



Let's Go!
Annual Report
Year Five
July 1, 2010 – June 30, 2011

Fall 2011

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Top Ten Accomplishments of *Let's Go!* in Year Five

In Year Five, the *Let's Go!* project...

Engaged new child care programs, schools, after school programs and healthcare practices in Greater Portland and beyond. (See pages 9 and 19.)

Developed a model for statewide dissemination of the project. (See page 19.)

Partnered locally, statewide and nationally with non-profits, government agencies, healthcare systems and others. See Appendix 1 (page 29) for a list of partners. Our partnerships make all our accomplishments possible.

Sustained the environmental and policy changes that have occurred in *Let's Go!* schools and child care programs from year to year. (See page 14.)

Supported school nutrition directors and **designed a regional model** to help increase the nutritional quality of school meals and achieve national recognition. (See page 10.)

Innovated by continuing to develop new tools and developing new communication methods, such as e-presentations, to help reach a broader audience.

Attracted national media attention with the publication of an article about *Let's Go!* in the Wall Street Journal.

Shared our tools with and **provided expertise** to programs across the country.

Increased awareness of *Let's Go!* and the 5-2-1-0 message. (See page 18.)

Demonstrated that behavior change related to the 5-2-1-0 message is occurring among youth in Greater Portland. (See page 18.)

Executive Summary

Background

Let's Go! is a childhood obesity prevention initiative that began in the 12 communities of Greater Portland, Maine.¹ It was developed in 2006 as a unique for-profit/non-profit partnership of local businesses and organizations that set out to address the childhood obesity epidemic through a five-year demonstration project. These businesses and organizations included Anthem Blue Cross and Blue Shield of Maine, Hannaford Bros. Co., MaineHealth, Maine Medical Center, TD Bank, Unum and The United Way of Greater Portland. *Let's Go!* uses a multi-sector approach to reach youth and families where they live, learn, work and play to reinforce the importance of healthy eating and physical activity. The six sectors are:



This model for change is centered on three core principles:

- healthy places support healthy choices;
- consistent messaging across sectors is essential; and
- strategies are based on science and recommended by the medical community.

Let's Go! is based on the premise that if families are exposed to health promotion messages through several settings, and if those settings have policies and environments that support healthy choices, families will be more likely to adopt and maintain healthy behaviors in their daily lives.

Let's Go!'s central message is the “5-2-1-0” mnemonic, which is supported by science and stands for:

5 or more fruits & vegetables
2 hours or less recreational screen time*
1 hour or more of physical activity
0 sugary drinks, more water & low fat milk

*Keep TV/Computer out of the bedroom. No screen time under the age of 2.

¹ The 12 communities are: Cape Elizabeth, Cumberland, Gorham, Falmouth, Freeport, North Yarmouth, Portland, Scarborough, South Portland, Westbrook, Windham and Yarmouth.

While the demonstration project was focused in the Greater Portland region, during Year Five the *Let's Go!* model was disseminated by seven partners (Healthy Maine Partnerships and health care systems) in other regions of the state, with more regions poised to become dissemination partners in the future.

Year Five of the Demonstration Project

During Year Five *Let's Go!* continued developing toolkits and other resources and providing technical assistance to promote the 5-2-1-0 message and evidence-based environmental and policy changes to support healthy eating and physical activity in each of the six sectors. Additionally, *Let's Go!* continued its marketing and communication efforts to promote the initiative and the 5-2-1-0 message in Greater Portland. Project evaluation also continued during Year Five of the demonstration project, including:

- Sector surveys in the school, early childhood, after school and healthcare sectors to measure the work that is being implemented and sustained;
- A telephone survey with 800 families in Greater Portland to assess awareness and knowledge of *Let's Go!* and 5-2-1-0 as well as adherence to the 5-2-1-0 behaviors; and
- Local obesity prevalence data: This data was collected by *Let's Go!* in 2006 and 2009 and will be collected again in the future to track trends in childhood obesity prevalence in southern Maine.

Findings

During Year Five new schools, child care programs, after school programs and healthcare practices in Greater Portland joined *Let's Go!* The cumulative number of engaged *Let's Go!* sites in the 12 communities of Greater Portland includes:

- 56 schools educating more than 23,000 students;
- 8 district-wide school nutrition programs serving over 20,000 students;
- 34 child care programs caring for over 1,400 children;
- 28 after school recreation programs serving over 1,800 students;
- 29 healthcare sites; and
- 7 of Greater Portland's largest employers.

Let's Go! schools, child care programs, and after school programs all implemented and/or sustained a number of the ten *Let's Go!* evidence-based strategies for environmental and policy changes to support healthy eating and active living. Fourteen healthcare practices in Greater Portland met the criteria to be recognized as *Let's Go!* healthcare sites by respectfully addressing overweight/obesity with their patients. A *Let's Go!* community grant supported three child care centers in Portland to create sustainable changes to support healthy eating and active living. Finally, *Let's Go!* continued offering resources to support worksite wellness in the areas of healthy eating and physical activity and to promote the 5-2-1-0 message to parents and caregivers.

The telephone survey data showed a statistically significant increase in awareness and knowledge of *Let's Go!* and 5-2-1-0 among parents over the five years of the demonstration project. Another statistically significant finding is that awareness and

knowledge of 5-2-1-0 among parents increased as the number of exposures to *Let's Go!* increased. Finally, children's adherence to the "5" and "2" messages increased significantly over the five years of the demonstration project. See full report for all of the data discussed in this section.

The accomplishments outlined in this report are due in part to the partners we work with on a regular basis, including but not limited to the Maine CDC, Healthy Maine Partnerships, health care systems, other organizations working to increase healthy eating and physical activity, and all the sites that make important changes to their environments and policies to help kids be healthy.

Our strategies for environmental and policy change, as well as our toolkits and more information about the project, can be found at www.letsgo.org.

Looking Beyond Year Five

The data collected in 2011 suggests that *Let's Go!*'s multi-sector model is working. Over the past year, interest in the project from partners in Maine and requests for technical assistance from sites across the country have been increasing. As of fall 2011, the number of *Let's Go!* dissemination partners in Maine has risen to 18. Plans are underway to refine the *Let's Go!* dissemination model, revise the *Let's Go!* tools and Website, secure additional funding and plan evaluation activities for the next five years.

A report outlining the major accomplishments of the five-year *Let's Go!* demonstration project will be available in December, 2011. This report will highlight the successes and challenges *Let's Go!* has faced during the period 2006-2011, and will discuss *Let's Go!*'s plan for the next five years. Visit www.letsgo.org in mid-December to view the five-year report.

Let's Go! Overview

In 2006, seven business leaders representing Anthem Blue Cross and Blue Shield of Maine, Hannaford Bros. Co., MaineHealth, Maine Medical Center, TD Bank, Unum and the United Way of Greater Portland launched a joint effort to improve the health of area children and families in 12 communities in the Greater Portland, Maine area. Working through a collaborative process branded *Let's Go!*, these organizations committed funding and resources to develop and implement a five-year demonstration project with the shared vision of creating healthier communities and healthier children. In 2007, Harvard Pilgrim Health Care Foundation became a Platinum Supporter as a part of their Growing Up Healthy Initiative and in 2010 the New Balance Foundation also became a Platinum Supporter. *Let's Go!* was convened by the United Way of Greater Portland and implemented in partnership with The Kids CO-OP at the Barbara Bush Children's Hospital at Maine Medical Center. By building on the strengths of each partner, the initial goals of the project were to:

- Increase the proportion of youth, ages 0 to 18, at a healthy weight;
- Change policy and environments to support healthy eating and active living;
- Evaluate the interventions to make mid-course improvements and learn from experiences;
- Create a model that can be replicated in other parts of Maine and nationally; and
- Assure sustainability of results.

