

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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BodyWorks: Check Out Our *NEW* Parent Newsletter!

In January, BodyWorks released its newsletter targeting parents and caregivers who have already completed a BodyWorks program or who are currently participating in a program. The newsletter has helpful tips on healthy eating and activity to encourage parents to continue the healthy habits they learned in their BodyWorks program. There is also a healthy and delicious recipe included in each newsletter.

The newsletter will be released quarterly in conjunction with the trainer newsletter, and sent to parents who have already completed the BodyWorks program. Current trainers will not receive the parent newsletter via email, but are welcome to download it on the BodyWorks website and distribute to their BodyWorks class participants.

The newsletters can be viewed at

<http://www.womenshealth.gov/BodyWorks/newsletter>.

Best Bones Forever!

Talking about Bone Health

Best Bones Forever! has teamed up with the National Osteoporosis Council to create a game that girls can play with their mothers (and their friends) to learn more about bone-healthy activities and foods.

The game, which is modeled after the “fortune teller” game you likely played as a child, is designed to get the conversation started between girls and their moms about the importance of bone health. We’ll send an email out to partners with the link to access the game—just in time for Mother’s Day and National Osteoporosis Month!



Community Pilot Program Wrap-Up and Evaluation

The Best Bones Forever! Community Pilot Program wrapped up last summer, and we've been busy compiling results of the evaluation and determining next steps.

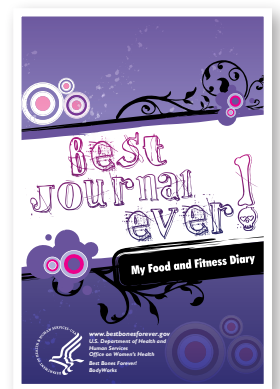
Three sites participated in the program—Ulster County, New York; Pinal County, Arizona; and North Las Vegas, Nevada. Each site held BodyWorks sessions—modified to feature more bone health messaging and activities—and participated in community events to promote bone health to the target audience of girls ages 9-14. The evaluation was conducted to determine if parents and their daughters made positive changes to their eating, activity, and bone health habits as a result of the pilot program. Results from pre-and post-test surveys from the *Best Bones Forever!* BodyWorks participants and the number and reach of the community outreach activities were measured as part of the evaluation.

The Best Bones Forever! BodyWorks pre- and post-tests results showed positive changes in parents' and their daughters' knowledge, attitudes, self-efficacy, and behaviors related to healthy eating and physical activity. Barriers to physical activity were reduced, and girls reported eating fewer snacks and increasing their consumption of vegetables but not milk products. Parents showed an increase in consumption of milk or milk products, as well as an increase in knowledge of the key bone-building years and the importance of vitamin D. In addition, each pilot site successfully integrated bone health messaging into existing community activities, reaching thousands of girls in our target audience. **Based on these results, we will continue to strive to reach girls where they live, learn, and play, emphasizing the message that building strong bones is fun and easy.**

Since the evaluation found that integrating bone health messages into BodyWorks successfully provided the tools girls and their parents need to improve their bone health, the team is currently revising the BodyWorks toolkit to include bone health elements from the pilot program. These will include campaign materials such as the Best Journal Ever!. Similar to the piloted BodyWorks sessions, the updated BodyWorks program will involve girls more in the sessions, either separately or jointly with their parents.

In addition, a new website is in development to provide communities with easy access to the campaign messages, materials, and bone health information. Communities will be able to tap into a network of organizations and groups across the country whose missions and goals align with theirs—to improve the health and wellness of girls and their families. The website will include activity suggestions, the types of technical assistance available, case studies, downloadable toolkits, examples of successful *Best Bones Forever!* events such as the dance contest and writing contest, and interactive exhibit ideas and activities to aid in a successful event or program.

We are excited to launch the new BodyWorks toolkits and the website for *Best Bones Forever!* communities later this year. Stay tuned!





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.

Arizona Osteoporosis Coalition

Bone Builders

For Nurses by Nurses

Impulse Dance Center

Inside Publications

Strega Marketing Group

We are also excited to partner with rhythmic gymnast Julie Zetlin this year. She will be serving as a campaign ambassador in the Washington, DC, area to help us encourage girls to “grow strong together, stay strong forever”! Learn more about Julie in our [Snapshot section](#). If you have an event in the area that might be a good fit for Julie to attend, contact Cecily Naron at cnaron@hagersharp.com.

Best Bones Forever! In the News

Our partners continue to support the campaign by including us in their newsletters, magazines, and websites.

