

We Can!® media coverage includes over 725 million impressions in national and local print, television, radio, and online media.

Millions of Americans Get a Taste of **We Can!** Thanks to Wave of Coast-to-Coast and Online Coverage

Did you happen to open up your community newspaper or log in online and read a story about how pinching pennies with fast food could cost your family more, health-wise, in the long run? Or, did you catch a story on how you could revitalize your New Year's resolution to stay at a healthy weight, months later?

If so, that means you're one of some **7.75 million potential newspaper readers or 125 million visitors to Web sites** exposed to two **We Can!** stories on those topics. That's nearly **133 million** people hearing about the program this spring alone!

And that's just as of May 11. On that date in mid-May, the numbers showed that those stories had been used **272 times** in print publications (newspapers, shoppers, etc.) in 21 different states, and if the trend continues there will be many more.

The stories ran in both major media markets and smaller regions, all across the map, connecting New York, NY, to Davenport, IA, to Miami, FL, to Seattle, WA, to Philadelphia, PA, to Los Angeles, CA, to Dallas, TX, and many places in between.

"The continued use of these two stories by newspapers across the U.S., and online sites, to educate their readers and visitors, shows the great interest in providing families and others with science-based tips and tools to help all Americans stay at a healthy weight," said **We Can!** program coordinator Karen Donato. "Our program looks forward to continuing to provide that guidance, and to reaching an even greater number of families over the course of the summer and fall."

You too can help build the wave of people receiving **We Can!** messages, making sure that awareness of and enthusiasm for our program sweeps from coast-to-coast and beyond.

All you need to do is visit the resources page of the **We Can!** Web site at <http://wecan.nhlbi.nih.gov/tools-resources/index.htm>, download your own copy of any one of a number of ready-made articles (a.k.a. matte articles), and share them with your friends, family, coworkers, and—most importantly—your local media.

If you're not quite sure how to ask your local newspaper or blogger to run a story from the National Institutes of Health, check out and download our handy guide at http://wecan.nhlbi.nih.gov/downloads/mediatoolkit_0413.pdf.

We hope that you'll join us in this effort, and look forward to hearing about your success at the local level if you do.

Dancing and Drumming: The Native American Quest for Healthy Weight

Generations ago, Native Americans and Alaska Natives did not have to deal with overweight and obesity and their weren't much heart disease or diabetes. Why? The past 20 years have brought big changes in diet and physical activity for all Americans, including Native Americans and Alaska Natives. Overweight is the result of a complex mix of genetics, lifestyle, and environmental factors.

Traditionally, native peoples hunted and gathered their food. They played traditional games, drummed and danced more often. They chopped wood and hauled water. Today, they are less physically active, and are spending more time than ever in front of the computer or TV.

Traditional healthy foods like salmon, deer, turkey, beans, squash and fruit have been replaced by fast food, and with recipes that are higher in fat and calories. At the same time, portion sizes have tripled. All this could be adding to increases in weight and waistlines.

Extra weight strains your body and increases your risk of serious illnesses such as type 2 diabetes. The Indian Health Service reports that Native Americans and Alaska Natives have the highest rates of type 2 diabetes in the United States. Native children are experiencing high rates of overweight and obesity as well.

Age Group	Overweight or Obese
2 - 5 years	45 percent
8 - 11 years	49 percent
12 - 19 years	51 percent

Source: Indian Health Service. FY 2007 Clinical Reporting System (CHS-08A)

Luckily, families can make small, gradual changes to their diet. The bulletproof list of Healthy Lifestyle Tip: Children's Activity & Nutrition program 13, easy-to-prepare, science-based foods is a great place to start.

HEALTHY LIFESTYLE TIP

Eat right:

- Cut back on added fats and oils in spreads
- Watch portion sizes and avoid foods...

Pinching Pennies with Cheap, Quick Eats? Fast Food Could Actually Cost You More in the Long Run

When money is tight, it's easy to get drawn in by the words "99-cent menu," especially if you have a car full of hungry children.

But saving bucks at the fast-food drive-through can backfire on you and all those eager beavers.

How?

