

LET'S GO!

Let's Go! FY23 Program and Outcomes Overview

About Let's Go!

Established in 2006, Let's Go! is a community engagement initiative working to improve underlying health behaviors that impact overweight and obesity: healthy eating and active living (HEAL). Let's Go! is rooted in the social-ecological model of behavior change, which acts upon policy, systems, and environments to make the healthy choice the easy choice. Evidence-based strategies are used to facilitate HEAL in early care and education programs, schools, out-of-school programs, and healthcare practices across Maine and Carroll County, New Hampshire in support of the MaineHealth vision of *Working together so our communities are the healthiest in America*.

Let's Go! Key Messages

Health behavior messaging is an important strategy of obesity prevention interventions. Multi-modal messaging (e.g. posters, print advertisements, social media) has demonstrated success in increasing physical activity and promoting fruit and vegetable consumption.

- **5-2-1-0 Every Day for children and youth:** 5 or more fruits and vegetables, 2 hours or less of recreational screen time, 1 hour or more of physical activity, 0 sugary drinks and more water
- **Small Steps for adults:** Move more, Drink water, Eat real, and Rest up

Four Strategic Pillars of Let's Go!

CREATE environments that support healthy behaviors

- Let's Go! sites are encouraged to complete a self-assessment annually. Of responding sites in 2023, 90% of Early Care and Education sites, 53% of School sites, 69% of Out of School sites, and 83% of School Nutrition sites had moderate or high implementation of Let's Go! strategies.¹
- Let's Go! supports families in creating healthy behaviors. In 2023, 39% of responding families reported implementing all 5-2-1-0 strategies 4+ days per week. Youth were most likely to get 1 or more hours of physical activity (84%) and consume 5 or more servings of fruits and vegetables (71%) 4+ days per week.²
- In 2023, 96% of Healthcare 5-2-1-0 practices and 87% of Small Steps practices used Let's Go!'s Healthy Habits Questionnaire to counsel pediatric and adult patients and their families on healthy eating and active living.³

EDUCATE using evidence-based information

- Let's Go!'s message is reinforced across the places that Maine children and their families live, learn, and play. Families report seeing the 5-2-1-0 message at their child's doctor's office (78%), school or early care and education programs (56%), in materials their child brings home (40%), and on social media (20%)².
- At Let's Go! schools and early care and education programs, 57% of responding parents and caregivers correctly identified that the purpose of Let's Go! 5-2-1-0 is to promote healthy eating and active living².
- In FY23, Let's Go! facilitated 29 in-person or live virtual trainings for 1,300 professionals and offered 31 on-demand learning courses to 234 unique users. This year's opportunities included a National Healthcare Conference and a Culinary Skills training for school nutrition staff.

¹ 2022-2023 Self-Assessment Tool responses. 310 total sites.

² 2023 Let's Go! Family Survey. 1,891 total respondents.

³ 2022-2023 Health Care Annual Survey. 31 total sites.

⁴ Let's Go! Childhood Obesity Study, 2023. Includes 52,644 patients across 59 MaineHealth practices.

⁵ Hamner HC, Dooyema CA, Blanck HM, et al. Fruit, Vegetable, and Sugar-Sweetened Beverage Intake Among Young Children, by State — United States, 2021. MMWR Morb Mortal Wkly Rep 2023;72:165–170.

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COLLABORATE for greater impact

- Let's Go! partnered with 974 sites in 2023, which reached over 162,000 children and youth (64% of all children) and 166,000 adults (15% of all adults) in Maine.
- These sites include 45% of public schools, 62% of school nutrition programs, and 28% of early care and education programs in Maine, and sites located in 27% of towns across Carroll County, New Hampshire. Let's Go! partners with all MaineHealth primary care and 44% of Maine pediatric and family medicine practices.
- Let's Go! works together with state and national organizations:
 - Maine CDC, Maine DOE, Maine SNAP-Ed, Full Plates Full Potential, Maine Public Health Association, Good Shepherd Food Bank, Maine State Breastfeeding Coalition, American Academy of Pediatrics - Maine Chapter, and others.

ADVOCATE for policy and systems change

- Let's Go! sits on the Maine Public Health Association Obesity Committee and works with the MaineHealth Government Relations team on policy issues at the local, state, and national level.
- In 2023, 60% of sites that completed a Self-Assessment reported moderate or high implementation of Let's Go! Training and Policy strategies. Implementation was greatest at Early Care and Education sites, with 74% of responding sites reporting high implementation.¹

What are families saying?