The primary population of focus for *Let's Go!* in its initial five-year demonstration project was children, youth and their families in the 12 communities of Greater Portland: Cape Elizabeth, Cumberland, Gorham, Falmouth, Freeport, North Yarmouth, Portland, Scarborough, South Portland, Westbrook, Windham and Yarmouth. *Let's Go!*'s work in the 12 communities continues today, and the work has been disseminated throughout many regions of Maine.

The *Let's Go!* Multi-Sector Approach

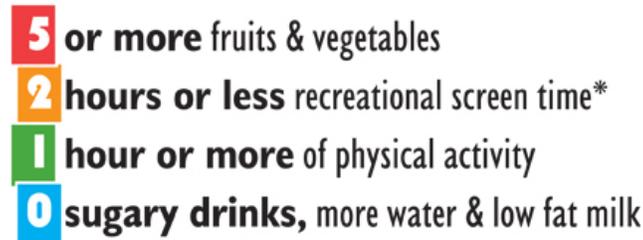
Let's Go! works in six sectors to reach families where they live, learn, work and play to reinforce the importance of healthy eating and physical activity. The sectors are: schools, early childhood, after school, healthcare, workplace and communities. Each sector utilizes evidence-based strategies to create policy and environmental change. *Let's Go!* is based on the premise that if families are exposed to a consistent health promotion message through several settings, and if those settings have policies and environments that support healthy choices, they will be more likely to adopt or maintain the behaviors in their daily lives. *Let's Go!*'s multi-sector model is pictured below:



This model for change is centered on three core principles:

- healthy places support healthy choices;
- consistent messaging across sectors is essential; and
- strategies are based on science and recommended by the medical community.

The “5-2-1-0” message is used consistently across all sectors and is supported by science and endorsed as recommendations by medical professionals:



*Keep TV/Computer out of the bedroom. No screen time under the age of 2.

This message was originally developed for use by the Maine Youth Overweight Collaborative (MYOC), which engaged teams from over 30 primary care practices throughout Maine from 2004-2009 in a statewide clinical improvement initiative. *Let's Go!* incorporated lessons learned from MYOC and other demonstration projects and national sources in the design of tools, resources and trainings that use consistent 5-2-1-0 messaging embedded with a common look and feel. *Let's Go!* continues to develop innovative resources with a focus on evidence-based strategies for environmental and policy change as a part of sector specific toolkits and provides training and technical assistance on their use. All toolkits, as well as additional resources that support our work, are available our Website: www.letsgo.org.

Please see Appendix One for a list of *Let's Go!* partners, Appendix Two for a list of project funders, and Appendix Three for a list of *Let's Go!* staff.

Recognition for *Let's Go!*

Let's Go! has been recognized nationally as one of the first comprehensive, multi-sector, multi-level obesity and overweight prevention and reduction interventions. Innovative features of the project include its unique model of public, non-profit and private sector leadership and financial support, the scope and scale of the initiative, which involves multiple sectors and multiple levels (individuals, families, organizations, communities and policies), and evidence-based messaging strategies. *Let's Go!* staff and funders have been invited to participate and present at a meeting of the National Convergence Partnership in California, the National Centers for Disease Control and Prevention Grand Rounds on Childhood Obesity, American Academy of Pediatrics – Obesity section annual meeting and numerous state and national conferences. *Let's Go!* staff also present on sector-level work in a variety of settings each year. During 2010-11, *Let's Go!* garnered national media exposure when it was the subject of an article in *The Wall Street Journal*.

Greater Portland Demonstration Project

During Year Five – the last year of the demonstration project – *Let's Go!* continued to focus on achieving sustainable environmental and policy change to promote healthy eating and active living. Schools, child care programs and after school programs continued their focus on *Let's Go!*'s strategies for environmental and policy change, with sites both adding new strategies and sustaining strategies that had been adopted in previous years. Pediatric healthcare practices were recognized as *Let's Go!* Healthcare Sites for taking steps towards preventing childhood obesity. We continued offering resources to workplaces to enhance their wellness initiatives. In the community sector, funds were awarded to three child care programs working together to create environmental changes to help their students eat healthier foods and be more active. Finally, marketing and communication activities continued throughout the Greater Portland area to heighten awareness of *Let's Go!* and its messages.

As of June 2011, *Let's Go!* had engaged the following in the 12 Greater Portland communities:

- 56 schools educating more than 23,000 students;
- 8 district-wide school nutrition programs serving over 20,000 students;
- 34 child care programs caring for over 1,400 children;
- 28 after school recreation programs serving over 1,800 students;
- 29 healthcare sites; and
- 7 of Greater Portland's largest employers.

Project Evaluation

During Year Five the project continued its multi-component evaluation approach to measure:

- 1) awareness and knowledge of *Let's Go!* and the 5-2-1-0 message;
- 2) behavior change;
- 3) policy and environmental change in the sectors; and
- 4) obesity prevalence in Southern Maine.

Data collection and reporting included a variety of tools such as a telephone survey with parents (that was also conducted in 2007 and 2009); sector surveys to measure environmental and policy change in schools, child care programs, after school programs and healthcare practices; and pediatric clinical chart reviews. In addition, the *Let's Go!* evaluation effort occasionally includes case studies, program process reporting, and qualitative feedback surveys.

Results from sector surveys measuring environmental and policy change are highlighted in the sector descriptions below, followed by results from the 2011 telephone survey. Obesity prevalence data was collected via clinical chart reviews in 2006 and 2009, and will be collected again in 2012 and results will be made available at that time.

Another method of guiding and evaluating the work was the creation of annual project benchmarks. Sector surveys are used to track benchmark progress each year. *Let's Go!*

has consistently met the majority of its benchmarks and in the cases where it has not, staff strive to understand why and apply lessons learned to refine the work. The Appendix Four benchmark document reports benchmark results for the 2010-11 project year.

Greater Portland Sector Accomplishments

School Sector: 5-2-1-0 Goes to School

5-2-1-0 Goes to School aims to increase healthy eating and physical activity in schools. When children eat nutritious foods and are physically active on a regular basis, they become better learners. Through use of the 5-2-1-0 Goes to School framework, schools, teachers, nutrition programs and parents create healthier school environments. Listed below are the ten *Let's Go!* evidence-based strategies that are used individually or collectively in schools to address the policies, practices and environments that influence healthy lifestyle behaviors. These *Let's Go!* strategies are also in use in the early childhood and after school sectors (described later in this report).

- Encourage healthy choices for snacks and celebrations;
- Participate in local, state or national initiatives that promote physical activity and healthy eating;
- Include community organizations in wellness promotion;
- Involve and educate families in initiatives that promote physical activity and healthy eating;
- Encourage water and low fat milk instead of sugar-sweetened drinks;
- Discourage the use of food as a reward; use physical activity as a reward;
- Incorporate physical activity into the school day;
- Develop a 5-2-1-0 friendly staff wellness program;
- Collaborate with School Nutrition Program; and
- Implement or strengthen a wellness policy that supports the 5-2-1-0 strategies.

Let's Go! provides the following technical assistance to participating schools:

- Assistance to facilitate not only 5-2-1-0 activities, but also policy and environmental change to support increased physical activity and healthy eating;
- Toolkits containing 5-2-1-0 strategies, parent handouts and additional resources;
- Presentations to introduce the intervention and reinforce focus on the ten evidence-based strategies for policy and environmental change; and
- Competitive mini-grants to support the intervention.

See Tables 1 and 2 on page 14 for school sector data.

