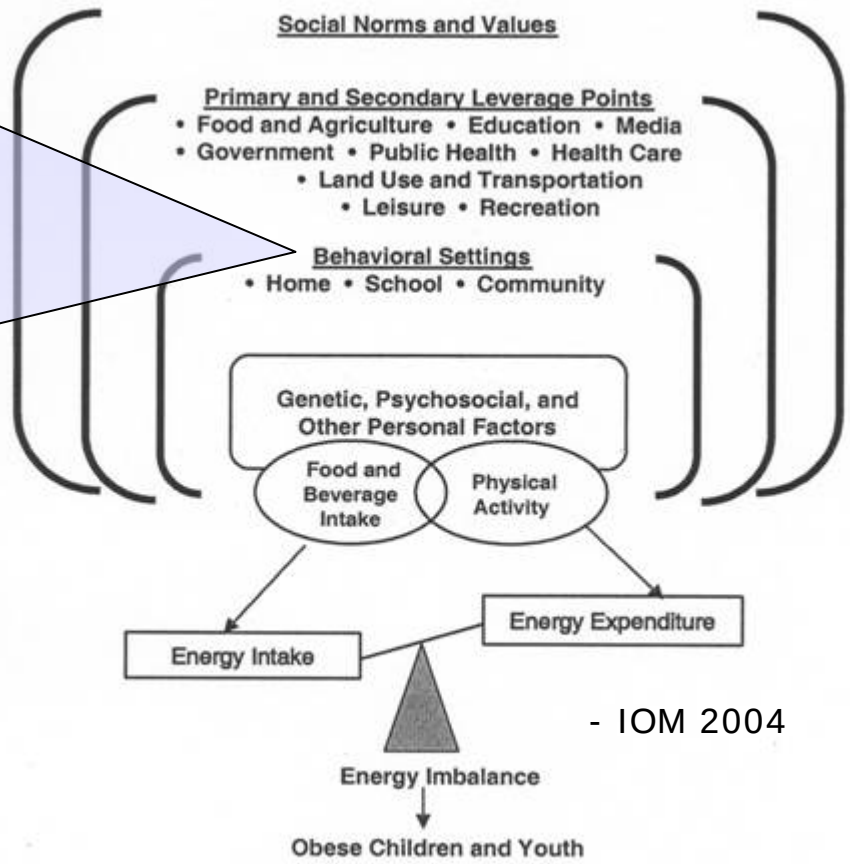
"A child's health and well-being is fostered by a home environment with engaged and skillful parenting that models, values, and encourages sensible eating habits and a physically active lifestyle."

– IOM 2004

Community

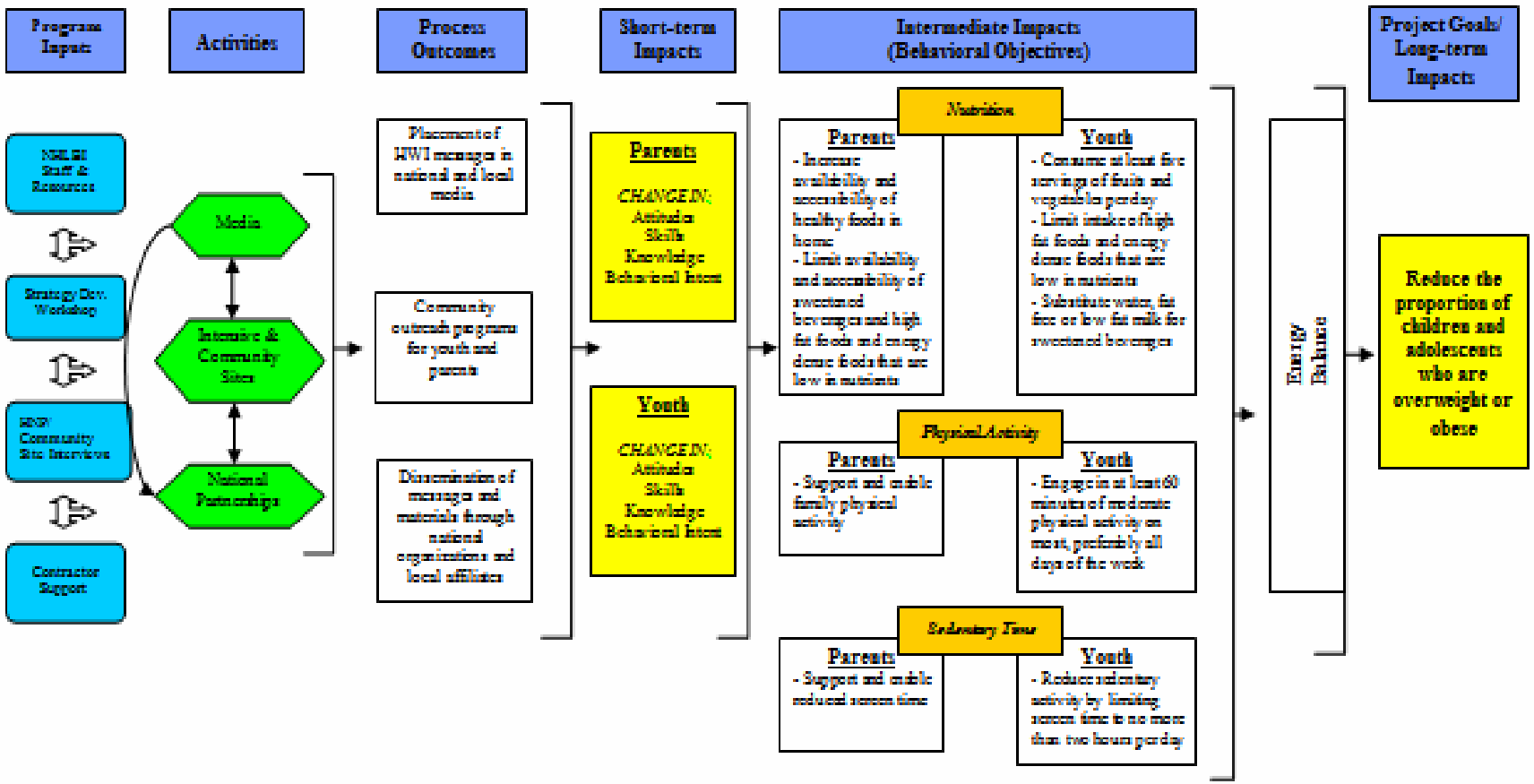
"Local governments, public health agencies, schools, and community organizations should collaboratively develop and promote programs that encourage healthful eating behaviors and regular physical activity, particularly for populations at high risk of childhood obesity."

