

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.



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Find Us on Facebook!



The Office on Women's Health is now on Facebook! By "liking" us on Facebook, you'll get the latest updates on what's happening with BodyWorks and *Best Bones Forever!*, as well as other OWH initiatives like girlshealth.gov and womenshealth.gov.

Since the launch of the page in early May, we have more than 500 "likes"—join us! If you're on Facebook, visit <http://www.facebook.com/HHSOWH> to "like" the page. BodyWorks trainers and *Best Bones Forever!* partners can post information about upcoming sessions or events on this page as well.





Resources for Educators Coming Soon

Best Bones Forever! will be adding a new page to its websites for girls and parents very soon. We have received many requests for resources for educators, so we have been busy pulling together some exciting lesson plans, activity suggestions, and additional resources for teachers and after-school program leaders.

Focused on bone health and physical activity, these lesson plans and activities are great tools to add to your list of resources or curricula this year. In particular, *Best Bones Forever!* is planning some exciting events for Halloween, and we invite everyone to join us! More details will come in the next newsletter about this event, but in the meantime,

we encourage you to check out the special collection of Halloween activities and lesson plans included on the educator resources page.

We expect the educator resources page to be up within the month, so keep checking back! Let us know as well if you have a great activity or lesson plan you'd like to include on the page.

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 *Best Bones Forever!*

to help us promote these messages to girls and parents nationwide.

Cache Valley Community Health Center

Incorporated Movement, LLC

It's About Me, Inc.

**United States Tennis Association/
Mid-Atlantic Section**

**National Athletic Trainers
Association**

SPARK/School Specialty

Ubisoft

Best Bones Forever! In the News

We continue to promote the campaign to media, bloggers, and partner organizations. Some recent media coverage highlights include a piece on mothers and daughters in *Ladies Home Journal* and extensive outreach to pediatricians and physician assistants.

Plus, Cloris Leachman was tattooed recently at a National Osteoporosis Foundation briefing on Capitol Hill by *Best Bones Forever!* team leader Darcy Sawatzki! The always-entertaining Ms. Leachman not only agreed to be tattooed but asked for it to be applied to the top of her right butt cheek! Check out the hit in the Washington Post: http://voices.washingtonpost.com/reliable-source/2010/05/hey_isnt_that_cloris_leachman.html.

Best Bones Forever! has also been featured in partner magazines and promotional materials, such as Kappa Delta's *Angelos* magazine as part of our involvement with the Confidence Coalition, U.S. Figure Skating's *Skating* magazine, and Varsity's *Cheerleading* magazine. HOPSports has also included *Best Bones Forever!* in its promotional brochure. Finally, ASG Sports has included the campaign on its postcard promoting the Freedom Fives, a set of soccer tournaments for girls and women held in D.C., Maryland, and Virginia during the summer of 2010. Thanks to these partners for your continued support of the campaign!

BodyWorks to Pilot Online Trainings this Summer

On July 14, BodyWorks will host its first internet-based training. The six-hour training will use the WebEx system and will require that trainers have access to a computer with an Internet connection and a telephone for the duration of the training. This is a great opportunity for individuals to get trained who live in areas where there are no BodyWorks trainers.

The training will follow a similar format to the traditional BodyWorks train-the-trainer session, and will feature interactive online pieces. Participants will be able to converse with one another in small groups, ask the trainer questions, and take part in polls and quizzes.

All 15 spots for the July 14 training have already been filled; however, we are still accepting applications. Additional applications will be added to a waitlist for subsequent trainings. We will contact all wait-listed trainers once those dates are determined.

Interested in participating? Please email bodyworks@hagersharp.com for an application or more information.

BodyWorks Implementation Ideas for Summer

Take advantage of the sunny weather this summer and take BodyWorks outdoors!

- Get a local pool or water park to donate day passes to your program. Use these as great summer incentives for attendance.
- Hold your parent and caregiver session at a local park. Many parks feature free summer concerts and events, so you can hold your program before a concert and then enjoy the free music afterwards!
- Take a cooking break during class and make the Summer Breezes Smoothie on page 111 of the *Healthy Recipes* cookbook. Then enjoy it outside!
- Hand out these Summer Safety Tips to parents and caregivers in your program. They are from the American Academy of Pediatrics, and can help ensure that the families participating in your program are safe outside all summer long: <http://www.aap.org/advocacy/releases/summertips.cfm>.

Use the Regional BodyWorks Trainer Advisory Panel (RTAP)

The Regional Trainer Advisory Panel is here to serve YOU! The panel is made up of active and experienced trainers in each region who serve as a resource for other trainers. They are all knowledgeable about BodyWorks and can help you with any roadblocks you are experiencing—they've seen it all! All Panel members are listed online by region with their contact information. Find your regional Panel member online here: <http://www.womenshealth.gov/BodyWorks/trainer-advisory-panel.cfm>.

BodyWorks Orientation Packet Available Online Now!