School Nutrition Initiative

In 2010-11, the *Let's Go!* Greater Portland School Nutrition Directors Workgroup continued to make great strides in improving the nutritional quality of school meals. Members of the workgroup included 11 district-wide school nutrition programs, a representative of the state child nutrition agency, a pediatrician (the *Let's Go!* Director,

Dr. Victoria Rogers) and *Let's Go!* staff. In addition to the eight Greater Portland school districts that were involved in the workgroup last year, two additional district-wide school nutrition programs (that fall outside of the Greater Portland demonstration project region) joined the workgroup this year: MSAD 61 (Lakes Region) and AOS 98 (Boothbay Harbor). These eleven participating districts cover 81 schools and 33,306 students. The Workgroup continued to operate in a collaborative fashion that emphasized full participation by all members, group decision making and shared leadership.

At the end of the 2009-2010 school year, the group collectively decided to increase the nutritional quality of school meals by pursuing the voluntary standards set forth by the USDA's HealthierUS School Challenge. To meet the HealthierUS School Challenge, schools must meet rigorous school lunch standards, provide nutrition education, and meet physical education standards. Technical assistance was provided to the school nutrition directors during workgroup meetings, phone calls and emails as they improved the nutritional quality of school food and beverages and completed the application. The directors brought their laptops to the meetings and collectively completed challenging parts of the application.

A representative from the Department of Education Child Nutrition Services, Gail Lombardi, gave presentations and provided guidance to the directors during workgroup meetings. A representative from the Regional USDA office, Mary Jo McLarney, frequently attended meetings to provide overall and one-on-one technical assistance. These collaborations enhanced the intervention and provided the school nutrition directors with a wealth of resources and support to complete their task. The Maine Department of Education and the USDA are now promoting the *Let's Go!* workgroup model to additional states working on the HealthierUS School Challenge.

Results

In January 2011, 10 of the 11 districts submitted applications to the Department of Education Child Nutrition Services for 39 schools. As of September 2011, 33 of the 39 schools have been approved for national recognition by the USDA. The remaining applications required revisions and are still awaiting approval. The cafeteria environment now focuses on fruits, non-fried vegetables, low fat dairy, whole grains and legumes instead of high fat, high sugar, fried foods. Each recipient is certified for four years and must uphold the HealthierUS School Challenge criteria for that period of time. During this period, *Let's Go!* will encourage each district to adopt the criteria into their Wellness Policy. One school district, MSAD 61, has already taken this step to sustain the changes. Please see Appendix Five for a list of schools that, with help from *Let's Go!*, have achieved recognition by the HealthierUS School Challenge.

Early Childhood Sector

The overall goal of *Let's Go!*'s early childhood sector is to increase policy and environmental change to support healthy eating and physical activity opportunities in multiple settings that reach children under the age of five. The work in the early childhood sector for the 2010-2011 project year was organized into four areas:

educational outreach, 5-2-1-0 Goes to Child Care, Policy/Licensing and the 0-2 Year Workgroup.

Educational Outreach

Let's Go! developed two trainings to increase awareness, knowledge and adoption of environmental and policy strategies in the child care settings. The first training provided directly to child care sites is *The Role of the Child Care Provider in the Obesity Epidemic*. The second training is a 5-2-1-0 Goes to Child Care Train the Trainer Institute for Healthy Maine Partnership staff, Head Start staff, and others who work directly with child care providers to implement 5-2-1-0 Goes to Child Care.

5-2-1-0 Goes to Child Care

The 5-2-1-0 Goes to Child Care program focuses on nine of the ten *Let's Go!* evidence-based strategies mentioned in the school sector description to improve the policies, practices and environments that influence healthy lifestyle behaviors in child care facilities. The nine strategies used in early childhood settings are:

- Encourage healthy choices for snacks and celebrations;
- Participate in local, state or national initiatives that promote physical activity and healthy eating;
- Include community organizations in wellness promotion;
- Involve and educate families in initiatives that promote physical activity and healthy eating;
- Encourage water and low fat milk instead of sugar-sweetened drinks;
- Discourage the use of food as a reward; use physical activity as a reward;
- Incorporate physical activity into the school day;
- Develop a 5-2-1-0 friendly staff wellness program; and
- Implement or strengthen a wellness policy that supports the 5-2-1-0 strategies.

Let's Go! provides the following technical assistance to participating child care programs:

- Assistance to facilitate not only 5-2-1-0 activities, but also policy and environmental change to support increased physical activity and healthy eating;
- Toolkits containing 5-2-1-0 strategies, parent handouts and additional resources;
- Presentations to introduce the intervention and reinforce focus on the evidence-based strategies for policy and environmental change; and
- Mini-grants to support the intervention.

Policy/Licensing

Let's Go! supports the work being done at the state level to embed healthy messages and strategies into the following areas:

- Quality for ME, which is the child care quality rating system through the Early Childhood Division of the Maine Department of Health and Human Services;
- State child care licensing regulations; and
- Early Childhood Education curricula at state universities and community colleges.

At a local level, *Let's Go!* has had success in embedding messages into the contracts of United Way of Greater Portland funded child care facilities.

0-2 Year Workgroup

Let's Go! convened a group of early childhood experts to develop a tool to bring the 5-2-1-0 message to the 0-2 year population. The "5-2-1-0 In the First Year" booklet was developed and beginning in August 2010, two home visitation organizations in Cumberland County tested its effectiveness during their home visits with families of children under age two.

See Tables 1 and 2 on page 14 for early childhood sector data.

After School Sector

The after school environment provides ample opportunities for physical activity as well as opportunities to reinforce healthy eating to support healthy growth and development, and to improve academic performance. *Let's Go!* supports increased physical activity and healthy eating in Maine's after school environments through 1) its participation in the Maine After School Network and 2) implementation of the 5-2-1-0 Goes After School program. The purpose of the Maine After School Network is to enable every child to have access to quality, inclusive, affordable after school programming that meets the needs of the child, the family and the community. Participation in the Maine After School network connects *Let's Go!* to key organizations and individuals across the state that are vital to advocating for and supporting physical activity and healthy eating in Maine's after school programs

5-2-1-0 Goes After School is the *Let's Go!* after school sector intervention, working with community partners in Greater Portland and across the state to promote healthy eating and physical activity in participating after school programs. *Let's Go!* introduced the 5-2-1-0 Goes After School program in 2010. Like the 5-2-1-0 Goes to School and Child Care programs, 5-2-1-0 Goes After School uses the ten evidence-based strategies (listed in the school section above) and the "5-2-1-0" message to help after school programs improve the policies, practices, and environments that influence healthy lifestyle behaviors.

Let's Go! provides the following technical assistance to participating after school programs:

- Assistance to facilitate not only 5-2-1-0 activities, but also policy and environmental change to support increased physical activity and healthy eating;
- Toolkits containing 5-2-1-0 strategies, parent handouts and additional resources; and
- Presentations to introduce the intervention and reinforce focus on the ten evidence-based strategies for policy and environmental change.

Let's Go! facilitated two institutes in the fall of 2010 (in Portland & Bangor) to educate after school programs and *Let's Go!* Dissemination Partners on how to implement the 5-2-1-0 Goes After School program. Thirty people were trained.

Let's Go! School, Early Childhood and After School Sector Data

Table 1: 60 Let's Go! Sites Reported Implementing* Strategies in 2010-11

Strategy	Elementary Schools	Child care Programs	After School Programs
	Number (%) that implemented strategy		
Healthy choices for snacks/celebrations	24/29 (83%)	16/16 (100%)	15/15 (100%)
Participate in initiatives that promote HEAL	25/29 (86%)	11/16 (69%)	8/15 (53%)
Include community organizations	12/28 (43%)	6/16 (38%)	11/15 (73%)
Involve and educate families	27/29 (93%)	16/16 (100%)	5/15 (33%)
Encourage water and low-fat milk	24/29 (83%)	16/16 (100%)	13/15 (87%)
Discourage the use of food as a reward	26/29 (90%)	16/16 (100%)	12/15 (80%)
Incorporate physical activity into the day	21/28 (75%)	15/16 (94%)	7/15 (47%)
Develop 5-2-1-0 staff wellness program	16/29 (55%)	4/16 (25%)	15/15 (100%)
Collaborate with nutrition program	19/21 (90%)	Not measured	4/15 (27%)
Implement or strengthen wellness policy	16/28 (57%)	6/15 (40%)	Not measured

*Strategy was newly implemented in Year 5 or sustained from a previous year, in most classrooms or school- or program-wide.