– IOM 2004



- IOM 2004

Logic Model



we can!

Program Elements

Program Elements

Communities

- Evidence-based Curricula
- Local Partnerships
- Local Media
- Outreach Events

Partnerships

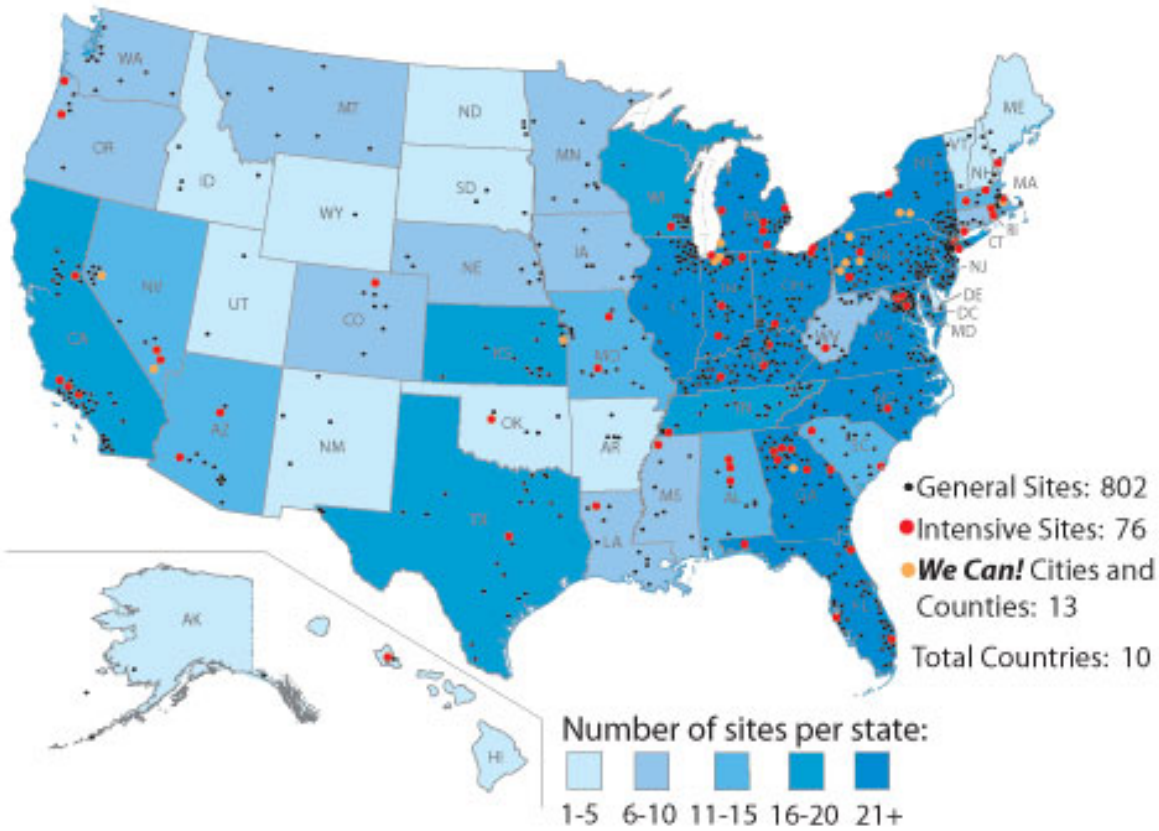
- Federal
- Clinical
- Outreach
- Associations
- Corporate

Media

- Web
- Print
- Television

we can!

