

# Let's Go!

Let's Go! uses a multi-sector approach to reach youth and families where they live, study, work and play to promote healthy lifestyles. The program is based on the idea that families exposed to consistent health promotion messages through several settings that have policies and environments supporting healthy choices, will be more likely to adopt or maintain the behaviors in their daily lives. This has been confirmed by evaluation data.

The Let's Go! multi-sector model is pictured below and includes the core principles of:

- Environmental & Policy Change Influences Behavior Change
- Interconnectivity Across Sectors is Essential
- Strategies are Evidence Based & Continuously Evaluated



The Let's Go! program interventions center on the use of the common message of “5-2-1-0”. These behaviors are supported by science and endorsed as recommendations by medical professionals:

- 5** or more fruits & vegetables
- 2** hours or less recreational screen time\*
- 1** hour or more of physical activity
- 0** sugary drinks, more water & low fat milk

\*Keep TV/Computer out of the bedroom. No screen time under the age of 2.

## WHAT'S IN IT FOR YOU?

- Positively impacting kids, families, and their communities
- Fulfillment of common objectives
- Consistent messaging and branding
- Marketing Materials

## AS A COMMUNITY PARTNER YOU AGREE TO:

- Implement the multi-sector model
- Work with your local partners in the sectors
- Call this body of work “Let's Go!”
- Provide Let's Go! with evaluation data

## LET'S GO! AGREES TO PROVIDE YOU AS OUR COMMUNITY PARTNER:

- Quarterly meetings with other sites
- Sector specific tools
- Opportunities for idea sharing
- Technical assistance and training
- A model for change
- Evaluation tools



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## Communication Strategy

Let's Go! has a marketing plan that infuses the Greater Portland region with healthy lifestyle messages that reinforce the knowledge of the 5-2-1-0 message. This plan has multiple levels and implemented through:

- TV Ads
- Cinema Ads
- Sport facility Ads
- Bus Ads
- Website – [www.letsgo.org](http://www.letsgo.org)
- Social networking websites -  
Follow us on facebook: <http://www.facebook.com/letsgo5210>
- Monthly sector e-blasts
- Quarterly e-news
- E-alerts
- Direct Mail

All of our materials are available to replicate in your region.

## Evaluation Strategy

Let's Go is measuring:

- Awareness
- Policy & Environmental Change
- Behavior Change
- Clinical Outcome

The Let's Go! evaluation measures our work on two levels: the overall program and the sector work. We measure this by:

- Surveying parents in Greater Portland with a random-digit dial phone survey
- Measuring the implementation of our strategies in the sectors
- Training evaluation surveys
- Chart reviews in medical practices
- Surveying sector leaders
- Case studies

**WHAT DO YOU NEED TO DO TO GET STARTED?**

Contact Emily Rines at 207.874.1000  
or at [ERines@Unitedwaygp.org](mailto:ERines@Unitedwaygp.org)



# Let's Go! After School Sector

After School

## Sector Overview:

It is the goal of the Let's Go! After School Sector to increase environmental and policy change to support healthy behaviors in the after school environment. Let's Go!'s After School Sector uses the following approach to childhood obesity within the after school population:

## 5-2-1-0 Goes After School Toolkit

Through use of the 5-2-1-0 Goes After School toolkit, after school programs, staff, and parents can create a healthier after school environment. The toolkit is built around the 5-2-1-0 message and uses ten key strategies that can be used individually or collectively in after school programs to address the policies, practices, and environments that influence healthy lifestyle behaviors.

### WHAT DO YOU NEED TO DO TO GET STARTED?

Attend a 5210 Goes After School training

*This is for BOTH community partners working with after school programs and for staff from the after school programs*

*Check our website for upcoming dates or contact Emily Walters at [waltee@mmc.org](mailto:waltee@mmc.org)*



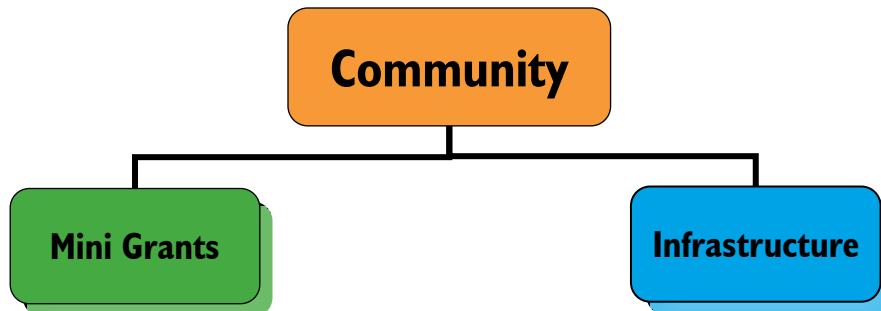
[www.letsgo.org](http://www.letsgo.org)

# Let's Go! Community Sector

Communities

## Sector Overview:

The Community Sector is a key sector in the Let's Go! multi-sector model by supporting and creating environmental and policy changes that result in individual behavioral change.



