

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.



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Best Bones Forever! Let's Dance!

The *Best Bones Forever!* Let's Dance contest featuring Savvy launched June 21st, giving girls all across the country the chance to show us their moves!

Best Bones Forever! has teamed up with Savvy, a teen pop recording group that has performed at more than 400 venues around the country. Groups of girls are invited to choreograph a dance routine to one of five Savvy songs, record their dance, and upload their videos to the contest website, <http://www.bbflightsdance.com>, for a chance to win Just Dance 2 games and be flown to Los Angeles, CA, to appear in a Savvy music video. Weekly prizes, such as t-shirts, hoodies, and bags, will also be awarded for the Video of the Week, courtesy of our partner Be Your Own You (BYOU).

The contest is designed to educate girls about the importance of calcium, vitamin D, and physical activity by demonstrating that building strong bones is fun and can be achieved by eating foods and doing activities—like dancing—that girls already enjoy! To inspire girls of all abilities to enter, judging will be based on creativity, how well they work together as a team, and how well they represent *Best Bones Forever!*.

As a national contest, Let's Dance has the potential to expose millions of girls to the campaign messages and brand. However, an important element of the contest is grassroots outreach. To support our partners at the community level, we have created a community page on the Let's Dance website—<http://www.bbflightsdance.com>—where partners can download and customize promotional materials, such as flyers, and be spotlighted for their efforts.

Many of you have already helped promote the contest by posting about it on Facebook and Twitter—thank you so much for your support! We encourage partners, if you haven't already done so, to help us promote the contest to your networks via Twitter, Facebook, and email. We have created tools and materials to help you promote the contest. If you would like flyers or materials to advertise an event you may be holding to promote the contest, please contact Elizabeth Osborn at EOsborn@hagersharp.com.

The contest deadline is approaching quickly, so encourage the girls in your networks to grab their BFFs and get dancing!

Get Your BodyWorks Program Outside This Summer!

The summer season has finally arrived, which means warm weather and a perfect opportunity to move your BodyWorks program outside! Taking advantage of the nice weather can be fun by playing a variety of games that get families moving. Consider incorporating these fun and safe games into a short break as part of your BodyWorks sessions to keep families engaged and active!

- **Red Light, Green Light** - One person plays the "stop light" with his or her back turned to all of the players who form a line about 15 feet away from the "stop light." The stop light faces away from the line of kids and says "green light". At this point everyone is allowed to move toward the stop light. At any point, the stop light may say "red light!" and turn around. If anyone is caught moving after this has occurred, they are 'out' of the game, and have to stand to the side. The stop light wins if everyone is out before anyone is able to touch him/her. Otherwise, the first player to touch the stop light wins the game and earns the right to be the "stop light" in the next game.
- **Freeze Tag** – First, decide who is "it." This person chases everyone and tries to tag (touch) them. Once a friend has been tagged, that person must stop running and remain in the position they were in when they were tagged – in other words they have to "freeze." Another player can "unfreeze" a frozen player by touching them as they run by. Continue the game until everyone is frozen. The last person to be tagged becomes "it."
- **Jump Rope** – To jump rope, have one person hold each end of the rope and have one person in the middle ready to jump over the rope as it swings around them and under their feet.
- **Soccer** – Use small cones as "goals" for the soccer game and assign a goalie for each goal. Split the group up into two teams and select which goal each team will use to score points. The team with the most goals at the end wins the game.

Cooking Together

During the summer months, children are home and hungry...and always looking for a tasty snack. Encourage the families in your BodyWorks program to stay away from cookies, chips, and other sugary treats, and point them toward this healthy (yet still tasty!) bruschetta recipe! Encourage parents to get their children involved in the kitchen during the preparation of this snack – it's a fun family activity and can help teach the importance of eating healthy.

Bruschetta

Roasted red peppers add extra zing to this classic chopped tomato dish.

Ingredients:

- ½ whole grain baguette (French bread), cut into 12 slices (or substitute 3 slices whole-wheat bread, each cut into 4 squares)
- 1 cup fresh tomatoes, rinsed and diced
- ¼ cup jarred roasted red peppers, diced (or substitute fresh roasted red peppers; see tip)
- 6 Kalamata olives, rinsed and sliced (or substitute any black olive)
- ½ tablespoon olive oil
- 2 tablespoons fresh basil, rinsed, dried, and chopped (or 2 tsp dried)
- ¼ teaspoon ground black pepper

Directions:

1. Lightly toast baguette slices (children can be a help in cutting the baguette into slices)
2. Combine remaining ingredients, and toss well.
3. Top each bread slice with about 2 tablespoons of tomato mixture, and serve.

Recipe from the National Heart, Lung and Blood Institute (of NIH) 2010 Family Cookbook http://hp2010.nhlbi.nih.gov/healthyeating/pdfs/KTB_Family_Cookbook_2010.pdf



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.

