

Update

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

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, occurring in three sites. The organizations selected to coordinate the pilots are conducting a modified BodyWorks program. Information about bone health—specifically what pre-teen and teen girls need for strong bones—is included throughout the sessions, and a companion program for girls teaches them about nutrition and physical activity for improved health and bone health.



this issue

- BodyWorks Highlighted at First Lady Michelle Obama's Childhood Obesity Prevention Event **P.1**
- Do You Have Your *Best Bones Forever!* Web Badge Yet? **P.2**
- BodyWorks Trainer Spotlight **P.7**



BodyWorks Highlighted at First Lady Michelle Obama's Childhood Obesity Prevention Event

When First Lady Michelle Obama launched her effort to take on childhood obesity, BodyWorks was there! On February 9, 2010, Mrs. Obama spoke at the White House to discuss Let's Move, a national campaign to combat the problem of childhood obesity. The First Lady was joined by cabinet members, sports and entertainment figures, members of the medical community, and mayors. At this event, Mayor Chip Johnson of Hernando, Mississippi, highlighted the BodyWorks program as an

effective tool to help parents learn how to build a healthier home environment. In an effort to fight the growing obesity rates in Mississippi, the City of Hernando is currently using the BodyWorks program through the Hernando Department of Parks and Recreation.

You can watch the video of the First Lady's Childhood Obesity Prevention Event at <http://www.c-spanvideo.org/program/292017-3>. Congratulations to Hernando BodyWorks trainers. Keep up the great work!

Best Bones Forever!

Do You Have Your Web Badge Yet?



Best Bones Forever! is reaching out to parents to engage and educate them on the importance of bone health for their daughter. Many parents don't realize that ages 9-18 are the critical bone-building years. By age 18, almost 90 percent of bone mass is built. After that, there is no catching up!

We're reaching out to partners, bloggers, and media to help us spread this message. You can help by using our Web badges to link to our parents' and girls' sites.

Get parents' Web badges: <http://www.bestbonesforever.gov/parents/badges.cfm>

Get girls' Web badges: <http://www.bestbonesforever.gov/fun/badges.cfm>



What about Parents?

We're in the process of developing new elements to our parents' campaign. We have updated the parents' Web site with new features, such as a message board and activity suggestions parents can do with their daughters. We are also producing promotional materials aimed at alerting parents to and getting them excited about *Best Bones Forever!* We have held focus

groups with parents in Washington, DC, as well as at our pilot site in Casa Grande, Arizona, to get parents' feedback on these new developments. Stay tuned for details on how you can use these new materials in your promotional efforts!

Of course, if you're looking for something to give away at women's health expos or mother/daughter luncheons or events, our campaign materials are always popular! Get tattoos and journals for girls and pick up the *Act Now: A Parent's Guide to Girls' Bone Health* booklet (in English or Spanish) for parents. In addition, our magnets, which come as a set of three, are great for parents and girls! Order materials in bulk at <http://www.bestbonesforever.gov/materials>.

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 BBF to help

us promote these messages to girls and parents nationwide.

ASG Sports
Better Bones Clinic
Chobani Greek Yogurt
Dance/MetroDC

First Book-Dallas
Pulse Tour
Northern Forest Canoe Trail
Outdoor Foundation
Six O'Clock Scramble
Sports Girls Play

Best Bones Forever! In the News

We continue to promote the campaign to media, bloggers, and partner organizations. Some recent media coverage highlights include parenting blogs like Parenting Pink and Sports Girls Play. In addition, check out the *Best Bones Forever!* Facebook page developed by the Ulster County pilot site!

BodyWorks Call to Action!

The BodyWorks team is very excited about Michelle Obama's Let's Move campaign and the wonderful work the First Lady is doing to prevent obesity and promote healthy lifestyle choices. The BodyWorks team is working with the Office on Women's Health to brainstorm ways we can work in tandem with the First Lady's initiative, thereby generating national attention for BodyWorks and bringing the program to more communities in need.

Please let us know if you are willing to act as a BodyWorks resource or spokesperson and if you would be open to a visit by a Health and Human Services' official at one of your parent/caregiver programs. If you are hosting any parent and caregiver program in the near future, please let us know! All trainers should post their upcoming trainings and programs at: <http://www.womenshealth.gov/BodyWorks/events/add.event.cfm>.

Thank you for your help in implementing BodyWorks and using this program to make a difference in your communities.