<u>Mini Grants</u>	<u>Infrastructure</u>
<ul style="list-style-type: none"><li>Let's Go! primary mode for working in the community is offering mini grants to groups doing innovative environmental and policy change work. These funds advance promising interventions to promote physical activity and healthy eating.</li><li>Let's Go can provide you with the processes and materials your organization needs to start a mini grant process in your region.</li></ul>	<p>Working directly with our community partners is an important part of our success. Let's Go! recommends that as you implement this model you think about how to engage your community and partners.</p> <p>At Let's Go we have the following:</p> <ul style="list-style-type: none"><li>Founding Partners Committee</li><li>Leadership Team</li><li>Sector Workgroups</li></ul>

**WHAT DO YOU NEED TO DO TO GET STARTED?**

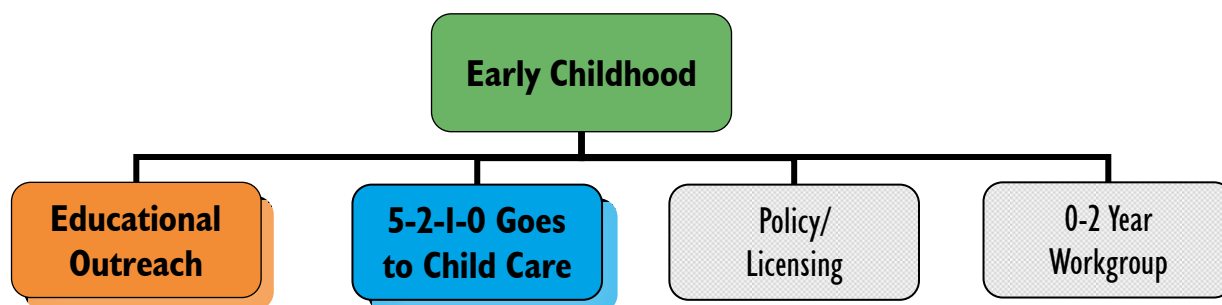
Contact Emily Rines at [ERines@Unitedwaygp.org](mailto:ERines@Unitedwaygp.org)

# Let's Go! Early Childhood Sector

Early  
Childhood

## Sector Overview:

The goal of Let's Go!'s Early Childhood Sector work is to increase environmental and policy change to support healthy eating and physical activity in multiple settings that reach children ages 0-5. Let's Go! developed the following four-pronged approach to addressing childhood obesity within the early childhood population\*:



\*Our community partners are essential in assisting in the implementation of the educational outreach and 5-2-1-0 Goes to Child Care prongs of the early childhood setting.

### Educational Outreach

Let's Go! has two approaches to increase awareness, knowledge and adoption of environmental and policy strategies in the child care settings.

- 1: Direct outreach to child care sites through a training focusing on their role in the obesity epidemic.
- 2: A *Train the Trainer Institute* for Healthy Maine Partnership staff, Head Start staff, and others who work directly with child care providers in using the 5-2-1-0 message in their regions of the state.

### 5-2-1-0 Goes to Child Care

Through use of the *5-2-1-0 Goes to Child Care* toolkit, child care programs, staff, and parents can create a healthier child care environment. The toolkit is built around the 5-2-1-0 message and uses nine key strategies that can be used individually or collectively in child care programs to address the policies, practices, and environments that influence healthy lifestyle behaviors.

**WHAT DO YOU NEED TO DO TO GET STARTED?**

Attend a 5-2-1-0 Goes to Child Care Train the Trainer Institute



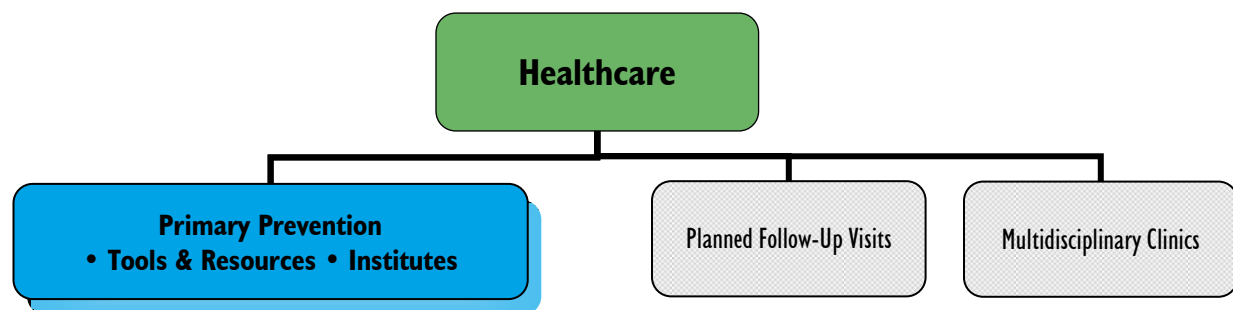
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# Let's Go! Healthcare Sector

