

Update

THE LATEST NEWS AND HIGHLIGHTS
FROM THE OFFICE ON WOMEN'S HEALTH
BODYWORKS PROGRAM AND
BEST BONES FOREVER!

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What is BodyWorks?

BodyWorks is a 10-session obesity prevention program designed to provide parents and caregivers with hands-on tools to make small, specific changes to improve their family's eating and activity habits.

What is *Best Bones Forever!*?

The *Best Bones Forever!* campaign is designed to promote bone-healthy behaviors—increased calcium and vitamin D consumption and physical activity, particularly running and jumping—in girls ages 9-14.

What role does BodyWorks play in *Best Bones Forever!*?

An important part of the campaign is the Community Pilot Program, which occurred in three sites in 2009-2010. The organizations selected to coordinate the pilots conducted a modified BodyWorks program. Information about bone health—specifically what pre-teen and teen girls need for strong bones—was included throughout the sessions, and a companion program for girls taught them about nutrition and physical activity for improved health and bone health. The pilot program is currently being evaluated.



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BodyWorks University: Webinar Series!

Beginning in February, BodyWorks will be offering educational webinars every other month. Each webinar will focus on one topic of interest to BodyWorks trainers, such as recruitment, funding, retention, and media outreach. The webinars will last about 30 minutes, and they will allow time at the end for trainers to ask questions. Information about participating in the webinars will be distributed a month in advance, and any trainer can get online to watch the presentation. These webinars will also be recorded and available online for future viewing as part of the BodyWorks University webinar and video series.

Best Bones Forever! 

Find us on Facebook and follow us on Twitter!

Get the latest on what's happening with *Best Bones Forever!* on our new Facebook page at <http://facebook.com/bestbonesforever>. The page, linked to the Office on Women's Health page at <http://www.facebook.com/HHSOWH>, features information for campaign partners, volunteers, parents, and friends—and of course tween and teen girls. An events tab will feature upcoming events where you can find *Best Bones Forever!* and Skelegirls.

We encourage you to like us and post your upcoming events and activities on this page!

You can also follow us on Twitter: @bestbones4ever to learn what's happening with the campaign and to let us know what is happening with your programs and initiatives.



Online Trainings – 2011 Dates

In 2010, BodyWorks held six successful online trainings, with a total of 115 new trainers now ready to implement BodyWorks in communities across each of the 10 Office on Women's Health regions.

The six-hour, online training uses the WebEx system and requires that participants have access to a computer with an Internet connection and a telephone for the duration of the training. The trainings are highly interactive, allowing participants to converse with one another in small groups, ask the trainer questions, and take part in polls and quizzes. It is a great opportunity for individuals who live in areas without BodyWorks trainers to get trained.

Beginning this month, BodyWorks will be offering online trainings every other month throughout 2011. The training dates are as follows:

- January 19, 2011
- March 16, 2011
- May 18, 2011
- July 20, 2011
- September 21, 2011
- November 16, 2011

For more information and an application, please visit <http://www.womenshealth.gov/bodyworks/> and scroll down the main page below "About BodyWorks."

New Year's 2011 Resolutions: Start Out on the Right Track!

A new year brings the opportunity for a fresh start. Now is a great time to help BodyWorks parents, caregivers, and adolescents live healthier lives.

- Remind families to include the recommended daily amount of fruits and vegetables in their diet. Find 30 tips on how to stretch your fruit and vegetable budget here: <http://www.fruitsandveggiesmatter.gov>.
- As caretakers, parents have a huge responsibility and often forget to take care of themselves. Encourage parents to establish healthy routines that include getting adequate sleep and exercise. This will help create a healthy home environment.
- Rewards can motivate families in your BodyWorks program to meet goals and make lasting changes. Help them select a reward the whole family can enjoy and work toward achieving.