BodyWorks For Guys Training Guide Addendum Available Now!

The most recent version of the BodyWorks toolkit includes information for parents and caregivers about adolescent boys. To update the current BodyWorks training manuals, the BodyWorks team has developed the For Guys Training Guide addendum. This addendum package includes inserts that provide background about adolescent boys, modified case studies, and other activities designed to include boys. Trainers can use their current Train-the-Trainer and Parent and Caregiver manuals by incorporating the modifications provided in this addendum.

If you would like to receive a copy of the For Guys Training Guide addendum, please contact the BodyWorks team at bodyworks@hagerssharp.com.

Bulletin Board

For BodyWorks:

- **Stay up to date with the BodyWorks listserv.** The listserv is now moderated. Each message will be reviewed before being posted, which will limit the amount of junk mail or unrelated posts. To subscribe, please email bodyworks@hagerssharp.com.
- **Order your BodyWorks toolkits online.** Remember, we now have an easy-to-use order form on the BodyWorks Web site at <http://www.womenshealth.gov/BodyWorks/trainers/order/>. Please order toolkits 2-3 weeks in advance of your upcoming BodyWorks event.
- **Let people know you are holding a BodyWorks training or parent/caregiver program!** Trainers can post their upcoming trainings and programs at: <http://www.womenshealth.gov/BodyWorks/events/add.event.cfm>. Posting your BodyWorks events is very helpful to people who are looking to get trained as trainers or for parents and caregivers looking to join a BodyWorks program.
- If you have any specific questions or concerns, please email: bodyworks@hagerssharp.com or call 202-842-3600.

For Best Bones Forever!:

- **We hope you will join us on Thursday, April 15, at 1 pm EDT for the quarterly partner meeting!** As well as updating you on what is happening with the campaign, we will be sharing some success stories of partnerships and what our partners are doing.
- **Thank you to everyone who participated in our partner**

survey! More than 150 of you responded about how you have used our materials and helped promote the messages of the campaign. We appreciate you taking the time to fill out the survey and help us improve the campaign!

- **Get BBF! gear!** Order charms, t-shirts, doggie shirts, tote bags—the list goes on and on! Visit <http://www.nof.org> for the BBF! Partner Page and the NOF online store featuring BBF! gear: <http://www.cafepress.com/shopnof/6956437>.
- **Send in your upcoming events!** [Bestbonesforever.gov](http://www.bestbonesforever.gov) will soon feature a Calendar of Events page with listings by state, so please send in your events to be included and promoted in this section! Send them to Sheryl_Rhoads@federal.dell.com.
- **If you haven't done so already, link to our Web sites:** <http://www.bestbonesforever.gov> for girls and <http://www.bestbonesforever.gov/parents> for parents. We can supply you with bone health content for your site as well. You can also check out our fabulous PSAs and banner ads for girls! Use the banner ads to link to our Web site, or include the PSAs in your promotional efforts.
- **Thank you to all the partners who promoted *Best Bones Forever!*** on your Web site and in newsletters, etc. 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.

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 ask participants (both trainers and parents/caregivers) to fill out and 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:

Hager Sharp
Attn: BodyWorks
1090 Vermont Ave NW, Suite 300
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@hagersharp.com or visit our Web site at <http://www.womenshealth.gov/BodyWorks>.

BodyWorks Evaluation

The BodyWorks Final Evaluation Report is available online at <http://www.womenshealth.gov/bodyworks/trainers/evaluation.cfm>. The beginning of the Final Evaluation Report includes an Executive Summary, which provides a brief overview of the evaluation design and results. Check it out!

BodyWorks Implementation Ideas for Spring

Take advantage of the warmer weather this spring and bring BodyWorks outdoors!

- Hold your next open house at a local community park and go for a walk with potential participants while you introduce them to the BodyWorks program.
- Find a local neighborhood garden and do a demonstration on planting and growing vegetables to teach ways to get healthy, affordable foods.
- Hold your next parent/caregiver session outside and take a break for a game of kickball or another favorite game.
- Want to bring a different healthy snack to your class? Make the Five Star Fruit Salad on page 114 of the Healthy Recipe book.

Upcoming Conferences

Best Bones Forever! will be exhibiting, distributing campaign materials, and featuring the interactive Skelegirls display at these conferences and events in the coming months.

Girl Power Expo, April 24,
Washington, DC

Best Bones Forever! will be exhibiting along with the Office on Women's Health at this event.