The BodyWorks Orientation Packet is now available online for trainers. The Orientation Packet is sent to all new trainers after their toolkit tags are received. The packet has information on program planning, promotion and recruitment, implementation and participant retention, and technical assistance and program support. All new and seasoned trainers are now required to review the Orientation Packet and participate in a one-time orientation call over the phone with a Technical Assistance Specialist prior to ordering materials. The call takes about 15 minutes and ensures all trainers are up-to-date on the BodyWorks program and are ready to implement programs in their communities.

To view or download the Orientation Packet, visit <http://www.womenshealth.gov/BodyWorks/trainers/orientation-packet.cfm>. To schedule an orientation call, email bodyworks@hagersharp.com.

Upcoming Conferences

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

Freedom Fives:

- July 17, Bel Air, MD
- August 7, Loudon, VA
- August 14, Germantown, MD

World Cup Festival, July 11, Baltimore, MD

Texas Career Education Conference, July 15, Dallas, TX

USA Gymnastics VISA Championships, August 10-14, Hartford, CT

GirlFest of Western Washington, August 28, Seattle, WA

Bulletin Board

For BodyWorks:

- **Stay up-to-date with the BodyWorks listserv.** We use the BodyWorks moderated listserv to send out the quarterly newsletter (what you're reading now!), and to update trainers about important changes, modifications, or announcements to the program. Also, when we come across grant opportunities that are appropriate to BodyWorks, we will announce those via the listserv. To subscribe, please email bodyworks@hagersharp.com.
- **Order your BodyWorks toolkits online.** We now have an easy-to-use order form on the BodyWorks website at <http://www.womenshealth.gov/BodyWorks/trainers/order/>. Please order toolkits 2–3 weeks in advance of your upcoming BodyWorks event.
- **Are you listed as a trainer on the BodyWorks website?** If you are interested in being listed as a trainer for your area on the BodyWorks website, email bodyworks@hagersharp.com. To check if you are already listed, visit <http://www.womenshealth.gov/BodyWorks/find.trainers.cfm>.
- **Help spread the word about your 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 BodyWorks trainers or for parents and caregivers looking to join a BodyWorks program.
- If you have any specific questions or concerns, please email: bodyworks@hagersharp.com or call 202-842-3600.

For Best Bones Forever!:

- Stay tuned for news about our next partner

meeting. We have been planning some exciting events for the fall—particularly involving Halloween! Join us at our next partner meeting to hear all about it and how you can get involved!

- **Host a BBF!-themed event!** We can provide campaign materials and presentations for your event, as well as media support. Also, give us a call if you want to brainstorm ideas. Some of our partners have held some great events, and we'd love to share these ideas and more!
- **Get BBF! gear!** Order charms, t-shirts, doggie shirts, tote bags—the list goes on and on! Check it out at the partner page at <http://www.cafepress.com/shopnof/6956437>.
- **If you haven't done so already, link to our websites:** <http://www.bestbonesforever.gov> for girls and <http://www.bestbonesforever.gov/parents>. You can download fun Web badges for girls and parents at these sites. We can also supply you with bone health content for your site as well.
- **Check out our fabulous PSAs and banner ads for girls!** Use the banner ads to link to our website, or include the PSAs in your promotional efforts. We are reaching out to print publications to include these PSAs and would like to collaborate on this with a partner.
- **Thank you to all the partners who promoted *Best Bones Forever!* on your website and in newsletters or at events!** 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.

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.

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.

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:

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>.



Regional Quarterly Conference Calls Recap

We completed our second set of Regional Quarterly Conference Calls in late April and early May—and they were a huge success! Many trainers participated in the calls, and all came prepared with great ideas to contribute. Here are some of the tips that were shared:

Event Tips:

- Include more cooking demonstrations in the sessions.
- Incorporate some extra physical activity into the sessions.
- Bring in experts/specialists for demonstrations and physical activities.
- Hold your BodyWorks sessions at different locations to keep it interesting.
- Utilize raffles and incentives to help keep the parents coming every week.
- Do not give participants the entire toolkit contents until near the end of the 10-week program to help keep them coming.
- Bring your program participants to a local farmers market and encourage seasonal eating.
- Hold your sessions at very convenient times for the parents: right after work, immediately after church, etc...before they have had a chance to go home.

Recruitment and Partnership:

- Faith-based implementation has been very successful for many trainers.
- Use your local Parks and Recreation department for participant referrals.
- Support from the Parent Teacher Association (PTA) can be very helpful when recruiting from local schools.
- Nursing school students have taken BodyWorks on as a project and are very productive BodyWorks trainers; train your local nursing school instructors to help sustain the program and your partnership.

Keep an eye out for an email announcing the upcoming date of your region's next Quarterly Conference Call in late July or early August.



Community Pilot Program Corner

It's hard to believe that the community pilot program will be wrapping up this month! The pilot sites have completed or are in the process of completing their final BodyWorks sessions. We expect the results of the BodyWorks evaluation to be available in January 2011.

Here are some highlights from the sites:

1. North Las Vegas, Nevada

North Las Vegas is wrapping up its final BodyWorks session. They ended their pilot year with several Family Fitness and Nutrition Nights and a city-wide Family Health Fair.

