



Eat right.
Be active.
Get healthy.

Quarterly Newsletter • May 2007

Let's Go!

Let's Go! is a community-based initiative to promote healthy lifestyle choices for children, youth and families in 12 Greater Portland communities - **Cape Elizabeth, Cumberland, Gorham, Falmouth, Freeport, North Yarmouth, Portland, Scarborough, South Portland, Westbrook, Windham and Yarmouth**. Our goal is to increase physical activity and healthy eating for children and youth ages 0 -18.

In each of these communities, *Let's Go!* would like to partner with interested community members – whether in existing community teams or by forming new teams – to work on ways to increase physical activity and healthy eating. *Let's Go!* will also work on certain programs and activities that cross all 12 communities.

Founding Partners:

[Anthem Blue Cross and Blue Shield](#)

[Hannaford Bros. Co.](#)

[Maine Medical Center](#)

[MaineHealth®](#)

[TD Banknorth](#)

[United Way of Greater Portland](#)

[Unum](#)

Let's Go! Community Teams

Get involved! Community Teams from the 12 Greater Portland communities are forming now. 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

Ms. Jessica Siraco: jsiraco@letsgo.org

Let's Go! Website

Please visit www.lets-go.org for great ideas and tips for you and your family to help EVERYONE eat right, be active and get healthy!

Please check back often for the latest *Let's Go!* news and updates. Watch for community- based links and resources on the website coming soon.

Lets's Go! First Steps



Let's Go! First Steps

Let's Go! founding partners Anthem Blue Cross and Blue Shield, Hannaford Bros. Co., MaineHealth, Maine Medical Center, TD Banknorth, Unum, and United Way of Greater Portland kicked off the *Let's Go!* StairWELL Campaign and StairWELL Challenge on April 13.

Within these seven organizations the potential impact is substantial:

- **13,875 Employees**
- **28 Buildings**
- **66 Stairwells**
- **69 Elevators**

Let's Go! recognizes that families play an integral role in creating healthy lifestyles for youth. A stairwell campaign is a simple and easy **first step** that will promote the benefits of physical activity with employees and their families.

The City of Portland's *Healthy Portland* has recently started their own *Let's Go!* StairWELL Campaign. Look for signs encouraging stair use at City Hall and Portland Public Library. Also involved in this campaign are the Portland Police Department, Public Works and The Barron Center.

For more information on how your business can kick off its own *Let's Go!* StairWELL Campaign and download campaign materials visit www.lets-go.org.

Let's Go! Events

Join *Let's Go!* at L.L.Bean's Bike into Spring on May 12th!

Kick off the spring cycling season at the L.L.Bean Bike, Boat & Ski Store with a weekend of events, activities and special guests. Activities include youth bicycle safety courses, in-store talks, product promotions and more at L.L. Bean in Freeport. Click [here](#) for additional information.

Scarborough Community Workshop May 15

This [interactive workshop](#) sponsored by Scarborough Wellness and *Let's Go!* will help us build a healthier community together in Scarborough by identifying steps each us can take to promote physical activity and healthier eating for families and individuals of all ages.

Anthem Conference May 31

[Register](#) for the next conference in Anthem Blue Cross and Blue Shield's Health Care Leadership Series. The conference is entitled ***Reversing the Tide: Creating a Healthier Maine***, and is presented in partnership with *Let's Go!* The conference will be held on Thursday, May 31st at USM's Abromson Center in Portland.

Eat Right.

Breakfast is the most important meal of the day

Make it healthy. Breakfast provides the nutrients and energy necessary to help youth concentrate in school (and helps the rest of us too). Youth who eat breakfast get better grades and pay more attention in class. Have several healthy choices available to choose from. If first thing in the morning is not the best time for decisions, talk about breakfast choices the night before. Find more great breakfast ideas [here](#).

Be Active.

Small Steps to a better health

Exercise doesn't have to be done all at once to make a difference. Small bursts of physical activity throughout the day add up. Incorporate walking or using the stairs into activities you would be doing anyway. Studies have shown that people are most likely to stick to exercise when it is part of their daily lives.

Walking routes offer a safe and fun way for you and your family to get active in your community. Visit www.healthymainewalks.org for more information about walking routes all over Maine.

Get Healthy.

Free Healthy Living classes

Hannaford is here to make healthy living easy for you. Click [here](#) for information about Hannaford's wellness events and classes. These classes are fun, interactive and come with plenty of food samples to give you an idea of how delicious healthy living can be.

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

www.letsgo.org

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