USA Gymnastics Junior Olympic National Championships, May 6-9,
Dallas, TX

USA Jump Rope National Championships, June 24-27,
Galveston, TX

National Area Health Education Center Organization Conference,
June 21-24, Las Vegas, NV

National Association of School Nurses Annual Conference, June 29-July 3,
Chicago, IL

Have Your Own Skelegirls Display



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 Sheryl Rhoads at Sheryl_Rhoads@federal.dell.com for more information.

BodyWorks Technical Assistance Update

Quarterly conference calls

The BodyWorks team is pleased to announce that the first quarterly regional conference call was a huge success! Trainers on the call received updates from other trainers about BodyWorks activities in their respective communities. They also learned from the successes and challenges of others.

All trainers recently received an email with the dates and times for the next set of conference calls. The upcoming calls are divided by regions and will be held between late April and early May. Please email bodyworks@hager-sharp.com to find out when your region's conference call is scheduled.

Regional Trainer Advisory Panel

The BodyWorks team developed the Regional Trainer Advisory Panel (RTAP), which is comprised of trainers who are actively implementing the program with parents and caregivers in their communities and/or have shown exceptional levels of support to the BodyWorks program. Members of the RTAP are available to provide more localized technical assistance and program support to the BodyWorks trainers in their region.

Learn more about the RTAP by visiting the BodyWorks Web site at <http://www.womenshealth.gov/BodyWorks/trainer-advisory-panel.cfm>. At this Web page, you can also find the names and contact information for the RTAPs in your region.

Don't forget to schedule your orientation call

Reminder: The new BodyWorks technical assistance program now requires that all trainers complete their orientation call with a BodyWorks Technical Assistance Specialist BEFORE they can order toolkits for upcoming programs. On the orientation call, you will review the Orientation Packet, a new trainer resource that is posted on the BodyWorks Current Trainers Web page, <http://www.womenshealth.gov/BodyWorks/trainers/>. The Orientation Packet includes additional information about program planning, participant recruitment and retention, technical assistance offered at the national level, the BodyWorks Web site, resources available to trainers, and how to order toolkits and return toolkit tags.

If you have not yet completed your orientation call, contact the BodyWorks team today at bodyworks@hagersharp.com.

National Women's Health Week Kicks Off May 9!

The 11th annual National Women's Health Week (NWHW) will kick off on Mother's Day, May 9, 2010, and will be celebrated until May 15, with the theme "It's Your Time." The weeklong health observance empowers women across the country to make their health a top priority and take simple steps for a longer, healthier and happier life.

You can partner with NWHW by encouraging women in your community to visit their doctor or other health care professional, holding a free screening or health event, listing your activity on <http://www.womenshealth.gov/whw>, putting information in your newsletter, disseminating women's health information or having a health display in your facilities. For more information or promotional materials, or to register your activities, please go to <http://www.womenshealth.gov/whw> or contact Elizabeth Osborn at eosborn@hagerssharp.com or 202-842-3600 x245.



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.



Community Pilot Program Corner

The pilot sites are winding down the year and are completing their final BodyWorks sessions. Here are some highlights from this winter and spring:

1. North Las Vegas, Nevada

North Las Vegas began their final three BodyWorks sessions in March. Spring community events include a Family Health Fair in April.

2. Pinal County, Arizona (Located between Phoenix and Tucson)

Pinal County is completing its final two sessions this month. In addition, several girls from the BodyWorks session in Apache Junction participated in a partner event held by the Pulse Tour in Phoenix in late February. Skelegirls was on hand and campaign materials were distributed to hundreds of area girls who attended this dance workshop featuring top choreographers and dancers from the hit TV shows *So You Think You Can Dance* and *America's Best Dance Crew*. The popular skeleton dancers also performed during a televised Arizona State University basketball game on February 24. The Pinal County Fair in March kicked off their spring community events.

3. Ulster County, New York

Ulster County is wrapping up their BodyWorks session in Hyde Park, and sessions start in Woodstock this month. Spring events include Spring Into Health this month and a Women's Health Expo in May. In addition, the coalition started a Facebook group for *Best Bones Forever!*

If you have contacts in these communities or know of any events that are ongoing or will be occurring between now and June 2010, please notify Ruth Francis Williams, Pilot Program Manager, at 202-842-3600, ext. 262 or rfranciswilliams@hagerssharp.com.