Fast foods that are high in fat, calories and sugar can have long-term consequences on health.

A study published in the April 2009 volume of *Obesity* reveals that one-third of fast-food purchases contain more than 1,000 calories. That's nearly half of what an average adult should consume in an entire day, depending on age and level of physical activity. (Check out the estimated calorie requirement chart, to the right, to see what that means for your children!)

Estimated Calorie Requirements

(In kilocalories for each gender and age group at these levels of physical activity)

This chart shows how many calories are recommended for each gender and for each age group. The average requirements also are broken down into levels of activity from sedentary to active. This should give you a sense of how many calories, roughly 40, your body needs every day.

Estimated Calorie Requirements

Estimated amounts of calories needed to maintain energy balance for various gender and age groups at three different levels of physical activity. The estimates are rounded to the nearest 200 calories and were determined using the Institute of Medicine equation.

Gender	Age (years)	Activity Level*		
		Sedentary†	Moderate†	Active†
Male	2-5	1,000	1,100	1,200
Male	6-11	1,200	1,400	1,600
Male	12-19	1,600	2,000	2,400
Male	20-30	1,800	2,200	2,600
Male	31-40	1,800	2,200	2,600
Male	41-50	1,800	2,200	2,600
Male	51-60	1,800	2,200	2,600
Male	61-70	1,800	2,200	2,600
Male	71-80	1,800	2,200	2,600
Female	2-5	1,000	1,100	1,200
Female	6-11	1,200	1,400	1,600
Female	12-19	1,600	2,000	2,400
Female	20-30	1,800	2,200	2,600
Female	31-40	1,800	2,200	2,600
Female	41-50	1,800	2,200	2,600
Female	51-60	1,800	2,200	2,600
Female	61-70	1,800	2,200	2,600
Female	71-80	1,800	2,200	2,600

Media Tools

The “Capital of the South” Becomes 21st *We Can!* City

Atlanta, GA, added some fuel to the *We Can!* fire this spring by joining 20 other municipalities across the country that have committed to the *We Can!* City/County program.

With two *We Can!* Cities and Counties in the Atlanta metropolitan area—and eight total in Georgia—it only made sense that the Peach state’s most populous city should join the movement to help keep its children at a healthy weight through *We Can!*.

By joining the *We Can!* City program, Atlanta’s mayor has committed to bring the *We Can!* core messages—improving food choices, increasing physical activity, and reducing screen time—to parents, caregivers, and youth through a series of events and programs in the local community. City employees will also receive tips and information about *We Can!*’s messages.



The official announcement was made at the 5th Annual Children’s Nutrition Education and Physical Activity Expo on March 27, 2010, and it was covered by multiple media outlets including the Atlanta Journal Constitution, Atlanta Daily World, Atlanta INTown, Around Town, Atlanta Parent, Enliven Atlanta, and on WSB-Channel 2 TV.

The Atlanta City Council also proclaimed March 27, 2010, as Childhood Obesity Awareness Day, to some 2,000 attendees including children.

“We had some 200 children from Atlanta public schools acting as Wellness Ambassadors, working with other children to help them with the different interactive fitness activities, exhibitions, mini-workshops, and free health screenings at the event,” said Vanetta Keyes, founder and executive director of the Center for Helping Obesity in Children End Successfully, Inc. (C.H.O.I.C.E.S.), a *We Can!* community site. “When we showed families the GO, SLOW, WHOA foods chart, even some of the adults realized they were not making the best choices.”

Keyes reports that this chart, the parent brochure, and the tip sheet on sugar and calories in drinks are all extremely popular *We Can!* materials when her organization attends the approximately 25 wellness fairs in the area every year.



Keyes and her team first heard about *We Can!* in 2006. C.H.O.I.C.E.S Program Director Kenya Heard brought *We Can!* program materials home with her after attending a workshop on it in September 2006, in Bethesda, MD.

“We were so impressed that we immediately took steps to become a community site,” said Heard.

They report great success using *We Can!* materials, and are excited that the program and lessons learned will be shared with an even greater number of people now that Atlanta has taken on the *We Can!* banner.

