

Getting Out the Vote: The Key to Winning the First *We Can!* Video Contest

Anyone looking to run a successful campaign need look no further than one that ran this summer: an online and word-of-mouth push by the University of South Carolina (USC) Norman J. Arnold School of Public Health's GoodBodies program helped its soccer-themed "**We Can MOVE IT!**" video score a winning goal in *We Can!*'s first video contest. Check out the video at <http://wecan.nhlbi.nih.gov/videocontest/index.htm>.

"The first thing we did was put it [news of the video and contest] on our Facebook page," said Barbara Cuevas, GoodBodies program coordinator. "Then we sent it out on the university's listserv; posted it on the Web site; and recruited professors to talk about it in class."

These joint efforts not only won the video 591 votes—that's 275 more votes than the runner-up—it generated increased inquiries from people looking to help GoodBodies in its *We Can!* and other programming.

"Lots of people came knocking on our door," said Cuevas. "I've had a lot of grad students who saw the video and wanted to start working for GoodBodies."

The Columbia-based program has been using *We Can!* materials and messages since September 2007. Cuevas says she will put the \$1,500 video-contest prize toward purchasing a CATCH Kids Club curriculum to further spread the word about eating right, moving more, and limiting screen time.

The video contest was just one of several 2010 activities that recognize the efforts of an array of *We Can!* supporters (including community sites, partners, and supporting organizations) and help spread our messages to help whole families stay at a healthy weight.

And that's a **win-win** for all!



Major Watershed for *We Can!*: More than a Billion Impressions Made

In just five years, the *We Can!* program has reached the eyes and ears of millions of people, many times over, making more than 1.3 billion impressions through coverage in an array of print, broadcast, and online media.

A multi-pronged effort this summer and fall pushed awareness of the program from more than 700 million potential readers/listeners in May 2010 to some **1.359 billion potential impressions** a few short months later. This surge in numbers resulted from a combination of the following outreach activities:

- *We Can!* posters promoting the program and its core messages—eating right, moving more, and spending less time in front of the screen—running on buses and in subway stations in 13 cities around the U.S.
- Stories about the program placed online and in community-level newspapers in both small towns and larger cities.
- Local media coverage (television, radio, and print) of regional trainings held from Alaska to Maine, and places in between—the Alaska training alone garnered coverage in six local papers.

We Can! is thrilled to be reaching communities with our positive messages and hope that the outreach and increased impressions are helping to generate excitement "on the ground" for site and partner programming.

Media Tools

A Rolling Front of **We Can!** Media Coverage in Coastal Georgia

A rolling series of news stories about **We Can!**-related activities in coastal Georgia have been pumping up the excitement for the program.

From May until June, the *Coastal Courier* carried four stories connected to **We Can!**. The newspaper is based in Hinesville, Georgia, southwest of Savannah, and serves communities across Liberty County and around the nearby Fort Stewart military base.

The top story focused on the unique collaboration among the city of Hinesville, Liberty County, and Fort Stewart that is bringing **We Can!** programming to area residents through the county's public health department.

In the article, Health Department Administrator Deidre Howell reported that the first step was to create and implement a community wellness calendar to alert residents to the **We Can!** activities that would be available to them through agencies such as the YMCA, Liberty County Recreation Department, and Children and Youth Services on Fort Stewart.

"The plan is not to create [new programs]. We feel generally there's enough going on, but not everybody knows what's going on, where it is, or how much it costs," said Howell. "**We Can!** has specific curricula and those can be infused into existing local programs. We're trying to get as many youth service agencies involved as possible."

Hinesville/Liberty County/Fort Stewart join a growing group of 28 other **We Can!** Cities and Counties nationwide, and an inspiring number of **We Can!** programs along Georgia's coast.

"Our district **We Can!** efforts have exploded largely due to the committed communities who saw a need and reached out for an answer," said Christina Bolton, Adolescent Health & Youth Development Coordinator with the Coastal Health District in Savannah, a **We Can!** site since June 2009. "I think this is a true testament as to how effective a program can be with a little community support and without requiring significant funding."

News of **We Can!** in the publication's print and online editions can potentially be read by the county's more than 58,000 residents; Fort Stewart's 16,000 soldiers and families; and the 14,000 or so unique visitors to the paper's Web site every week.

And that's all good news when it comes to helping grow participation in, awareness of, and support for **We Can!** across the Peach State and beyond.

Stay tuned for "breaking news" of the Liberty County Health Department's success with our program. For a look at all **We Can!**-related stories in the Coastal Courier, visit www.coastalcourier.com and enter **We Can!** in the search box.