BodyWorks Q&A

Q: How can I find donated or discounted pedometers to give out to my class participants?

A: The BodyWorks team strongly encourages trainers to provide pedometers to their class participants, if it is possible to do so. Try contacting your local sporting goods store. Many local stores are happy to donate pedometers to BodyWorks trainers so they can increase their store's awareness in the community. If you cannot access donated pedometers, try ordering your pedometers in large, bulk orders. Contact other BodyWorks trainers and make a bulk order together. Bulk orders of pedometers are often much cheaper per pedometer than buying them individually in the store.

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: Tiffany Hall, Hernando, Mississippi

Tiffany Hall is an active BodyWorks trainer—37 parents have participated so far in her BodyWorks programs. BodyWorks is used as part of the Hernando Department of Parks and Recreation H.E.A.L. Hernando Program. The H.E.A.L. program focuses on helping adults make healthy lifestyle changes and becoming physically active. H.E.A.L. is incorporating a physical activity component into their BodyWorks program, and two separate classes are meeting once a week for 10 weeks.

Here, Tiffany gives us an update on BodyWorks in Hernando.

1. What is the funniest thing that has ever happened to you while you were leading a BodyWorks training or parent/caregiver session?

The funniest thing that happened during a session was that a child stated that depriving yourself of foods you like will lead to insanity.

2. You are very involved with BodyWorks at the community level. What is your favorite thing about implementing BodyWorks with parents/caregivers and adolescents?

My favorite thing about implementing BodyWorks with parents/caregivers and adolescents is the joy I get from seeing them learn as a family. It is highly important that everyone in the family be involved in learning how to lead a healthy lifestyle, so that they can encourage each other and be an example to one another, especially when time get hard and motivation levels are low.

3. What type of partnerships, if any, do you utilize to help make your program a success?

We utilize local county gyms such as “The Club,” “HQ Fitness,” and “Desoto Athletic Club.” These facilities offer free trial memberships, monthly passes, and smoothies to our participants. We also utilize “Advance Massage,” which offers a free gift certificate and discount coupons to help reduce stress among our participants.

4. What has been the greatest challenge for you in successfully implementing BodyWorks in your community? How did you successfully overcome that challenge?

The greatest challenge implementing BodyWorks has been getting the information about the program available to the public. We successfully overcame this challenge by utilizing our mayor, churches, the local newspaper, local TV news stations, and Facebook.

5. What advice would you give to trainers who are struggling to get the BodyWorks program up and running in their community?

I would advise other trainers to advertise information in the local newspaper and utilize the local TV stations. I would also advise them to use social networking sites such as Facebook to get information about their program available to the public. Also get a public figure involved such as the mayor of their city and involve the community to help recruit members to the program such as schools, churches, and local businesses.

Best Bones Forever! Partner Spotlight:

Varsity

You can catch the “exskullmation” point logo on ESPN thanks to our BFF Varsity! *Best Bones Forever!* attended several events held by Varsity in February and March, including the National Dance Team Championship and the National High School Cheerleading Championship in Orlando, FL, and the NDA and NCA All Star National Championships event in Dallas, TX. Skelegirls made an appearance at each event, and hundreds of participants were tattooed. One team wore their tattoos as part of their uniforms, while another proudly showed them off to the ESPN cameras. BBF was also featured in the programs and on the JumboTrons at the events. Thanks, Varsity!!

HOPSports

The HOPSports interactive fitness training program is used in many schools and organizations around the country to help children get excited about physical activity. Sports professionals and celebrities lead children through different physical activities. *Best Bones Forever!* is excited to announce that HOPSports is incorporating BBF messaging in an upcoming video featuring cheerleading.

Many Thanks!

Best Bones Forever! is fortunate to have as one of our BFFs, Dr. Laura Tosi, orthopaedic surgeon and director of the Bone Health Program at Children’s National Medical Center! Dr. Tosi promotes *Best Bones Forever!* wherever she goes! She brought campaign materials and the Skelegirls with her at the recent NBC4 Health Expo in Washington, DC. She also led a seminar at the American Academy of Orthopaedic Surgeons Annual Meeting in New Orleans, LA, and sent a lot of traffic to the BBF booth! Thanks, Dr. Tosi!

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

- 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 Wikipedia page.
- Borrow our Skelegirl display for your next event or conference (see page 5).
- Be sure to check out the Community Pilot Program Corner to learn what they will be doing this year as part of *Best Bones Forever!*