



We can! partners

Ways to Enhance Children's Activity & Nutrition

We Can! Partners in Action

We Can!® partnerships with government and other non-profit entities are going strong, with 24 partners (as of February 2010) creating greater awareness of, and increased credibility for, our movement through product development, program promotion, materials dissemination, and other forms of assistance. These partnerships spread news of our fast-growing movement coast to coast through their extensive networks, educating grantees and others about **We Can!**'s success. For more, visit <http://wecan.nhlbi.nih.gov/>.

Government Partners

CDC Division of Adolescent and School Health
Department of the Interior
(U.S. Fish and Wildlife Service and National Park Service)
Health Resources and Services Administration
Office of Disease Prevention and Health Promotion
President's Council on Physical Fitness and Sports



National Partners

Action For Healthy Kids
American Academy of Family Physicians
American Academy of Pediatrics
American Dietetic Association
Association of Children's Museums
Association of Junior Leagues International
Association of State and Territorial Public Health Nutrition Directors
Chefs for Humanity
Cherokee Nation
Children's Museum of Manhattan
Highmark Foundation
NAASO, The Obesity Society
National Association of Chronic Disease Directors
National Association of County and City Health Officials
National Health Museum
National Hispanic Medical Association
National Latina Health Network
National Wildlife Federation
Spirit of Women



Supporting Organizations

American College of Sports Medicine
Nemours Health & Prevention Services
Pennsylvania Advocates for Nutrition and Activity



National Partners and Supporting Organizations Highlights

New Grassroots Partnership to Take *We Can!* to the Next Level

National Association of Chronic Disease Directors: Partner since February 2010

Access to the expertise and professional networks of more than 1,400 health experts in every state and U.S. territory—that’s just one *big* benefit of a new partnership between the National Association of Chronic Disease Directors (NACDD) and the *We Can!* program.



And there are many other benefits, too.

In early February, the NACDD signed a partnership with *We Can!* that will bring our program to the NACDD’s extensive network of chronic disease program directors. These directors promote preventive policies and programs, encourage knowledge sharing, and develop partnerships for health promotion, making them an excellent fit for our science-based prevention program. The NACDD also has agreed to create awareness of *We Can!* in numerous other ways, including:

- Helping to enlist state health departments and jurisdictions to join our movement.
- Promoting the partnership and our program through its various communication channels (including a webcast and/or teleconference); co-branded materials; distribution of *We Can!* materials at conferences; and a call with the NACDD National School Health Council.
- Aligning its obesity prevention activities and messages with ours, when appropriate.
- Working together through the Centers for Disease Control and Prevention’s ACHIEVE (Action Communities for Health, Innovation, and EnVironmental changE) communities, which—since 2007—the NACDD has been helping in order to develop and implement policy, systems, and environmental change strategies to help prevent or manage health risk factors for heart disease, stroke, diabetes, cancer, obesity, and arthritis.
- Working together to develop an educational forum to explore ways to integrate policy and program efforts into existing activities.
- Donating resources for *We Can!* trainings and/or other events.

We Can! looks forward to working closely with the NACDD to grow these and other efforts. Stay tuned for updates on this exciting new partnership as it expands.

Cherokee Nation: From Training to Action!

Partner Since: February 2009

Principal Chief Chad Smith of Cherokee Nation of Oklahoma, a *We Can!* partner, is integrating *We Can!* into existing health programs such as the tribe’s Healthy Nation initiative; publishing *We Can!* messages and tip sheets in the *Cherokee Phoenix*, the tribe’s newspaper; profiling *We Can!* on its Web site; and more.

“American Indian communities have high numbers, and an increased risk of children becoming overweight, because of a complex mix of historical, cultural, racial, and societal factors,” says Rachael L. Tracy, M.P.H., Public Health Advisor, National Heart, Lung, and Blood Institute. “But there are things we can do to help curb this disparity, and to help our communities address this epidemic.”

And the Cherokee Nation is working hard to use *We Can!* as part of its educational efforts. “We see *We Can!* as a critical component of our health education efforts. For us, it’s a chance to reach our own community with needed information that’s well packaged and easy to understand,” notes Julie Kimble of the Cherokee Nation in Oklahoma’s Healthy Nation initiative.

An introductory teleconference for 20 health educators in the field took place in early November to review the program. Each educator has received mini-grant funding for programming, and will be incorporating *We Can!* into their local health education efforts. The Cherokee Nation will also be translating existing *We Can!* materials into Cherokee for use in local communities, while *We Can!* staff work to develop additional resources to support their outreach.



► Become a *We Can!* partner. Visit <http://wecan.nhlbi.nih.gov/>.



National Heart, Lung, and Blood Institute
National Institute of Diabetes and Digestive and Kidney Diseases

Eunice Kennedy Shriver National Institute of Child Health and Human Development
National Cancer Institute