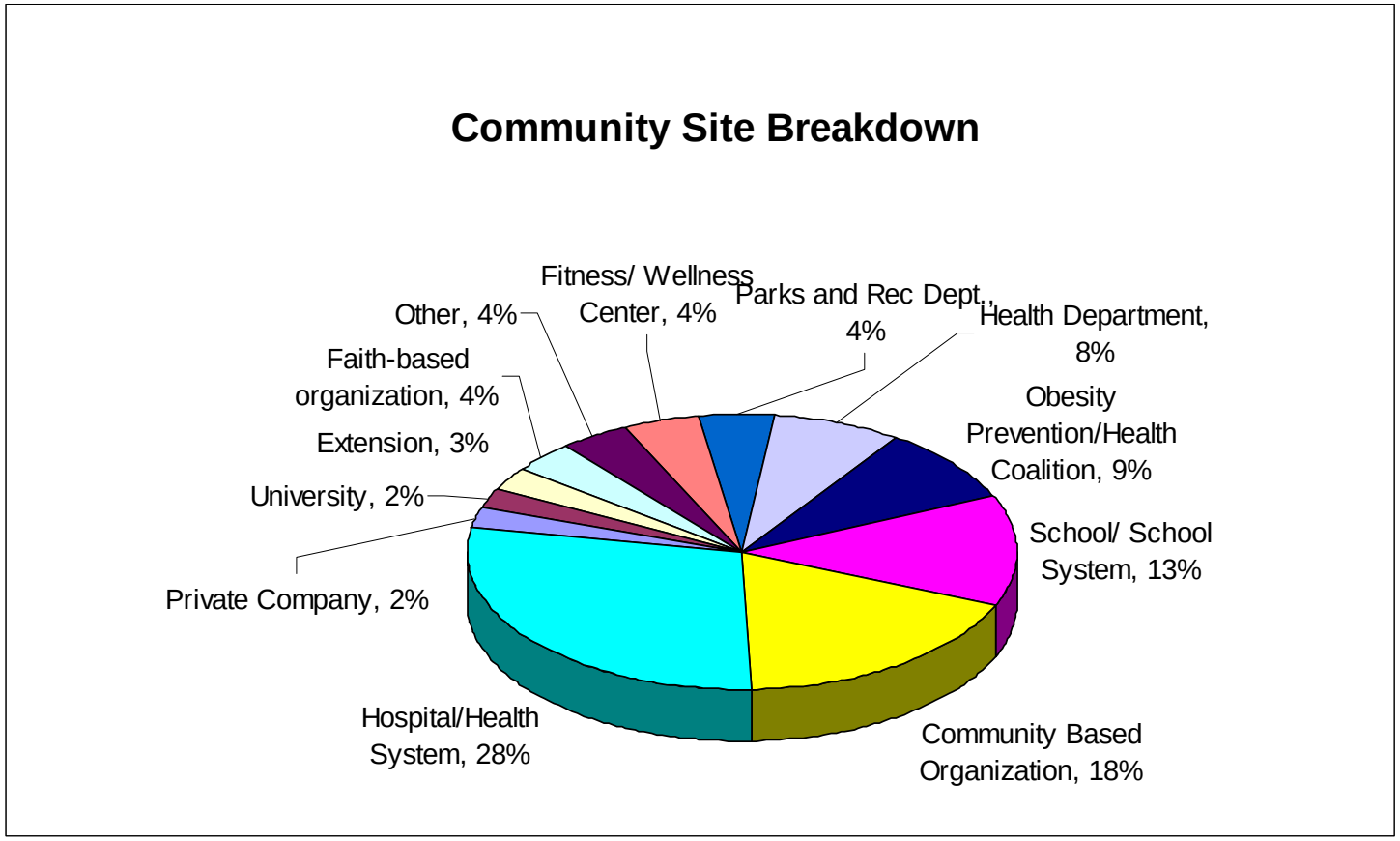
Nearly 900 Communities Nationally and Growing!



- 891Communities
- 50 States
- 76 Intensive Sites
- 13 We Can Cities/ Counties
- 802 General Sites
- Multiple Settings
- Diverse Audiences
- Making Local Change Through:
  - Curricula
  - Media
  - Events
  - Partnerships

we can!

Broad Diversity in Implementation



Progress: Encouraging Findings!

- Assessment of 14 Founding Intensive Community Sites:
  - Local partnerships created with approximately 100 organizations, agencies and businesses to implement *We Can!*
  - *We Can!* messages promoted at 60 events with over 125,000 attendees
  - Significant improvements across many indicators in both the Parent Program and Youth Curricula

we can!

Community-Based Effort

- **The Vision**: Mobilizing parents, youth, employees, clinicians, and concerned organizations for a *common* community-based behavior change.
- **The Program**: Population-based programming that can support a coordinated response to childhood overweight *THROUGH COMMUNITY MOBILIZATION*

we can!

What Kind of Community Site Are You?