Implementation Ideas for Winter

The holidays are often focused around food and festivities. Now that the new year is here, it's a great time to help BodyWorks families manage their health. Here are some helpful tips:

- Recruit high school students looking for community service hours or local college students to volunteer during one of your BodyWorks sessions. Have them help run a program activity like a healthy snack demonstration, or let them play with the kids separately.
- If families do not have access to workout facilities or gym memberships, find another way to help them get exercise. Share simple stretches and easy exercises that families can do in the comfort of their own homes.
- Test your child's knowledge in the kitchen! Host a friendly cooking competition between parents and siblings to encourage healthy eating while providing valuable time as a family.



Best Bones Forever! Atlanta Dance Contest and Weekend Jam Recap

The Atlanta Dance Contest and Weekend Jam—held at a popular mall in Atlanta, GA, over Halloween weekend—was a huge success!

The event was presented locally by our Atlanta partners Women's Sports Foundation (WSF) and Adolescent-Youth Development Resource Group (AYDRG). A dance contest was held in the Atlanta area to encourage girls and their BFFs to submit a video that incorporated three dance moves and one of three beats created for *Best Bones Forever!* by DJ Noodles.

Six teams of girls ages 9-14 performed their original dances live at the mall event on Friday night, which was emceed by a popular local DJ V103's Shay Moore. All the competing teams received charms from MyCharmedLife and prizes from WSF's GoGirlGo! Atlanta program, while the winning team took home prizes donated by Ubisoft (Nintendo Wiis and Just Dance 2 Wii games), MyCharmedLife, the PULSE on Tour, and the Atlanta Falcons. Nationally known hip hop dance group Swagger Crew got the crowd of more than 500 people on their feet, and the Atlanta Dream Shooting Stars cheer team led them in a cheer. Olympic gold medalist and President's Council on Fitness, Sports & Nutrition member Allyson Felix wrapped up the night with a motivating message for the girls.

The fun continued on Saturday and Sunday with HOPSports and Nintendo Wii Just Dance 2 activity stations, food samples, free giveaways, including partner and campaign materials, makeovers from Sephora, a "Glam Your Pumpkin" station, and much more.

Thanks again to the following partners who donated their products and materials as prizes and giveaways:

Adora Calcium

Cabot Creamery

Dot Girl First Period Products

HOPSports

MyCharmedLife

Pottery Barn Teen

The Pulse on Tour

Ubisoft/Just Dance 2

And a big thank you to all of our partners who promoted the event on their websites and Facebook pages!! We are now in the planning stages for Halloween 2011. Please let us know if you would like to be involved with this exciting project!



See a slideshow of the event at <http://www.bestbonesforever.gov/WeekendJam> and watch videos of the performances at http://www.youtube.com/results?search_query=best+bones+forever&aq=f.

2010 At a Glance

Our goal in 2010 was to get the word out about *Best Bones Forever!* to tween and teen girls across the country—and with your help, we succeeded! Check out these numbers:

18 states, including Washington, Georgia, New York, Texas, and Arizona, visited by our Skelegirls displays

37 events attended by *Best Bones Forever!*

27 new partners

2 partner meetings held in April and September (Stay tuned for the next meeting coming up this spring!)

3.5 million campaign materials distributed

We plan to reach out to even more girls in 2011! See page 6 for some upcoming events.

Best Bones Forever! Welcome New Partners!

Best Bones Forever! continues to engage new partners to help us reach girls where they are and encourage them to get active and enjoy foods with calcium and vitamin D! Here are some new partners that have aligned with *Best Bones Forever!*

to help us promote these messages to girls and parents nationwide.

First Book-Atlanta

Girl Power Project

Mayfield's Dairy Farms (Dean Foods)

The National Osteoporosis Awareness Health (NOAH) Project

Pas de Groove Foundation

Swagger Crew Fit Kidz

Best Bones Forever! In the News

Best Bones Forever! received a great deal of coverage for the Weekend Jam event over Halloween, including a blog post on the Let's Move website from President's Council member Allyson Felix. You can read it [here](#).

In addition, our partners continue to support the campaign by including us in their newsletters, magazines, and websites. The Girl Power Project included *Best Bones Forever!* in its Girl Power Pages and the USDA/4-H recently held a Webinar for their university liaisons that featured *Best Bones Forever!* [See the presentation](#).

