

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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NEW *BodyWorks* Materials Are Now Available!

Spanish *BodyWorks* Toolkit and Program

The *BodyWorks* toolkit was adapted and translated into Spanish and includes new artwork and photography. The new program includes a toolkit with Spanish components for parents and English components for adolescent girls and boys. Go to <http://www.womenshealth.gov/BodyWorks/toolkit/> to view the new Spanish toolkit components.

The *BodyWorks* Train the Trainer and Parent and Caregiver Manuals have also been translated into Spanish. Please contact us at bodyworks@hagerssharp.com if you would like an electronic copy of the Spanish Train the Trainer and Parent Caregiver Manuals.

Coming soon.... training manuals (English & Spanish) will be

available for order through the Government Printing Office (GPO) on a cost recovery basis. Additionally, electronic copies will be available for download from the *BodyWorks* Web site. We will let you know via the Web site, Listserv, and email when these options become available.

Revised English *BodyWorks* Toolkit

The *BodyWorks* toolkit and program is now for Healthy Teens and Strong Families. The toolkit now includes a booklet for boys called For Guys—a how-to-guide that provides teen boys with information on nutrition, physical activity, and goal setting.

The Office on Women's Health is in the process of developing training manual addendums that will include information about →

NEW BodyWorks Materials Are Now Available! (cont.)

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. Once completed, training manual addendums will be available for download from the *BodyWorks* Web site.

You can now order your *BodyWorks* materials online!

- Go to the *BodyWorks* Web site at <http://www.womenshealth.gov/bodyworks/>
- 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 materials including the DVDs, *4 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 order only toolkits for trainings/ programs you have planned to implement in the next two months.

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.
- **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 or call 202-842-3600.

For national bone health campaign:

- **We are placing orders from our partners for new, free materials.** Our new materials—journals, book covers, magnets, and posters—will be available this summer after the national launch. We encourage you to consider how you can help us distribute these new materials in the fall and to place

your orders now. For more information or to pre-order materials, please contact Darcy Sawatzki at 202-842-3600, ext. 253 or dsawatzki@hagersharp.com.

- **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.
- **Link to <http://www.girlshealth.gov/bones> and <http://www.girlshealth.gov/parents/bones>** on your Web site to help promote the campaign. We can supply you with bone health content for your site as well.
- **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 this summer, we would like to work with you to release your new research if possible.
- **Stay tuned for news about our next partner meeting** to be held in May. We look forward to sharing the announcement of the community pilot sites with you and hearing your ideas for potential collaboration on the local level.
- **Questions? Comments? Got a great idea for the campaign?** Contact Sheryl Rhoads at 703-289-7633 or sheryl.rhoads@mail.ps.net.

BodyWorks Partner Spotlight: Alliance for a Healthier Generation

The *BodyWorks* program is now listed in the Alliance for a Healthier Generation's Healthy Schools Program Resource Database! The Alliance for a Healthier Generation is a partnership between the American Heart Association and the William J. Clinton Foundation. Their mission is to eliminate childhood obesity and to inspire all young people in the United States to develop lifelong, healthy habits. Any U.S. school can join the Healthy Schools Program. The Resource Database includes great resources and grant opportunities that will help schools implement healthy changes to promote physical activity and healthy eating. Being added to this database means that the American Heart Association Science Review Board reviewed and approved the *BodyWorks* program.

The *BodyWorks* team is very excited about this new collaboration and look forward to working with Alliance for a Healthier Generation more in 2009!



BodyWorks Evaluation

Preliminary results from the national evaluation show that *BodyWorks* has a positive effect on parents' nutrition and physical activity behaviors and that parents are bringing the program back to their families. The *BodyWorks* core team (Office on Women's Health, Altarum Institute, and Hager Sharp) will be sharing the *BodyWorks* Evaluation Executive Summary with trainers and partners in spring 2009.

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.



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.

Coming Soon: *Best Bones Forever!*

We previewed the look and feel of our new campaign in November to our partners, and we are excited to launch *Best Bones Forever!*

nationally this summer! 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 together. The message of the new campaign is "Older than 9? Now's the time" to emphasize the importance of girls ages 9-18 building 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 and "exskullmation" point.

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

We are also planning the launch event and welcome any suggestions or ideas you may have. More details to come about the event as they are finalized!

NOTE: Please do not post this newsletter to the Web or disclose information about the new campaign until after *Best Bones Forever!* launches this summer. Thank you!

Community Pilot Program Corner

The pilot coalition selection process is now officially underway! We are excited to kick off the pilot program in three sites around the country.

The final three pilot sites will be selected based on results from a Letter of Intent (LOI) and Request for Proposal (RFP) process. Announcements will be made in late April. We invite all of our partners to attend a meeting in May in Washington DC to hear the announcement of the pilot sites and

to brainstorm ways to get involved, from connecting with local chapters to assisting with specific projects or events determined by the community coalitions. We anticipate a fun and lively meeting as always! A save the date email for this event is coming soon!

If you have questions about the pilot program, please contact Ruth Francis-Williams, Pilot Program Manager, at 202-842-3600, ext. 262 or rfranciswilliams@hagersharp.com.