JUST DIPPING YOUR TOES IN THE WATER?	ARE ANY OF YOU GENERAL COMMUNITY SITES? ◎ Implement any two of the following three activities over the course of one year: ➢ One *We Can!* parent program/curriculum ➢ One *We Can!* youth program/curriculum ➢ One *We Can!* community event ◎ Provide an annual summary report of We Can! programming to NIH.
READY TO DIVE RIGHT IN?	ARE ANY OF YOU INTENSIVE COMMUNITY SITES? ◎ Submit a plan, calendar, and summary report of activities for the year. ◎ Implement three *We Can!* parent programs/curricula. ◎ Implement three *We Can!* youth programs/curricula. ◎ Conduct three *We Can!* community events. ◎ Develop local *We Can!* partners, Solicit local *We Can!* media attention. ◎ Participate in potential *We Can!* data collection activities. ◎ Participate in *We Can!* program planning activities. ◎ Serve as *We Can!* program ambassadors in your region.

Are You A *We Can!* City/County?

- Issue a mayoral proclamation announcing the *We Can!* City effort.
- Provide *We Can!* information or activities to city employees.
- Implement four or more *We Can!* parent programs
- Implement four or more *We Can!* youth programs..
- Submit an online summary form at the end of the year describing *We Can!* City programming.

we can!

