

# LET'S GO!

## ANNUAL UPDATE 2019

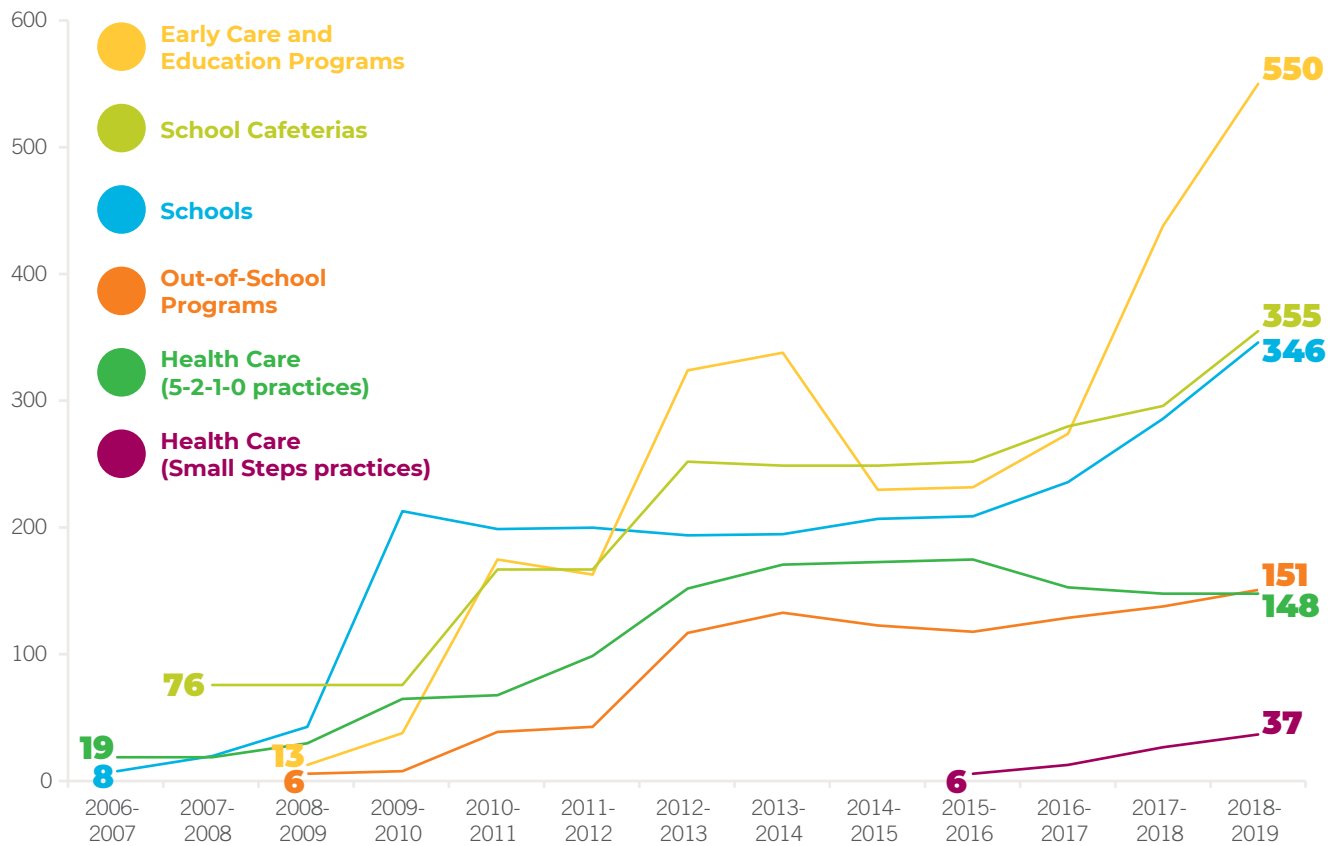
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A photograph of two young girls holding hands at a playground. The girl on the left is Black with her hair in small braids, wearing a light blue t-shirt with a Moana graphic. The girl on the right is white with curly hair in a ponytail, wearing a white dress with red heart patterns. They are standing on a sandy surface with purple and yellow playground equipment in the background.

## STRENGTH IN NUMBERS

Let's Go! works to make it easier for children and adults to eat well and be active. We do this by promoting healthy changes in the places where people live, learn, work and play. Our success depends on participation — we need sites to enroll in our program, staff to use our strategies for change, and partners to help us evolve and expand. **Working together, we are creating positive change and improving lives.**

**This year, Let's Go! reached nearly 240,000 youth and 170,000 adults in partnership with over 1,500 sites.**



Let's Go! has experienced a dramatic increase in the number of sites that partner with us. This is thanks to the work of 28 local Let's Go! Coordinators in communities across Maine and Carroll County, New Hampshire. Because of this increase, more people are surrounded by environments that promote health. For instance, 770 sites (early care and education programs, schools, and out-of-school programs) limit sugary drinks and promote water instead. All providers in 144 health care practices use the Let's Go! Healthy Habits Questionnaire to talk with patients and families about healthy eating and active living.

**107 school districts in Maine have wellness policies that meet or exceed federal standards.**

Let's Go! supports school districts by helping to strengthen their wellness policies so that they meet or exceed standards of the Healthy, Hunger-Free Kids Act of 2010. In 2019, there was an increase in districts with compliant policies. That means the positive changes that school districts are making around healthy eating and physical activity will last!



## This year, Let's Go! conducted 153 trainings attended by more than 2,600 people.

Let's Go! offers training to teachers, school nutrition staff, physicians, medical staff, Let's Go! site champions and coordinators, behavioral health professionals, case managers, and state partners. The trainings provide the knowledge, tools and resources that partners need to create healthy environments, including for children with intellectual and developmental disabilities.

## In a survey of over 2,000 parents, 77% reported seeing or hearing the 5-2-1-0 message.

It's important that parents understand 5-2-1-0 so they can reinforce these healthy behaviors at home. Let's Go! provides engaging parent materials to our partner schools and early care and education programs to help make that connection. Data show that tactics like this are working — **54% of parents correctly recalled all four 5-2-1-0 recommendations.\***



or more fruits  
and vegetables



hours or less of  
recreational screen time



hour or more of  
physical activity



sugary drinks,  
more water



\*Based on a 2018 survey among parents of children in Let's Go! schools and child care programs (n=2,157)

## Building Strong Partnerships

Because of Let's Go!'s multi-setting model and the multifaceted origins of obesity, strong partnerships are crucial to our success. These include organizations as varied as those that address hunger, provide services to individuals with intellectual and developmental disabilities, and teach new generations of medical providers. New or strengthened partnerships in 2019 include:

Full Plates Full Potential

Good Shepherd Food Bank

Maine Association for  
Community Service Providers

Maine Department of Education

Maine SNAP-Ed

Portland Public Health Division,  
Minority Health Program

University of Maine  
Cooperative Extension

Woodfords Family Services

## Our Work Continues

Obesity took decades to evolve as a public health issue, and making a measurable impact will take comprehensive, long-term solutions. While maintaining the proven components of our program, Let's Go! will continue to expand partnerships and explore innovative ways to increase healthy eating and active living. Because at Let's Go!, we are dedicated to significantly decreasing childhood obesity and improving the lives of the children and families we serve.

### Thanks to Our 2019 Funders

- Anthem Blue Cross and Blue Shield in Maine\*
- Maine Center for Disease Control and Prevention
- MaineHealth\*
- Maine Medical Center\*
- Marta Frank
- New Balance Foundation

*\*Founding Partner of Let's Go!*

MaineHealth  
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