Bulletin Board

For BodyWorks:

- **Orientation calls are now orientation WEBINARS!** If you have not already participated in a one-on-one orientation call over the phone with a technical assistance specialist, no need to worry. Beginning this year, BodyWorks will offer monthly orientation webinars. All new and seasoned trainers are required to participate in a one-time online webinar prior to ordering materials. The webinar, which lasts about 30 minutes, ensures that all trainers have up-to-date information about the BodyWorks program and are ready to implement programs in their communities. There will be time at the end of the webinar to have your questions answered. If you already participated in an orientation call, you do NOT need to attend an orientation webinar; however, you are still welcome to join if interested.

The first orientation webinar will take place on January 12 at 1 p.m. EST. For more information, email bodyworks@hagerssharp.com.

- **Use the free trainer resources to help plan and implement your program.** On the BodyWorks website (<http://www.womenshealth.gov/bodyworks/>) under the “Current Trainers” menu tab, you’ll find many useful resources to help you plan and implement your BodyWorks program, such as promotional flyers, checklists, budget templates, and sample sponsorship letters. Don’t wait any longer—check these materials out now!
- **Participate in your region’s next Quarterly Regional Conference Call.** Every three months, BodyWorks hosts Quarterly Regional Conference Calls. The one-hour call is an ideal forum for BodyWorks trainers from around the country to discuss successes and challenges ranging from participant recruitment and retention to funding and partnerships. The next calls will take place at the end of this month, so keep an eye out for an email letting you know when your region’s call will take place.
- **Are you listed as a trainer on the BodyWorks website?** If you are interested in being listed as a trainer for your area on the BodyWorks website, email bodyworks@hagerssharp.com. To check to see if you are already listed, visit <http://www.womenshealth.gov/BodyWorks/find.trainers.cfm>.
- If you have any specific questions or concerns, please email: bodyworks@hagerssharp.com or call 202-842-3600.

For Best Bones Forever!:

- **The Community Pilot Program, which wrapped up in summer 2010, is currently being evaluated.** Results of the evaluation will be available next month, and they will be discussed during our next partner meeting this spring. Stay tuned for details about this meeting.
- **Find us on Facebook and follow us on Twitter!** Our Facebook page is a great way to promote your events to girls, partners, parents, and friends! Check it out at <http://facebook.com/bestbonesforever>. Follow us on Twitter @bestbones4ever for updates on the campaign as well.
- **We’re going where the girls are!** We have a lot of exciting events planned for 2011 and look forward to seeing you! You can read about the events we’re attending on our events page on Facebook. Let us know also if you have an event at which you’d like to include *Best Bones Forever!* With our extensive network of volunteers, we can likely have someone there to tattoo attendees and/or hand out campaign materials. Email cnaron@hagerssharp.com if you are interested in learning more.
- **Thank you to all the partners who promoted *Best Bones Forever!* on your website and in newsletters or at events!** Please let us know when you do so! We would like to keep these on file. Please also let us know if you need any assistance from us for articles or content in the future.
- **Questions? Comments? Got a great idea for the campaign?** Contact Sheryl Rhoads at 703-289-7633 or Sheryl_Rhoads@federal.dell.com. NOTE: Sheryl will be going on maternity leave at the end of January. Please contact Cecily Naron at CNaron@hagerssharp.com with any partnership questions or ideas for the campaign during this time.

Best Bones Forever! Events

Best Bones Forever! recently exhibited at these events:

International Girls Day events, November, Wake Forest, NC; Memphis, TN; and Austin, TX

Our partner Confidence Coalition sponsored the first annual International Girls Day on November 14, and events around the country were well attended by Girl Scout troops. *Best Bones Forever!* brought materials to these events and tattooed girls.

Girl Scout Healthy Girls Night, November 12, Perkasie, PA

Girls got their picture taken with Skelegirls and were given free campaign materials at this fun event for the Girl Scouts.