Program Resources

A Menu of *We Can!* Tools

1-866-35-WECAN

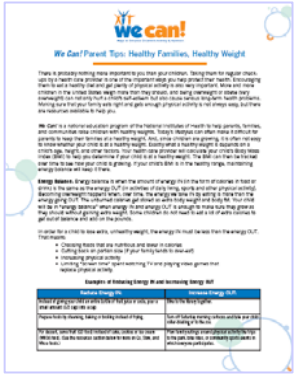
http//wecan.nhlbi.nih.gov

More *We Can!* Tools You Can Use

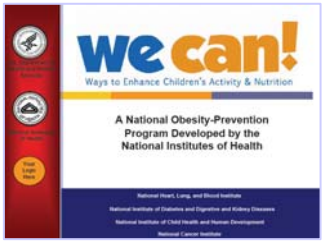
Fact Sheet

Flash Animations

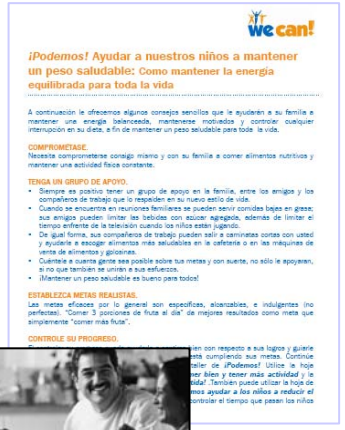
Tip Sheets for Parents and Physicians



Partnerships PPT



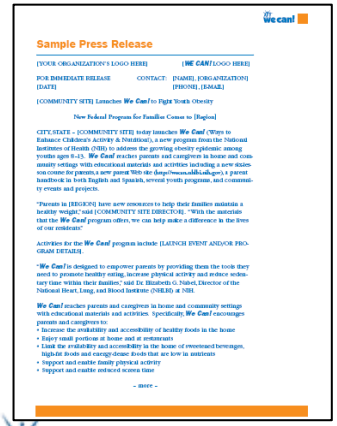
En Espanol



Sign Up Form

Matte Articles

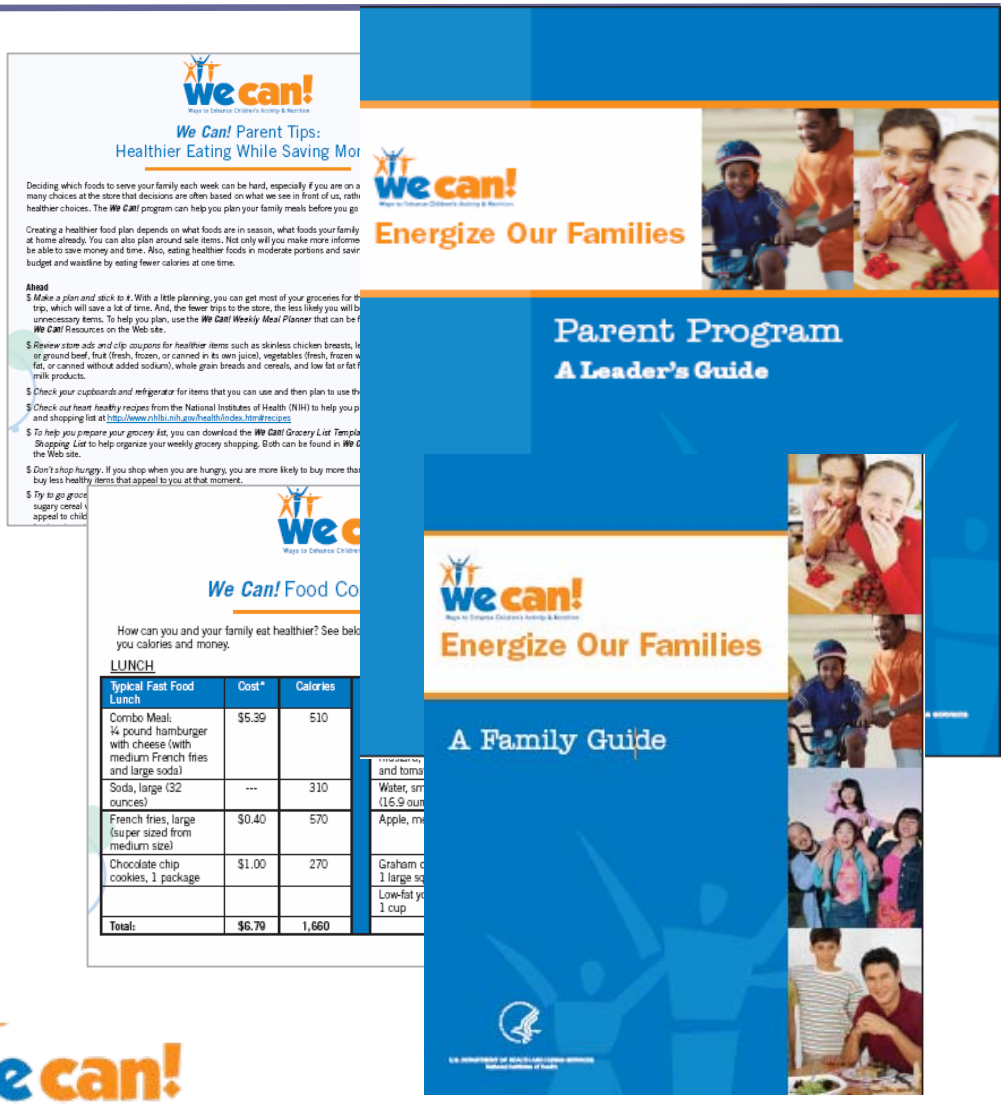
Sample Press Release



Logos

We Can! Energize Our Families Parent Program

- 4- or 6-session curriculum for parents and caregivers
- Supplemental tip sheets and parent handbook
- 1-hour Power Talk training on how to get started



we can!

Assessment: Parent Curriculum

- 22 implementations
- 174 participants
- Overall: Participants had significant changes in knowledge, attitudes or behavior related to each *We Can!* objective.

Youth Programs

- CATCH Kids Club – After-school program for children (K-5) contains three elements — curriculum, PA and snack components.
- S.M.A.R.T. (Student Media Awareness to Reduce Television) – third or fourth grade classroom curriculum designed to reduce TV and video game usage.
- Media-Smart Youth: Eat, Think, and Be Active! – 10 lessons helping children (ages 11-13) understand the connections between media and their health.

Did CATCH Work?

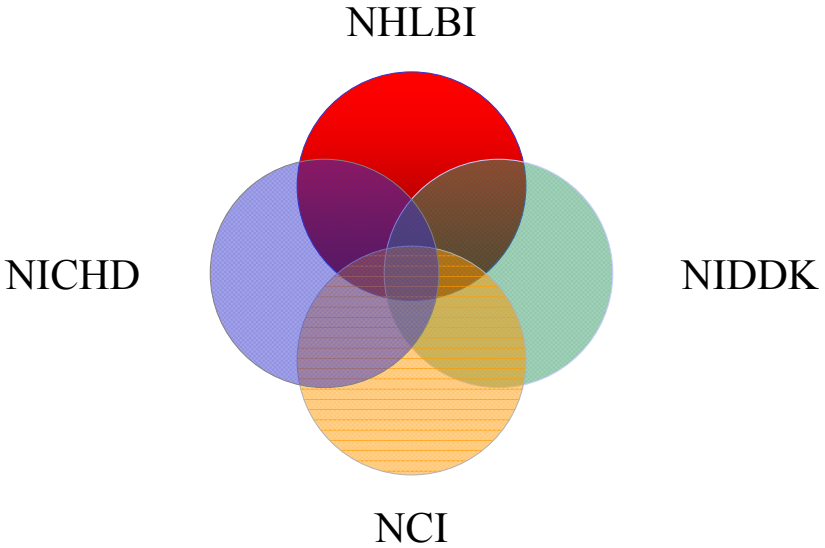
- CATCH Research Trial (1991-1994)
  - First research trial to integrate school, child, and family
  - Ethnically diverse population
  - Four geographic areas of the United States
  - Large number of schools (N=96) and students (>5,000)

- Selected Results:
  - Improved students' self-reported eating and physical activity behaviors.
  - Increased moderate-to-vigorous physical activity during P.E. classes, was easy to implement, and was enjoyed by staff and children.
  - Increased healthy eating behaviors and intentions and nutrition knowledge.
  - Effects persisted over 3 years without continued intervention.

Luepker RV et al (1996). *JAMA, 275*(10), 768-76.; Nader PR et al (1999). *Arch Pediatr Adolesc Med, 153*(7), 695-704.

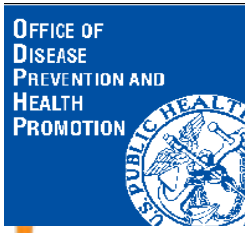
Partnerships

Four Institutes at NIH



National Partners

Over 20 National Partners & Supporting Organizations have joined *We Can!*



Participating Corporations

15 Fortune 500 corporations are currently implementing *We Can!* activities:

- Alltel Corporation
- Ceridian
- Delphi Corporation
- Health Monitor Network
- Mutual of Omaha
- Nestle Waters North America
- *Parenting* Magazine
- Peabody Energy Corporation
- Pepperidge Farm
- Philips Electronics
- Univision Communications Inc.
- Wal-Mart Stores, Inc.
- Winn-Dixie Stores, Inc.