Atlanta Beat women's professional soccer

Girls on the Run

Baltimore County Commission for Women

HalloweenCostumes.com

Be Your Own You

Make It Ruby

BodiMojo

Pink Locker Society

Champion's Dance Studio

Savvy

We are also excited to partner with Larysa DiDio to promote campaign messages to girls throughout the country. DiDio is a fitness expert who trains celebrities and athletes such as Olympic gymnast Nastia Liukin. DiDio has also developed fitness DVDs and books for teens and families, including collaborating on *Sneaky Fitness*. She is also a regular contributor to *Parenting*, *Self*, and *Fitness* magazines. We are so excited to have her on board to help promote healthy bones to girls and families!

Best Bones Forever! In the News

Thanks to our partners who have helped promote the Let's Dance contest! A full list of partners is available at <http://www.bbfltdance.com> in the Partner section.

Our partners have also helped promote the Campaign in general in the following ways:

- Pink Locker Society wrote a blog post to introduce *Best Bones Forever!* and included the four characters from the book series and website sporting *Best Bones Forever!* tees! [See the blog here.](#)
- Thanks to Girls on the Run for posting a new "Runners build the *Best Bones Forever!*" ad on their website—featuring a runner from the Girls on the Run DC event in June!
- Our new partner, Baltimore County Commission for Women, has been getting the word out about *Best Bones Forever!*. An affiliate of its National Association of Commissions for Women, the Indiana Commission for Women wrote an article about bone health and *Best Bones Forever!* and featured one of our Web badges and the "My BFF & I" PSA! [Read the article here.](#)
- Adora Calcium recently featured the Campaign in its June/July issue of "Women's Circle of Health" newsletter. The article talked about the Campaign and offered a "BEST BONES" coupon code for readers!
- MyCharmedLife is including postcards about *Best Bones Forever!* in every shipment of their charms.

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@hagersharp.com or visit our website at <http://www.womenshealth.gov/BodyWorks>.



English BodyWorks Toolkits Out of Stock

The BodyWorks program has grown significantly over the past year and as a result, we are out of stock of English toolkits. Earlier this year, the Office on Women's Health began the process of redesigning and updating the existing toolkit based on the 2010 evaluation as well as valuable feedback from all of our trainers. In addition, there have been changes to federal food and activity guidelines, which we will incorporate into the new toolkit and materials. The new toolkit will contain most of the same materials and cover most of the same topics, with an occasional change or omission. We will contact you as soon as we know when the new toolkits will be available—hopefully in the fall of this year.

During this time of transition, we hope you continue to run your BodyWorks programs! You can still order some individual components of the English toolkit on the online order form, and you can download and print the files of all English toolkit components on the BodyWorks website. Additionally, there is a list of additional government resources at the top of the main page of the BodyWorks website that will help you run your programs without the English toolkit. Remember: There are still Spanish toolkits available!

What about toolkit tags? When you run your programs without English toolkits, please continue to collect the participants' information. Since they will not have individual toolkits with toolkit tags, print the toolkit tags document located at the top of the main page of the BodyWorks website and have participants complete them as they normally would. You can then mail this document to us with the usual information: type of program, date of program, and trainer name.

Bulletin Board

For BodyWorks:

- **Enroll in BodyWorks University.** In June 2011, BodyWorks presented the first webinar as part of its BodyWorks University webinar series. These webinars will be offered every other month, and each will focus on one topic of interest to BodyWorks trainers, such as recruitment, funding, retention, and media outreach. The webinars will last 30 minutes to an hour and will allow time for questions at the end. Information about participating in a webinar will be distributed in advance, and any trainer can watch the presentation online.

- **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. BodyWorks is now offering twice-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.

August's orientation webinars will take place on August 12th at 1 p.m. ET and August 24th at 11 a.m. ET. For more information and to register, visit <http://www.womenshealth.gov/bodyworks/trainers/orientation-packet.cfm>.

- **Use the free trainer resources to help you plan and implement your program.** On the BodyWorks website (<http://www.womenshealth.gov/bodyworks/>) under the "Current Trainers" menu tab, there are many useful resources that can 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 October and beginning of November. You will receive an email a couple weeks before the call dates letting you know when your region's call will take place.

- **Utilize a new resource available for trainers working with individuals affected by diabetes.** We often get questions from trainers about using BodyWorks with individuals affected by diabetes. While the information in BodyWorks may be helpful to someone with diabetes, the program was not

designed to be used as a diabetes prevention or management tool. The National Diabetes Education Program (NDEP), from the NIH and CDC, recently launched an online library that provides easy access to more than 140 resources from more than 70 organizations that support people in making changes to live well—whether they have diabetes or are at risk for the disease. Check out the resource here for other ways to support individuals affected by diabetes: www.YourDiabetesInfo.org/HealthSense.

For Best Bones Forever!:

- **Thank you for joining us for the first-ever Best Bones Forever! Partner Meeting Webinar on July 13.** We had a great discussion about the dance contest as well as updates on our materials and new websites. We are working on a list for all partners including twitter feeds and Facebook addresses. Please let us know if you do not want to be included on this list.