Skelegirls will be appearing at the following events:

NCA/NDA Senior & Junior High School National Championships, January 8-9, Dallas, TX

U.S. Figure Skating National Championships, January 23-29, Greensboro, NC

National High School Cheerleading Championships, February 11-15, Walt Disney World, Orlando, FL

Mother & Daughter Fitness Day, February 12, Atlanta, GA

NCA/NDA All-Star National Championships, February 26-27, Dallas, TX

The PULSE on Tour, March 19-20, Dallas, TX

The PULSE on Tour, March 26-27, Atlanta, GA

BodyWorks and Kids Eat Right

BodyWorks is working with Kids Eat Right, a new campaign from the American Dietetic Association (ADA) and American Dietetic Association Foundation, with the goal of educating families, communities, and policy makers about the importance of quality nutrition. Centered around the theme “shop, cook, eat,” the campaign focuses on educating, advocating, and demonstrating the importance of good nutrition in childhood obesity prevention efforts. Check out their website: <http://www.eatright.org/kids> for information for both the general public and registered dietitians (RDs).

Be sure to look for content on their website from BodyWorks trainers who are also RDs! If you are a RD and a BodyWorks trainer, please consider submitting tips, articles, videos, or recipes for publication on the Kids Eat Right website and mention BodyWorks. Let’s help spread the word about BodyWorks and Kids Eat Right!

Need Health Statistics?

Check out *Quick Health Data Online*, another reliable resource from the U.S. Department of Health and Human Services’ Office on Women’s Health. *Quick Health Data Online* provides accurate, up to date health statistics on a number of indicators including chronic and infectious disease, mortality, mental health, violence and abuse, reproductive health, prevention, and more.

With *Quick Health Data Online*, you can get immediate access to reputable data and easily create tables, maps, and graphs for your next presentation, report, or article. Check out the Women’s Health and Mortality Chartbook to find current state data on critical women’s health issues. Use the Health Disparities Profiles tool to learn in-depth information on key health indicators for different racial and ethnic populations across the 50 states.

Please visit <http://www.womenshealth.gov/quickhealthdata> to explore this comprehensive and easy-to-use database.

Bring Skelegirls to Your Activity!



Like the look? Partners can use the Skelegirls at your next conference or event! Don’t want to give it back?

We can send you the files and you can have your own Skelegirls made—with your logo! Contact Janine Clay at JClay@hagersharp.com for more information.



New Regional Trainer Advisory Panel (RTAP) for 2011

BodyWorks is pleased to announce the 2011 Regional Trainer Advisory Panel (RTAP). These trainers are extremely experienced, knowledgeable, and accessible! Please use them as a resource as you run your own BodyWorks programs and feel free to contact them throughout the year for guidance, tips, and advice. To find out in which region you are located, as well as contact information for each member, visit <http://www.womenshealth.gov/BodyWorks/trainer-advisory-panel.cfm>.

Here is a list of the panel members for 2011:

Region I

Ann Merritt, New Hampshire
Carmel Quinn, Vermont

Region II

Laurie Mozian, New York

Region III

Gwen Empson, Delaware
Maggie O'Neil, Pennsylvania

Region IV

Donna Speed, Mississippi

Region V

Nancy Goodwin, Michigan

Region VI

Harriet Walters, Louisiana

Region VII

Kuda Mako, Missouri
Andrea Wenke, Nebraska

Region VIII

Wanda Agnew, North Dakota

Region IX

Lois Arakaki, Hawaii
Sali Butler, California

Region X

Joanne Montzingo, Washington
Monica Richter, Washington

While many of the panel members have remained the same, we do have two new members. We'd like to introduce...

Wanda Agnew, PhD, RD-LRD

Wanda is a native born rural North Dakotan. She has practiced dietetics for almost 40 years. She has worked on public health programming through local, state and tribal governments, as well as the Tribal College Land Grant system. Wanda currently works at Bismarck-Burleigh Public Health where she promotes "Moving More and Eating Smarter" to families and individuals of all backgrounds. Wanda is especially interested in improving health status through foods from the earth, and she is a huge proponent of locally grown foods and farmers markets. She offers BodyWorks programs to parents and caregivers once a quarter throughout the year. In addition, she has offered BodyWorks to childcare providers and mentally challenged adults.