- Chobani Champions included a blog article about *Best Bones Forever!* and how girls can build strong bones by eating foods with calcium and vitamin D, like Chobani yogurt, and getting active. [See the blog here](#).
- Our new partner Inside Publications included an article in the March/April issue of its publication *Inside Cheerleading* that highlights *Best Bones Forever!* and provides nutritional tips for girls heading to cheerleading camp this summer.
- Our “Cheerleaders Build the *Best Bones Forever!*” ad appeared in the February 2011 issue of *American Cheerleader magazine!*
- Thanks also to Ally Katzz for posting our “Softball Players Build the *Best Bones Forever!*” Web banner!

In addition, we recently learned that a pediatrician in Vermont met us at the 2009 American Academy of Pediatrics conference in Washington, DC, and has brought the campaign to her doctor’s office. In addition to displaying *Best Bones Forever!* posters in every room, she has her female patients track their eating and physical activity habits with the campaign journals!



Implementation Ideas for Spring

With the weather warming up, it's a perfect opportunity to move your BodyWorks program outside! It can be difficult to break the indoor habits that you developed during the colder months, so here are some ideas to get you started:

- Check out your local farmers market with your BodyWorks class. This can be a great activity for session seven when you discuss shopping for healthy foods. The USDA has a great online registry of U.S. farmers markets at <http://apps.ams.usda.gov/FarmersMarkets>.
- Start a community garden! In the past, BodyWorks programs have started community gardens as a part of the class, and continued the project even after the class ended. This is a great way to get your families outside and to teach the kids in the class about different vegetables and the process of growing and cooking a healthy meal—from seed to stomach! The American Community Gardening Association has a great resource on getting started: <http://www.communitygarden.org/learn/starting-a-community-garden.php>.
- Hold a healthy habits scavenger hunt! Send your class participants to local grocery stores, fitness centers, and community resource centers to answer trivia questions and learn about the resources available to help them maintain the healthy habits they are learning in their BodyWorks class.
- For a smaller-scale scavenger hunt, get plastic Easter eggs and put a trivia question in each egg that relates to something your BodyWorks participants have learned in class. Hide the eggs around a local park and have families work as a team to collect as many eggs as they can. The team that has the most eggs, and can answer the most trivia questions from their eggs correctly, wins a prize!

BodyWorks Online Trainings Update

BodyWorks continues to hold online trainings every other month in 2011. So far this year, two online trainings have been held—one in January and one in March. The next online training, on May 18, is already at capacity and the following training on July 20 is filling up quickly. If you know of any individuals who want to get trained to implement BodyWorks but don't have access to existing BodyWorks trainers in their area, tell them to apply for an online training soon!

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 to get trained who live in areas where there are no BodyWorks trainers.

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

Bulletin Board

For BodyWorks:

- **Enroll in BodyWorks University!** Beginning this month, 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 will allow time at the end for trainers to ask questions. Information about participating in a webinar will be distributed 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.
- **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.

April's orientation webinar will take place on Thursday, April 28 at 2 p.m. EST. For more information, 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 April, so keep an eye out for an email letting you know when your region's call will take place.

For Best Bones Forever!:

- **Please complete our survey on our campaign materials if you haven't done so already!** We are evaluating our materials ordering process and would love to know your thoughts! If you have ordered and/or distributed campaign materials in the past, please take a moment to complete the survey. You can find the link [here](#). The deadline for completion is April 18. We appreciate your time and feedback!
- **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 volunteermatch.com for upcoming events and opportunities. Spread the word!
- **Thank you to all the partners who attended and called in to the recent partner meeting.** Partners got the scoop on our exciting, fabulous dance contest planned for this year—including ways you can get involved in this national event! Minutes to the meeting will be out soon for those who missed it.

- **Bring Skelegirls to your next event!**

Partners can borrow Skelegirls for 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 display made—with your logo too!

Contact Janine Clay at jclay@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:

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

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

Ladybug for Girls' Mother & Daughter Fitness Day, February 12, Atlanta, GA

The PULSE on Tour's Camp PULSE, February 18-19, Vienna, VA

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

Varsity National All Star Cheerleading Championship, March 11-15, Walt Disney World, Orlando, FL

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

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

Best Bones Forever! will appear at these upcoming events:

The PULSE on Tour's Camp PULSE, April 15-16, Tampa, FL

Healthy Kids Day, April 16, YMCA National Capital, Washington, DC

2011 ASICS Northeast Qualifier, April 16-18, Baltimore, MD

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

Best Bones Forever! Writing Contest, June 10, Atlanta, GA

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@hagerssharp.com for more information.

Girlshealth.gov Has a New Facebook Page!

