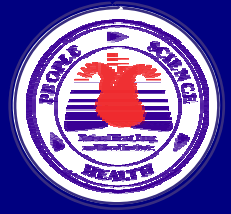
U.S. Department of Health and Human Services

National Institutes of Health



National Heart, Lung, and Blood Institute

National Institute of Diabetes and Digestive and Kidney Diseases

National Institute for Child Health and Development

We Can!
Healthy Weight Program for Youth and Parents

June 2, 2005

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we can!

Ways to Enhance Children's Activity & Nutrition

A national education program targeting youth, ages 8-13, and their parents and caregivers in home and community settings to meet the overall goal of preventing overweight and obesity.

We Can!

We Can! is a collaborative effort of:

- National Heart, Lung, and Blood Institute;
- National Institute of Diabetes and Digestive and Kidney Diseases;
- National Institute of Child Health and Human Development; and
- National Cancer Institute.

How We Developed *We Can!*

- Recommendations from NHLBI Strategy Development Workshop
- Review of science-based literature, NIH 2004 workshops on obesity prevention, and the IOM Report on Prevention of Childhood Obesity
- Environmental scan to review other work on overweight and obesity (ongoing)
- Assessment of Hearts N' Parks Magnet Centers

What Makes *We Can!* Unique?

We Can! Target Audiences

- Parents / Primary Caregivers of youth ages 8 to 13.
- Youth ages 8 to 13.

Audience

Parents / Primary Caregivers

- Studies show parents as effective change agents around obesity.
- The home is a primary source of nutrition for children.
- Parents can act as effective role models for youth.
- Parents are asking for resources.
- Relatively few programs are targeting families and the home environment.

Audience

Youth Ages 8-13

- National survey data show 16% of children and youth as overweight.
- A high likelihood of obesity transfer from adolescence into adulthood.
- Health consequences associated with obesity.
- Public-health environment looks amenable to change around youth audiences.

Behavioral Objectives

Youth Ages 8-13

- Choose a sufficient amount of a variety of fruits and vegetables per day.
- Limit intake of high-fat foods and energy-dense foods that are low in nutrients.
- Control portion sizes of foods consumed.
- Substitute water, fat-free milk, or low-fat milk for sweetened beverages.
- Engage in at least 60 minutes of moderate physical activity on most, preferably all, days of the week.
- Reduce sedentary activity by limiting screen time to no more than 2 hours per day.

Parents / Primary Caregivers

- Increase the availability and accessibility of healthy foods in the home.
- Limit the availability and accessibility of sweetened beverages and high-fat, high-density/low nutrient value foods in the home.
- Control portion sizes of foods consumed.
- Support and enable family physical activity.
- Support and enable reduced screen time.