Healthcare

## Sector Overview:

The Let's Go! Healthcare Sector focuses on educating primary care physicians on childhood obesity. The program provides educational outreach, supporting materials and training to physicians working with patients and their families on promoting healthy eating and physical activity to prevent obesity. Introducing the Let's Go! messages in the provider offices not only provides a credible location for the messages, it also emphasizes the important role healthcare professionals can play as community partners.



<u>Tools &amp; Resources</u>	<u>Institutes</u>
<p>The <i>Let's Go! Childhood Obesity Toolkit for Healthcare Professionals</i> is the primary resource for this sector which provides tools and resources that are evidence-based, practical, and accessible. This toolkit is available free of charge to any provider practice in Maine who has agreed to an educational outreach visit by a Let's Go! trained community physician.</p>	<p>The Institutes are designed with a “train the trainer” approach to help community physicians become leaders and trainers in their region on childhood obesity in the healthcare setting.</p> <p>The Institutes aim to review the following:</p> <ol style="list-style-type: none"><li>1: Steps to becoming a Let's Go! Healthcare site;</li><li>2: Clinical content updates; and</li><li>3: Moving beyond the basics such as advocacy, motivational interviewing, and planned follow-up visits.</li></ol>

## WHAT DO YOU NEED TO DO TO GET STARTED?

Contact Brian Ryan at [ryanbl@mmc.org](mailto:ryanbl@mmc.org)



[www.letsgo.org](http://www.letsgo.org)

# Let's Go! School Sector

Schools

5-2-1-0 Goes to School is a program of The Kids CO-OP at The Barbara Bush Children's Hospital at Maine Medical Center. We work with community partners across the state, including Let's Go! in Greater Portland, as well as with individual schools to promote healthy eating and physical activity in the school environment. The program is based on the following easy-to-remember message:

- 5** or more fruits & vegetables
- 2** hours or less recreational screen time\*
- 1** hour or more of physical activity
- 0** sugary drinks, more water & low fat milk

\*Keep TV/Computer out of the bedroom. No screen time under the age of 2.

Through use of the 5-2-1-0 Goes to School framework, schools, teachers, nutrition programs, and parents can create a healthier school environment. Listed below are 10 key strategies that can be used individually or collectively in schools to address the policies, practices, and environments that influence healthy lifestyle behaviors.

## 10 Strategies for Success

- Encourage healthy choices for snacks and celebrations.
- Participate in local, state, or national initiatives that promote physical activity and healthy eating.
- Include community organizations in wellness promotion.
- Involve and educate families in initiatives that promote physical activity and healthy eating.
- Encourage water and low fat milk instead of sugar-sweetened drinks.
- Discourage the use of food as a reward; use physical activity as a reward.
- Incorporate physical activity into the school day.
- Develop a 5-2-1-0 friendly staff wellness program.
- Collaborate with School Nutrition Program.
- Implement or strengthen a wellness policy that supports the 5-2-1-0 strategies.

**Additional Resource:** Many school nutrition directors are working with Let's Go! to improve the nutritional quality of school meals. To find out if your district is involved, contact Heidi Kessler at [kesslh@mmc.org](mailto:kesslh@mmc.org).

## WHAT DO YOU NEED TO DO TO GET STARTED?

Contact Elizabeth Motyka at 207.662.3235 or at [motyke@mmc.org](mailto:motyke@mmc.org)



# Let's Go! Workplace Sector

Workplace

## Sector Overview:

The goal of the Workplace Sector is to reach families with the 5-2-1-0 message and support existing worksite wellness programs. Let's Go! developed an online toolkit for employers to get the 5-2-1-0 message out to employees.

## Workplace Online Toolkit

Our community partners are essential in the dissemination of toolkit resources to workplaces. Through use of the online toolkit, employers can get the 5-2-1-0 message out to parents and caregivers. Employers can also use the resources in the toolkit to create or ensure a healthy workplace environment. Community partners can use or adapt our monthly toolkit highlight emails and distribute the highlights to select employers in their region.