More than 25 other Fortune 500 corporations, and a variety of other companies, are in discussion with *We Can!* for future activities!

Media

We Can! in the News
Reaching 690 Million People

USA TODAY
NO. 1 IN THE USA

For Kids, 'Fun Foods' Are Staples

By Nanci Hellmich, USA TODAY

"Kids get a whopping one-third of their calories from pizza, snacks and desserts, says a new analysis from a landmark study on children's eating habits.

"It is shocking to think that the 'fun foods' that used to be occasional treats have now become the mainstream diet that kids eat every day," says researcher Linda Van Horn, a professor of preventive medicine at Northwestern University Feinberg School of Medicine in Chicago.

"These foods are always going to be a big hit with kids, so we need to make them more nutritious."

The study, out today in the June issue of Pediatrics, also found that when kids and their parents are taught how to make healthier recipes, they don't often have ...

Help make you and your family make smart food choices

	Go foods	Slow foods	Whoa Foods
	Eat almost anytime (based on calorie needs)	Eat sometimes, at most several times a week	Eat only once in a while or on special occasions
Vegetables	Almost all fresh, frozen and canned vegetables without added fat and sauces	All vegetables with added fat and sauces; oven-baked French fries; avocado	French fries; hash browns; other deep-fried vegetables

Newsday
LONG ISLAND

WWW.NEWSDAY.COM THURSDAY, JUNE 9, 2005 | LONG ISLAND EDITION $0.4

KIDS CAN BE TRAINED TO EAT BETTER

By JOHN MATHER

"More than 35 communities so far have signed up to offer youth and parent

THE early show

June 1, 2005 11:30:08

Living | HealthWatch | Leisure | Series | The Sat. Early Sho

HEALTHWATCH

Section Front

E-mail This Story | Printable Version

Kids Targeted In Fight Vs. Obesity

WASHINGTON, June 1, 2005

(CBS) With childhood obesity growing at an alarming rate in the U.S., Uncle Sam has decided that knowledge about nutrition and exercise will empower kids and their parents to make wiser choices about what to eat and how much to exercise.

The National Heart, Blood and Lung Institute of the National Institutes of Health launched a campaign Wednesday seeking to teach nutrition and fitness basics.

The campaign is dubbed "We Can!" That stands for "Ways to Enhance Children's Activity and Nutrition."

U.S. Surgeon General Richard Carmona told *The Early Show* co-anchor Harry Smith Wednesday, "We now have 9 million children who are overweight or obese. We're starting to see children with type 2 diabetes. You never used to see diabetes in children when I was a young doctor. And we're starting to even see hypertension in children. So this has

FREE VIDEO

Curbing Childhood Obesity

U.S. Surgeon General Richard Carmona on *The Early Show* Wednesday (Photo: CBS/The Early Show)

QUOTE

"It's really amazing that, once the kids start to understand it, as we increase their health literacy, they start to take control of their own lives."
U.S. Surgeon General Richard Carmona

- Health News
- Shape Up
- HeartScore

INTERACTIVE

Food Pyramid

The government's latest guidelines for healthy eating get personal.

QUIZ

Are You Food Savvy?

Have you consumed myths about diet and nutrition? Take this quiz to find out.

INTERACTIVE

Diet And Nutrition

Are you eating right? See the government's guidelines, calculate

Media: *We Can!* in National Print

Newspapers: 2,470,692 impressions

HEALTH

Your Child's BMI Could Signal Weight Problems

NewsUSA

(NU) - About 13 million children in the United States are overweight, and nearly that many are believed to be at risk of becoming overweight. How can you tell if your child is one of them?

The standard for screening for possible weight problems is the body mass index, also called BMI. In children and teens, BMI-for-age is determined by comparing weight and height against a growth chart that takes their age and sex into account. For example, a 13-year-old girl who weighs 100 pounds and is 5 feet 2 inches tall is at a healthy weight, but a girl of the same age who is 4 feet 7 inches tall is at risk of becoming overweight.

"It's important that parents know if their child is overweight or at risk for overweight," said Dr. Elizabeth G. Nabel, director of the National Heart, Lung and Blood Institute, part of the National Institutes of Health. "Excess weight increases a child's risk of developing type 2 diabetes, high blood pressure and other chronic conditions later in life."

The NIH's "We Can!" program (Ways to Enhance Children's Activity & Nutrition) recommends that parents ask their primary care provider or pediatrician to regularly determine their child's BMI-for-age to track changes that could signal excessive weight gain.

"We Can!" is a public education program designed to help children between the ages of 8 and 13 stay at a healthy weight through improving food choices,

Ask your healthcare provider about your child's BMI

increasing physical activity and reducing television and recreational computer time.

What can parents do to prevent their children from becoming overweight?

"The best way to have your child grow at a healthy weight is to balance energy in with energy out," Nabel says.