Table 2: Let's Go! Sites Sustaining Strategies for at Least Two Years (2009-10 and 2010-11)

Strategy	Elementary Schools		Child care Programs	
	Implemented 2009-10	Sustained* 2010-11	Implemented 2009-10	Sustained* 2010-11
Healthy choices for snacks/celebrations	21	15 (71%)	8	8 (100%)
Participate in initiatives that promote HEAL	26	21 (81%)	3	3 (100%)
Include community organizations	10	4 (40%)	3	1 (33%)
Involve and educate families	32	23 (72%)	10	9 (90%)
Encourage water and low-fat milk	23	18 (78%)	9	9 (100%)
Discourage the use of food as a reward	17	14 (82%)	10	9 (90%)
Incorporate physical activity into the day	14	11 (79%)	9	9 (100%)
Develop 5-2-1-0 staff wellness program	11	8 (73%)	1	0 (0%)
Collaborate with nutrition program	12	8 (67%)	Not measured either year	
Implement or strengthen wellness policy	23	13 (57%)	Not measured in 2009-10	

* Strategy was sustained in most classrooms or school- or program-wide.

Healthcare Sector

The *Let's Go!* Healthcare Sector currently focuses on educating primary care physicians on childhood obesity. The Healthcare Sector provides educational outreach, supporting materials and training to physicians working with patients and their families on promoting healthy eating and physical activity to prevent obesity. Introducing the *Let's Go!* messages in the provider offices not only provides a credible location for the messages, it also emphasizes the important role healthcare professionals can play as community partners.

In 2011, a recognition program for sites was developed based on national metrics (HEDIS Measures) for childhood obesity. A site needs to meet the components of the basic level (Table 3 below) to be recognized as a *Let's Go! Practice*. In 2010-2011, 14 Greater Portland healthcare practices were recognized: 12 pediatric practices and 3 family practice sites became *Let's Go! Practices*. These sites received a framed

certificate, the practice name was listed on the *Let's Go!* Website and a letter was sent to their senior leadership.

Table 3: Requirements to Become a <i>Let's Go!</i> Practice	
1. Connect to Your Community & the <i>Let's Go!</i> Community Efforts	
BASIC	ADVANCED
<ul style="list-style-type: none"> Hang a <i>Let's Go!</i> poster in your waiting room and exam rooms 	<ul style="list-style-type: none"> Connect with your local Healthy Maine Partnership Increase involvement in <i>Let's Go!</i> sector interventions Become an advocate for Healthy Eating, Active Living Join local, state, and national advocacy organizations
2. Accurately Weigh & Measure Patients	
BASIC	ADVANCED
<ul style="list-style-type: none"> Determine Body Mass Index (BMI), BMI percentile, and weight classification in patients more than two years of age 	<ul style="list-style-type: none"> For patients with a BMI greater than 85% use planned follow-up visits and the most recent recommendations to further evaluate patients and provide more intensive treatment
3. Have a Respectful Conversation about Weight	
BASIC	ADVANCED
<ul style="list-style-type: none"> Use the 5-2-1-0 Healthy Habits Questionnaire 	<ul style="list-style-type: none"> Use motivational interviewing techniques to further engage patients and families

Workplace Sector

Through the 2010-11 program year, *Let's Go!* continued to offer resources for worksite wellness initiatives, including an online toolkit, monthly e-newsletters highlighting sections of the toolkit, and posters for worksites. Although the workplace sector is not as deep as other *Let's Go!* sectors, this work exposes parents to and reinforces the 5-2-1-0 message. It also allows dissemination partners outside of Greater Portland to develop workplace interventions that are suited to their regions.

Community Sector

In 2010-11, *Let's Go!* awarded a community grant totaling \$10,000 to three child care programs in Portland serving a high percentage of low-income families: Catherine Morrill Day Nursery, St. Elizabeth's Child Development Center and Youth and Family Outreach. The purpose of the grant was to create environmental changes to increase healthy eating and create more opportunities for physical activity for students at the three facilities. The following was accomplished:

- At Youth and Family Outreach, the purchase of a commercial dishwasher has allowed the cook more time for activities other than dishwashing and enabled her to begin hand-preparing meals from scratch. This has led to students being exposed to a wider variety of healthy food choices, and children are encouraged

to try healthy foods they have not eaten before. The practice of cooking all foods from scratch has been added to the cook's job description. New playground equipment was also purchased.

- At St. Elizabeth's Child Development Center, a new rubberized playground surface was installed, enabling toddlers to ride their bikes on a smooth surface in the playground for the first time. New playground equipment was also purchased.
- At Catherine Morrill Day Nursery, new kitchen equipment was purchased to assist in creating healthy meals from scratch and to help with presenting and serving healthy foods. For example, purchasing cutting boards and knives for each classroom has allowed the cook to provide whole fruits and vegetables to classrooms for teachers to display and discuss with children before cutting and serving. Indoor gross motor equipment was also purchased so that children can be active indoors during inclement weather.

Marketing and Communications

Let's Go! has a communication strategy with the goal of infusing Greater Portland with messages that reinforce knowledge of 5-2-1-0. This plan is implemented through a number of media channels. In 2010-11, this included a robust and regularly updated Website, paid advertising on TV and on buses, toolkits and other educational materials, social networking Websites, and electronic outreach through e-newsletters. The goal of the marketing campaign is to raise awareness of *Let's Go!*, increase knowledge of the 5-2-1-0 message, and direct people to the Website for more information.

Our 2010-11 evaluation (See Overall Program Evaluation Findings section below) shows that there was significant penetration of the brand and message in the 12 communities of Greater Portland:

- 47% of all parents in the 12 communities are aware of *Let's Go!*;
- 55% of all parents are aware of the 5-2-1-0 message; and
- 96% of parents report a positive reaction to the *Let's Go!* approach and messages.

All of these are statistically significant increases over previous years of the project.

This year *Let's Go!* reduced its marketing budget, focused marketing campaigns on the "5" and "1" messages and added a goal of educating the public about the success of *Let's Go!* with the "It's Working" campaign in the spring of 2011. *Let's Go!* also experimented with some new techniques to reach targeted populations this year:

- Created a stronger presence on Facebook and posted regular updates that tied to marketing messages. There are currently 518 people and organizations that 'like' the *Let's Go!* Facebook page.
- Utilized direct mail for the first time, with limited success, to determine if this was an effective way to reach SNAP (Supplemental Nutrition Assistance Program) recipients in Greater Portland.
- Ran a winter physical activity ad that was created by the Healthy Weight Awareness Program and co-branded by the Maine Center for Disease Control and *Let's Go!* This ad ran in the Greater Portland media market.

- Posted internal and external ads on six buses that rotated routes around the Greater Portland region. The Metro buses have an annual ridership of 1.7 million people.

The *Let's Go!* Website continues to be an effective tool to engage our partners and provide them with our tools. During 2010-11, there was an increase in Website visits over the previous year: there were an average of approximately 660 more visits per month in 2010-11 compared to 2009-10. The graph below shows an increase in Web traffic during the spring of 2011 when the television and bus ads were running. The coordinated communication strategy is effective in reaching the community and driving them to the Website.



Pages per Website visit also rose dramatically from 2009-10 to 2010-11, from an average of 3.92 to 5.34 pages per visit. This 36% increase indicates that people were visiting multiple pages of the *Let's Go!* site to absorb more information. These noteworthy increases indicate that the Website is appealing to and meeting the needs of visitors.

