



MAINE ANTI-OBESITY PROGRAM SELECTED BY NATIONAL CDC TO PRESENT ITS WORK AT PUBLIC HEALTH GRAND ROUNDS SESSION

(Portland, Maine – June 18, 2010) Let's Go! – a community-based program that promotes healthy lifestyle choices for children, youth and families in Greater Portland – was invited to present its work and model at the National CDC's Public Health Grand Rounds on Thursday in Atlanta, GA. This month's Centers session, titled **The Childhood Obesity Epidemic: Threats and Opportunities** featured Dr. Victoria Rogers, Medical Director, Let's Go! and Pediatrician at the Barbara Bush Children's Hospital at Maine Medical Center.

CDC's Public Health Grand Rounds is a monthly series that focuses on key issues and challenges related to a specific health topic, including cutting-edge scientific evidence and potential impact of different interventions. Thursday's session focused on the various contributing factors and consequences of childhood obesity as well as on approaches to reduce the burden of this public health epidemic. The presentation was also available on the web and was viewed by 24,809 people – this is the highest number of people who have watched a live CDC video feed.

In Maine, over 30% of middle school children (ages 9-12); 27% of high school children (ages 13-18); and 36% of kindergarten students are overweight or at-risk of being overweight. In Greater Portland, approximately one out of every three children ages 3 to 18 is overweight or obese.

Let's Go! works with thousands of people every day, including 22,000 students in 54 schools; 700 children in 10 childcare sites; more than 2,500 youth in eight after-school recreation centers; hundreds of childcare providers through statewide training and outreach; 20 healthcare practices in the Greater Portland region; and almost 10,000 employees at five of Portland's largest employers.

About Let's Go!

Let's Go! is a program of United Way of Greater Portland, implemented in partnership with The Kids CO-OP at The Barbara Bush Children's Hospital at Maine Medical Center. Let's Go! is supported by its seven Founding Partners, a unique combination of Maine's leading health, business and community-based organizations: Anthem Blue Cross and Blue Shield in Maine, Hannaford Bros. Co., MaineHealth, Maine Medical Center, TD Bank, Unum and United Way of Greater Portland. These funders were later joined by Harvard Pilgrim Health Care Foundation, a Platinum Supporter. The Let's Go 5-2-1-0 Goes To School Program is also funded in part by The Mattina R. Proctor Foundation.