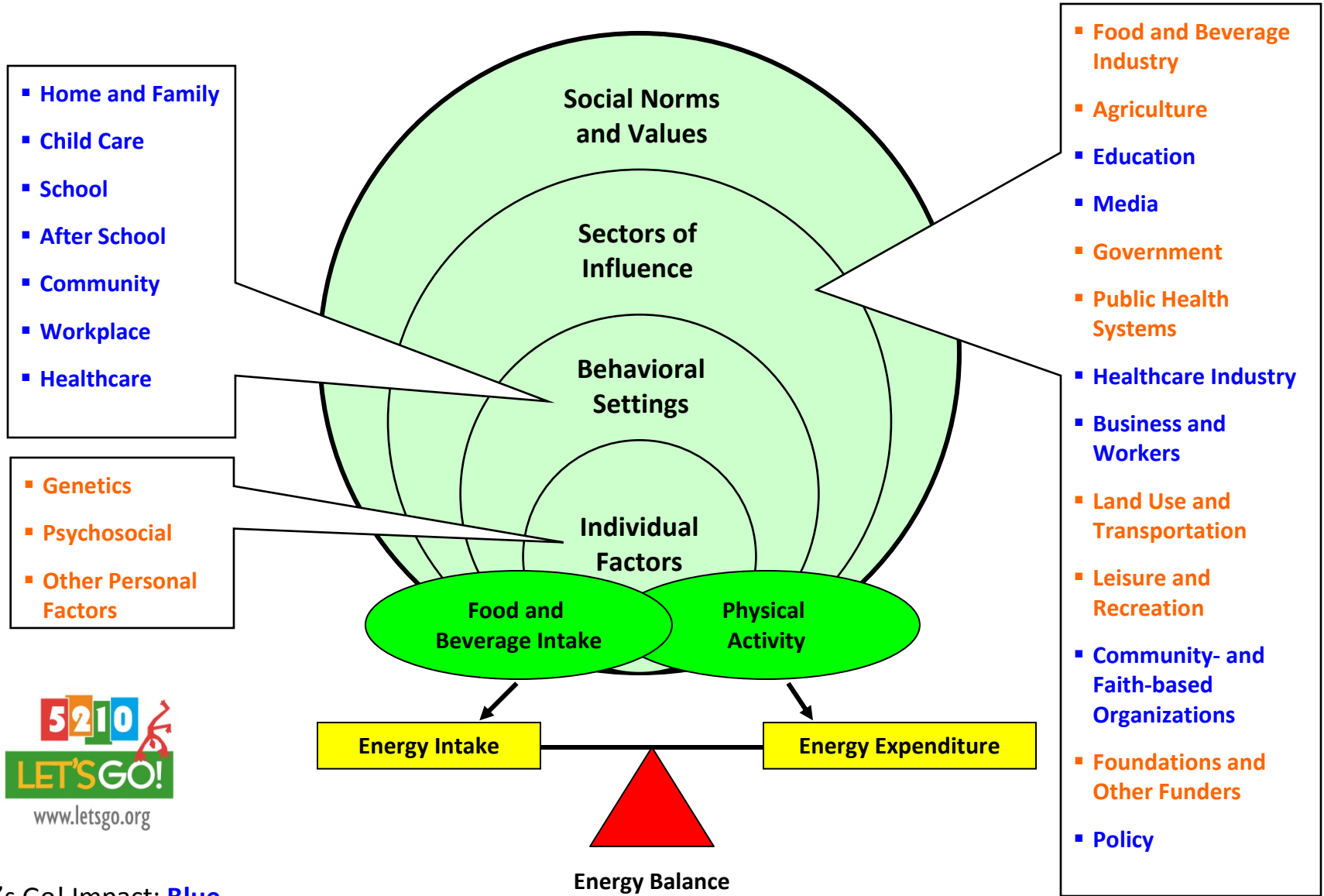
### WHAT DO YOU NEED TO DO TO GET STARTED?

Check out the online workplace toolkit at:

[http://www.letsgo.org/resources/  
workplacetoolkit.php](http://www.letsgo.org/resources/workplacetoolkit.php)

Contact Karen Schebaum at [kschebaum@unitedwaygp.org](mailto:kschebaum@unitedwaygp.org) to be added to the monthly toolkit highlights email distribution list.

# Let's Go! Theoretical Framework



Let's Go! Impact: **Blue**

Other Impact: **Orange**

Note: Adapted from the Centers for Disease Control and Prevention – *A Public Health Framework to Prevent and Control Overweight and Obesity.*