



National Heart, Lung,
and Blood Institute



National Institute of
Diabetes and Digestive
and Kidney Diseases



National Institute for
Child Health and
Development



U.S. Department of
Health and Human
Services



National Institutes
of Health

We Can! Healthy Weight Program for Youth and Parents

FNS Annual Meeting

we can!

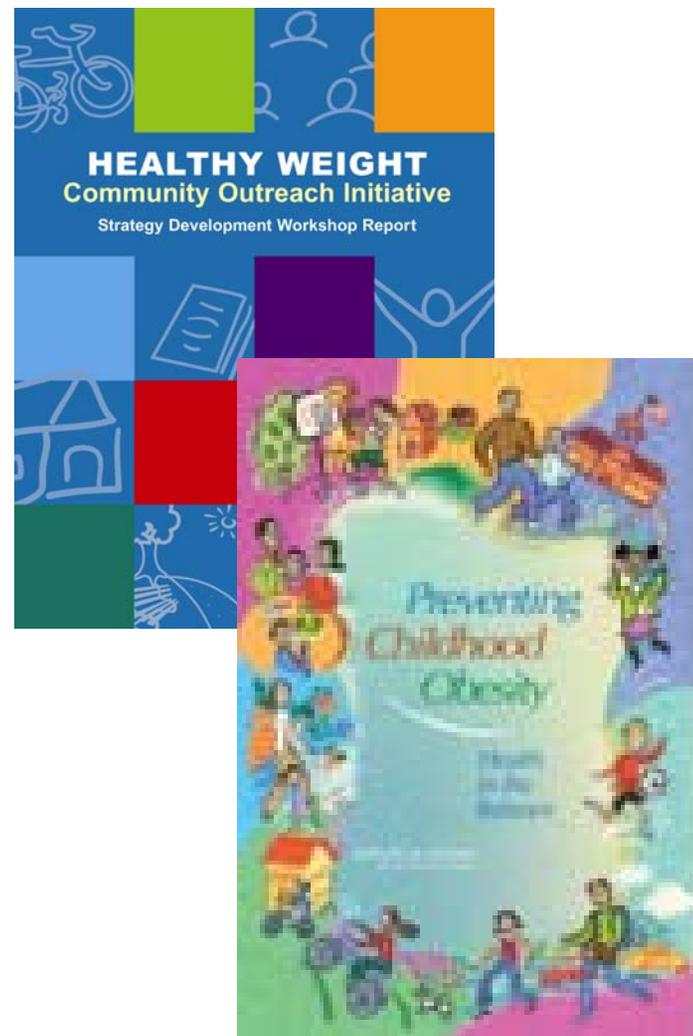
Ways to Enhance Children's Activity & Nutrition



A national education program targeting youth, ages 8-13, and their parents and caregivers in home and community settings to meet the overall goal of preventing overweight and obesity.

How We Developed *We Can!*

- Recommendations from NHLBI Strategy Development Workshop
- Review of science-based literature, NIH 2004 workshops on obesity prevention, and the *IOM Report on Prevention of Childhood Obesity*
- Environmental scan to review other work on overweight and obesity (ongoing)
- Assessment of Hearts N' Parks Magnet Centers



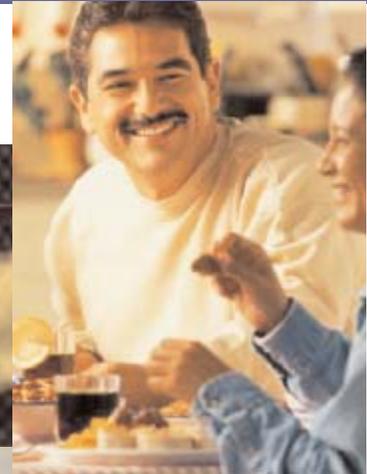
What Makes *We Can!* Unique?



September 13, 2005

We Can! Target Audiences

- Parents / Primary Caregivers of youth ages 8 to 13.
- Youth ages 8 to 13.



Behavioral Objectives

Youth Ages 8-13

- Choose a sufficient amount of a variety of fruits and vegetables per day.
- Limit intake of high-fat foods and energy-dense foods that are low in nutrients.
- Control portion sizes of foods consumed.
- Substitute water, fat-free milk, or low-fat milk for sweetened beverages.
- Engage in at least 60 minutes of moderate physical activity on most, preferably all, days of the week.
- Reduce sedentary activity by limiting screen time to no more than 2 hours per day.