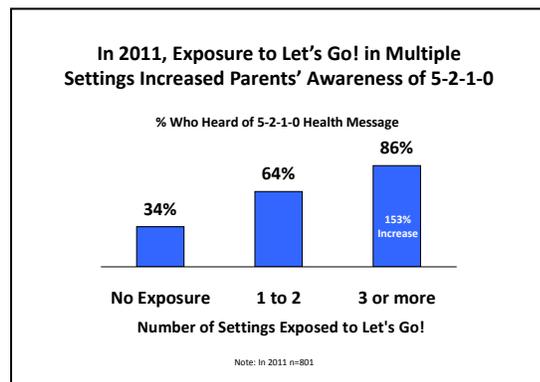
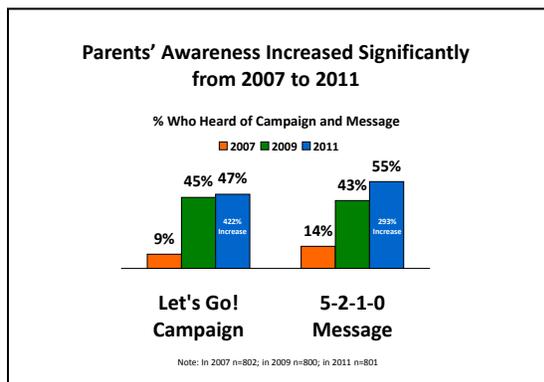
The accomplishments noted in the sections above are due in part to the partners we work with on a regular basis, including but not limited to the Maine CDC, Healthy Maine Partnerships, health care systems, other organizations working to increase healthy eating and physical activity, and all the sites that made important changes to their environments and policies to help kids be healthy.

Overall Project Evaluation Findings

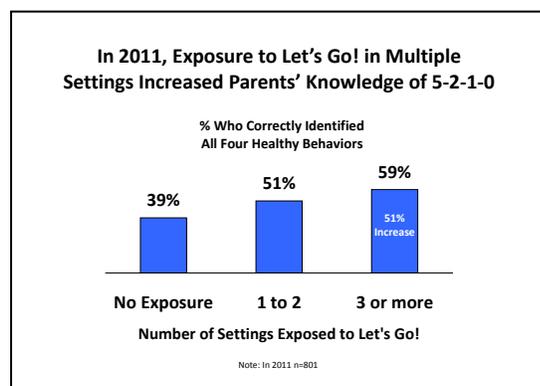
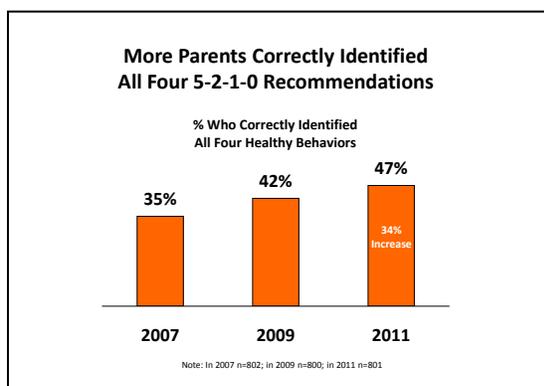
The telephone survey conducted with 800 families in the Greater Portland area was first completed in the spring of 2007 and was repeated in 2009 and 2011. This survey provides data on parents' awareness and knowledge and parents' and children's behaviors related to the 5-2-1-0 messages. As mentioned in the Marketing and Communications section above, results indicate that awareness and knowledge of *Let's Go!* and 5-2-1-0 are increasing and that behavior change is occurring.

The charts below highlight the growth in parents' awareness through the five years of the demonstration project. Our data also shows that awareness increases as a parent's

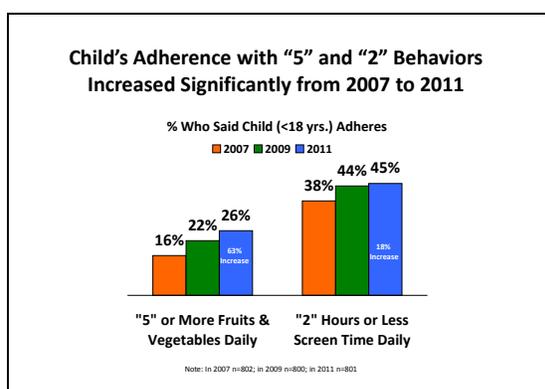
level of exposure to *Let's Go!* increases. All reported changes are statistically significant ($p < .05$).



Parents' knowledge of the 5-2-1-0 message also increased throughout the demonstration project. As with awareness, parents' knowledge increased as number of exposures to *Let's Go!* increased. Again, all reported changes are statistically significant ($p < .05$).



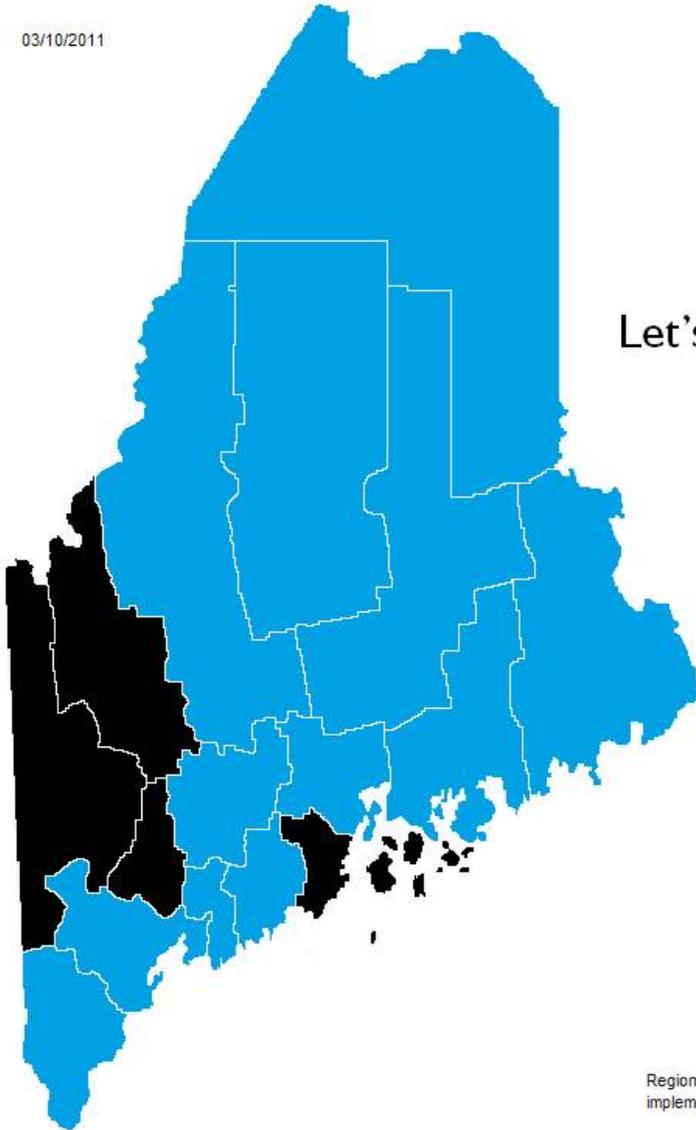
Our 2011 data shows that children's adherence to the "5" and "2" messages increased significantly from 2007 to 2011. There were no statistically significant increases for children's adherence to the 1 and 0 messages.



These data suggest that the *Let's Go!* multi-sector model is working, that awareness and knowledge of the project and its message is growing (and increases as exposure to *Let's Go!* increases) and that children's adherence to two components of the message is increasing. Further evaluation is needed to determine whether adherence to the "1" and "0" messages is increasing and this will be the focus of future evaluation efforts.



