



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 24 partners (as of December 2009) creating greater awareness of, and increased credibility for, our movement through product development, program promotion, materials dissemination, and other forms of assistance. These partnerships spread news of our fast-growing movement coast to coast through their extensive networks, educating grantees and others about **We Can!**'s success. For more, visit <http://wecan.nhlbi.nih.gov/>.

Government Partners

CDC Division of Adolescent and School Health
Department of the Interior
(U.S. Fish and Wildlife Service and National Park Service)
Health Resources and Services Administration
Office of Disease Prevention and Health Promotion
President's Council on Physical Fitness and Sports



National Partners

Action For Healthy Kids
American Academy of Family Physicians
American Academy of Pediatrics
American Dietetic Association
Association of Children's Museums
Association of Junior Leagues International
Association of State and Territorial Public Health Nutrition Directors
Chefs for Humanity
Cherokee Nation
Children's Museum of Manhattan
Highmark Foundation
NAASO, The Obesity Society
National Association of Chronic Disease Directors
National Association of County and City Health Officials
National Health Museum
National Hispanic Medical Association
National Latina Health Network
National Wildlife Federation
Spirit of Women



Supporting Organizations

American College of Sports Medicine
Nemours Health & Prevention Services
Pennsylvania Advocates for Nutrition and Activity



National Partners and Supporting Organizations Highlights

Cherokee Nation: From Training to Action!

Partner Since: February 2009

One of **We Can!**'s newest partners, the Cherokee Nation of Oklahoma, just keeps gaining momentum. The Native American **We Can!** Nation took no time at all to launch a training, which took place in April 2009 and was included in our last update.

Now, Cherokee Nation of Oklahoma Principal Chief Chad Smith is integrating **We Can!** into existing health programs such as the tribe's Healthy Nation initiative; publishing **We Can!** messages and tip sheets in the *Cherokee Phoenix*, the tribe's newspaper; profiling **We Can!** on its Web site; and more.

"American Indian communities have high numbers, and an increased risk of children becoming overweight, because of a complex mix of historical, cultural, racial, and societal factors," says Rachael L. Tracy, M.P.H., Public Health Advisor, National Heart, Lung, and Blood Institute. "But there are things we can do to help curb this disparity, and to help our communities address this epidemic."

And the Cherokee Nation is working hard to use **We Can!** as part of its educational efforts. "We see **We Can!** as a critical component of our health education efforts. For us, it's a chance to reach our own community with needed information that's well packaged and easy to understand," notes Julie Kimble of the Cherokee Nation in Oklahoma's Healthy Nation initiative.

An introductory teleconference for 20 health educators in the field took place in early November to review the program. Each educator has received mini-grant funding for programming, and will be incorporating **We Can!** into their local health education efforts. The Cherokee Nation will also be translating existing **We Can!** materials into Cherokee for use in local communities, while **We Can!** staff work to develop additional resources to support their outreach.



From Hot Temps to Hot Chocolate: Lessons from **We Can!** Trainings Last, No Matter the Season

Partner Since: April 2008

This past July, two free workshops on the **We Can!** Parent Program—in Lexington and Jamestown, KY—were a hot commodity, drawing 68 professionals

from diverse backgrounds.

"When we did the introductions, people just about lunged across the table to shake each other's hands and say, 'Oh, I really need to talk to you!'" said trainer Anita Courtney, M.S., R.D., **We Can!** KY Coordinator. "It's a testimony to how much people want to talk about this topic."

Courtney reports that 48 people attended the first training, on July 15 in Lexington, and 20 attended the second, on July 22 in Jamestown. She led both sessions. Her time was sponsored by the Kentucky Department of Public Health as part of the state's **We Can!** efforts.

"The Jamestown training was one of the best trainings in terms of being able to walk away and say, 'Yes, I can do this program in my own community!'" says Amanda Patrick, Environmental Education/Outreach Specialist with the Wolf Creek National Fish Hatchery (through the **We Can!** partnership with the U.S. Fish and Wildlife Service) and **We Can!** site leader. "I'm grateful to Anita for walking the amazing mix of outdoor professionals like myself—and others—through the Parent Program, Media-Smart Youth®, and Catch Kids Club, and teaching us how to make healthy parfaits and getting us pumped up through physical activities."

Courtney estimates that about a *third* of attendees were outdoor professionals and environmental educators like Patrick—signaling a dramatic uptick in interest from that arena in the nearly four years that she's been teaching the program. "There's a wider range in the background of the participants. Now, unlike before, I'm seeing people outside of the nutrition field interested in the **We Can!** movement," said Courtney. "And they all bring a fresh perspective."

The diverse mix of individuals at the two trainings helped create the type of discussion that led to new ideas that will help the **We Can!** movement.

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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