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The Barbara Bush Children’s Hospital
Maine Medical Center

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The Maine Story

- **2004: The Maine Youth Overweight Collaborative (MYOC)**
  - Maine medical community and the Maine Harvard Prevention Research Center take initiative

- **2006: Let’s Go! in Greater Portland**
  - Multisector approach to addressing childhood obesity using a healthy lifestyle slogan 5-2-1-0

- **2010: Statewide Expansion of Let’s Go!**
  - Partner with local Communities Putting Prevention to Work Recipients
5210
Every Day!

5 or more fruits & vegetables
2 hours or less recreational screen time*
1 hour or more of physical activity
0 sugary drinks, more water & low fat milk

*Keep TV/Computer out of the bedroom. No screen time under the age of 2.

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The Maine Youth Overweight Collaborative (MYOC) and the Clinician’s Role

- Create awareness: Hang a 5-2-1-0 Let’s Go! poster
- Assess the patient’s weight
- Listen to your patients in a respectful manner
- Be a role model
- Join the learning community
Provider Tool Kit

Provider flipchart

- Clinical guidelines
  - Prevention
  - Medical evaluation

- Lifestyle advice

- Reference charts
  - Comorbidity
  - Blood pressure
  - BMI

Let's Go! Eat Right, Be Active, Get Healthy.

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MYOC 2004-2006
Use of 5-2-1-0 Questionnaire by the Providers

Percent

Pre

Post

0%
10%
20%
30%
40%
50%
60%
70%
80%
90%

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MYOC 2004–2006
Correct Definition of CDC Weight Categories

<table>
<thead>
<tr>
<th>Percent</th>
<th>Healthy</th>
<th>Overweight</th>
<th>Obesity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre MYOC</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Post MYOC</td>
<td></td>
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</tbody>
</table>
MYOC 2004–2006
Behaviors and Current Practice

Percent strongly agree

- Address overweight
- Medically evaluate
- Do behavioral goal setting
- Do brief focused negotiation
- Schedule follow-up

Pre MYOC
Post MYOC
Lessons Learned from MYOC

- 5-2-1-0
  - “Simple” message
  - Easily delivered and understood

- Starting tomorrow: Clinician can take basic steps toward impacting the childhood obesity epidemic
Let’s Go!
Profit – Nonprofit Partnership

And Platinum Sponsor
Growing Up Healthy
The Harvard Pilgrim Health Care Foundation

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Let’s Go!

Core Principles

- Environmental and policy change influence behavior change
- Interconnectivity across sectors is essential
- Strategies are evidence-based and continuously evaluated
Goes to School

- 10 key strategies for schools to adopt
- Focus on environmental and policy changes
- Links the medical community to the schools
10 Strategies for Success

- Encourage healthy choices for snacks and celebrations
  - Encourage water and low fat-milk instead of sugar-sweetened drinks
  - Discourage the use of food as a reward; use physical activity as a reward
  - Participate in local, state or national initiatives that promote physical activity and healthy eating
- Include community organizations in wellness promotion
  - Involve and educate families in initiatives that promote physical activity and healthy eating
- Incorporate physical activity into the school day
  - Develop a 5-2-1-0 friendly staff wellness policy
  - Collaborate with School Nutrition Program
  - Implement or strengthen a wellness policy that supports the 5-2-1-0
Let’s Go! Moves into Other Settings

- **Early Childhood**
  - 5-2-1-0 Goes to Child Care
  - State licensing

- **Community**
  - StoryWalks
  - Water fountains
  - Trail development
  - 5-2-1-0 Gets Faith

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WinterKids StoryWalk Snow Day!

Let’s Go! 5210 Goes to Child Care
Free Toolkit Download
5-2-1-0 Goes to Child Care Toolkit

Let’s Go! 5210 Goes to Child Care 2009 Featured Site

KunouCity Childcare and Learning Center, Mars Hill, Maine

KunouCity Childcare and Learning Center in Mars Hill is pleased to announce that their center has teamed up with 5-2-1-0 Goes to Child Care, and, as part of this program, they will be working hard to incorporate the 5-2-1-0 message into their daily activities.

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Evaluation of Let’s Go!

- Tracking local obesity prevalence rates
- Behavior change
- Environmental and policy change

EVALUATION
Local Overweight and Obesity Prevalence

NHANES, National Health and Nutrition Examination Survey
Perceived Behavioral Changes
Increased Awareness of Let’s Go! and 5210 in Greater Portland

Critical Insights RDD Telephone Survey, Spring 2009, n=800 parents in 12 communities in Greater Portland
Perceived Behavioral Changes:
Parent-Reported 27% Child Behavior Change

- **Exposure across 3 or more settings**
  - Parents more likely to be aware of 5-2-1-0
  - Children more likely to meet the “1”
  - Parents more favorable to Let’s Go! Message
  - Parents more likely able to identify all 4 healthy behaviors correctly

Critical Insights RDD Telephone Surveys, Spring 2007 and 2009, n=800 parents of children ages 0 to 18 in 12 communities in Greater Portland
The Project made significant changes in our school or district to improve opportunities for physical activity

The Project made significant changes in our school or district to improve opportunities for nutrition

Let’s Go!/5-2-1-0 Goes to School 2008-2009 School administrator Feedback Survey, June 2009 (n=24)
5-2-1-0 Goes to School

- Progress made by implementing 5-2-1-0 strategies

- Schools appreciate
  - Simplicity of the 5-2-1-0 message
  - Support from Let’s Go!
  - Multisector approach

- Critical role of school teams and the administrator

- Policy and environmental change is important to support long-term behavior change
83,439 students in 262 schools

40 child care sites caring for thousands of children

More than 50 physician’s practices

Numerous after-school programs support more than 2,500 youth members

6 of Portland’s largest employers

8 regions across Maine
5-2-1-0 in Maine ...

149 towns participating
... and Spreading Throughout the Nation
Outstanding Challenges

- Building the evidence is difficult
- Capturing “hard” data is difficult – changing kids’ behavior and BMI takes years!
Outstanding Challenges

- Building the evidence is difficult
- Capturing “hard” data is difficult – changing kids’ behavior and BMI takes years!
- Community partners can be wary of “Research and Evaluation”

- Collaboration
  - “Turf” issues often get in the way—need collaboration, not competition
  - Collaboration among organizations can be complicated by funder’s competing agendas, timelines, and demands
Opportunities

- Small changes can happen quickly and they are making a difference

- Engaging all sectors allows different partners to come to the table without having them feel like they have to “own it all”

- Working in a small, rural state can often mean easy access to local and state leaders

- Collaboration with regional and national leaders brings positive attention and boosts staff morale – this is a long journey!