Let's Go! Statewide Coverage



Regions in black are not currently served by a dissemination partner implementing the Let's Go! model.

Let's Go! Dissemination Model and Statewide Work

The seven partners in Maine who were disseminating *Let's Go!* during the 2009-10 project year continued this work during 2010-11. In 2010-11, *Let's Go!* developed a dissemination model to create structure and provide more support for these partners, all of whom are using *Let's Go!*'s tools and resources to work in multiple sectors in their respective regions of the state, and many of whom have expanded into new sectors this year. While partners' capacity for the work varies, all are working in at least 3 sectors. The total number of sites that had been engaged by *Let's Go!* statewide as of 2010-11 was:

- 199 schools;
- 28 district-wide school nutrition programs;
- 175 child care programs;

- 39 after school recreation programs; and
- 68 healthcare sites.

Let's Go! collected data from the *Let's Go!* schools, child care programs, and after school programs that met criteria for having received a particular level of technical assistance, including site visits from dissemination partners. Below is a table showing the number of these sites that implemented the *Let's Go!* strategies statewide (including Greater Portland), followed by a brief description of each dissemination partner with a success story from each region.

Table 4: Number (%) of <i>Let's Go!</i> Sites Statewide Implementing* Strategies in 2010-11			
Strategy	Elementary Schools	Child care Programs	After School Programs
	Number (%) that implemented strategy		
Healthy choices for snacks/celebrations	72/94 (77%)	65/70 (93%)	21/21 (100%)
Participate in initiatives that promote HEAL	74/93 (80%)	47/70 (67%)	14/21 (67%)
Include community organizations	42/91 (46%)	15/66 (23%)	11/21 (52%)
Involve and educate families	87/90 (97%)	68/69 (99%)	10/21 (48%)
Encourage water and low-fat milk	63/94 (67%)	67/70 (96%)	19/21 (90%)
Discourage the use of food as a reward	65/94 (69%)	65/70 (93%)	16/21 (76%)
Incorporate physical activity into the day	57/91 (63%)	64/70 (91%)	21/21 (100%)
Develop 5-2-1-0 staff wellness program	55/92 (60%)	25/68 (37%)	9/21 (43%)
Collaborate with nutrition program	53/67 (79%)	Not measured	7/21 (33%)
Implement or strengthen wellness policy	66/91 (73%)	17/66 (26%)	Not measured
*Strategy was newly implemented in Year 5 or sustained from a previous year, in most classrooms or school- or program-wide.			

Choose To Be Healthy

Choose To Be Healthy is a Healthy Maine Partnership based in Southern York County at York Hospital. The *Let's Go!* work is staffed by Sue Patterson.

Engaged Sites:

Schools: 3

Early Childhood Programs: 11

After School Programs: 3

Healthcare Practices: 1

2010-11 Success Story

The Choose to Be Healthy Community Health Action Team designed a project to provide helpful information to parents who send their children to town recreation summer camp. Several recreation department directors serve on the Action Team and expressed frustration with the snacks and lunches brought in by the campers. The Team designed a 4" by 9" card emphasizing *Let's Go!* 5-2-1-0 messages and including some specific tips for healthy food options. Choose To Be Healthy paid for the printing of over 600 cards for six camps.

Additionally, we are very pleased that Great Works Family Practice located in South Berwick became the first physician group in our area to officially become a *Let's Go!* healthcare practice. Dr. Christine Munroe and Julie Olson, medical assistant, implemented *Let's Go!* and attended the Let's Healthcare Institutes. They were recognized at the Choose To Be Healthy annual meeting held May 18, 2011 for their role in childhood obesity prevention.



For more information, contact:

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Coastal Healthy Communities Coalition

Coastal Healthy Communities Coalition is a Healthy Maine Partnership based at the University of New England. The *Let's Go!* work is staffed by Megan Rochelo and Bethany Fortier.

Engaged Sites:

Schools: 15

Early Childhood Programs: 19

After School Programs: 2

2010-11 Success Story

Coastal Healthy Communities Coalition (CHCC) mini-grantee Toddle Inn of Saco has been working hard over the last year to implement the *Let's Go!* Goes to Child Care program, focusing on incorporating more physical activity and improving availability of healthy food choices during the day. The center, through a mini-grant from CHCC, has purchased indoor play equipment and created an indoor gym where children can be active during the day, especially during the winter and on inclement weather days. Classrooms can utilize the equipment in the indoor gym as well as in the classrooms during gross motor breaks and free play. Toddle Inn has also implemented health and physical activity as part of their weekly curriculum when planning activities for the various age groups. The center has removed all televisions from their classrooms and families have been encouraged to participate in three annual "Turn Off TV" weeks promoted by the center.

To improve nutrition and increase healthy food options at the center, they are encouraging healthy choices for celebrations and snack offerings and have moved to a monthly menu that offers healthier foods. Through another mini-grant (from the *Let's Go!* Home Office), they have purchased supplies for each classroom to promote family-style dining, with children serving themselves. Milk and water are the beverages of choice and nutrition education has been incorporated into each classroom's weekly curriculum. The center is also piloting a breakfast program, where parents can purchase a healthy breakfast, such as yogurt and fruit.

**For more information,
contact:**

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Let's Go! EMHS

Let's Go! EMHS is led by Eastern Maine Healthcare Systems in the following counties: Aroostook, Hancock, Kennebec, Penobscot, Piscataquis, Somerset and Washington. The work is staffed by Lee Averill and Martha Bell.

Engaged Sites:

Schools: 70

Early Childhood Programs: 52

After School Programs: 6

Healthcare Practices: 29

2010-11 Success Story

On November 8, 2010, childhood obesity champions from northern and eastern Maine gathered in Bangor for a day of collaboration. The 2010 Maine Childhood Obesity Community Share and Learn Session, hosted by *Let's Go!* EMHS, brought individuals together to combat childhood obesity in their communities and provided them the opportunity to learn from each other and form new networks.

Jessica Donze Black, National Schools Director for the Alliance for a Healthier Generation, provided the keynote presentation. Attendees had the chance to hear presentations on the *Let's Go!* Model and School Nutrition Initiative, successes of the multi-sector model, a Walking School Bus pilot program and Eastern Maine Medical Center's W.O.W. (Way to Optimal Weight) program. Attendees also had the opportunity to participate in roundtable discussions about work happening in their communities. As a result of attending the Community Share and Learn Session, many attendees reported that they had gained critical knowledge and made valuable connections with their colleagues.



For more information, contact:

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Let's Go! Lincoln County

Let's Go! Lincoln County is led by Lincoln County Healthcare, the parent organization of Miles Memorial Hospital and St. Andrews Hospital and Healthcare Center. The *Let's Go!* work is staffed by Trent Giles.

Engaged Sites:

Schools: 5

Early Childhood Programs: 8

Healthcare Practices: 6

2010-11 Success Story

During the winter of 2011 *Let's Go!* Lincoln County teamed up with Healthy Lincoln County, a Healthy Maine Partnership (HMP), Lincoln County Healthcare (LCH), and a number of community organizations and businesses on an annual winter physical activity challenge called "Cruisin' to Cairo." Participants were required to exercise at least 30 minutes, four times a week, for seven weeks to cover the distance it would take to reach Cairo, Egypt. This marked the 8th year that this type of physical activity challenge was offered in the region.

The challenge supported children and families to stay active and eat healthier during the winter months. One of the local YMCA's, Central Lincoln County, and many schools opened indoor facilities for free during the event. This provided a safe place to walk in a rural community, which has no sidewalk system and icy winter roads during the long winter months. Participants meeting the challenge received a silver medal. If participants doubled their activity time, they received a gold medal. Participants could exercise by themselves or with a team of friends, family, co-workers or neighbors. Participants tracked their progress on a colorful map. In the schools and child care sites, teachers and staff led the children in a variety of activities throughout the week to meet their goal. Many of the children encouraged their families to participate and track their goals at home as well as at school.