Join girlshealth.gov on Facebook! We feature daily updates about our site, links to relevant news articles, and inspirational notes. Give us your comments and share our page with your friends! Find us at <http://www.facebook.com/girlshealth>. You can also follow us on Twitter @girlshealth.

Help Us Celebrate National Women's Health Week 2011!

The 12th annual National Women's Health Week (NWHW) will kick off on Mother's Day, May 8, and will be celebrated until May 14, with the theme "It's Your Time." NWHW brings together communities, businesses, government, health organizations, and other groups in an effort to promote women's health. 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. Check out <http://www.womenshealth.gov/whw> for local events in your area and for more information on how you can participate. You can also contact Maggie Naples at mnaples@hagerssharp.com to learn more.



Growing Great Girls

This monthly newsletter from girlshealth.gov gives parents and caregivers up-to-the-moment articles and links to information on the issues that concern them the most. The newsletter focuses on issues like girls' health and the environment, bullying, relationships, girls with disabilities, and more. [Sign up today, and share this link with friends and partners!](#)

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>.



BodyWorks and the Medical Reserve Corps

BodyWorks would like to thank the Medical Reserve Corps (MRC) for bringing our program to even more communities across the country and helping us expand to all 50 states!

What is the MRC?

- The MRC is sponsored by the Office of the U.S. Surgeon General and was created after President Bush's 2002 State of the Union Address, in which he asked all Americans to volunteer in support of their country.
- The mission of the MRC is to engage volunteers to strengthen public health, emergency response, and community resiliency.
- MRC units are community-based and function as a way to locally organize and utilize volunteers who want to donate their time and expertise to prepare for and respond to emergencies and promote healthy living throughout the year. MRC volunteers supplement existing emergency and public health resources.
- MRC volunteers include medical and public health professionals such as physicians, nurses, pharmacists, dentists, veterinarians, and epidemiologists. Many community members—interpreters, chaplains, office workers, legal advisors, and others—can fill key support positions.

To find out more about the MRC, please visit

<http://www.medicalreservecorps.gov>.

BodyWorks Trainer Spotlight: Beth Tomanek, Manassas, VA

Beth Tomanek has been a BodyWorks trainer since May 2010, and since then has trained several others to implement the program, as well as lead BodyWorks with students and their parents and caregivers through Prince William County Public Schools.

Here, Beth answers some questions about implementing BodyWorks in the school environment and offers useful tips for other trainers.

1. Tell us a little bit about yourself.

I am the Health and Physical Education Curriculum Specialist for Prince William County Public Schools. We are a large School Division with 90 schools and 78,000 students. I previously taught elementary physical education, and it was difficult to leave my elementary school of 600 students. I realized, though, that as the Health and Physical Education Curriculum Specialist, in which I facilitate the implementation of quality health and physical education curriculum, I am able to impact thousands of students. I will complete my Master's degree this spring, and have three very active, funny, and supportive children. The BodyWorks program has been a reminder to ME, as a busy working mother, to continue to make healthy choices and remain balanced!

2. Tell me about your work with Prince William County Public Schools and how you got involved in BodyWorks.

Prince William County Public Schools (PWCS) is a member of the Northern Virginia Healthy Kids Coalition. Support staff from Inova Health Systems administered a grant through the Virginia Department of Health (VDH) childhood obesity prevention program, CHAMPION. PWCS was the recipient of \$5,000 to implement the BodyWorks program, targeting obese students and those at risk for obesity. My first introduction to BodyWorks was through my participation in a train-the-trainer session provided by the CHAMPION staff of the VDH. I was immediately impressed with the toolkit, supportive staff in the Office of Women's Health, and the message of "small changes make a big difference."

3. How do you implement BodyWorks in your community?

We chose three middle school sites, trained several teachers, and delicately invited obese students and students at risk for obesity and their families to participate in the program. After our initial invitations were sent, any student in the school system was welcome to attend any of the programs with their family. All three programs were very different as far as the ratio of parents and teens, but all three were extremely successful. The students enjoyed the hands-on activities. I also made a point of using high school students to act as role models and provide peer support.

Each session included a segment of the BodyWorks toolkit curriculum, a meal preparation, and a physical activity component. The community partners that were invited for a one hour "guest appearance" were so enthralled with the program that many came back each night. Several of the schools have decided to continue the program beyond the initial grant implementation.

The Virginia Cooperative Extension was an invaluable resource to provide master food volunteers and nutrition education program specialists. They not only provided the volunteers, but also the kitchen tools and the expertise in food preparation.