"Energy in" is calories consumed from food and beverages, and "energy out" is calories burned during physical activity. An easy way for a child to cut energy in is to trade a bottle of regular soda for a glass of water each day, and to increase energy out, go on a family bike ride or hike.

For a free "We Can!" parents' handbook and other tools, including BMI-for-age growth charts, visit http://wecan.nhlbi.nih.gov or call 866-35-WECAN.

For information about healthy weight in adults, log on to http://healthyweight.nhlbi.nih.gov.

HEALTH

rtion Sizes Contribute . Obesity Problem

NewsUSA

Portion Distortion

0 Years Ago	Today
Bagel	
3 inches (Kansas)	6 inches (plasmic)
Cheeseburger	
4.5 ounces	8 ounces
Popcorn (medium bag)	
5 cups	11 cups
Soda	
6.5 ounces	20 ounces

Source: National Heart, Lung, and Blood Institute

you had the same foods at typical portions served 20 years ago. Over the course of one year, if consumed daily, the larger portions could amount to more than 500,000 extra calories.

Controlling portion sizes and eating smarter can help you and your family avoid extra calories. Here are some tips from the NIH:

- Bring a healthy, low-calorie lunch to work and pack a healthy "brown bag" for your children.
- When eating out, order an appetizer instead of an entrée, share an entrée or eat half of a meal and bring the rest home.
- Cut high-calorie foods like cheese and chocolate into small pieces and eat fewer pieces.
- Substitute a salad for french fries.
- For snacks, serve fruits and vegetables instead of sweets.

"We Can!" is designed to assist parents in helping children between the ages of 8 and 13 maintain a healthy weight through improving food choices, increasing physical activity and reducing television and recreational computer time. For a free parents' handbook and other resources, visit http://wecan.nhlbi.nih.gov or call 866-35-WECAN.

- Lunch: two pieces of pepperoni pizza and a 20-ounce soda.
- Dinner: a chicken Caesar salad and a 20-ounce soda.

In one day, you would consume 1,595 more calories than if

Magazines: 7,628,424 impressions

we can!

We Can! on the Web

- Become a friend of *We Can!* on MySpace
  - (http://www.myspace.com/nihwecan)

- View the "*We Can!* and You Can Too" video and flash animations on YouTube

- Connect with others on LinkedIn
  - (http://www.linkedin.com/in/nihwecan)

U.S. Department of Health and Human Services

National Institutes of Health

we can!™

Ways to Enhance Children's Activity & Nutrition

We Can! Sites

National Heart, Lung, and Blood Institute

National Institute of Diabetes and Digestive and Kidney Diseases

***Eunice Kennedy Shriver* National Institute of Child Health and Human Development**

National Cancer Institute

Mobilization Brought to Life

Different Settings + Common Activities =

Coordinated Community Action

Community Success Stories: School Districts

Cobb County Public Schools and Cobb/Douglas Public Health

- CATCH Kids Club curriculum in 68 elementary schools
- In-class and after-school activities

We Can! County – Armstrong County, PA

- HEALTHY Armstrong (Healthy Eating, Active Lifestyles—Together Helping Youth) coalition
- CATCH Kids Club combined with weekend activities

HEALTHY armstrong

we can!

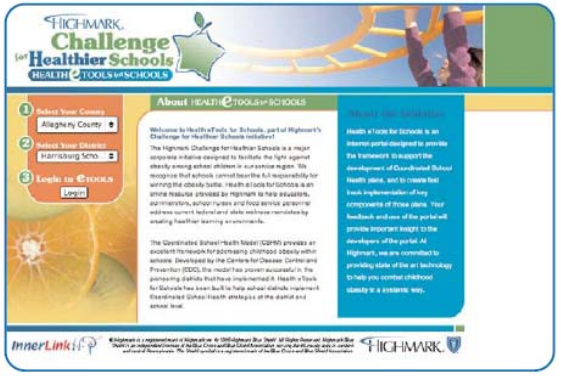
Community Success Stories: School Districts

Pennsylvania Advocates for Nutrition and Activity

- Statewide coalition
- Recruited 18 schools and school districts
- Schools implementing all curricula
- Schools partnering with Head Start, Libraries, Parent Teacher Organizations
- East Penn School District: Success!

Highmark Foundation

- PA Insurer Foundation
- Health eTools Schools Portal
  - Online portal
  - 85 districts
  - 230,000 students.
  - Promoting *We Can!* curricula

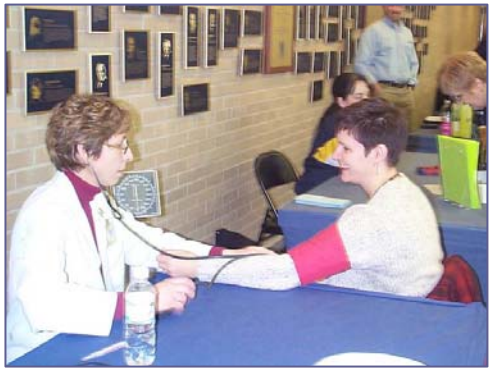


we can!