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

Pinal County has completed its final BodyWorks session. They ended their pilot year with two community events: the Mariposa Salsa Under the Stars and Casa Grande's City Celebration. The coalition produced a video with highlights of the past year, which can be found at <http://www.mediafire.com/?jxwozmznzjz>.

3. Ulster County, New York (Located in the Hudson Valley)

Ulster County will complete its final BodyWorks sessions this month. The pilot year ended with a well-attended Women's Health Expo.

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

BodyWorks Question & Answer Corner

Q: Where do I get the 'Train the Trainers Manual' and the 'Training Guide for Parents & Caregivers'?

A: When trained, all BodyWorks trainers receive a CD with the BodyWorks curriculum that can be used to create the binders. This CD contains instructions on printing and binding both manuals, the materials for the 'Train the Trainers Manual' and the 'Training Guide for Parents & Caregivers,' the BodyWorks and OWH logos, the For Guys Training Guide Addendum, the BodyWorks PowerPoint, and other important resources. Trainers should copy this CD for the trainers they are training and provide it along with the printed 'Train the Trainers Manual' and 'Training Guide for Parents & Caregivers' at their train-the-trainer session.

If you think you may not have the most up-to-date CD, check to see if the For Guys Training Guide Addendum is included. If it is, you have the most recent version. If not, email bodyworks@hagersharp.com for an updated CD.

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

BodyWorks Trainer Spotlight: Dr. Monica Richter, Seattle BodyWorks Coalition

Dr. Richter is a pediatrician in private practice who has been watching the growing problem of childhood obesity. She became involved with BodyWorks in early 2007, and since then has been actively training other trainers and implementing parent and caregiver programs. She is currently a member of the BodyWorks Regional Trainer Advisory Panel (RTAP), representing Region Ten (Washington, Oregon, Idaho, and Alaska). Dr. Richter formed the Seattle BodyWorks Coalition to help coordinate the BodyWorks efforts in the Seattle area.

Here, Dr. Richter gives information on the Seattle BodyWorks Coalition and tips for creating your own local BodyWorks Coalition.

1. What is the Seattle BodyWorks Coalition?

The Seattle BodyWorks Coalition is a group of local hospital administrators, pediatricians, and BodyWorks trainers. Our goal is to represent the BodyWorks program throughout the Seattle area. We work with community education specialists at the hospitals to obtain grant money, meeting rooms, and promotional materials. The hospitals are able to disseminate information about the program to physicians and community members.

2. How is the Coalition structured? How many members are in the Coalition?

We have one hospital representative and one physician from each of the four local hospitals in the Coalition. We also have three to four active BodyWorks trainers involved.

3. Why did you decide to form the Coalition?

Our initial funding was supplied by the medical staff at Valley Medical Center in Renton, WA. After a successful launch at that location, I contacted physicians at other area hospitals, and they all expressed a strong interest in the program. The Coalition was formed as a means of coordinating our efforts.

4. How has the Coalition helped you implement the BodyWorks program?

We coordinate our efforts to recruit participants, obtain funding, and schedule classes in the area. It also gives the trainers an opportunity to interact and exchange ideas for the classes.

5. How would you suggest that other trainers go about forming their own coalitions?

They should start by meeting with physicians in their area and asking them to take the idea to their department meetings at the local hospitals. I would also suggest looking into funding sources for the initial start-up location.

6. Any other tidbits of news or advice?

Most of our BodyWorks participants are referred to us by their physician. We are making an effort to notify the physicians of their patients' participation and progress.

Best Bones Forever! Partner Spotlights:

National Association of School Nurses

Best Bones Forever! was recently invited to attend the annual conference for the National Association of School Nurses (NASN) in Chicago. In addition to giving away campaign materials and displaying the Skelegirls, we gave a presentation with Shirley Schantz from NASN to launch *Strong Bones RN, RU?*, a toolkit for school nurses that will be available this month online. A joint partnership between NASN, the National Osteoporosis Foundation, and *Best Bones Forever!*, the toolkit features monthly activities for school nurses and teachers to include in their curricula throughout the school year. The toolkit can be found at <http://www.nasn.org>.



ASG Sports

In collaboration with the Washington Freedom women's soccer team, ASG Sports is sponsoring five soccer tournaments this summer. Called the Freedom Fives, the weekend events will feature soccer tournaments for girls and women. The events will also feature a unique partnership with the Women's Healthfest, who will provide information regarding Health, Fitness, and Lifestyle topics. Anyone can learn more about the events or register to participate in the tournaments at www.freedomfives.com.

First Book-Dallas

Lyles Middle School in Garland, Texas, was the site of an exciting event this past May. A partnership between First Book-Dallas, the Office on Women's Health Regional Coordinator Charlotte Gish, and *Best Bones Forever!* kicked off a *BBF!* Writing Contest for girls. About 500 girls at the school participated in the contest, submitting original works about best friends, calcium, and bone health. The winning submissions were published in a book, and the winners from each grade autographed the books at a book signing party. We hope to replicate this fun and successful event in other schools in the Dallas school district this fall.

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 4).
- Help our pilot sites sustain activities beyond the pilot year. See the Community Pilot Program Corner for more information.