Nancy Goodwin, MPA

Nancy Goodwin has 10 years of experience as a health promotion practitioner. Focusing on community-based initiatives, she has coordinated programs and events in faith-based, work-site, and social settings. Nancy has embraced the BodyWorks program with parents and caregivers, and she also conducts train-the-trainer sessions throughout the Detroit metropolitan area.

Are BodyWorks Toolkits Really Free?

BodyWorks toolkits are *FREE* for trainers and parents/caregivers, but they are not inexpensive. The Office on Women's Health prints BodyWorks toolkits in bulk orders of 10,000. When printed at this quantity, each toolkit costs approximately \$22. Shipping costs for orders of 15 toolkits run between \$30 and \$50. **The total cost to the government is between \$350 and \$370 for one order of 15 BodyWorks toolkits.**

The Office on Women's Health wants to continue providing trainers and parents/caregivers with this wonderful resource for FREE! You can help. All trainers are required to have participants (both trainers and parents/caregivers) fill out toolkit tags and collect them. Trainers should then mail in the participant toolkit tags. **Collecting this information is crucial to the continued funding of the BodyWorks program.** Thank you for your cooperation!

Tags should be collected and returned to
(Please note our NEW address!):

Hager Sharp

Attn: BodyWorks

1030 15th Street, NW, Suite 600E

Washington, DC 20005

When you mail in your toolkit tags, please include a note with the following information:

- **Your name**
- **When your BodyWorks event was held**
- **What type of event you held (parent/caregiver program or train-the-trainer session)**

If you have questions, please email bodyworks@hagerssharp.com or visit our website at <http://www.womenshealth.gov/BodyWorks>.



BodyWorks Question & Answer Corner

Q: How can I use the BodyWorks graphic?

A: As a BodyWorks trainer, you are welcome to add the BodyWorks graphic to any promotional materials for BodyWorks programs you are holding (e.g. flyers, announcements, etc). You can also add your own organization's graphic (logo) to existing BodyWorks materials, such as the flyers available for download and use on the BodyWorks website. The BodyWorks graphic is available on the curriculum CDs that you received when trained. If you need the graphic, please email bodyworks@hagerssharp.com.

Note: these standards do NOT apply to the HHS or OWH graphics.

If you have a question you would like answered in the next Update newsletter, let us know! Please email the BodyWorks team at bodyworks@hagerssharp.com and let us know what we can help you with. We look forward to hearing from you!

BodyWorks Trainer Spotlight: Linda Fondren, Vicksburg, Mississippi

Linda has been a BodyWorks trainer since March 2010 and has already had huge success with the program. Linda owns a woman-focused gym, called Shape Up Sisters, in Vicksburg, Mississippi. Mississippi continually ranks at the top of the list of states with a high prevalence of obesity, but Linda has been helping her community shed pounds through BodyWorks and Shape Up Vicksburg, a community-wide challenge to get fit. The nation recently took notice of Linda's efforts, and she was nominated as a CNN 2010 Hero of the Year.

Here, Linda answers some of our questions about implementing BodyWorks programs in a much-needed area and provides some useful tips for other trainers.

1. Tell us a little bit about yourself and Shape Up Sisters.

I was born and raised in Vicksburg, Mississippi. I opened Shape Up Sisters in June 2006 to help women like my sister, who passed away when she was just 54. My sister was less than five feet tall and weighed about 260 pounds. Cancer took her life, but obesity robbed her of really living that life. Her last words to me were, "Linda, I wish I had lived my life more for myself." Six months later, I opened Shape Up Sisters for women like her, who feel embarrassed to go to a traditional gym because of a lack of self confidence and motivation to exercise.

Shape Up Sisters is a ladies-only facility with a comfortable environment for women looking to lose weight and gain more self confidence. I wanted to make exercise fun and create a social environment. To motivate the women at the gym, we offer them a 32-minute workout program and group fitness classes. The gym is also open to women in the community for free every Saturday. I want them to feel that someone cares.

