



**LET'S GO!**  
ANNUAL REPORT 2017

**PATH TO  
BETTER  
HEALTH**

MaineHealth  
**LET'S GO!**  
[LETSGO.ORG](http://LETSGO.ORG)



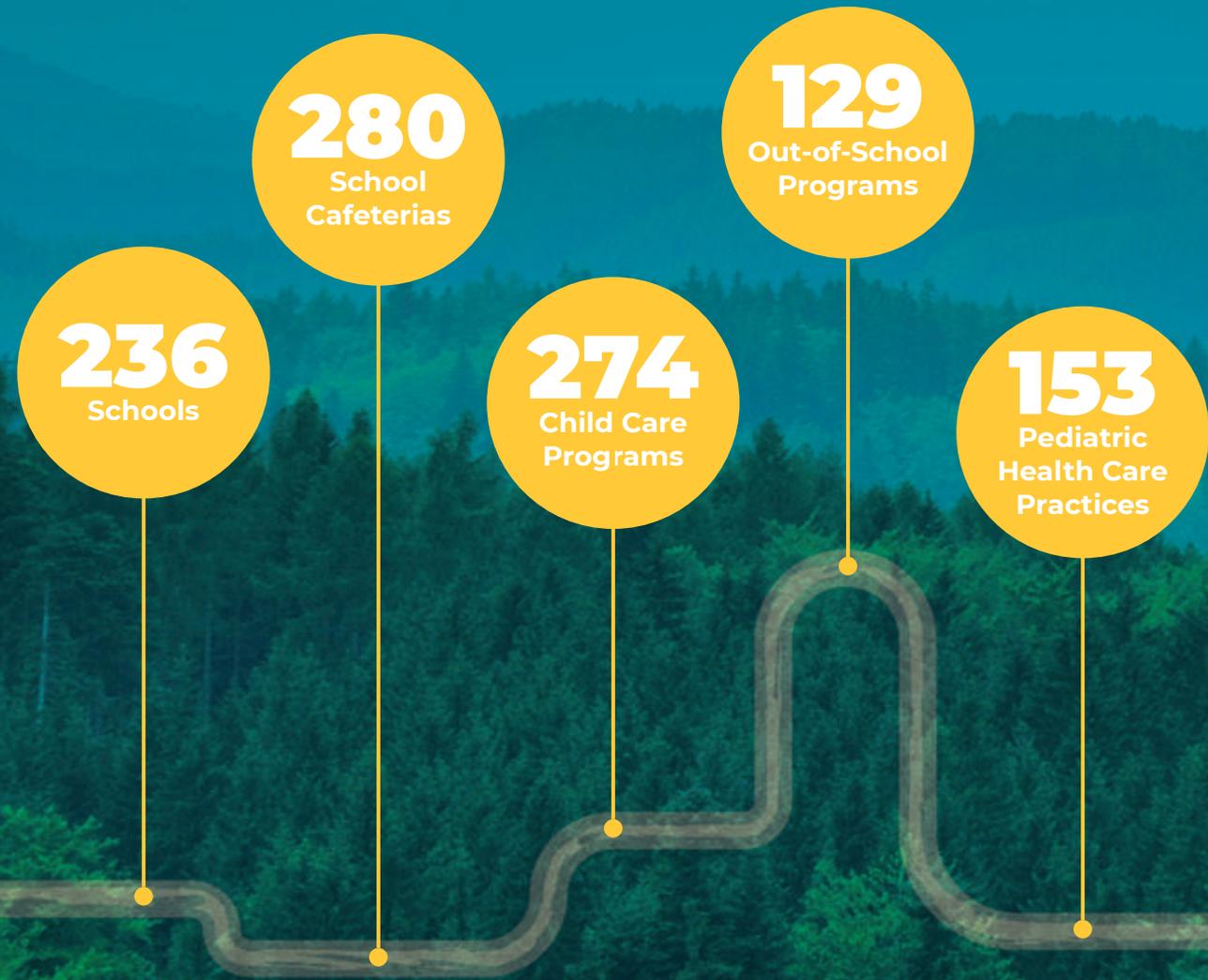
2017 marks Let's Go!'s eleventh year of helping communities create healthier places for children and their families. When we began working in childhood obesity prevention over a decade ago, there were no maps showing the way to the end of the obesity epidemic. Fortunately, many organizations with a shared vision have joined us on the **path to better health**, and these partnerships have brought forth measurable results. This year, we're pleased to announce that we've expanded to support adults — you'll read more about this on page 5.

