



we can! partners

Ways to Enhance Children's Activity & Nutrition

We Can! Partners in Action

We Can!® partnerships with government and other non-profit entities are going strong with 28 active partners as of January 2011. Our partners create greater awareness of **We Can!** by spreading news of our fast-growing movement coast to coast through their extensive networks, educating others about our success. For more information visit <http://wecan.nhlbi.nih.gov/>.

Current Partners

American College of Sports Medicine
 Association of Children's Museums
 Association of State and Territorial Public Health Nutrition Directors
 CATCH® (Coordinated Approach to Child Health) Kids Club
 CDC Division of Adolescent and School Health (DASH)
 Cherokee Nation
 Children's National Medical Center
 Children's Museum of Manhattan
 Delaware Physician's Care, Inc.
 Department of the Interior (DOI) – U.S. Fish and Wildlife Service (FWS) and National Park Service (NPS)
 Health Resources and Services Administration
 Indian Health Service
 NAASO, The Obesity Society
 National Association of Chronic Disease Directors
 National Association of County and City Health Officials
 National Association of School Nurses
 National Health Museum
 National Hispanic Medical Association
 National Initiative for Children's Healthcare Quality
 National Latina Health Network
 National Wildlife Federation
 Nemours Health and Prevention Services
 The ODS Companies
 Office of Women's Health, HHS, BodyWorks Program
 President's Council on Fitness, Sports, and Nutrition
 SPARK™
 SUBWAY® restaurants
 UPMC Health Plan
 UNIVISION



National Partner Highlights

Children's National Medical Center

Partner Since: September 2010



This fall, the Children's National Medical Center kicked off its **We Can!** partnership with an event that attracted more than 100 youth and adult participants. The DC Family Wellness Day and Day for Kids took place on September 25 in Ward 8, a section of Washington, D.C. that—according to an Obesity Report published by the District of Columbia's Department of Health—has the city's highest rates of obesity. The purpose of the event was to equip youth and parents with skills they need to maintain healthy lifestyles.

The morning started off with an address from Congresswoman Eleanor Holmes Norton, who spoke to the youth and their parents about National Childhood Obesity Awareness Month and the importance of maintaining a healthy lifestyle. Shortly afterward, the youth participants watched a live show from Kaiser Permanente called *The Great Food Detective*, and then went to a gym area where different physical activity stations were set up for them, including a yoga workshop and an African drumming station.

"The children really enjoyed rotating through the activities," said Yolandra Hancock, M.D., Associate Director of the Children's National Obesity Initiative at the Children's National Medical Center. "Many of them said they didn't even feel like they were exercising because they were having so much fun." While the youth engaged in a variety of physical activities, the adult participants received an abridged version of the **We Can! Energize Our Families** Parent Program.

In addition to planning next year's event, Dr. Hancock is staying plenty busy with **We Can!** and plans to incorporate **We Can!** messages in a new physical activity and health education program, titled *Step Up To Health*.

National Association of School Nurses

Partner Since: September 2010



The National Association of School Nurses (NASN) boasts a membership of more than 14,500 school nurses across the United States. And since they are known as the go-to source for school nurse resources about youth health, a partnership between NASN and **We Can!** was a perfect match.

"The National Association of School Nurses is in partnership with **We Can!** to provide school nurses with evidence-based obesity prevention materials to disseminate to parents, families, and students," said Shirley Schantz, R.N., Ed.D., A.R.N.P., and Nursing Education Director at NASN.

NASN is using a variety of channels to do just that. An article entitled "School Nurses CAN Make a Difference with **We Can!**" will appear in the upcoming issue of NASN's quarterly magazine, *NASN School Nurse*, in early 2011. **We Can!** resources and events are featured regularly in the group's weekly digest e-mails, which go to a subscriber base of about 12,000 school nurses. And, NASN has incorporated **We Can!** into its Web site at <http://www.nasn.org/Default.aspx?tabid=594> and into its childhood obesity prevention program, School Nurse Childhood Obesity Prevention Education (S.C.O.P.E.).

The ODS Companies

Partner Since: October 2009



We Can! partner ODS wasted no time in getting on board with the program—and has been sailing ever since!

As soon as the partnership was formed, ODS, a provider of group and individual medical, dental, and pharmacy insurance to more than one million members in Oregon and Alaska, made sure to offer a variety of **We Can!** resources to their constituents. They continue to make these materials available on their Web site. From there, ODS really got their feet wet, building partnerships and collaborations with local organizations to continue to spread **We Can!** messages. ODS' **We Can!** partners include Legacy Health System and the Oregon Education Association (OEA) Choice Trust.

In October, ODS and Legacy gave a community presentation called *Eat Play Jump!* The presentation focused on teaching community members about **We Can!** and ways to help local youth stay happy and healthy. The presentation featured doctors, dietitians, and other experts talking about nutrition and creative ways to help kids stay healthy.

ODS kept the momentum going through the holiday season. In December, they partnered with the Community Cycling Center, a local nonprofit, to participate in a community bike drive. The bike drive provided 500 children from low-income families with their first bicycles, new helmets, and basic safety education. At the event, ODS staff were on hand, manning a **We Can!** booth complete with the **We Can!** banner and table throw, as well as **We Can!** flyers on healthy eating. They also handed out "Be Safe Be Seen" shoe/zipper pull reflector tags.

ODS isn't hesitant about plans for 2011, either. First on tap? They are sponsoring a one-day **We Can!** regional training in Portland, Oregon, on March 7. Information for this training is now available on wecantrainings.org; keep an eye on the trainings Web site and the **We Can!** Web site for more information.

► Become a **We Can!** partner. Visit <http://wecan.nhlbi.nih.gov/>.



National Heart, Lung, and Blood Institute
National Institute of Diabetes and Digestive and Kidney Diseases

Eunice Kennedy Shriver National Institute of Child Health and Human Development
National Cancer Institute