

# Update

THE LATEST NEWS AND HIGHLIGHTS  
FROM THE OFFICE ON WOMEN'S HEALTH  
BODYWORKS PROGRAM AND  
NATIONAL BONE HEALTH CAMPAIGN

## 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 the national bone health campaign?

OWH's youth bone health campaign, currently known as *Powerful Bones, Powerful Girls*, aims 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 the national bone health campaign?

An important part of the campaign is a community pilot program, which will occur in three sites. The organizations selected to coordinate the pilots will be asked to conduct 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.



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## Spanish Language *BodyWorks*

### Pilot Trainings

The Office on Women's Health (OWH) continues to roll-out the Spanish version of the *BodyWorks* program. In early June, OWH partnered with Latino Health Access to conduct two Spanish-language *BodyWorks* trainings in Santa Ana, California.

Coming soon: Two trainings in New York City will be held in July in partnership with the Hispanic Federation, and two trainings will be held in El Paso, Texas, in September in partnership with the U.S.-Mexico Border Health Commission. For more information about the upcoming trainings, go to <http://www.womenshealth.gov/bodyworks>.

### Web Site

The *BodyWorks* Web site is now en español. Many of the pages on the

Web site are available in Spanish. Go to <http://www.womenshealth.gov/bodyworks> and click on "Parents and Families," "Potential Trainers," "Current Trainers," and "BodyWorks Toolkit"—there is a toggle bar at the top of the page where you can flip back and forth between English and Spanish content.

### Spanish *BodyWorks* Training Manuals

The *BodyWorks* Train-the-Trainer and Parent and Caregiver Manuals have been translated into Spanish. Please contact us at [bodyworks@hagerssharp.com](mailto:bodyworks@hagerssharp.com) if you would like an electronic copy of the manuals.

### You can now order your *BodyWorks* materials online!

- Go to the *BodyWorks* Web site at <http://www.womenshealth.gov/bodyworks>. →

## Spanish Language *BodyWorks* (cont.)

- Click on “Current Trainers” in the left-hand column.
- On the Current Trainers page, select “Ordering Materials.” This will take you to the order form where you can order:
  - English and Spanish toolkits
  - Additional copies of the DVDs, *For Teens*, *For Guys*, the girls journal, and the *BodyWorks Eating Disorders and Obesity* fact sheet
- Fill out the *BodyWorks* materials order form completely and submit.

### Please note:

- The ordering limit is 15 toolkits per *BodyWorks* event.
- Orders are usually delivered within 2 to 3 weeks. We ask

that you only order toolkits for trainings/programs you have planned to implement in the next two months.

- The warehouse **cannot** ship to PO Boxes.

### For Guys

With the new addition of the *For Guys* booklet in the *BodyWorks* toolkit, the Office on Women’s Health is developing training manual addendums that will include information about adolescent boys’ physical activity and nutrition needs, developmental concerns, and learning styles. Addendums will also include resources and tips for parents and trainers and recruitment materials. We will let you know via the Web site, Listserv, and email when the addendum becomes available.

## Bulletin Board

### For *BodyWorks*:

- **Stay up to date with the *BodyWorks* listserv.** If you are not subscribed to the *BodyWorks* listserv or have been taken off, you can now subscribe as the listserv is moderated. This means that we will have control of which messages are sent through the listserv, which will limit the amount of junk mail or accidental posts. To subscribe, please email [bodyworks@hagersharp.com](mailto:bodyworks@hagersharp.com).
- **Let people know you are holding a *BodyWorks* training or parent/caregiver program!** Post your 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 *BodyWorks* trainers.
- **Please remember to send back your toolkit tags** with a note of who the trainer was, whether or not it was a train-the-trainer session or a parent/caregiver program, the city and state of your program, and the dates of the training or program to: ***BodyWorks* c/o Hager Sharp 1090 Vermont Ave. NW Suite 300, Washington, D.C. 20005.**
- **If you have any specific questions or concerns about *BodyWorks*,** please email [bodyworks@hagersharp.com](mailto:bodyworks@hagersharp.com) or call 202-842-3600.

### For national bone health campaign:

- **Thank you for your order!** Many of you pre-ordered materials—journals, book covers, magnets, and posters—and will receive your order prior to the launch. Please remember to wait until the campaign launches to distribute your materials! If you were not able to pre-order materials, you can still order materials after the launch.

- **Check out the Community Pilot Program Corner for the three pilot sites selected.** Please let us know if you have any chapters or affiliations in these areas, as we would love for them to connect with the community coalitions.
- **We are currently working on print PSAs for both girls and parents.** Contact us if you would like to learn more about how you can partner with us on the print PSAs or use them as banner ads or in your publications. We also welcome partner support in developing radio and TV PSAs in the future.
- **Stay tuned for news about our next partner meeting** to be held Thursday, August 20, from 1:30 to 4 pm. We will share the details of the launch at this meeting and talk about ways you can get involved.
- **An important goal for the campaign is to evaluate the level of awareness of our campaign and its message.** If you are considering conducting a survey in the near future, we would love to partner with you. Please contact Darcy Sawatzki at 202-842-3600, ext. 253 or [dsawatzki@hagersharp.com](mailto:dsawatzki@hagersharp.com).
- **If you are conducting research on calcium, vitamin D, or physical activity,** we’d love to hear about it! In preparation for our national launch scheduled for September, we would like to work with you to release your new research if possible.
- **Questions? Comments? Got a great idea for the campaign?** Contact Sheryl Rhoads at 703-289-7633 or [sheryl.rhoads@mail.ps.net](mailto:sheryl.rhoads@mail.ps.net).