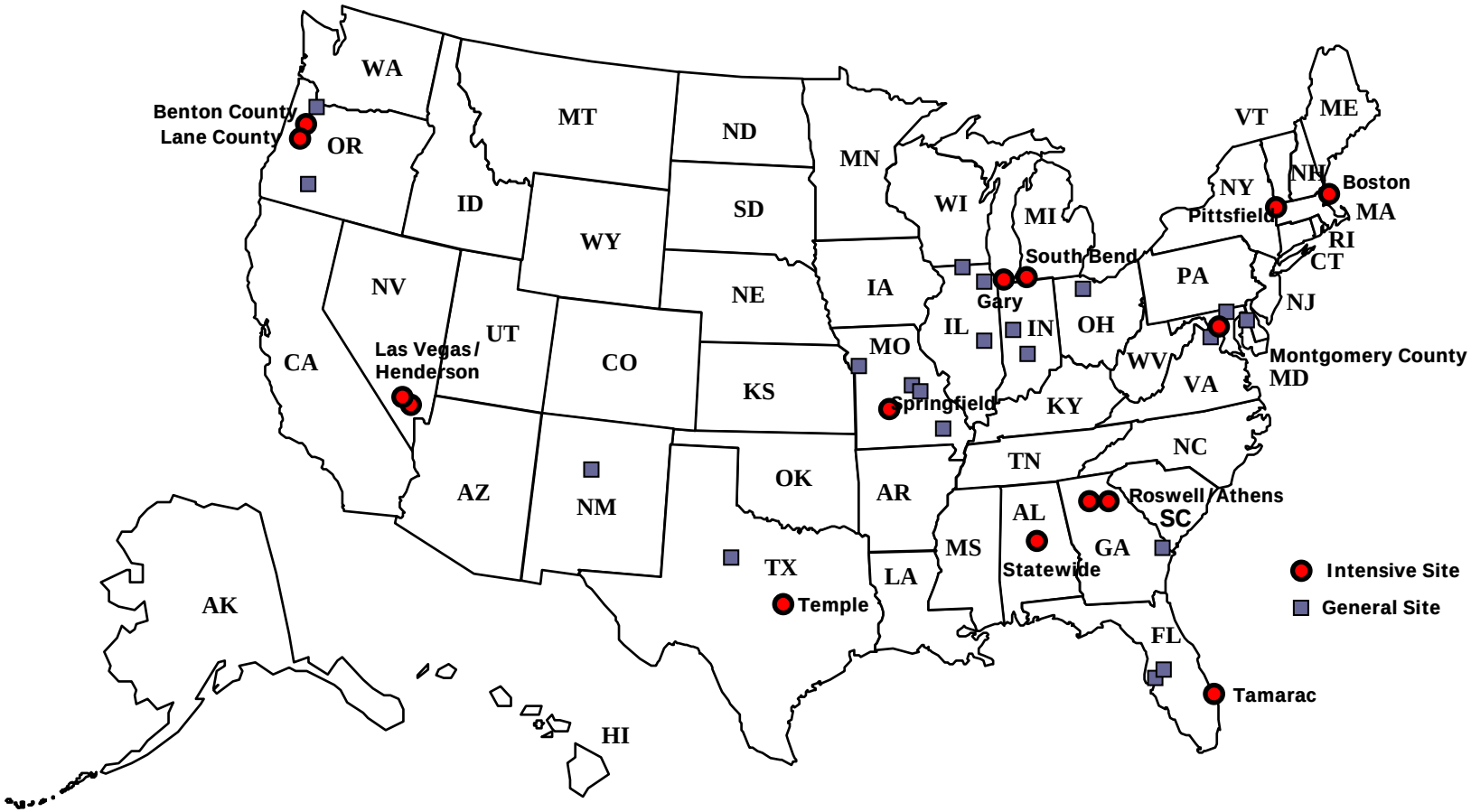
We Can! Program Elements

- Community Outreach
- Program Resources and Channels
- Partnerships
- National Media and Consumer Outreach

Community Outreach

- There are over 30 communities implementing ***We Can!*** programming in 14 different states.
- Two levels of programming: Intensive & General.
- Each community will implement:
  - Science-based programs with youth ages 8 to 13
  - Science-based programs with parents of youth ages 8 to 13
  - Community events

Map of Selected Sites



Partnership Outreach

- Outreach at national and local levels to:
  - Build collaboration, synergy around preventive strategies, outreach efforts
  - Leverage resources and channels to effectively disseminate ***We Can!*** messages and materials to parents, caregivers, and youth ages 8-13

Categories

- ***We Can!*** Partner
  - Participate on a variety of fronts with a significant commitment of resources and activity
- ***We Can!*** Supporting Organization
  - Interested but unable to make as significant a commitment

National-Level Partners / Supporters

- Action for Healthy Kids
- American College of Sports Medicine (ACSM)
- American Academy of Family Practice
- Association for State and Territorial Public Health Nutrition Directors
- International Food Information Council Foundation
- North American Association for the Study of Obesity
- Parents' Action for Children
- President's Council on Physical Fitness and Sports,
- Produce for Better Health Foundation
- University of Michigan Health System

- Outreach efforts continue with prospective national partners, including health professional associations, corporate, media, Federal agencies, and others.