Parents / Primary Caregivers

- Increase the availability and accessibility of healthy foods in the home.
- Limit the availability and accessibility of sweetened beverages and high-fat, high-density/low nutrient value foods in the home.
- Control portion sizes of foods consumed.
- Support and enable family physical activity.
- Support and enable reduced screen time.



We Can! Program Elements

- Program Resources and Channels
- Community Outreach
- Partnerships
- National Media and Consumer Outreach

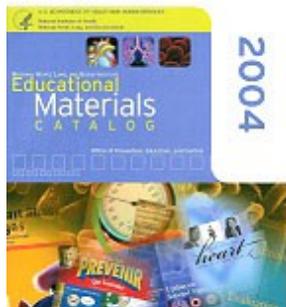


Resources and Channels

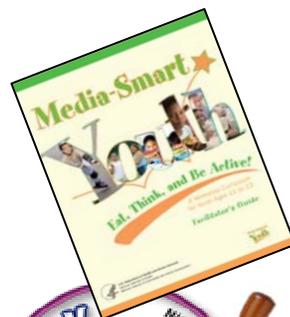
Ways to Enhance Children's Activity & Nutrition



NHLBI

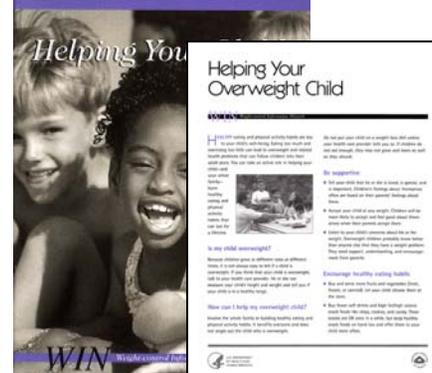


NICHD



NIDDK

TIPS FOR PARENTS
Healthy Eating & Physical Activity Across Your Lifespan

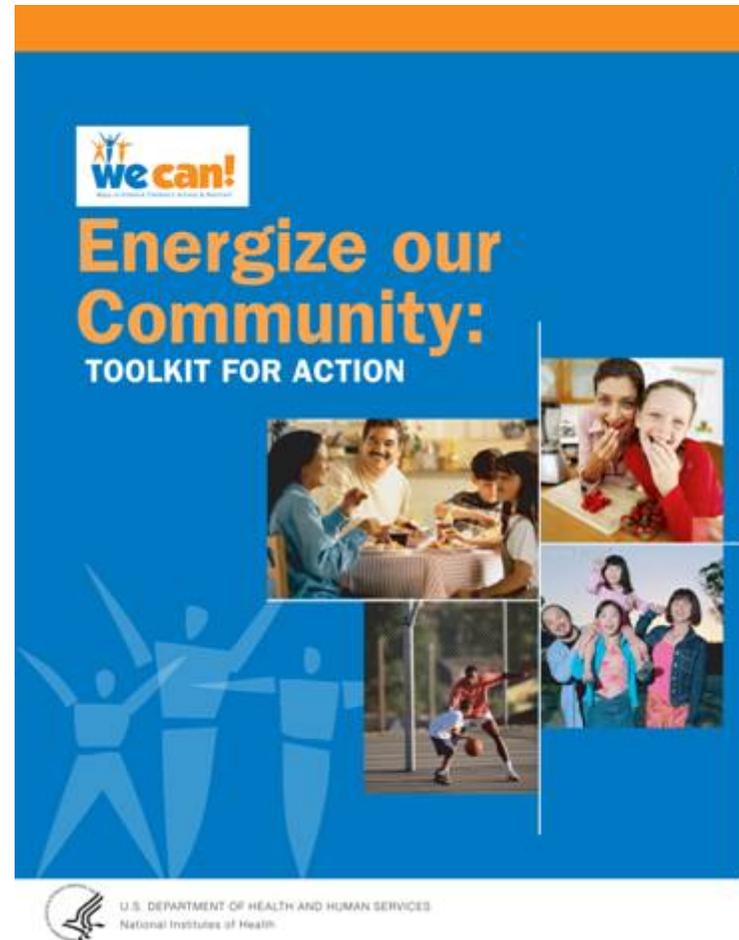


NCI



Community Toolkit

- **We Can!** Energize Our Community: Toolkit for Action
 - Parents Curriculum
 - Community Events
 - CD-Rom of all materials (PowerPoint, fact sheets, assignments, and materials for working with local partners)
- Downloadable on-line
- Turnkey kit – self-explanatory for use



Parent Handbook

- ***We Can!*** Families Finding the Balance: Parent Handbook
 - English
 - Spanish
- On-line

My, How They've Grown!

