



We Can!

Ways to Enhance Children's Activity & Nutrition

online

We Can!® uses online social networking Web sites such as Facebook and YouTube, as well as its Community of Practice portal, to promote **We Can!** tools and resources to large audiences. Each online profile provides program information and encourages users to visit the **We Can!** Web site, as well as the other online social networking sites.

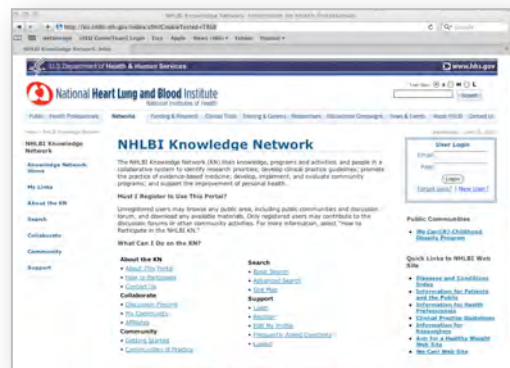


We Can!'s Facebook page promotes the program to a potential audience of more than 500 million active users. The page links to the **We Can!** Web site and highlights relevant tips, tools, and resources; updates from community sites and partners; program videos and promotional tools; and news, research, and initiatives in childhood overweight prevention. Recent posts include tips on how to stay physically active during the long winter months, a link to the new **We Can! The Experience** video, and a post announcing the new 2010 Dietary Guidelines for Americans. To date, the **We Can!** page has more than 3,700 fans. Join their ranks and become a fan today!

URL: <http://www.facebook.com/nihwecan>

Community of Practice Portal

The **We Can!** Community of Practice (COP) portal provides a forum for community sites, partners, and other health professionals to exchange knowledge about leveraging community outreach, partnership development, and media activities to enhance **We Can!** programming. With interactive features like discussion groups and networking opportunities, you can share your ideas about ways to improve food choices, increase physical activity, and reduce screen time among youth. Register at <http://kn.nhlbi.nih.gov/>.



We Can!'s YouTube profile promotes the **We Can!** Flash animation that encourages communities and families to get involved with **We Can!**. YouTube provides an audience of more than 20 million viewers. To date, the **We Can!** YouTube channel has received more than 8,000 views, while individual video clips have received more than 4,600 views.

URL: <http://youtube.com/nihwecan>



The We Can! Web Site

Released in October 2009, the revised *We Can!* Web site provides helpful information and resources for parents and caregivers, health professionals, and community sites.

The Web site includes a fresh perspective and some new additions that highlight the wonderful things going on in the community sites, showcase our partnerships, and share our stories with the many groups interested in ways to prevent childhood overweight. The Web site also links to the *We Can!* Facebook page and Community of Practice portal.

The Web site includes background information on *We Can!*, information for community sites and partners, access to program materials and other resources, useful tips for parents and families, and much more.

URL: <http://wecan.nhlbi.nih.gov>

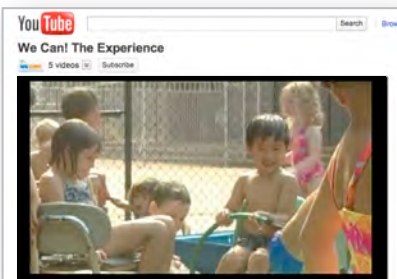


eNewsletter

The *We Can! in Action* eNewsletter highlights *We Can!* community events, partner collaborations, and overall program growth. It also provides helpful tips to improve nutrition, increase physical activity, and reduce screen time, as well as updates on exciting events from *We Can!* communities and partners across the map.

We Can! creates these newsletters quarterly and distributes them to more than 1,900 subscribers.

URL: <http://wecan.nhlbi.nih.gov/news/enewsletter.htm>



We Can! The Experience

We Can!'s new video, *We Can! The Experience* promotes the program and educates viewers on the program's curricula, the program's behavior change messages, and community site and partner involvement in the program. Go ahead: share The Experience!

URL: <http://www.youtube.com/watch?v=ElsvA8U2PTg>



myspace[®] *We Can!*'s MySpace profile promotes *We Can!* to a potential audience of more than 80 million viewers. In addition to information about the

program and links to the *We Can!* Web site, the MySpace profile promotes other program social network Web sites, includes the *We Can!* YouTube channel, and embeds the *We Can!* Web banner ads. The profile, which has more than 2,700 views and more than 70 friends, has helped *We Can!* sign up new community sites.

URL: <http://myspace.com/nihwecan>