This year *Let's Go!* Lincoln County added a *Let's Go!* Challenge to the event. Participants chose at least one of the 5-2-1-0 goals to complete each day during the event. Everyone who completed the challenge received a certificate and a golden apple pin.

At the conclusion of the challenge, participants celebrated in downtown Damariscotta with a walk and awards ceremony. Medals were handed out by Redy (the *Let's Go!* mascot) and the challenge mascot, Mainely the Moose. Redy and Mainely the Moose went to the classrooms of the participating schools and gave pins, medals and certificates to the children and their teachers.

The challenge motivated children, parents and the community to be physically active and to eat healthier during the long winter months.

For more information, contact:

Trent Giles
Program Coordinator
Trent.giles@lchcare.org



Let's Go! Waldo County

Let's Go! Waldo County is a Healthy Maine Partnership based at Waldo County General Hospital. The *Let's Go!* work is staffed by Vyvienne Ritchie, Barbara Crowley, Andrea Walker and Hester Kohl.

Engaged Sites:

Schools: 12

Early Childhood Programs: 13

Healthcare Practices: 2

2010-11 Success Story

In February, Hester Kohl, Waldo County General Hospital's *Let's Go!* Coordinator, and Andrea Walker, the hospital's Community Services Manager, met with interested staff at AthenaHealth in Belfast to discuss how the 5-2-1-0 *Let's Go!* Waldo program could help with their employee health program.

There were lots of ideas but a consensus seemed to form around the idea of helping the employees to make better use of the Community Supported Agriculture (CSA) shares that were delivered weekly to the facility. One of the big issues, according to the employees, was that they had no idea how to use some of the products that were delivered. So, with the cooperation of AthenaHealth management, the company café was opened up for cooking classes, utilizing the food delivered each week in the CSA.

In June, Hester taught a cooking class on salads. One big hit, even with folks who had never liked kale before, was an "Amazing Avocado Kale Salad." She also shared a recipe for "Spring Salad," using such vegetables as white summer turnip, different colored radishes, scallions and an avocado dressing.

In July, MiMi McGee, a certified Food for Life instructor with The Cancer Project, shared recipes and cooking instructions for Curried Zucchini "Noodles" and also a Butternut Squash Salad recipe. The Food for Life program stresses a plant-based diet.

Cooking classes will be held each month during the growing season using fruits and vegetables that are in season, so even if an employee doesn't purchase a CSA share, the ingredients are commonly available.

**For more information,
contact:**

**Hester Kohl
Let's Go! Coordinator
hkohl@wchi.com**



Mid Coast Hospital

Mid Coast Hospital is based in Brunswick. The *Let's Go!* work is staffed by Marla Davis.

Engaged Sites:

Schools: 19

Early Childhood Programs: 5

Community: *Let's Go!*-related work conducted with libraries, Rotary Clubs, an art project working in low-income neighborhoods, and the local media.

2010-11 Success Story

In the fall of 2010, four Pre-K classrooms in Bath were recruited to be in the first wave of expansion of Mid Coast Hospital's 5-2-1-0 *Let's Go!* initiative into the Early Childhood sector. The RSU1 Pre-K classrooms, totaling 64 four year olds, are unique in that they are embedded in child care organizations in the community rather than in schools. Rosalie Perkins, class teacher at the Technical center and coordinator of the RSU1 Pre-K program enthusiastically agreed to participate. Following registration, a training session was held with ten staff from all the Pre-K classes. Each of the classrooms received technical assistance and a \$400 mini-grant to implement an environmental or policy change.

The staff committed to being role models for healthy food, and used snack time as a teaching opportunity. The class took frequent movement breaks and learned the 5-2-1-0 song. They often included books about healthy food at story time, and staff invited the 5-2-1-0 regional coordinator, appropriately costumed, to visit the classroom to talk about the advantages of eating carrots.

The 5-2-1-0 plan conceived by the staff at the Bath Regional Career and Technical Center is particularly noteworthy. Two important policies were made and implemented early in the school year: 1) Parents will be consistently encouraged to send healthy food, including fruits and vegetables, for daily snack and for celebrations; 2) Children will have easy and unrestricted access to water; five ounces of water was offered after every recess.

Physical activity was the focus for important environmental change: equipment was purchased for both outside play and inside recess when weather was inclement. A new balance beam was installed in the play yard with the help of the high school technical program.

At the end-of-year graduation with family and friends the students walked across the new balance beam to receive their diplomas. The other RSU1 Pre-K classes (Dike Newell School, Family Focus and Bath Area YMCA) all had similar positive 5-2-1-0 first year experiences.



For more information, contact:

Marla Davis

Director, Community Health Improvement

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Partners for Healthier Communities

Partners for Healthier Communities is a Healthy Maine Partnership based in York County at Goodall Hospital. The *Let's Go!* work is staffed by Sarah Roberts and Patti Gulnac.

Engaged Sites:

Schools: 7

Early Childhood Programs: 21

Healthcare Practices: 1

2010-11 Success Story

The Briarwood Children's House has been a *Let's Go!* partner since 2010. During this time, the Center has focused on improving the nutritional value of meals and snacks and developing a nutrition policy for the parent handbook.

As a recipient of a *Let's Go!* mini-grant, Briarwood was able to purchase a commercial grade mixer to make improvements to the nutrition program. With the assistance of this new equipment, fruits and vegetables have been easily processed to add to treats such as muffins, as well as to sauces. The children are enjoying the new recipes and are talking about the foods with their parents who are then asking for recipes. In addition to creating new recipes, a new look has been given to the weekly menus.

Over the summer of 2011, the Briarwood summer camp kids took the lead on establishing a farm stand to raise funds for new playground equipment. The youth take pride in tending the onsite garden, harvesting and washing vegetables, and displaying them at the front counter for purchase by parents. The younger kids find joy in this as well by helping their parents pick out fresh vegetables to bring home.

For more information, contact:

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sroberts@goodallhospital.org

Looking Beyond Year Five

Evaluation results from the 2010-11 project year suggest that the *Let's Go!* model is bringing about an increase in awareness, knowledge and behavior change related to the 5-2-1-0 messages and also creating environmental and policy changes to support healthy lifestyles. As this work has been occurring, interest in *Let's Go!* has been growing in Maine and nationally. We believe we are poised to continue having a positive impact in Maine communities and to continue sharing our model and our findings nationally. Many of our funders have committed to continue their support for *Let's Go!*, and new Healthy Maine Partnerships and healthcare systems in Maine are joining us as dissemination partners for the 2011-12 project year. We are now planning for the next five years of the project.

At the beginning of Year Six, we have accomplished the following:

- Refined the *Let's Go!* Dissemination Model to ensure that effective technical assistance is available to all dissemination partners as we continue to grow;
- Streamlined the processes of implementing the School, Early Childhood, After School and Healthcare sectors to make it easier for dissemination partners to support sites in each of these sectors;
- Prioritized the ten strategies for environmental and policy change to focus on the six strategies with the most potential for sustainable change;
- Developed a recognition program for *Let's Go!* sector sites both to acknowledge and to help sustain the work that has been accomplished (to be announced Fall 2011);
- Created a Program Manager for Dissemination position to oversee project dissemination and technical assistance, created a Program Manager for Evaluation position to build capacity for evaluation, and hired a part time Data Analyst.
- Updated the *Let's Go!* Website (to be completed Fall 2011);
- Presented *Let's Go!* data at the American Academy of Pediatrics National Conference, the American Public Health Association Annual Meeting, and the Health Promoting Schools meeting of the International Union for Health Promotion and Education.

