



Eat right.
Be active.
Get healthy.

Newsletter • December 2007



Get Up & Go! Check out our improved website!

The *Let's Go!* website has a new look and lots of new features to help you and your family eat right and be active. Our new Get Up & Go Guide! <http://www.letsgo.org/Guide/index.php> is a searchable online database where you will find a variety of opportunities for physical activity in your community. Many new resources, including our new 5-2-1-0 poster and handouts, are available for free online. Check out the *For You* section for links and resources for kids, teens, parents, workplaces, health care professionals, childcare providers and schools.

You can also view our *Let's Go!* public service announcements currently airing on WGME-13. Visit our News You Can Use page.

We are featuring local photos throughout our website of folks being active in Greater Portland. If you have a picture you'd like us to use, please email it to mhorton@letsgo.org.

Let's Go! Updates

Let's Go! was honored this month as one of three Healthy Weight for Children State Champions at the Harvard Pilgrim Health Care Foundation conference dedicated to beating childhood obesity.

Founding Partners:

[Anthem Blue Cross
and Blue Shield](#)

[Hannaford Bros. Co.](#)

[Maine Medical Center](#)

[MaineHealth®](#)

[TD Banknorth](#)

[United Way
of Greater Portland](#)

[Unum](#)



Karen Voci, Executive Director, Harvard Pilgrim Health Care Foundation; Robbie Lipsman, Project Director, Let's Go!; David Mulligan, Board Member, Harvard Pilgrim Health Care Foundation.

Dr. Tory Rogers, *Let's Go!* Physician Advisor, and Julie Greene, Director of Healthy Living at Hannaford Bros. Co., participated in a panel discussion in response to the presentation, *Lessons from Shape Up Somerville - Can your Community Shape Up?*, given by keynote speaker, Dr. Chris Economos from Tufts University.

Dr. Susan Lynch, First Lady of New Hampshire, and Massachusetts State Representative Peter Koutoujian, House Chairman of the Joint Committee on Public Health, also received awards

<http://www.letstalkhealthcare.org/?pagename=happenings/growing-up-healthy>

Education Continuum

Let's Go! Takes 5-2-1-0 to School recently received a \$100,000 grant from the Harvard Pilgrim Health Care Foundation to help support this school-based intervention. *Let's Go! Takes 5-2-1-0 Goes to School* is a project led by Dr. Tory Rogers that launched in nine schools in York County, Maine in 2006. Twenty-five schools in seven of the 12 communities in Greater Portland have expressed interest in participating in *Let's Go! Takes 5-2-1-0 to School*.

The new *Let's Go! Takes 5-2-1-0 to School* Toolkit is available

online at www.5210goestoschool.org and upon request.



Community

Let's Go! Windham

Windham Primary School was the setting for the public launch of *Let's Go!* Takes 5-2-1-0 to School.

During the Fall Fun Day, which focused on nutrition and physical activity, nearly 800 students in grades K-3 and 150 school staff members, participated in a *Let's Go!* parade and had in-class activities to promote 5-2-1-0. Hannaford Bros. Co. provided healthy snacks and nutritionist Ann LaPierre spoke with students during lunch about healthy food choices.

<http://pressherald.maintoday.com/story.php?id=137923&ac=PHnws>

Let's Go! has also participated in several community health fairs including Standard Insurance Company's Wellness Fair, Gorham Health Fair and Freeport's Mast Landing School Health Fair. . Visit our News You Can Use page to read about Mast Landing's efforts to teach their students how to make healthy choices.

STRIVE, a nonprofit organization serving teenagers and young adults with developmental disabilities, is planning its 4th Annual "STRIVE Rocks Dance Marathon." This **14-hour, all-night dance party will be held March 12, 2008.** Last year, over 600

dancers rocked the night away. This year they are hoping 750 dancers will participate in this family friendly event. For more information, visit www.pslstrive.org.

Healthcare

Let's Go! has started to reach out to health care providers in the Greater Portland communities with the potential of reaching over 1,400 health care professionals including dentists, pediatricians, OB/GYN providers and chiropractors. The Healthcare intervention will focus on developing a toolkit for providers and a strategy to support the 5-2-1-0 message through written materials and posters.

Workplace

The *Let's Go!* StairWELL toolkit is available online and includes posters and resources to help your business implement a StairWELL Campaign.

Interested companies may contact jsiraco@letsgo.org.

Let's Go! will be participating in Mercy Hospital's employee Fitness Fair on January 11 and Mercy will be kicking off their *Let's Go!* StairWELL Campaign in February.

Let's Go! Links

Eat Right.

The Maine Dairy and Nutrition Council is a non-profit, USDA-qualified, nutrition education organization established in 1949 and funded by Maine dairy farmers and processors. The Maine Dairy and Nutrition Council provides information on school nutrition, health and farmers.

<http://www.drinkmainemilk.org/>

The Alliance for a Healthier Generation Resource Toolkit provides simple tips to help you and your family make the best choices when eating out.

http://www.healthiergeneration.org/uploadedFiles/For_Parents/ahfg_making_better_choices_at_fast_food_restaurants.pdf

Encourage your child to choose cafeteria meals that include fruit, vegetables, lean meats, and whole grains, such as wheat bread

instead of white. Choose water or low fat milk as a drink.

Here's how to help steer them toward good choices.

<http://www.kidshealth.org/parent/food/general/lunch.html>

Be Active.

WinterKids Passports now available! <http://www.winterkids.org/passport/>

WinterKids offers all Maine 5th, 6th and 7th graders and their families an entire season of free or discounted healthy, outdoor winter recreation opportunities including cross-country and downhill skiing, snowshoeing, snowboarding, tubing and ice skating, along with free or discounted lessons and rentals. WinterKids has six other exciting programs for teachers, schools, and community groups that help kids of all ages learn better and have fun while developing healthy, active, outdoor lifestyles.

<http://www.winterkids.org/index2.html>

Get Healthy.

Robinson Woods is an 82-acre preserve along Shore Road in Cape Elizabeth that was purchased by the Cape Elizabeth Land Trust in 2003 and offers a 1.4 mile Outer Trail Loop that explores the woods and offers walkers information en route about some of the trees along the trail. For more information and a free self-guided tour guide click

here: <http://www.capelandtrust.org/education.html#treeguide>

This is a great example of one of the many community resources available in our new Get Up and Go Guide!

<http://www.letsgo.org/Guide/index.php>

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Ms. Jessica Siraco: jsiraco@letsgo.org

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

www.letsgo.org