4. What obstacles have you faced in trying to implement BodyWorks in the school community?

The first obstacle we faced was getting support from the school staff. The grant was specific to obese students and those at risk for obesity. The program was introduced to department heads who were, in turn, supposed to explain the program to their individual school staff. Many physical education teachers were hesitant as to how to identify and invite at-risk students without fear of embarrassment. We worked closely with the school nurses and guidance departments to word the invitations carefully or even speak one-on-one with the at-risk students. Once the invitations went out, though, there was no issue of student sensitivity.

The second obstacle was the amount of work hours needed to implement the program. As with any new initiative, there were more hours needed than anticipated, but the success of the program was well worth the time invested. The ground work has been laid to continue the program without nearly the time needed to initiate it this first year.



5. How did you overcome those obstacles?

These and any other obstacles are to be expected. Know that any new initiative takes time, planning, and can be a work in progress! Stay positive and work with people who are positive supporters. The BodyWorks program itself is packaged and provided to be flexible and make the best of whatever the situation requires.

6. What advice do you have for other trainers trying to implement BodyWorks in school communities?

I suggest holding train-the-trainer sessions very early (spring of the previous school year), and then using those new trainers to help promote and explain the program at the school level, possibly during pre-service teacher work week. It is also good to invite specific teachers that express interest to serve as the school point-of-contact. This may not necessarily be the department head.

Start advertising the program early and often. Use the posters provided, newsletters, announcements, and website in your school to make the program enticing for ALL students.

Also, start small and “learn as you go” for your first BodyWorks program. Teachers are naturals at delivering the curriculum and adapting the lessons to the student discussions, which often led them in different directions. Involving the school nurse, Family and Consumer Sciences department, and administration all help make the program run smoothly.

Another important piece of advice is to use your community resources! You will be thrilled with the support of personal trainers, volunteer organizations, chefs, grocery stores, fellow teachers, and administrators. Once they see the program in action, they will want to continue to make an impact where they know the students are getting the direct benefit of their donated time and efforts.

Finally, utilize the contact list for current trainers provided on the BodyWorks website. Every one of them may be implementing the program in a different format, but all can give you guidance and support as you begin your new program!

Question & Answer Corner

Q: I want to train a co-worker to implement BodyWorks. How do I do that?

A: As a BodyWorks trainer, you can hold a one-day BodyWorks training, known as train-the-trainer. When you were trained, you were taught how to hold a train-the-trainer session, as well as how to lead the 10-session BodyWorks program with parents and caregivers of teens and adolescents. The BodyWorks website has lots of useful resources to help you prepare for a train-the-trainer session. Under the “Current Trainers” section of the website, there is a checklist for a train-the-trainer session as well as a budget template. Remember, you will want to order a toolkit for each individual you are training at least three weeks in advance.

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 what we can help you with. We look forward to hearing from you!

Best Bones Forever! Partner Spotlights:

Cabot Creamery

Cabot Creamery has been a friend to Best Bones Forever! for years! At our launch in September 2009, Cabot donated cheese for the event held at a North Las Vegas, Nevada, middle school. They also donated cheese for pilot site BodyWorks sessions and other *Best Bones Forever!* events such as the Atlanta Dance Contest and Weekend Jam, the First Book-Dallas writing contest, and the upcoming First Book-Metro Atlanta writing contest. Participants and attendees at the events love the cheese, and we thank you for being a great partner to the campaign!



The PULSE on Tour

We were so excited to once again be a part of the PULSE on Tour this year! Last year, we participated at the Phoenix tour stop with our Skelegirls display and the Flock of Skeletons dancers from our Pinal County, Arizona pilot site. This year, PULSE invited *Best Bones Forever!* to be a part of several tour stops in Dallas and Atlanta, as well as the Camp PULSE events in Vienna, VA, and Tampa, Florida! We had a blast at each of these events! Thanks, PULSE!

We'd also like to extend a special thank you to Adora Calcium for preparing gift baskets of their yummy chocolates and *Best Bones Forever!* gear to raffle off at the PULSE on Tour events in Dallas and Atlanta. The baskets, as well as the chocolates that were sampled at the events, were a huge hit with girls and parents!



BodyWorks Partner Spotlight: GO FAR

BodyWorks is joining forces with GO FAR (Go Out for a Run), a comprehensive fitness program initiated to help combat childhood obesity. GO FAR is a program designed for children of all abilities to promote healthy eating habits and good character. The curriculum teaches children how to set and reach goals and successfully and safely complete a 5k run or walk/run!

Like BodyWorks, this is a 10-session program, but for kids. When you run your next BodyWorks program, why not incorporate a GO FAR component for the kids? It's a flexible program that can be offered in the classroom, during a summer camp, as an after-school program, or in conjunction with your BodyWorks program.

Interested in starting GO FAR in your community or in finding out more about this great program?

Visit <http://www.gofarclub.org>.