How do you know if your child is growing properly? The best way to find out is to track your child's growth over time. The following tables show the average height and weight for children of different ages and genders.

Boys			
Age	Height	Weight	Percentile
2 years	35 inches	28 lbs	50th
3 years	39 inches	33 lbs	50th
4 years	43 inches	39 lbs	50th
5 years	47 inches	45 lbs	50th
6 years	51 inches	50 lbs	50th
7 years	55 inches	55 lbs	50th
8 years	59 inches	60 lbs	50th
9 years	63 inches	65 lbs	50th
10 years	67 inches	70 lbs	50th
11 years	71 inches	75 lbs	50th
12 years	75 inches	80 lbs	50th

Girls			
Age	Height	Weight	Percentile
2 years	35 inches	28 lbs	50th
3 years	39 inches	33 lbs	50th
4 years	43 inches	39 lbs	50th
5 years	47 inches	45 lbs	50th
6 years	51 inches	50 lbs	50th
7 years	55 inches	55 lbs	50th
8 years	59 inches	60 lbs	50th
9 years	63 inches	65 lbs	50th
10 years	67 inches	70 lbs	50th
11 years	71 inches	75 lbs	50th
12 years	75 inches	80 lbs	50th

Next Steps & Key Points:
 The best way to track your child's growth is to have them checked by a healthcare provider. If you notice any changes in your child's growth pattern, talk to your doctor.

Remember: Every child grows at their own pace. Don't worry if your child is not exactly on the chart. What matters most is that your child is healthy and happy.




Energy O.K.T.!
Physical and Screen Time

For Americans, screen time is a problem. We sit a lot and we spend hours in front of TVs, video games, and cell phones. Screen time that prevents other activities that get us out of a screen, and that can be a double whammy for our weight – every 100 extra O.K.T. to burn off all that screen time.

To maintain a healthy weight, being physically active is just as important as eating right. We can do it! We can do it!

- Keep your family healthy.
- Doing fun activities, which can help you stay at a healthy weight.
- Make your family and friends active.
- Make your bed on-screen.
- Study strength and endurance.
- Make active choices.
- Make your energy count.
- Help your mental health.
- Help your best friend (yourself).
- Give your something to be active and see more.
- It's a fun way to spend time with family and friends.



Youth Curricula



- Eat, Think and Be Active – 10 lessons helping children (11-13) understand the connections between media and health.

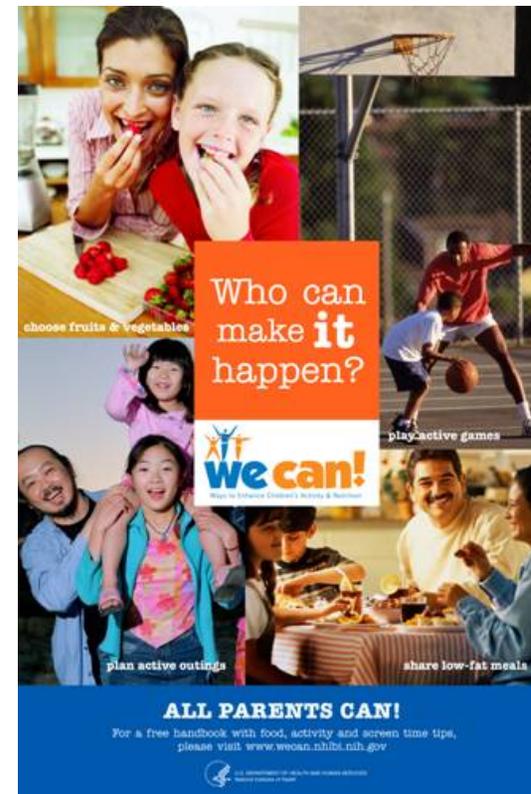


- Kids Club - Afterschool, summer day care setting for children (K-5) contains three elements– curriculum, and PA and snack components.



- SMART- Student Media Awareness to Reduce Television –3 or 4th grade classroom curriculum designed to reduce TV and video game usage.