We Can! Resources and Channels

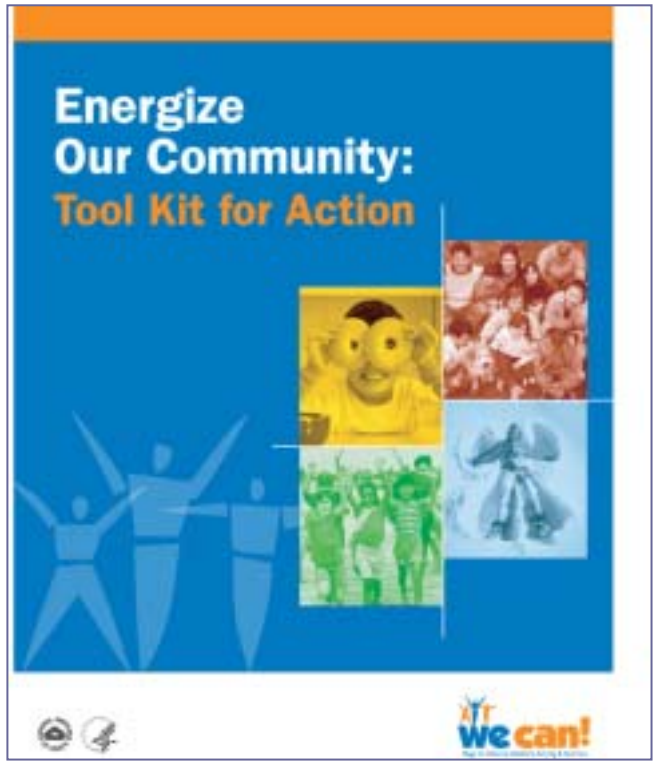
- Department of Health and Human Services
- National Institutes of Health
- NHLBI
- NIDDK
- NICHD
- NCI

We Can! Materials Available Online

- *We Can!* Energize Our Community: Toolkit for Action
- Families Finding the Balance Parent Handbook (English and Spanish)
- Poster
- Web Site (http://wecan.nhlbi.nih.gov)
- *We Can!* Wristbands (Adult and Child)
- IC's Additional Materials

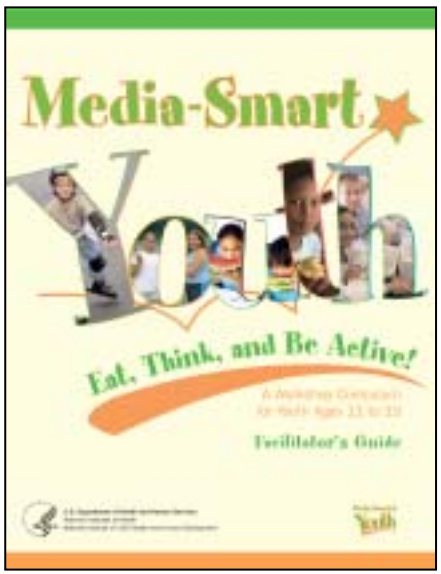
Community Toolkit

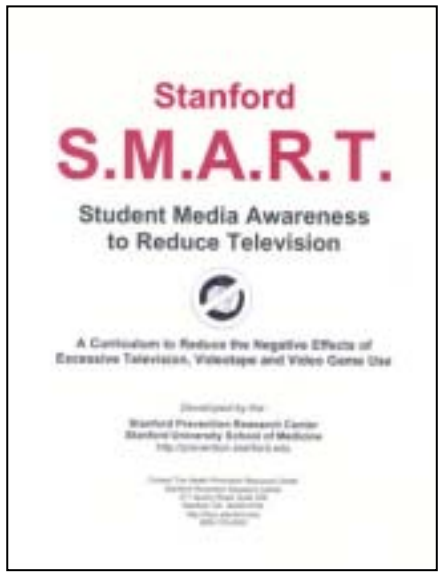
- ***We Can!*** Energize Our Community: Toolkit for Action
  - Parents Curricula
  - Community Events
  - CD-Rom of all materials (PowerPoint, fact sheets, assignments, and materials for working with local partners)
- Downloadable on-line
- Turnkey kit – self-explanatory for use