The 2017 Annual Report looks back over the course we have traveled this year, and charts the progress we've made in communities across Maine and into Mount Washington Valley, New Hampshire. **To highlight our impact in greater detail, you can view results by region. Visit [lets-go.org/local](https://lets-go.org/local).** Regional programs thrive thanks to the work of local Dissemination Partners, and environments everywhere are changing to support healthy habits. We are proud to help blaze a trail towards better health.

Tory Rogers, MD  
*Medical Director, Let's Go!*

# LAY OF THE LAND

This year, hundreds of places where kids live, learn, and play were supporting healthy habits:



Let's Go! programs reached over **230,000 children** and **65,000 adults**.



Through our professional development program this year, Let's Go! has trained over 3,000 educators, school nutrition professionals, out-of-school counselors, program directors, physicians and others in how to create environments that support healthy habits to last a lifetime. We're especially proud to have trained 415 professionals in how to work with children with intellectual and developmental disabilities.

Working with frontline staff ensures that each group of children that comes through their doors will benefit from a culture of health. With a strong foundation, healthy kids grow into healthy adults.

“ This [training] was so much more than I thought and I was blown away by all that I learned and was able to take away. ”

— Child Care Training Attendee, Kennebec County

# NEW ADVENTURES



## TD BEACH TO BEACON 10K

Let's Go! was thrilled to be the TD Beach to Beacon 10k beneficiary this year. This partnership came on the heels of Let's Go!'s decision to focus additional efforts on increasing physical activity in response to Maine state data that suggested declining physical activity levels across all ages. We were excited to see almost 200 runners wearing 5-2-1-0 Let's Go! shirts, and prouder still of the many who contributed to a memorable event! Sponsors, partners, elite athletes, local runners and community members rallied to support childhood obesity prevention.

“With its focus on physical activity and healthy eating, Let's Go! is transforming young lives. We applaud their success in getting children up and moving and thinking about what they eat. Let's Go! is a great choice for the special 20th running of the TD Beach to Beacon.”

— Larry Wold,  
President of TD Bank in Maine

## SMALL STEPS: A PROGRAM FOR ADULTS

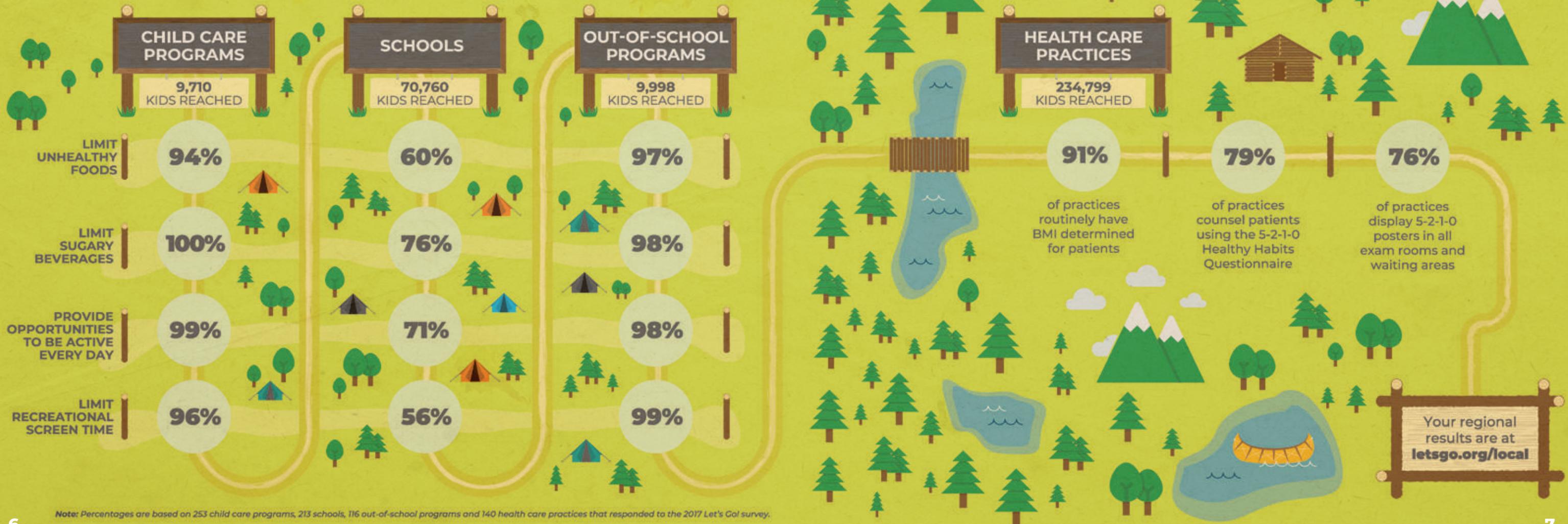
Building on the success of Let's Go! 5-2-1-0 for children and youth, we developed the Small Steps program to reach adults. Let's Go! Small Steps supports adults in making simple changes for better health, such as moving more, eating real food, drinking water and getting adequate rest. Initially launched at 13 health care practices, Let's Go! will be expanding Small Steps beginning with all MaineHealth practices that care for adults. We are excited to meet the needs of parents, providers, colleagues and others.