2. How do you use BodyWorks in your organization?

Knowing that nutrition and physical activity go hand-in-hand, I was looking for credible hands-on tools to make nutrition easier to understand and for something that I could offer to the community and members at my gym. Through internet surfing and seminars, I came across BodyWorks. It was just what I needed to help women improve their eating and activity habits, and because it's from the Office on Women's Health I knew it was a credible program. It shares the vision of Shape Up Sisters of improving the health of women and young girls. BodyWorks has been the perfect tool to educate the community about nutrition.

3. What obstacles have you faced in trying to implement BodyWorks in your community? How did you overcome those obstacles?

The biggest obstacle has been keeping the women returning for all 10 weeks of the program. I knew from experience at my gym that women don't take enough time to do things for themselves and are always busy taking care of others. At my gym I had a captive audience, and I used BodyWorks to motivate them. My sister who passed away worked in the school system for 20 years, so the schools were my idea for a BodyWorks pilot program. I approached the school superintendent and asked if I could bring a pilot program of exercise and nutrition to one of the schools, focusing on the teachers who were parents and caregivers of their own families (as well as to their students). She enthusiastically agreed, and it worked out beautifully. The teachers stayed one day of the week after class for one hour. It was a location and time that worked for them. The key is to find community organizations or businesses that already have a program and structure in place, and then introduce BodyWorks to complement existing programs.

4. What advice do you have for other trainers trying to implement BodyWorks?

There are a lot of good community programs out there to partner with. Look for programs that are funded by grants, like community health clinics, schools, city and county employees, health clubs, churches, and community centers. Do not be afraid to ask health care professionals to assist you with the 10-week program. Sharing your passion with other community-minded people will allow them to share their professional opinions in areas that complement BodyWorks, and you'll have something fresh and fun for each session. If it's not fun, participants will not stick with it.

Best Bones Forever! Partner Spotlights:

Adolescent-Youth Development Resource Group (AYDRG) and Women's Sports Foundation

Thanks to Twalla and Earnest Marshall with AYDRG, and Candice Dixon with the Women's Sports Foundation's Atlanta GoGirlGo! program, for providing on-the-ground leadership and support at the Atlanta Dance Contest and Weekend Jam event at Lenox Square Mall! Without their support and hard work, the event would not have been the success that it was! These organizations worked tirelessly to ensure the event went off without a hitch, and we are very grateful for their support of the campaign and their dedication to improving the health of young children in the Atlanta area. Thanks so much!



Adora Calcium

Adora, part of Thompson Brands, makes chocolate calcium chews for on-the-go tweens, teens, and adults. Attendees at the *Best Bones Forever!* Weekend Jam in Atlanta got to taste the delicious chews thanks to a large donation by Adora for the event. Learn more about Adora and get great information about calcium for tween and teen girls on their website (*Best Bones Forever!* can be found there as well!) at <http://www.adoracalcium.com>.

BodyWorks Partner Spotlight: KaBoom!

KaBOOM! is a national non-profit dedicated to saving play for America's children. Its mission is to create great play spaces through the participation and leadership of communities, with the ultimate goal being a place to play within walking distance of every child in America. Not enough play spaces are being built, and those that exist are often in disrepair—and this decline in play is linked to childhood obesity.

As BodyWorks trainers, help your participants "save play" for their families! Go to <http://kaboom.org> to learn more and find out how to advocate for playgrounds in your communities.

You can get involved too! Try one of these simple ways to promote *Best Bones Forever!* today!

- Like us on Facebook and follow us on Twitter! <http://facebook.com/bestbonesforever> and [@bestbones4ever](https://twitter.com/bestbones4ever).
- Have a spokesperson for your organization wear the "exskullmation" point or logo tattoo at a sports event, interview, or other publicity event.
- Use one of our PSAs (you can add your logo!) as a banner ad or in a print publication.
- Prepare coupons for your product with the *Best Bones Forever!* logo. We can then link to these coupons from our site.
- Distribute campaign materials at your next event or conference.
- Link to <http://www.bestbonesforever.gov> from your website.
- Borrow our Skelegirls display for your next event or conference (see page 6).