## National Bone Health Campaign Spotlight: My Charmed Life

The national bone health campaign is partnering with MyCharmedLife.com to produce three charms featuring the logo and exskullmation point. The charms will be sold at <http://www.mycharmedlife.com> following the launch.

From focus groups held with girls in the target audience, we learned that girls nationwide love the logo and the exskullmation point and wanted them on clothes, accessories, etc. We are very excited that My Charmed Life is working with us to create fun and attractive charms for girls to purchase. Stay tuned for more details about how you can access the charms and help us promote this fun new product!

## BodyWorks Spotlight: Blue Cross Blue Shield of Michigan

Blue Cross Blue Shield (BCBS) of Michigan included the *BodyWorks* program in its Building Healthier Communities: Engaging Schools and Community Partners grant as a preferred activity for grantees to implement with parents and communities. The grantees have been selected and 11 out of 17 grantees have chosen to implement *BodyWorks* with their funding.

For more information, go to the BCBS Web site at [http://www.bcbsm.com/pr/pr\\_06-18-2009\\_25315.shtml](http://www.bcbsm.com/pr/pr_06-18-2009_25315.shtml).

The *BodyWorks* team is very excited about this collaboration and looks forward to continuing a work with BCBS Michigan throughout 2009!

## BodyWorks Evaluation

The *BodyWorks* team (Office on Women's Health, Altarum Institute, and Hager Sharp) will be sharing the *BodyWorks* Evaluation Executive Summary with trainers and partners as soon as it is available. Please email us at [bodyworks@hagersharp.com](mailto:bodyworks@hagersharp.com) if you would like to be added to our list of interested parties.

## BodyWorks Implementation Ideas

- **Hold an open house**—If you are having trouble recruiting participants for your *BodyWorks* program, try hosting an open house. Open houses are great ways to gain interest before telling participants *BodyWorks* is a 10-session program.
- **Give out toolkit pieces gradually**—Instead of giving participants the entire contents of the *BodyWorks* toolkit at the first session, give out only the pieces that are needed to do an assignment. Continue to give out pieces of the toolkit as needed throughout the 10 sessions and give participants the rest of the toolkit at their last session.
- **Work with local pediatricians**—Try to form a working relationship with a pediatrician passionate about preventing and controlling childhood obesity. Pediatricians are often very successful at referring parents and patients to *BodyWorks* programs.
- **"Piggy-back" off of another event**—Advertise your *BodyWorks* program at community events such as health fairs.
- **Use personal invitations**—Use existing participants' and community leaders' connections to personally invite attendees.

## Coming Soon: Launch of the National Bone Health Campaign

We are excited to launch the new campaign nationally this September! Through our materials, Web site, media outreach, and the help of our partners, we will encourage and motivate girls and their BFFs to build strong bones through increased calcium and vitamin D and physical activity. We'll also be promoting our brand to increase awareness of the campaign through our fun and attractive logo.

We are working on the Web site for girls (currently <http://www.bestbones-forever.gov>) and their parents (currently <http://www.bestbonesforever.gov/parents>). The parents' site will house a special section for partners. Stay tuned for more information, as this will be available prior to the launch.

## 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

After an extensive review process, the three pilot sites for the bone health campaign's Community Pilot Program are:

### 1. Clark County, Nevada (North Las Vegas)

This coalition is experienced in working with teen girls, and one of the members of the coalition is the president of a local dairy processing plant. They will be including campaign messaging and the logo on their milk cartons that are distributed to the local schools. In addition, they will be featuring bone health messages on "Healthy Bites," a local television program that is also shown in schools.

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

Already part of an osteoporosis coalition, this coalition is tied to a cooperative extension. One of its ideas for the pilot program is to conduct a dance contest called Boogie for Your Bones, inspired by a contest held by England's National Osteoporosis Society. The coalition also plans to integrate bone health information into existing cultural events.

### 3. Ulster County, New York (near Albany)

This long-standing coalition has a connection with the cooperative extension of Cornell University. The coalition will also work with the New York State Osteoporosis Prevention and Education Program (NYSOPEP) to conduct a health provider Continuing Education program. In addition, an interactive skeleton scale named Ms. Bones will be providing health education to the community.

The Pilot Program kicked off in June with a meeting in Washington, DC that included representatives from the three pilot sites. In addition, a partner meeting was held in May to reveal the new sites and get feedback from our partners. Many of you have already shared contacts you have in these communities as well as indicated ways we could collaborate on community events, etc.

If you have contacts in these communities or know of any events that are ongoing or will be occurring between September 2009 and June 2010, please notify Ruth Francis Williams, Pilot Program Manager, at 202-842-3600, ext. 262 or [rfranciswilliams@hagersharp.com](mailto:rfranciswilliams@hagersharp.com).

## Conferences

OWH staff will present *Marketing a Multi-session Obesity Prevention Program to Parents: What Works?* at CDC's National Conference on Health Communications, Marketing, and Media in Atlanta on August 11 at 4 p.m.