“Overall feedback from patients is positive to using the Healthy Habits Questionnaire. It is a nice way to open up the conversation.”

— Health Care Provider,  
Cumberland County

# ENVIRONMENTS ARE CHANGING

We know we are headed in the right direction when more children and youth are spending time in places where healthy habits are prioritized. Let's Go! provides evidence-based strategies and best practices for healthy eating and active living and our partners bring them to life. **Here are the changes being made across Maine and in Mount Washington Valley, New Hampshire:**



Note: Percentages are based on 253 child care programs, 213 schools, 116 out-of-school programs and 140 health care practices that responded to the 2017 Let's Go! survey.

# MAPPING OUR IMPACT

## SCHOOL LUNCH GETS SMART!

Let's Go! provides training to school nutrition programs on the principles of Smarter Lunchrooms to nudge kids to make healthy choices in their cafeterias.

This year, a Let's Go! survey completed by **224 school cafeterias** showed that:

80%

encourage staff to model healthful eating behaviors

91%

provide at least two types of vegetables daily

86%

provide at least two types of fruit daily

90%

place white milk in front of other beverages in all coolers



## PARTNERSHIP WITH MAINE CDC

This year, Let's Go! was honored to partner with the Maine Center for Disease Control & Prevention (MCDC) to be the state's primary obesity prevention program. With the MCDC's help, Let's Go! was able to more than double its capacity across Maine. Statewide, communities now have increased access to Let's Go! tools and resources, as well as additional personalized, one-on-one assistance from local Let's Go! Coordinators. We're also supporting schools at the district level by working with 60 school district administrations to ensure that wellness policies meet or exceed the national standards for healthy eating and physical activity.

Thanks to this strong partnership, Let's Go! programming is now integrated into the public health infrastructure across the state, increasing collaboration among healthy eating and active living efforts.

“ We've built our nutrition, health and wellness policies for both our children and staff using Let's Go! tools and resources. We are grateful for the work and dedication of our local 5-2-1-0 partner, Healthy Acadia! We always feel supported in improving the well-being of our community. ”

— Child Care Program Director,  
Downeast Region

# LOOKING AHEAD

Our sights are set on our mission to create healthy environments across communities, so that children, youth and adults can lead healthier lives. Signs of progress are everywhere: more communities are getting involved, environments are changing, and more of Let's Go!'s healthy eating and active living strategies and policy recommendations are being adopted. But there is still more to be done: despite the leveling off of obesity prevalence, rates are as high as 19% for fifth graders, and 30% for adults in Maine. And a recent statewide survey shows that parents view unhealthy eating and lack of physical activity as the greatest health risk to kids today.



We remain committed to leading change through the dissemination of new programs, tools, and resources that bring the latest research on healthy eating and active living to life. Finally, we'll continue to partner with people and organizations across Maine and New Hampshire who share our vision of working together so that our communities are the healthiest in America.

“ Since beginning the 5-2-1-0 program 3 years ago, we have seen a remarkable difference in our staff's approach to promoting physical activity and healthy eating choices. On a daily basis, our students are more physically active and aware of healthy eating alternatives than they were in the past. The atmosphere at our school surrounding healthy living has greatly improved since we became a 5-2-1-0 school. ”

— School Classroom Teacher,  
Somerset County

To get involved, please reach out to us at [info@letsgo.org](mailto:info@letsgo.org).

# 2017 FUNDERS

Let's Go! would like to thank our 2017 funders. These organizations share our passion for increasing healthy eating and active living and support our efforts to decrease obesity rates.

## DIAMOND FUNDERS

\$500,000+ per year

Maine Center for Disease Control and Prevention  
Maine Medical Center

## PLATINUM FUNDERS

\$100,000 to \$499,999 per year

MaineHealth  
New Balance Foundation  
United Way of Greater Portland

## GOLD FUNDERS

\$50,000 to \$99,999 per year

*No 2017 Funders*

## SILVER FUNDERS

\$25,000 to \$49,999 per year

Marta Frank  
TD Charitable Foundation

## BRONZE FUNDERS

\$5,000 to \$24,999 per year

Anthem  
Hannaford  
Harvard Pilgrim HealthCare Foundation



Marta Frank

