



Eat right.  
Be active.  
Get healthy.

Newsletter • August 2007



### ***Redy is Set to Go!***

Mason Miro of Ashland and Windham Primary School helped make our mascot come alive with the winning name of Redy. Mason received a fabulous adventure from L.L.Bean and Let's Go! will be sponsoring a Fun Day at Windham Primary School this fall.

### ***Let's Go! Updates***

Let's Go! has been very busy this summer with community events and planning for fall.

### **Healthcare**

New guidelines were released at the beginning of the summer on the prevention, assessment, and treatment of youth overweight. We are developing a toolkit to aid in the dissemination of these guidelines that will include materials for both patients and providers.

### **Education Continuum**

Let's Go! will be working with 7 of the 12 school districts during the upcoming school year: Cape Elizabeth, Falmouth, Freeport, Portland, Westbrook, Windham, and Yarmouth. The goal of the Let's Go! Brings 5210 to School program is to help schools promote lifelong habits of healthy living, paying special attention to healthy eating and physical activity. The 5210 message emphasizes the importance of 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

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one hour of physical activity every day; and avoiding soda and sugar-sweetened drinks, instead encouraging water and fat-free milk.

Our resource kit provides busy teachers and school health coordinators with ideas for incorporating 5210 messages into everyday activities. The kit includes school and teacher strategies, as well as handouts that can be sent home to parents.

### **Workplace**

In mid-April, Let's Go! founding partners signed a month-long pledge to use stairs instead of elevators as part of the Let's Go! StairWELL Challenge. Leadership in each organization participated as the "champion" for the campaign. In addition to the incentives given to employees who were "caught" using the stairs, Anthem Blue Cross and Blue Shield made improvements to the stairwells by refreshing them with a new coat of paint, artwork and employee-painted murals. They also provided employees with maps of indoor and outdoor walking routes. The Let's Go! StairWELL Challenge was well received among employees with over 90% participation and awareness of the campaign. Phase II will be launched this fall.



**Anthem BC&BS StairWELL Art**



### **Anthem Walking Route**

#### **Community**

#### **Scarborough Wellness Initiative and *Let's Go!***

On May 15, 30 community representatives from schools, child care, town management and area businesses attended a community workshop organized by the Scarborough Wellness Initiative and Let's Go! in partnership with Scarborough Community Services and Communities Promoting Health at PROP. The keynote presentation by Dr. Tory Rogers of Barbara Bush Children's Hospital and Physician Advisor for Let's Go! conveyed the importance of physical activity and healthy eating along with the health and economic impacts of inactivity and excess weight.

#### **Anthem Blue Cross and Blue Shield Health Care Leadership Series**

Over 300 leaders from health care, business, education and local government attended "The Role of Communities: What we can do to promote physical activity and better nutrition for Maine's children and adults" conference May 31 which was co-sponsored by Let's Go! Dr. Christina Economos of Tufts University and "walkability expert" Mark Fenton were among the presenters.

#### ***Let's Go!* DDR Contest**

Let's Go! partnered with radio station WJBQ and held a Dance Dance Revolution Contest at the Old Port Festival on June 3. Over 115 youth danced through the cloudy weather with the top three scores taking home prizes provided by Let's Go! and all participants received a Let's Go! goodie

bag.

**1st Place: Travis Watts** of Hollis Center received a Wii and a \$100 gift certificate to Olympia Sports by racking up **97,925,128 points**.

**2nd Place: Robert Libby** of Limington tallied **97,681,025** and received a bike and a \$75 Olympia Sports gift certificate.

**3rd Place: Brian Billet** of Brunswick pounded out **90,923,511 points and scored** a \$50 gift certificate to Olympia Sports.





### **Windham Summerfest**

Over 25 community members participated in the Let's Go! Windham Family Fun Walk on Saturday, June 23. Congratulations to all who made it out to the track at 7:30 a.m. to kick off the event with some fun family physical activity time. More than 150 visitors stopped by the Let's Go! and Hannaford Bros. Co. booths to play Dance Dance Revolution, and learn more about Let's Go! and Hannaford Bros. Co. Guiding Stars program.



**Jamie McBride, 11 Libby McBride, 7**

### **Let's Go! and The Barbara Bush Children's Hospital at MuggleFest**

On July 21, Let's Go! teamed up with the Barbara Bush Children's Hospital at MuggleFest to share healthy messages in the St. Mungo's Hospital booth. Several hundred Muggles stopped by the booth to play Dance Dance Revolution. The Barbara Bush Children's Hospital was one of three sponsors mentioned specifically in the [AP wire story](#) that went out nationally.

### **The City of Portland's Minority Health Program's Fourth Annual Latino Soccer Championship**

Let's Go! is proud to have been one of the sponsors of this multicultural event attended by over 1,500 community members on July 14 and 21 at Portland's Fizzpatrick Stadium. The event included a barbeque, music and dance showcase, and free skill clinics for youth by Soccer Maine.

### **Let's Go! at the 5th Annual Greater Portland Festival of Nations**

On July 28, Let's Go!, along with United Way of Greater Portland's Language Access for New Americans (LANA) program and 2-1-1, shared information in Deering Oaks amidst the music, dance, crafts, and food representing the cultural traditions from around the world.

### **Let's Go! Beach to Beacon on August 4**

Let's Go! community members supported their runners and walkers with Let's Go! signs that were available free for the Kids Fun Run and for family members who participated in Beach to Beacon. The race was lined with enthusiastic family members and friends holding up their personalized Let's Go! signs. We had over 25 runners who are affiliated with Let's Go! participate in the race and volunteers from the community helped with our Let's Go! booth during registration and on race day. Thank-you!





**Victoria Kuhn, Anthem Blue Cross and Blue Shield and Robbie Lipsman, *Let's Go!* Project Director**



**Jane Calfee, Director, Annual Campaign and Danielle Thompson, *Let's Go!* Intern United Way of Greater Portland**

### ***Let's Go!* Links**

#### **Eat Right.**

#### **Healthy Family Eating**

Stir up some fun while teaching your kids science, math, culture and healthy eating habits. From Symphony of Fruit

Pizza to Crazy, Curly Broccoli Bake, you can find healthy fun recipes to make with your children [here](#).

### **Be Active.**

#### **Portland Trails Discovery Trek Series**

Portland Trails offers a fun way for you and your family to get active and learn more about geography, trail building and much more with their Discovery Trek series. [Portland trails has over 25 local trail maps online.](#)

Bicycle Coalition of Maine offers a listing of off-road bike trails and on-road routes selected by local bicyclists. Click [here](#) to find the best bike tours and trails in your community.

### **Get Healthy.**

What's Overweight? Being overweight has become a serious problem. Find out what it means to be overweight in this [article](#) just for kids.

### **Let's Go! Community Teams**

Get involved! Community Teams from the 12 Greater Portland communities are still forming. Each member of these communities has an opportunity to play an important role in the implementation of *Let's Go!* If you or someone you know would like to be part of this unique collaboration and help promote healthy lifestyle choices for children, youth and families by focusing on physical activity and healthy eating, please contact:

**Ms. Robbie Lipsman:** [rlipsman@letsgo.org](mailto:rlipsman@letsgo.org)

**Ms. Jessica Siraco:** [jsiraco@letsgo.org](mailto:jsiraco@letsgo.org)

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

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