***Let's Go!* Model & Sector Descriptions**

Let's Go! is built on a multi-sector model that strives for interconnectivity across the following six sectors: Schools, after school programs, childcare, healthcare, workplace and community. The 5-2-1-0 message provides a consistent messaging base across all six sectors. The *Let's Go!* model is built on the belief that consistent messaging across multiple sectors creates a more meaningful, sustaining impact than utilization of the message in an individual sector.

Schools

5-2-1-0 Goes to School is the school component of the *Let's Go!* initiative. *Let's Go!* 5-2-1-0 Goes to School is a program aimed at increasing healthy eating and physical activity in the school environment. The program endorses the "5-2-1-0" message, and provides schools with 10 strategies for success. Through use of the *Let's Go!* 5-2-1-0 Goes to School framework, schools, teachers, nutrition programs, and parents can create a healthier school environment. More information and school specific tools can be found under the "school" tab on the *Let's Go!* website.

After Schools

Let's Go! is working with after school programs to change policies and environments as they relate to physical activity and nutrition. Recently *Let's Go!* worked with an afterschool provider to pass a healthy snack nutrition policy. More information about this work and a sample policy can be found under the "afterschool" tab on the *Let's Go!* website.

Child Care

Let's Go! has created 5-2-1-0 supportive materials for local child care providers because healthy eating and physical activity starting at birth are integral to a child's healthy development and a foundation that impacts them later in life. An opportunity exists to provide the consistent 5-2-1-0 messages (that are already being provided to older children and their parents) to the care-givers who provide childcare to the youngest family members. More information and childcare specific tools can be found under the "childcare" tab on the *Let's Go!* website.

Healthcare

Let's Go! is working to engage health care professionals in the prevention, assessment and treatment of overweight youth. A toolkit has been developed for healthcare providers to use in their office to address the issues of childhood obesity. This toolkit provides materials for patients, families and providers. More information about work in the healthcare sector and the toolkit can be found under the "healthcare" tab on the *Let's Go!* website.

Workplace

Let's Go! is working with the seven founding partner organizations to incorporate the 5-2-1-0 message into their employee wellness work. Resources are available for download under the "workplace" tab on

the *Let's Go!* website. *Stay tuned: Let's Go! is in the process of compiling related 5-2-1-0 materials and information to be used to make any worksite 5-2-1-0 friendly.*

Community

Let's Go! works to link and support communities' efforts around promoting physical activity and nutrition. Currently *Let's Go!* is funding five mini-grants to support policy and physical environmental change in the Greater Portland region. Local trail building and maintenance is occurring, as is some work with a local church. Check out the new Places to Play Map that resulted from one of the mini-grants that can be found under the "community" on the *Let's Go!* website.