

## Let's Go! Program and Outcomes Overview

### About Let's Go!

Established in 2006, Let's Go! is a community engagement initiative working with communities to create environments that support healthy choices. 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 in interventions that promote healthy eating, physical activity, and overall well-being. 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! community sites are encouraged to complete a self-assessment which reflects on the practices and policies of their program environment that support healthy behaviors, annually. Of responding sites in 2024-2025, **91%** of Early Care and Education sites, **82%** of School sites, **100%** of Out of School sites, and **91%** of School Nutrition sites had moderate or high implementation of Let's Go! strategies.<sup>1</sup>
- 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.<sup>2</sup>
- 49 children/families enrolled in MaineHealth Intensive Health Behavior and Lifestyle Treatment programs (Bright Bodies)



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<sup>1</sup> 2024-2025 Self-Assessment Tool. 284 total responses.

<sup>2</sup> 2023 Let's Go! Family Survey. 1,891 total respondents.

<sup>3</sup> 2024-2025 Let's Go! Learning Post-Course Evaluation

<sup>4</sup> 2025 Culinary Skills for School Meals Daily Evaluation

<sup>5</sup> 2024-2025 Site Champion Feedback Survey

<sup>6</sup> Bright Bodies Participant and Parent/Caregiver Survey 2025

<sup>7</sup> 2025 MIYHS Data

<sup>8</sup> Let's Go! Childhood Obesity Prevalence, MaineHealth Practices: 2014-2024. Includes 55,701 patients across 59 MaineHealth practices. Report prepared January 2026

## EDUCATE using evidence-based information

- The Let's Go! message is reinforced across the places where Maine children and their families live, learn, and play. 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 living<sup>2</sup>.
- In the 2024-2025 program year, Let's Go! facilitated **13** in-person or live virtual trainings for over **500** participants. The opportunities included active play trainings for Early Care & Education providers, Culinary Skills trainings for school nutrition staff, and educational presentations for healthcare providers on recent guidelines for the evaluation and treatment of children and adolescents with obesity.
- Let's Go! is committed to providing professional development opportunities with on-demand virtual trainings utilizing our Let's Go! Learning platform. At the end of the 2024-2025 program year there were **1,123** unique users on Let's Go! Learning, of which **465** were new users. There were more than **660** completions of **37** online learning courses.



## COLLABORATE for greater impact

- Let's Go! partnered with **727** sites in the 2024-2025 program year, which reached over **169,877** children and youth (**67%** of all children) and **197,844** adults (**16%** of all adults) in Maine and Carroll County, NH.
- These sites included **146** public schools, **77** school nutrition programs, **57** out-of-school programs and **284** early care and education programs in Maine and Carroll County, New Hampshire.
- Let's Go! partnered with **163** healthcare practices including **53** pediatric practices, **61** family medicine practices, and **10** school-based health centers.
- 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, Maine Primary Care Association, and others.



## ADVOCATE for policy and systems change

- Let's Go! collaborates with the MaineHealth Government Relations team on policy issues at the local, state, and national level.
- **More than two-thirds** of Early Care & Education and Out of School Programs completed the Let's Go! Self-Assessment, incorporating 5 or more of the Let's Go! Strategies in their program policy.
- Let's Go! established the Healthy Eating Active Living (HEAL) Workgroup for collaboration, networking, and coordination of HEAL activities systemwide.



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## What are our partners saying?

- "This was one of the best online training courses I have taken." -Let's Go! Learning Course Feedback<sup>3</sup>
- "This has been the best, awesome informative training class I have ever attended in my 33 years in School Nutrition. I look forward to using the delicious recipes at my school. [My] heartfelt appreciation for all you do. Thank you" - School Nutrition Professional<sup>4</sup>
- "I learned about blanching veggies. We have never done this in our kitchen. I will definitely be doing this, this school year." - School Nutrition Professional<sup>4</sup>
- "I have been engaged and invested in 5-2-1-0 for over a decade and use so many various resources that are amazing. Our kids all know what 5-2-1-0 stands for and are able to cite many amazing facts from the site." - School Site Champion<sup>5</sup>
- "I like Bright Bodies because they make the activities fun. I can go there and feel comfortable. I meet new friends and don't have to worry about anyone making fun of me." -Child<sup>6</sup>
- "I enjoyed watching [Name] be part of something [Bright Bodies] that kept her active and how she put all the knowledge she learned into practice. [Name] enjoyed all aspects. She was so interested in the program that she finds time to move and be active. [Name] felt respected and listened to. Thank you all." – Grandmother<sup>6</sup>

## 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.

- According to the Maine Integrated Youth Survey Statewide High School data, there was a 56% increase in the percentage of students who ate 5+ servings of fruits and vegetables on 5 out of 7 days between 2023 and 2025.<sup>7</sup>
- For all age ranges, obesity rates have significantly decreased from 2021 rates, although obesity rates for ages 6-11 and 12-19 are still significantly increased from 2019 rates.<sup>8</sup>

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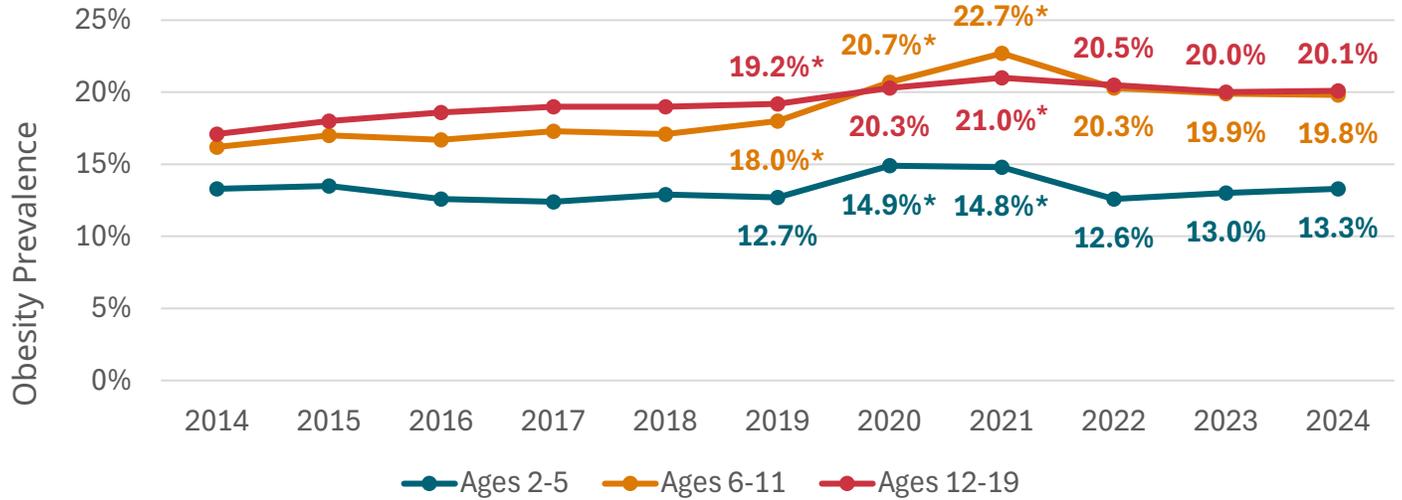
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## Obesity Prevalence By Age, 2024<sup>8</sup>



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