Community Success Stories: Hospitals and Health Care Systems

University of Michigan Health System

- 5 community events
- 1 Parent program in health education resource center
- 3 CATCH program in elementary school
- Information to 20,000 health system employees
- Partnerships
  - Public Schools
  - Middle-School
  - Health Clinic
  - Health Clinic
  - Recreation Center
  - County Health Department
  - Managed Care Provider



PROJECT Healthy Schools

MFit Health Promotion Division

we can!

Community Success Stories: Public Health Departments

Benton County Healthy Weight and Lifestyle Coalition

- Coalition of 22 members
- Rural audiences
- 7 community events
- 5 MSY programs
- MSY PSAs on Comcast Spotlight
- 1 Parent Program
- Key Partners:
  - Extension Services
  - Libraries
  - Park and Recreation
  - Samaritan Health Services
  - Comcast
  - Corvallis Dietician Association

Community Success Stories: Faith-Based Organizations

Northeast TN Minority Resource Network – Johnson City, TN

- Outreach to churches across Tennessee
  - Train-the-Trainer
  - Health Fairs
  - Development of health ministry teams
  - MSY and Parent materials in church setting
  - Community "Walk through the Bible" Program

New Beginnings Ministries Church – Memphis, TN

- Youth programs
  - 3-day *We Can!* retreat for youth
  - Media-Smart Youth at summer camp
- Partners
  - Children's Museum of Memphis
  - Girls, Incorporated

Community Success Stories: Children's Museums

Children's Museum of Oak Ridge

- Media event for program launch
- Partnerships
  - Roane County Head Start Program
  - East Tennessee Children's Hospital
  - Children's museum in Knoxville
  - Local health club

Children's Museum of Memphis

- Media event with students
- Partnered with *We Can!* Intensive Site – New Beginning Ministries Church

we can!

Community Success Stories: Park and Recreation

South Bend Parks and Recreation Department

- Parent Program Lunch n' Learns!
- Summer camp youth programs
- 6 community events: 10,000 people
- Weight Winners Class
- Key Partners:
  - Purdue University Extension Service
  - Memorial Hospital and Health System
  - Health Department
  - Chefs and Cooks Association
  - Dairy Council of Indiana
  - Martin's Supermarkets

we can!

Community Success Stories: Universities

University of Nevada Las Vegas Department of Nutrition Sciences

- Student facilitators
- MSY PSAs on Fox Kids!
- 4 Community Events
- Health Screenings
- Cook Together Parent Workshop
- Key Partnerships
  - Southern Nevada Health District
  - City of Henderson
  - Dairy Council of Nevada and Utah
  - City of Las Vegas
  - Nevada Family Magazine
  - Clark County School District

Community Success Stories: Obesity Coalitions

Lane Coalition for Health Active Youth

- 25 organizations, 110 members
- Recruitment (PSAs, news release, WIC, other)
- Parent Programs and Aquatics!
- Clinician Community Events
- 4 CATCH Kids Club programs
- Key Partnerships
  - Safeway ($300/month for health food)
  - Extension Services
  - Community centers
  - Park and recreation among many others

we can!

We Can! City and County Program

- City of Binghamton and Broome County, NY – First joint *We Can!* City-County effort
- Collaboration of city school district, county health department, and health system
- Parent and youth programming with school menu policy intervention

we can!™
Ways to Enhance Children's Activity & Nutrition
CountyUSA
Working with the National Institutes of Health to promote healthy weight, healthy children.

we can!

Statewide Implementation

Alabama Department of Public Health

- Partnered State DOE & 21st Century Learning Centers
- Hosted Train-the-Trainer
- Three counties ran CATCH Kids Club
- Delivered 6 parents programs
- Hosted three community events

ADPH
Alabama Department of Public Health

we can!

Statewide Implementation

Kentucky Department of Public Health

- Extensive formative research targeting parents
- CDC State-Based funding
- Parent Program Statewide
- Key Partnerships
  - Public Libraries (facility, $, promotion)
  - Food Stamp Programming
  - Cooperative Extension
  - Health Departments
  - Faith-Based Organizations
- Developing State *We Can!* Web Site

Lessons Learned

- No one is too big or too small
- The program is flexible
- *We Can!* mobilizes communities
- Reach out to new partners
- We are better off when we work together

Getting Started

Benefits to YOU and Your Community

- Gain a science-based, turn-key program to help your city/site prevent childhood obesity.
- Inclusion in a *We Can!* listserv for regular program updates, National Institutes of Health resource offers, and collaboration opportunities with other *We Can!* Cities and Community Sites across America.
- Planning and implementation technical assistance from *We Can!* program staff for questions, direction and program ideas.

we can!

More Benefits

- Connect to *We Can!* national and corporate partners and capitalize on NIH program publicity for your efforts to make a difference in the lives of children and families.
- Gain credibility and visibility for your community's commitment to promote obesity prevention by being selected as a *We Can! City, community site, etc.*
- Obtain recognition in national *We Can!* materials and media efforts, including mention on the national program Web site.
- Send program staff to *We Can!* Regional Trainings on program resources and curricula from national experts.

we can!

With Your Help…

Succeed!