LET’S GO!
An obesity prevention initiative for every community
Let’s Go! helps [our] school stay accountable for sustaining a healthy and active school. We provide activities, “Walking Wednesdays” and opportunities such as a wellness day to keep students and families aware of the importance of staying healthy and active. We challenge ourselves to try new ways of keeping Let’s Go! a consistent part of our days at school.

Elementary School
Cumberland County, ME
Launched in 2006, Let’s Go! is an obesity prevention initiative for children and adults that focuses on healthy eating and active living. We work with community partners to display healthy messaging and create environments that support healthy choices where people live, learn, work, and play.

Let’s Go! began when the United Way of Greater Portland gathered six of the region’s healthcare, community, and corporate leaders to address the obesity problem in the greater Portland area. After a successful five-year pilot program, Let’s Go! began expanding statewide and transitioned to a program of The Barbara Bush Children’s Hospital at Maine Medical Center.
Let’s Go!’s healthy message for children and youth is 5-2-1-0 Every Day; have 5 or more fruits and vegetables, 2 hours or less of recreational screen time, 1 hour or more of physical activity, and 0 sugary drinks, more water.
Our Small Steps message for adults encourages people to Move More, Eat Real, Drink Water, and Rest Up. For success, adults can try to make one small change in healthy habits at a time. These small changes can add up to big improvements in health.
Creating Healthy Environments

Let’s Go! uses a multi-setting model to reach community members. We partner with schools, school nutrition programs, early care and education programs, and out-of-school programs to help create spaces where the healthy choice is the easy choice. These partner sites use Let’s Go! strategies to provide increased time for physical activity, promote drinking more water, use tried-and-true tactics for making healthy foods more appealing, and much more.

From the beginning, Let’s Go! has worked with healthcare practices by giving them the tools to encourage patients, regardless of weight, to embrace healthy choices every day. The program has since expanded beyond prevention, providing practices with training and resources on the management and treatment of obesity.
Thank you for the proactive role that this program takes with helping prevent obesity and encourage healthy habits to form in day to day routines.

Family Medicine Practice
Sagadahoc County, ME
How Does Let’s Go! Work?

Dissemination Model

Much of Let’s Go!’s work at the community level is done through Dissemination Partners (DPs). DPs are organizations that share a mission of creating healthier communities, and include local hospitals, health systems, public health departments, and community action agencies. Each DP employs one or more Let’s Go! Coordinators to work with partner sites across their communities to create healthier environments for children and youth. Let’s Go! Coordinators deliver trainings and resources to teach site champions — the individuals who volunteer to be an advocate for healthy eating and active living at each site — about how to put Let’s Go! strategies into action where they work.
Overall, I appreciate the culture and support from Let's Go!. We hope to continue as a Let's Go! partner for years to come.

Let's Go! Dissemination Partner
Kennebec County, ME

Initiative Partner

Let’s Go! works in many settings and obesity has many causes, making partnerships crucial to our success. To create site- and system-level changes to support healthy habits, we partner with organizations as varied as those that address hunger, provide services to individuals with intellectual and developmental disabilities, and teach new generations of medical providers. We cannot do this important work alone.
Individuals and organizations can partner with Let’s Go! in many ways. To get involved:

- Like our Facebook page for fun resources and examples of how to follow 5-2-1-0 and Small Steps every day.
- Register as a Let’s Go! site (school, school nutrition program, early care and education program, out-of-school program, or healthcare practice).
- Become a funder of the Let’s Go! Home Office or a Dissemination Partner in your area.
- Look for partners displaying Let’s Go! messages and thank them for their commitment to their community’s health!
- Try to practice 5-2-1-0 and Small Steps in your daily life — it’s great for your health, and you may be a role model for others!

For more information, visit [letsgo.org](http://letsgo.org) or email [info@letsgo.org](mailto:info@letsgo.org)
We look forward to incorporating more of the tools from Let’s Go! into our lunch program, using the ideas to help promote better choices and more exposure to students using different fruits and vegetables.

School Nutrition Program
Carroll County, NH
This is an awesome program and it has helped us to not only raise awareness to our children and families but has also helped myself and my team think about our own eating habits and instill positive changes in our own lives.

Early Care and Education Program
Washington County, ME

MaineHealth
LET’S GO!
letsgo.org