



Eat right.
Be active.
Get healthy.

Newsletter • March 2008



Let's Go! Unveils Redy at a Portland Pirates Game

Redy made his first public appearance during a January 21 Portland Pirates game that was co-sponsored by Let's Go! Alex Goodwin, a student at Scarborough Middle School and member of Let's Go's Youth Advisory Committee, skated in the 15-pound costume during the post-game free skate. Redy was a big hit with the crowd of youth on the ice!

Over 5,000 people attended the game on Martin Luther King Day, including students from the 20 schools participating in Let's Go! Takes 5-2-1-0 to School. During the first intermission, Redy participated in a karate demonstration with students from Fournier's Karate in Portland. Youth Advisory Committee members Jake Wartell, Lauren Buck and Marco Risbera interviewed Shane Hynes and Mike Hoffman of the Portland Pirates earlier this year and the clip was played during the first intermission. To watch the video clip, visit our [Current Media Campaigns](#) page.

Check out this [video](#) of Redy on the ice courtesy of WCSH6!

Founding Partners:

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Redy and Youth Advisory Committee member, Adam Winn

Rock On: STRIVE Dance Marathon

STRIVE, a non-profit organization serving teenagers and young adults with developmental disabilities, held its 4th Annual "STRIVE Rocks Dance Marathon." March 1-2. This 14-hour, all-night dance party raised over \$38,000. For more information, visit [STRIVE](#).

Let's Go! teamed up with Hannaford Bros. Company to provide healthy snacks for the dancers and Redy made a special appearance on the dance floor. Let's Go! also provided dancers an opportunity to challenge each other's dancing skills and show off their moves by playing Dance Dance Revolution.



Playing Dance Dance Revolution at the Let's Go! booth

Community Mini Grants Get Kids Active and Eating Right

Last fall Windham, Westbrook and South Portland received mini grants to address after-school needs in their communities. Windham Primary School purchased snowshoes for students to use and will provide transportation to places where kids can use their new snowshoes. Mission Possible, a teen drop-in center in Westbrook, was awarded a grant to help improve nutrition options and increase opportunities for physical activity. Mission Possible Director Evelyn Blanchard already reports a change in participant snack habits, as yogurt, fresh fruit and vegetables disappear in the afternoons! The final grant went to the Twenty-First Century program in South Portland and includes healthy evenings with parents and children. All three projects will report back to Let's Go! in late spring.



Students using their snowshoes in Windham

Kids in the Kitchen

by Wendy Gagnon, 2nd Grade Teacher, Prides Corner Elementary School

The second grade team at Prides Corner Elementary School in Westbrook has made some changes and had fun doing it! Our first grade-wide initiative was to increase our water intake and decrease the amount of sugary drinks. Each classroom has also been learning

about the importance of wellness and making efforts toward healthy choices.

This year we are fortunate to be collaborating with the Portland Junior League. The Junior League volunteers will be visiting our classrooms implementing and enriching our health curriculum, and addressing wellness challenges we all face today. The League volunteers will do a series of four lessons within each classroom. Lessons will concentrate on healthy food choices, increasing the intake of fruits and veggies while decreasing the intake of added sugar, reading food labels, and portion control. We will then put all of our learning into good use by producing a healthy choice “Kids in the Kitchen Breakfast”. Students will be taking an active part in this celebration by creating and preparing menus. Our goal is for students and families to walk away with kid-friendly healthy snack and meal ideas. With all the excitement we are sure to impact the thinking for a healthier tomorrow!

School Highlights

Let's Go! Takes 5-2-1-0 to School is in full swing! Twenty schools in the Greater Portland area have identified champions, created teams and completed their pre-evaluation. Eighteen toolkits have been distributed and 14 mini grants have been awarded to help schools incorporate the 5-2-1-0 message into their curriculum. For more information about what schools are doing, check out the [Feature School](#) page on our website. Also, check out our website for more information on [how to become a Let's Go! school](#) and for a complete listing of [participating schools](#).

Health Care Highlights

Much is happening in the health care sector to promote the key messages and resources of Let's Go! All of these activities are being led by MaineHealth and Maine Medical Center. The overarching goal of these activities is to help physicians, nurses, hospitals, and others in the twelve Let's Go! communities take on specific roles in the prevention and treatment of childhood obesity and overweight. Key strategies include giving providers the **tools** (posters, brochures,

fact sheets, etc.) that help them deliver consistent, evidence-based messages and the **training** (lunch n' learn sessions, medical staff meetings, etc.) they need to implement the tools.

The *Let's Go! Childhood Obesity and Overweight Health Care Provider Toolkit* will be available FREE of charge to health care organizations throughout Maine in early April and will be downloadable on our website. The Toolkit is chock-full of resources for health care providers, patients and families, on topics like family mealtime, portion size, the importance of sleep, and dietary fiber. A collection of colorful, engaging, informative, and easily understood educational resources for children and adults that can be used in health care, schools, childcare, workplace, and community settings is also being developed. Visit the [What We Do: Healthcare](#) section of our website for more details.

For more information on healthcare resources, contact infoletsgo@mmc.org

Anthem Blue Cross and Blue Shield Receives Gold Level Workplace Wellness Award

“Walking the walk” while “talking the talk” on employee wellness has earned Anthem Blue Cross and Blue Shield a Gold Level Well Workplace Award from the Wellness Councils of America (WELCOA). The award was presented to Anthem by the Bangor Region Wellness Council on December 6 at the insurer’s headquarters in South Portland. [Click here to read more.](#)

Get More Out of Life with March into May

March into May is a great way for people to get active, be healthy, and have fun doing it. The program has been successfully providing the tools and resources people need to set and achieve their physical activity goals since 1998. The 2008 program will begin March 17 and wrap up May 23. Go to www.marchintomay.org for more information and to sign up. This year, the Founding Partners of Let’s Go! have agreed to participate in March into May. Stay

tuned for more information about their challenge soon!

Tips for Parents and Families

Parents work hard to create a healthy environment for their kids. Let's Go! has developed the "Small Steps" campaign that offers tips to help them succeed. Check out the [For Parents](#) page on our website.

Research Highlights

[Mounting Evidence Suggests Link Between P.E., Educational Achievement](#)

A growing body of evidence supports a connection between physical activity and academic achievement, *Education Week* reports.

[Restricting Screen Time Can Help Children Lose Weight, Study Finds](#)

A study in the March issue of the Archives of Pediatrics and Adolescent Medicine suggests that limiting children's screen time can help reduce their caloric intake and thus help them lose weight, *HealthDay* reports.

Links

March is National Nutrition Month and should remind us about the importance of eating healthy and staying active.

Check out the American Dietetic Association's [Nutrition Fact Sheets](#).

Kids can explore the world of nutrition with these [Nutrition Explorations](#) from the National Dairy Council.

What's considered a junk food in schools? Test your knowledge of with this [Junk Food Quiz](#).

Eat a variety of fruits and vegetables everyday! Visit [Fruits and Veggies Matter More](#) for tips, recipes and to learn about the fruit or vegetable of the month.

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Communities working together to promote physical activity and healthy eating
for kids and families.

www.letsgo.org

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