APPENDIX ONE

***Let's Go!* Partners**

Let's Go! collaborates with many organizations that serve children and families and work to promote healthy lifestyles and prevent obesity. Collaborators include, but are not limited to:

Local and Statewide Partners:

- *Let's Go!* Dissemination Partners, including participating Healthy Maine Partnerships and health care systems;
- Participating Schools, Child Care Programs, Healthcare Practices, After School Programs, Employers and Communities;
- Maine Center for Disease Control and Prevention, including the Maine Physical Activity and Nutrition Program
- Maine Department of Education;
- Maine Bureau of Parks and Lands;
- Maine Department of Health and Human Services, including Maine Head Start;
- University of Maine Cooperative Extension;
- Maine Dairy and Nutrition Council;
- Community based programs working to increase physical activity and healthy eating in Maine, including Maine-ly Nutrition and Take Time (a program of the Maine Nutrition Network) and WinterKids; and
- Maine After School Network.

National Partners:

- National Initiative for Children's Healthcare Quality: *Let's Go!* is participating in the Health Resources and Services Administration-funded Collaborate for Healthy Weight Initiative, which works to bring together public health, primary care and other community sectors for the prevention and treatment of individuals with overweight and obesity.
- Convergence Partnership: This partnership is a consortium of national leaders and funders committed to advancing healthy eating and active living-related environmental and policy changes. *Let's Go!* is actively participating in this consortium.
- American Academy of Pediatrics
- American Medical Association

APPENDIX TWO

Let's Go! is generously funded by our:

Founding Partners



MaineHealth



Platinum Supporters



Additional Funders 2009, 2010, 2011

American Academy of Pediatrics/Healthy Active Living
The Bingham Program
Frances Hollis Brain Foundation
Jane's Trust
Leonard C. & Mildred F. Ferguson Foundation
Maine Department of Health & Human Services/ARRA
The Mattina R. Proctor Foundation
The Rite Aid Foundation
Sam L. Cohen Foundation
The Walmart Foundation

APPENDIX THREE

LET'S GO! STAFF

In order to leverage organizational strengths, during the 2010-11 project year, *Let's Go!* was implemented as a partnership between The Kids CO-OP at The Barbara Bush Children's Hospital at Maine Medical Center and the United Way of Greater Portland. *Let's Go!* also works in close partnership with MaineHealth. *Let's Go!* staff in year five included:

Maine Medical Center

Rick Fortier, CHES

Paula Gilbert

Heidi Kessler

Molly Lee

Elizabeth Motyka, MPH

Victoria Rogers, MD, Director

Brian Ryan

Karen Schebaum

Emily Walters, CHES

MaineHealth

Naomi Schucker, MPH

United Way of Greater Portland

Emily Rines, MPH, MCHES

LET'S GO! EVALUATION CONSULTANTS

Hart Consulting, Gardiner, ME

Critical Insights, Portland, ME

White Mountain Research Associates, LLC, Danbury, NH

APPENDIX FOUR: *LET'S GO!* GREATER PORTLAND BENCHMARK RESULTS 2011

Benchmark	Data Source	Results	Comments
Schools			
88% of Redy 2 elementary schools (7 out of 8) in Greater Portland that implemented 3 or more strategies in 2008-09 and 2009-10 will continue to implement those same strategies through the 2010-11 school year.	Implementation Survey	Achieved	8 schools achieved.
54% of Redy 2 elementary schools (7 out of 13) in Greater Portland will increase by at least 1 the number of <i>Let's Go!</i> recommended environmental and policy strategies being implemented between the 2009-10 and 2010-11 school years.	Implementation Survey	Achieved	11 schools achieved.
School Nutrition			
90% of the school districts (10 of 11) participating in the <i>Let's Go!</i> School Nutrition workgroups will have at least one elementary school meet the USDA's HealthierUS School Challenge criteria by June 2011.	Pre/post tracking tool, menu analysis	Achieved	
After School			
72% of all enrolled after school programs (13) will adopt at least 3 <i>Let's Go!</i> recommended environmental and policy strategies in the 10-11 project year.	Implementation survey	Achieved	15 programs achieved.
Early Childhood			
75% of new child care programs (9) will adopt at least 4 <i>Let's Go!</i> recommended environmental and policy strategies in the 2010-2011 project year.	Implementation survey	Not Achieved	7 new programs adopted at least 4 strategies.
80% of established child care programs (8) that implemented at least 3 strategies in the 2009-10 project year will continue to	Implementation survey	Achieved	9 programs achieved.

Benchmark	Data Source	Results	Comments
implement those same strategies through the 2010-11 project year.			
50% of established child care programs (5) will increase by at least 1 the number of <i>Let's Go!</i> recommended environmental and policy strategies being implemented between the 2009-2010 and 2010-2011 project years.	Implementation survey	Achieved	8 programs achieved.
Healthcare			
75% of pediatric offices in Greater Portland (9 out of 12) are designated <i>Let's Go!</i> sites by June 2011.	Implementation survey	Achieved	14 sites achieved the designation.
Marketing & Communications			
Increase from 26% to 36% the percentage of adults in the 12 communities who can correctly state recommended levels for all four components of 5-2-1-0 by June 2011.	Telephone survey	Not achieved	In 2011, 24% of adults could correctly state recommended levels for all 4 components (unaided). 47% of parents were able to correctly identify all 4 components of the message (aided).
Increase from 49% to 65% the percentage of adults who are aware of <i>Let's Go!</i> (aided and unaided).	Telephone survey	Not achieved	In 2011, 50% of adults were aware of <i>Let's</i>

Benchmark	Data Source	Results	Comments
			Go! (aided and unaided).
Increase from 43% to 60% the percentage of adults who are aware of the 5-2-1-0 message	Telephone survey	Not achieved	In 2011, 55% of adults reported awareness of the 5-2-1-0 message.
Program Dissemination			
100% of Dissemination Partners will formally adopt the <i>Let's Go!</i> model by June 2011.	Tracking data	Achieved	
Overall Project Benchmarks			
Increase from 28% to 34% the proportion of youth in the 12 communities of Greater Portland who are reported to adhere to recommended levels for at least three of the four 5-2-1-0 behaviors by June 2011.	Telephone survey	Not achieved	In 2011, 31% of youth under the age of 18 were reported to adhere to at least three of the four 5-2-1-0 behaviors.
Slow the rise of overweight/obesity prevalence in the 12 communities of Greater Portland by June 2012.	Obesity Prevalence Study	To Be Determined in 2012	Data collection will begin in early 2012.

APPENDIX 5: HEALTHIERUS SCHOOL CHALLENGE AWARD WINNING SCHOOLS THAT PARTICIPATED IN THE *LET'S GO!* SCHOOL NUTRITION WORKGROUP

<p>Boothbay Schools-AOS 98 School District Boothbay Region Elementary School Edgecomb Eddy School</p>	<p>Scarborough School District Benjamin Wentworth Intermediate School Blue Point Primary School Eight Corners Primary School Pleasant Hill Primary School</p>
<p>Falmouth Public School District DW Lunt Elementary School Plummer Motz Elementary School</p>	<p>South Portland School District Dora L. Small Elementary School Frank I. Brown Elementary School Helena Dyer Elementary School James Otis Kaler Elementary School Waldo T. Skillin Elementary School</p>
<p>Lakes Region SAD61 Lakes Region Middle School Sebago Elementary School Songo Locks School Stevens Brook Elementary School</p>	<p>Westbrook School District Canal Elementary School Congin Elementary School Prides Corner Elementary School Saccarappa Elementary School</p>
<p>Portland Public School District East End Community School Fred P. Hall Elementary School Howard C. Reiche Elementary School Longfellow Elementary School Nathan Clifford Elementary School Peaks Island Elementary School Presumpscot Elementary School Riverton Elementary School</p>	<p>Yarmouth School District William H. Rowe School Yarmouth Elementary School</p>
<p>RSU #5 Mast Landing School Morse Street School</p>	