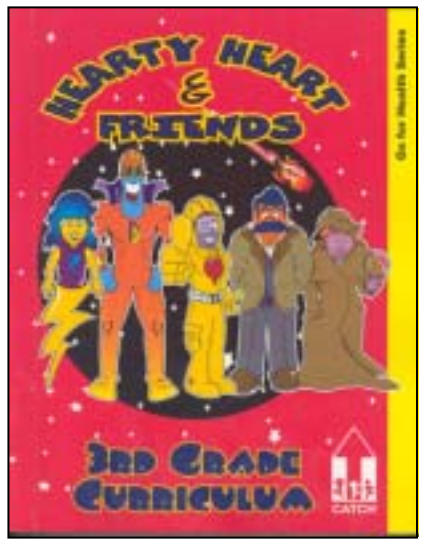


Youth Curricula

- Media-Smart Youth
- CATCH Kid's Club
- S.M.A.R.T.

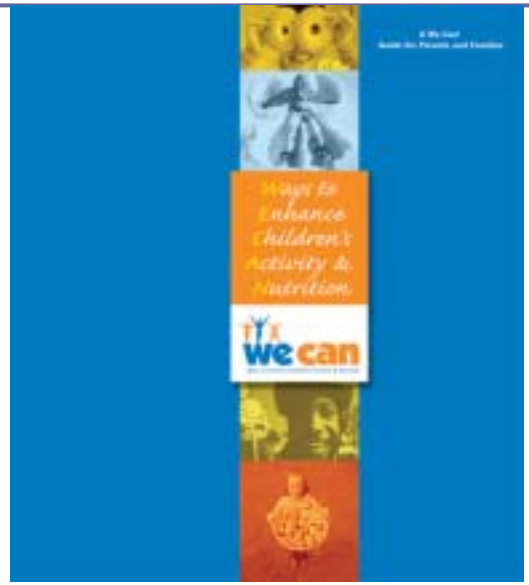






Parent Handbook

- ***We Can!*** Families
  Finding the Balance:
  Parent Handbook
  - English
  - Spanish
- On-line



