

FOR IMMEDIATE RELEASE

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Let's Go! Program Update

Portland, Maine, July 20 – Let's Go! promotes healthy lifestyle choices for children, youth, and families in 12 Greater Portland communities by focusing on physical activity and healthy eating. This multi-year project is funded by Let's Go! Founding Partners, Anthem Blue Cross Blue Shield Foundation, TD Banknorth, Hannaford, MaineHealth, Maine Medical Center, Unum, and United Way of Greater Portland. The program also receives significant financial support from the Harvard Pilgrim Health Care Foundation. Let's Go! is proud to report that our Partners have all committed to continued support and partnership. Their leadership should be commended.

Let's Go!'s program model is divided into 6 sectors; school, after school, child care, healthcare, workplace and community. All the work is focused around the 5-2-1-0 mnemonic which reinforces the importance of four positive health behaviors that are recommended to increase physical activity and healthy eating: eating at least five servings of fruits and vegetables on most days; limiting screen time to two hours or less daily; participating in at least one hour of physical activity every day; and avoiding soda and sugar-sweetened drinks, instead encouraging water and fat-free milk. Now heading into its' third year, Let's Go! is pleased to share its successes thus far.

As of June 2009, Let's Go! has engaged youth and families with their messages of physical activity and healthy eating in the following areas:

- 43 Schools (Elementary, Middle & High) addressing 17,857 students
- 9 highly engaged school nutrition directors
- 780+ youth ages 5-18 through the after school intervention pilot (Boys & Girls Club of Southern Maine)
- 1075 youth ages 0 and up through the child care intervention pilot (10 programs participated)
- 39 healthcare providers through education outreach sessions
- 32,114 patients of the providers mentioned above
- Supported five community based mini-grants that changed physical environments to promote physical activity

Let's Go! works collaboratively with the public health professionals, community based organizations and programs working to increase physical activity and improve nutrition among children and families in the Greater Portland area. Let's Go! was created in direct response to a doubling of obesity rates in Maine's children over the past three decades. Through prevention strategies we hope to slow the rise of childhood obesity rates.

If you are interested in learning more about Let's Go! and/or want to get involved, please visit our website at www.letsgo.org.

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