We Can! Materials and Website



<http://wecan.nhlbi.nih.gov>

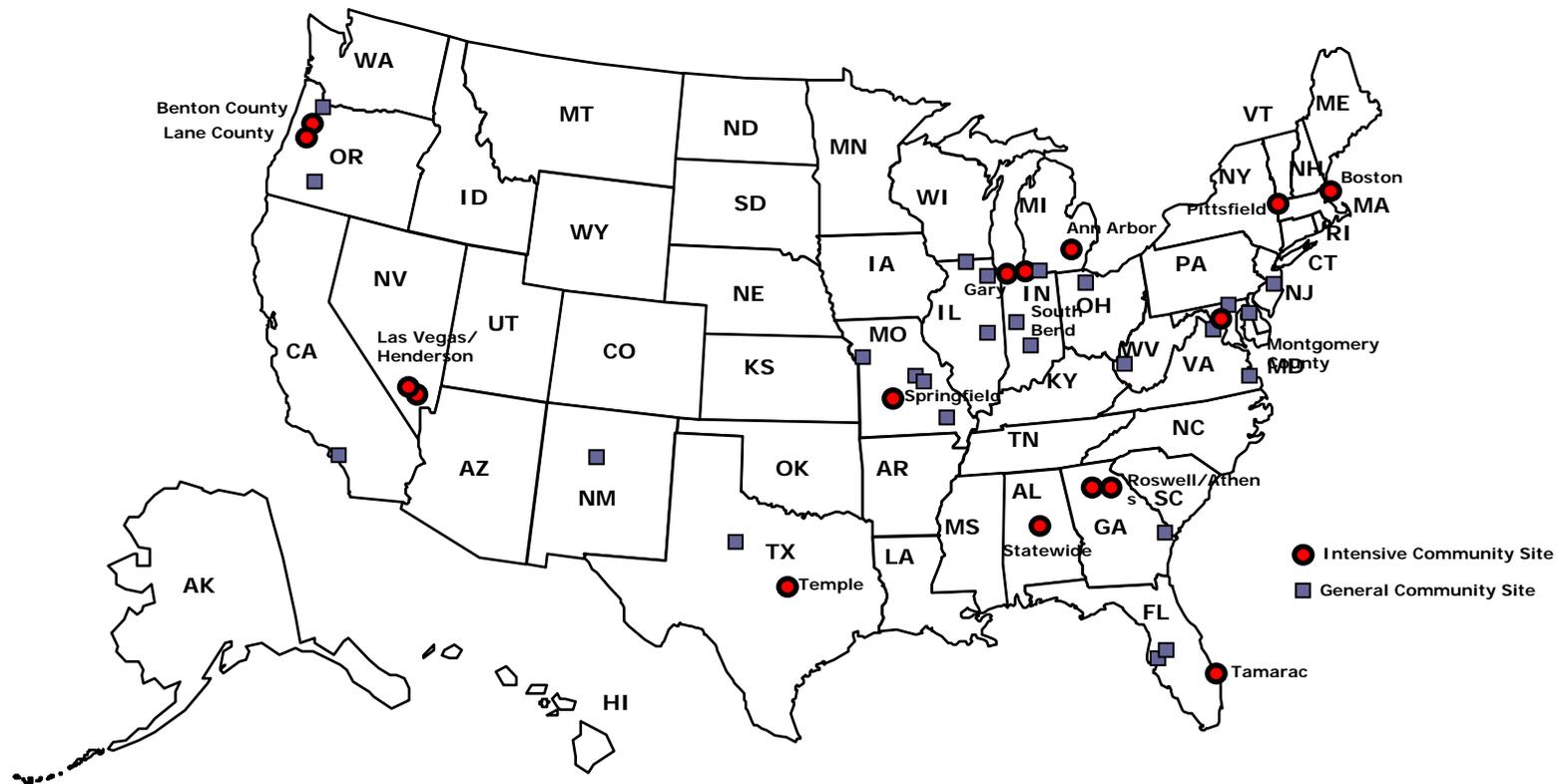


September 13, 2005

Community Outreach

- 41 communities are implementing ***We Can!*** programming in 22 different States.
- Each Site is implementing
 - Programs with youth ages 8 to 13
 - Programs with parents of youth ages 8 to 13
 - Community events
- Implementation in multiple settings
 - Urban/Rural/Sub-urban
 - In-School/After-School
 - Worksite
 - Hospital/Clinical

Map of Communities Selected to Date



September 13, 2005