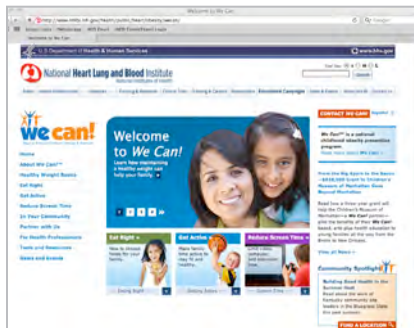




We can!™

Ways to Enhance Children's Activity & Nutrition

online



New Web Site

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

The new 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 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>

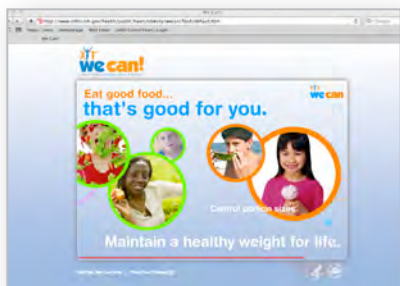


E-Newsletter

The **We Can!** in Action E-Newsletter highlights **We Can!** community events, partner collaboration, 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 1,650 subscribers.

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

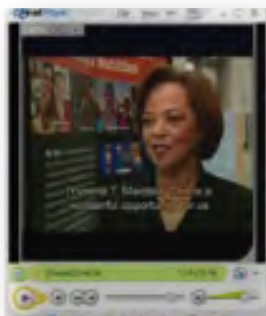


Flash Animations

We Can! produced two 60-second Flash animations, each highlighting the importance of preventing overweight and obesity for families. In addition, the community outreach animation can help recruit community members and organizations to get involved.

URL: <http://wecan.nhlbi.nih.gov/flash/default.htm>

URL: <http://wecan.nhlbi.nih.gov/flash2/default2.htm>



We Can! Video

We Can! produced an eight-minute video called "**We Can!** And You Can Too!" that highlights the program and the importance of preventing overweight and obesity for families. The video requires Real Player or can be viewed on the NIH **We Can!** YouTube channel.

URL: <http://hp2010.nhlbihin.net/wecanmedia/wecan.ram>

Online Materials - Social Networking Web Sites

We Can! uses online social networking Web sites such as YouTube, MySpace, and LinkedIn 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 the other online social networking sites.

You Tube *We Can!*'s YouTube profile promotes the video "We Can! And You Can Too!" and two *We Can!* Flash animations that encourage communities and families to get involved with *We Can!* YouTube provides an audience of over 20 million viewers.

To date, the *We Can!* YouTube channel has more than 1,300 views, while individual video clips have received more than 1,600 views.

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



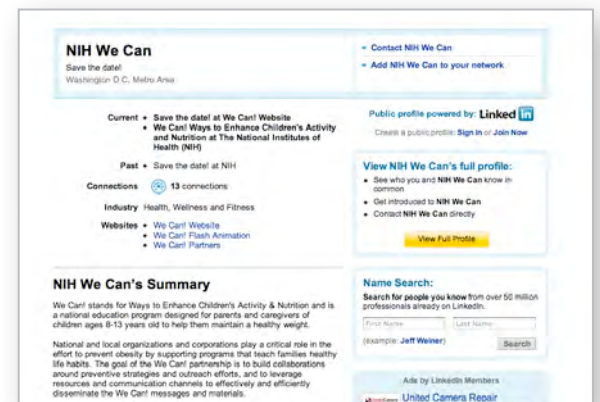
myspace *We Can!*'s MySpace profile promotes *We Can!* to a potential audience of over 80 million viewers. In addition to information about the program and links to the *We Can!* Web site, the MySpace profile promotes other program social network Web sites, includes the YouTube videos, and embeds the *We Can!* Web banner ads. The profile, which has over 1,600 views and more than 70 friends, has helped *We Can!* sign up new community sites.

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



LinkedIn LinkedIn is a social networking Web site for professional connections. It allows *We Can!* to connect with over 8 million members, including health professionals. LinkedIn allows users to bookmark the *We Can!* program.

URL: <http://www.linkedin.com/in/nihwecan>



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