- "I appreciate the effort that cafeteria staff make to serve healthier options!" - School Family²
- "I'm so proud to be part of a program that work with Let's Go!" - Early Care and Education Family²
- "Having 5-2-1-0 Let's Go! in the back of my head keeps reminding me what's best for my child when it comes to healthy habits. I love it." - Early Care and Education Family²
- "Great program! Easy for kids to remember and apply!" - School Family²

Let's Go! is making an impact

Children across Maine and Carroll County, NH develop healthy eating and active living habits early, and are supported throughout their life by Let's Go! and partner organizations.

- The prevalence of obesity among MaineHealth patients ages 2-19 stabilized in 2023 at 18.4%. Compared to 2022, the rate of obesity was not significantly different across all age, sex, local health system, and insurance type subgroups. The overall obesity rate is significantly lower than the 2020 rate.⁴ (See graph on page 3.)
- In 2021, Maine had the lowest rate nationally of children ages 1-5 who had 1 or more sugar-sweetened beverage in the preceding week, and the third and second lowest rates of young children who eat fruit and vegetables less than daily, respectively. New Hampshire has the third lowest rate of sugar-sweetened beverage consumption.⁵ (See table on page 3.)

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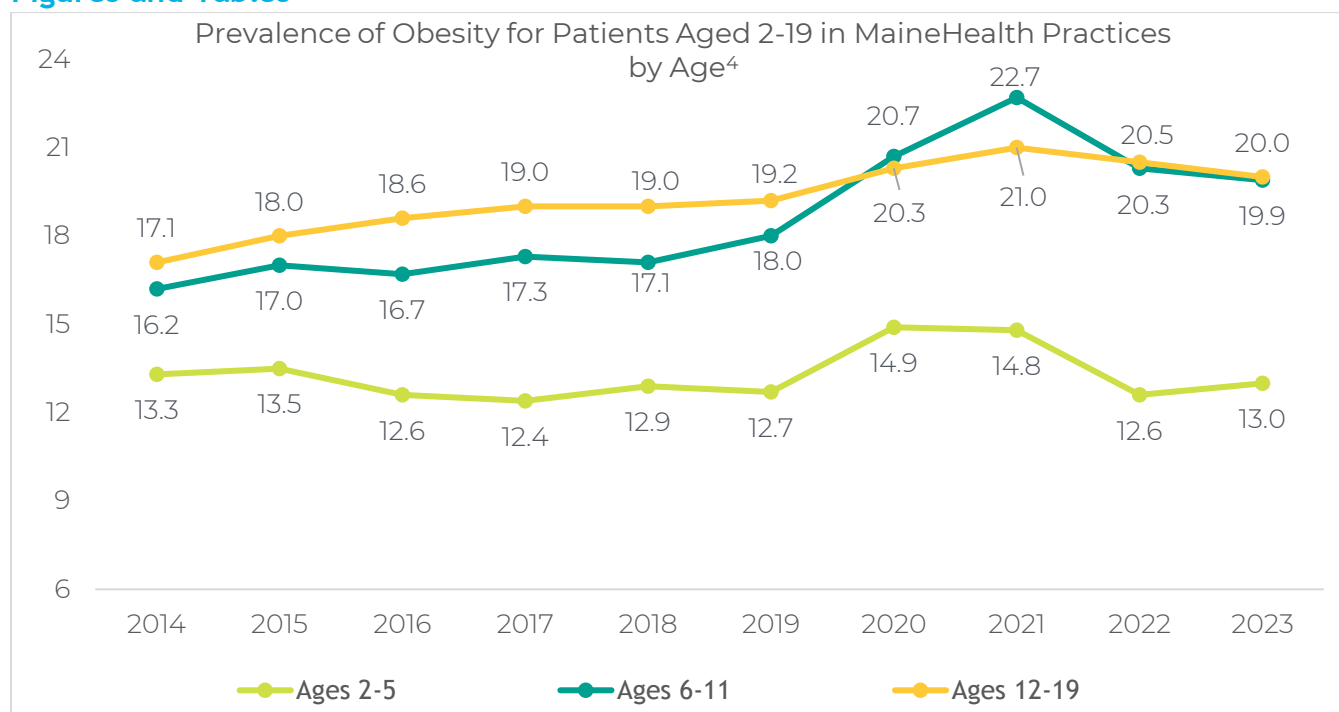
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Figures and Tables



Unhealthy Levels of Fruit, Vegetable, and Sugar-Sweetened Beverage Intake Among Young Children, by State — United States, 2021 ⁵			
Measure	Maine Rate % (95% CI)	Range - All States	N States with rate significantly worse than ME rate
% drank sugar-sweetened beverages at least once weekly	38.6 (32.5-45.1)	38.6-79.3	36
% ate vegetables less than daily in the preceding week	33.9 (27.7-40.8)	30.4-64.3	24
% ate fruit less than daily in the preceding week	20.0 (14.8-26.8)	16.3-49.9	21

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