- **Let us know if you have promoted the Let's Dance contest!** We are recognizing our partners on the Let's Dance website at <http://www.bbfltdance.com> and don't want to leave you out!

- **Find us on Facebook and follow us on Twitter!** Our Facebook page (<http://www.facebook.com/bestbonesforever>) is a great way to learn about upcoming *Best Bones Forever!* events as well as promote your events to girls, partners, parents, and friends! Simply post your events, special offers, activity ideas, and/or photos to our page to get the word out to girls across the country! Follow us on Twitter @bestbones4ever for updates on the Campaign as well.

- **Help us build our volunteer network.** We regularly look for volunteers around the country to help support us at exhibits and events. If you know of any girls—or adults!—who would like to get involved, check out our Facebook page or <http://www.volunteermatch.com> for upcoming events and opportunities. Spread the word!

- **Bring Skelegirls to your next event!** Partners can borrow Skelegirls for their next conference or event. Don't want to give it back? We can send you the files and you can have your own Skelegirls display made—with your logo too! Contact Janine Clay at jjclay@hagersharp.com for more information.



- **Questions? Comments? Got a great idea for the Campaign?** Contact Sheryl Rhoads at 214-407-6201 or Sheryl_Rhoads@federal.dell.com.

Best Bones Forever! Events

We've been busy! *Best Bones Forever!* recently exhibited at these events:

Girl Power Project's Girl Power Expo, May 7, Waldorf, MD

MooFest, June 4, Athens, Tennessee

***Best Bones Forever!* Writing Contest, June 10, Marietta, GA**

Camplified events throughout July and August in 45 locations!

The PULSE on Tour, July 15-17, Las Vegas, NV

***Best Bones Forever!* will appear at these upcoming events:**

AllyKatzz's UN International Year of Youth Celebration, August 11, New York City, NY—*Best Bones Forever!* is sending our spokesperson Elizabeth Hawthorne as an "Amazing Woman" and two teen delegates. Plus, new *Best Bones Forever!* Ambassador Larysa DiDio will also introduce girls to the Campaign. Thanks, AllyKatzz!

BodyWorks

Question & Answer Corner

Q: Is there a way to let other trainers and parents know about my programs on the BodyWorks website?

A: Yes – there is! We encourage trainers to post their BodyWorks trainings and parent/caregiver programs on the BodyWorks website. This ensures that individuals looking to either become a trainer or participate in a program can find current trainings/programs in their area. To list your program, go to the BodyWorks website (<http://www.womenshealth.gov/bodyworks>) and click on "Current Trainers" on the left side of the screen. From there, scroll down the page to the "Trainer Resources" section, and you will see an option that says "Promote your training or program on the BodyWorks website." When you click on that text, it will take you to the page where you can register your program online. Your program will then be listed on the website under "Find Trainings, Programs, and Trainers."

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

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.

Best Bones Forever! Partner Spotlights:

Ubisoft

Ubisoft, which makes the Nintendo Wii games *Just Dance* and *Just Dance 2* (and coming soon, *Just Dance 3*), has been a great partner to *Best Bones Forever!*. Beginning with the Atlanta Dance Contest, when Ubisoft donated Wiis and *Just Dance 2* games to all the girls in the winning team, Ubisoft has been generous in its donations and shout outs for the Campaign. Ubisoft donated a Nintendo Wii so the Campaign could feature dance stations at events like the Weekend Jam event in Atlanta, and, this summer, Ubisoft has sponsored a special *Best Bones Forever!* Tent at 45 Camplified events at camps around the country! The attractive tent is a hit at the Camplified events, and helps promote the Let's Dance contest. Thank you so much for your amazing support of the Campaign!



BYOU

Be Your Own You, whose mission is to build the self-esteem of girls, teens, and young women, has lots of energy and enthusiasm for the Campaign. This summer, they are partnering with us on the Let's Dance contest by donating t-shirts, hoodies, and more as prizes for the featured dance video of the week. With our mutual mission of empowering girls to be healthy and strong, this partnership holds great promise!

BodyWorks Partner Spotlight: Monday's Campaign

BodyWorks has partnered with The Monday Campaigns, a national movement backed by leading public health schools that dedicates the first day of every week to health. The Monday Campaigns is a program committed to healthy behaviors that help end chronic preventable diseases. The campaign teaches children to live longer, healthier lifestyles every Monday – the day of the week people are more likely to begin healthy routines, like exercising or quitting smoking, than any other day.

Like BodyWorks, this program promotes healthy behaviors that focuses on eating habits and meal planning, which can help prevent health problems caused by obesity. When you run your next BodyWorks program, consider incorporating The Monday Campaigns component for training participants. It's a flexible program that can be offered every Monday in the classroom, during a summer camp, as an after-school program, or in conjunction with your BodyWorks program.

Interested in starting The Monday Campaigns in your community or finding out more about this great program? Visit <http://www.mondaycampaigns.org/>