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Let's Go!

5-2-1-0 Goes to School Symposium

Portland, ME, April 2, 2009 /-- Let's Go!, the community-wide physical activity and nutrition initiative in Greater Portland, is pleased to announce over 125 people representing nearly 30 school districts from across the state participated in the first 5-2-1-0 Goes to School symposium today.

The symposium, held at Hannaford Bros. Co. in Scarborough, provided participating schools with an opportunity to share how they have used the 5-2-1-0 Goes to School program to create healthier environments. The day also gave Let's Go! the opportunity to motivate, celebrate, inspire and support the hard work being done in schools, and lead discussions on the work being done in Maine around childhood obesity and also look at it in a national context. 5-2-1-0 Goes to School, the school component of Let's Go!, is a voluntary program aimed at increasing physical activity and healthy eating in schools. Since its local inception in 2006, 5-2-1-0 Goes to School has expanded statewide.

The keynote speaker, Dr. Tory Rogers, a pediatrician at Barbara Bush Children's Hospital at Maine Medical Center and Medical Director of Let's Go!, highlighted the innovation of Maine schools and how they are expanding and creating best practices that can be replicated around the nation. She reported, "This program is able to meet schools where they are and assist them in getting to where they want to be - creating healthier school environments for all."

Highlights from the day included:

- A "Ten things you always wanted to know about your school nutrition program but were too afraid to ask" session lead by school nutrition directors
- A presentation on how to successfully incorporate 5-2-1-0 Goes to School in an already full school day
- A presentation around the most effective ways to get support for the program from key stakeholders

Redy Awards, named after Let's Go!'s friendly red mascot Redy, were awarded to individuals and organizations demonstrating outstanding commitment, leadership and innovation to Let's Go! Recipients included:

- Marge Queen, physical education teacher at Longfellow and East End Community Schools in Portland
- Sandy Hale, school health coordinator in Westbrook
- Robin O'Conner, physical education teacher at Mast Landing School in Freeport
- Ron Adams, school nutrition director, Portland Public Schools
- Karen MacKenzie, 2nd grade teacher at Fairfield Elementary School in Saco
- Diane Dyer, physical education teacher, Kennebunk Elementary School
- Jenny Gott, school health coordinator at School Union 92
- William Shuttleworth, superintendent of Lower Kennebec Region School Unit

- Old Orchard Beach School District, presented to Sandy Lewis, school nutrition director, Jackie Tselikis, school health coordinator and Rick Matthews, former superintendent
- Coastal Healthy Communities Coalition a Healthy Maine Partnership, presented to Megan Rochello, coalition director and Beth Fortier, project director.

The 5-2-1-0 Goes to School framework is based on the following messages:

- 5 – eat at least five fruits and vegetables a day
- 2 – limit tv and computer use (not related to school) to two hours or less a day
- 1 – get one hour or more of physical activity a day
- 0 – drink less sugar and try water and low fat milk instead of soda and sugary beverages

The symposium was sponsored by Harvard Pilgrim Health Care Foundation as part of its Growing Up Healthy initiative. Additional support was provided by the Let's Go! program and Kids CO-OP of the Barbara Bush Children's Hospital at Maine Medical Center.

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. Let's Go! works in 4 four sectors: the education continuum (schools, childcare and afterschool sites), communities, health care and work sites. The multi-year project is being funded by Anthem Blue Cross Blue Shield Foundation, TD Banknorth, Hannaford, MaineHealth, Maine Medical Center, Unum and United Way of Greater Portland. Let's Go! was created in direct response to a doubling in the rate of obesity in Maine's children over the past three decades. To learn more about Let's Go!, visit www.lets-go.org.

For more information on Let's Go!, please contact Emily Rines, Program Director, at (207) 874-1000 ext. 323.

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