We Can! Materials

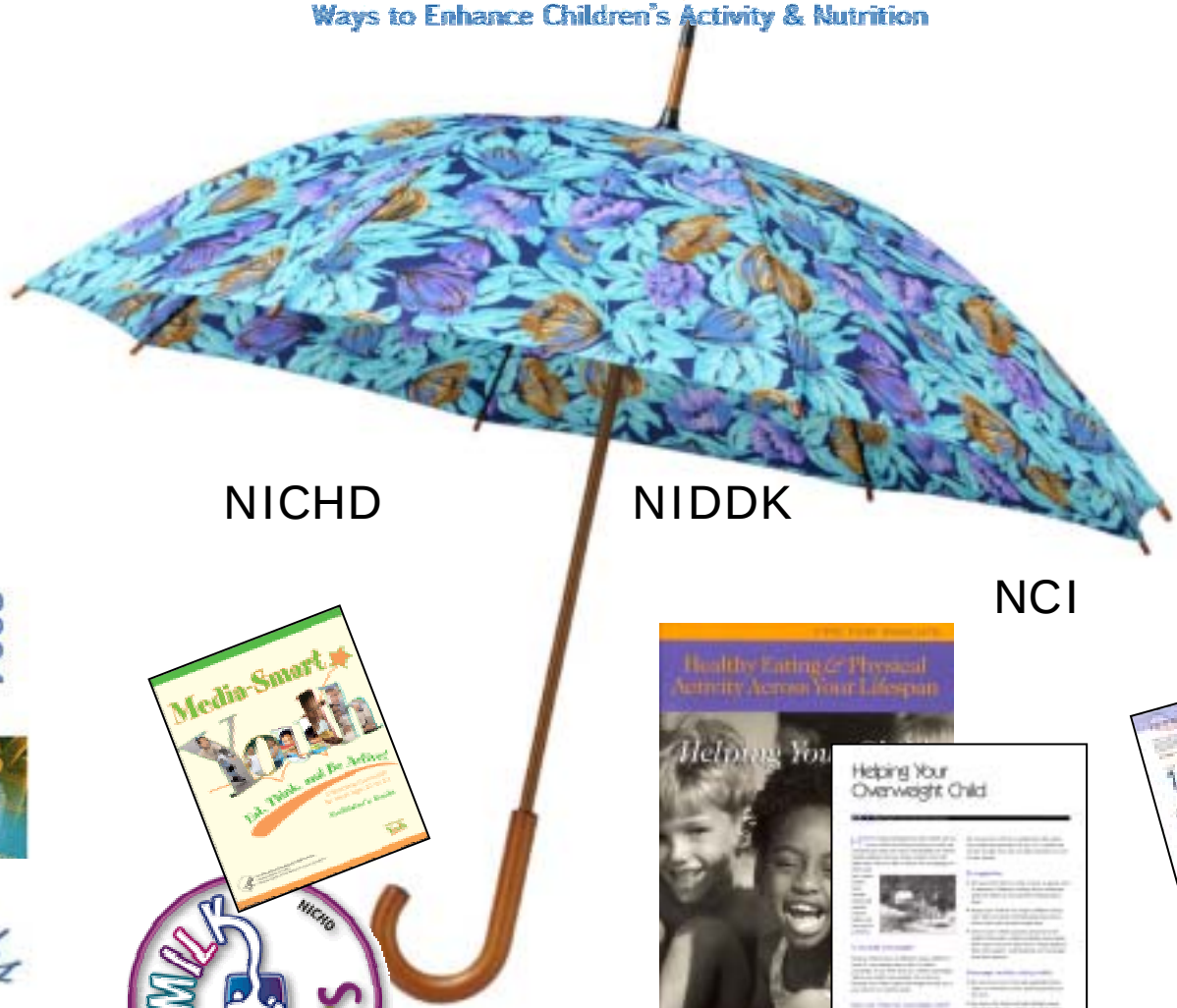
We Can! Consumer Web Site

June 1
Launch

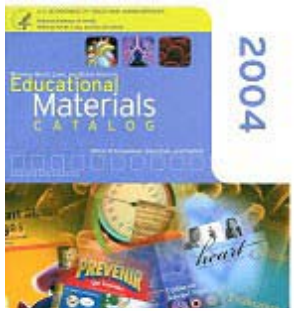
www.wecan.nhlbi.nih.gov

we can!

Ways to Enhance Children's Activity & Nutrition



NHLBI

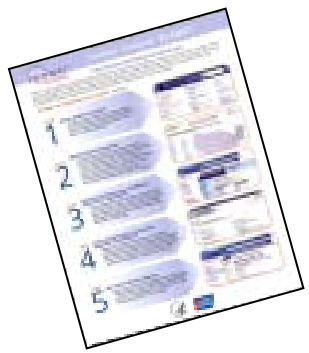


Hearts N' Parks

NICHD

NIDDK

NCI



we can!

National Launch: June 1, 2005

- Secretary Leavitt announcement
- Two press releases:
  - Release of NHLBI-funded Dietary Intervention Study in Children (published in June 2005 *Journal of Pediatrics*)
  - ***We Can!***
  - Bites and B-roll package
- NIH Director- Satellite Media Tour
- NHLBI Director- Satellite and Radio Media tour

Media and Consumer Outreach

- National and Local Media
  - Public Service Announcements (print and radio)
  - Media kits (press releases, media advisories)
  - Launch announcements
  - Matte articles
  - Press releases for program milestones
- National Consumer Outreach
  - Consumer Web site: http://wecan.nhlbi.nih.gov
- Media Partners
  - BET, Univision, others…

Thank You