

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.

What role does BodyWorks play in *Best Bones Forever!*?

An important part of the campaign is the Community Pilot Program, which occurred in three sites in 2009-2010. The organizations selected to coordinate the pilots conducted a modified BodyWorks program. Information about bone health—specifically what pre-teen and teen girls need for strong bones—was included throughout the sessions, and a companion program for girls taught them about nutrition and physical activity for improved health and bone health. The pilot program is currently being evaluated.



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Best Bones Forever! Atlanta Dance Contest and Weekend Jam!

This Halloween is all about strengthening your skeleton! *Best Bones Forever!*, in partnership with the Women's Sports Foundation and the Adolescent-Youth Development Resource Group, is hosting a dance competition and Weekend Jam in Atlanta, Georgia, at a popular local mall, Lenox Square.

Beginning in late September, local girls ages 9-14 were invited to choreograph a dance and submit a video online. Teams of 2-6 girls chose one of three *Best Bones Forever!* beats and had to incorporate three dance moves choreographed for them by Swagger Crew, a hip hop dance group from Atlanta that competed on MTV's *America's Best Dance Crew*. Five teams will be chosen as finalists to perform and compete at the mall on Friday night, October 29th. To see the dance contest website and hear the beats, visit <http://www.bbfatlantadance.com/>.

A live performance from Swagger Crew will also take place that evening, along with a Wii Just Dance station, potentially a HOPSports station, and giveaways of campaign and partner materials and products.

The fun continues throughout the weekend too! Partners are encouraged to promote the event to their networks in the Atlanta area.

Thanks to the following partners who have already donated products and materials as prizes and giveaways:

Adora Calcium
Cabot Creamery
Dot Girl First Period Products

MyCharmedLife
The Pulse on Tour
Ubisoft-Just Dance

And a big thank you to all of our partners who promoted the event on their websites and Facebook pages!!

BodyWorks Online Trainings a Success!

On July 14, BodyWorks hosted its first Internet-based training. Two other trainings were held on August 11 and September 15. Each of the six-hour trainings was a success, with a total of 51 new trainers now ready to implement BodyWorks in communities across all of the 10 Office on Women's Health regions.

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 to train individuals who live in areas where there are no BodyWorks trainers.

We are still accepting applications for the October 13, November 3, and December 8 training dates. If you know someone who is interested in participating in one of the trainings, please have them contact bodyworks@hagersharp.com for more information and an application.

BodyWorks Implementation Ideas for Fall

The temperatures may be dropping, but there are weeks before holiday shopping. Fall is an ideal time to help BodyWorks families establish healthy habits before the temptation of the holidays hits.

- Nothing says fall like football...or soccer, field hockey, and cross country. Ask the leaders of local children's recreational sports leagues to talk to parents about signing their children up and answer any questions they may have about fees or time commitments.
- Pass along healthy Halloween tips to parents and caregivers. Get tips for a safe and healthy Halloween from the American Academy of Pediatrics at <http://www.aap.org/advocacy/releases/octhalloween.cfm>.
- As the weather gets cooler, turn one of your sessions into a potluck "Fall Feast." Have participants bring their favorite healthy fall foods and recipes to share. Think pumpkins, sweet potatoes, and cranberries! Check out the recipes for chili (turkey, page 47; vegetarian, page 100) in your Healthy Recipes cookbook for inspiration.
- Get families going before the gobbling. Many communities host an annual Turkey Trot fun run the day or weekend after Thanksgiving. Help parents and caregivers create a training plan to get them in shape in time for the race.



Back to School Family Food and Fitness Tips

The beginning of a new school year is a fresh start, and a great time to help BodyWorks families create healthy habits.

- Suggest making a habit of a family walk or bike ride after dinner instead of turning on the TV. If your participants missed National Turn Off the TV Week in September, why not suggest a week in October to go without television?
- If families are insistent on watching fall TV premieres, encourage meals full of veggies before vegging out. Discourage eating meals in front of the TV, which contributes to overeating.
- Have parents add physical activity to their child's homework list. Each day, have teens make a homework checklist, including their exercise plan for the day. Use the "My Journal" food and fitness diary to track eating and activity habits.
- Give parents and caregivers education, recipes, and other necessary tools to conquer National School Lunch Week, October 11-15, 2010. This week focuses on teaching students the benefits of healthy and nutritious school lunches. Encourage family activities focused on packing healthy lunches and making good food choices leading up to this week.



National Childhood Obesity Awareness Month

The Obamas aren't waiting any longer: It's time for America's children to lose weight. President Obama declared this September the first ever National Childhood Obesity Awareness Month, a proclamation that complements the First Lady's Let's Move campaign.

Nearly one in three children in America is overweight or obese, and the President is urging parents, caregivers, teachers, and the entire nation to act now to stop and reverse this epidemic. Let's Move is a national campaign that provides tools to help kids eat healthier and increase physical activity, with the goal of ending the childhood obesity epidemic within a generation.

The BodyWorks program shares the President and First Lady's goals. The program targets parents and caregivers directly, since research shows the importance of their role in the exercise and eating habits of their children. OWH hopes to combine efforts with the Let's Move campaign to broaden the reach of BodyWorks and help as many families as possible make lasting changes for this generation.

Check out the BodyWorks website (<http://www.womenshealth.gov/bodyworks>) and the OWH Facebook page (<http://www.facebook.com/HHSOWH>) for more information.



Best Bones Forever! Turns 1!



Thanks to all of our partners who helped celebrated our first birthday on September 1, 2010! Many of you participated in our partner call that day, wrote us messages on our website message board, posted on our Facebook page, and/or promoted the day on your website. We appreciate your support!

We are excited to begin another year of reaching out to girls with bone-healthy messages and materials, and we look forward to working with you on fun events, programs, and projects in the coming year!



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.

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Adora Chocolates

Arizona Osteoporosis Coalition

Ladybug for Girls

National Eating Disorders Association

President's Council on Fitness, Sports & Nutrition

PrettyTough.com

Special Olympics

The Infinity Initiative

Best Bones Forever! In the News

Some recent articles about *Best Bones Forever!* were spotted on HealthCentral.com, PrettyTough.com, and AllyKatz.com.

On September 30, *Best Bones Forever!* and a few of the NOF teen ambassadors met with magazine writers in New York, including *Seventeen*, *Pixie*, *TIME for Kids*, *Sports Illustrated Kids*, and *Teen Vogue* to spread the word about the campaign to teens across the country.

In addition, our partners continue to support the campaign by including us in their newsletters, magazines, and websites. US Figure Skating once again included an ad from *Best Bones Forever!* in its August/September *Skating* magazine, and HOPSports included the campaign logo and messaging in its recent video about cheerleading.

Bulletin Board

For BodyWorks:

- **Schedule your orientation call.** All new and seasoned trainers are now required to 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 that all trainers are up-to-date on the BodyWorks program and are ready to implement programs in their communities. Email bodyworks@hagerssharp.com to request an Orientation Packet and schedule an orientation call.
- **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, you’ll find a lot of useful resources to help you plan and implement your BodyWorks program. These include promotional flyers, checklists, budget templates, sample sponsorship letters, and other materials. Don’t wait any longer—check them out now!
- **Participate in your region’s next Quarterly Regional Conference Call.** Every three months BodyWorks hosts Quarterly Regional Conference Calls. The calls last one hour and are a forum for BodyWorks trainers from around the country to discuss successes and issues ranging from participant recruitment and retention to funding and partnerships. The next calls will take place in early November, so keep an eye out for an email letting you know when your region’s call will occur.
- **Use the Regional BodyWorks Trainer Advisory Panel (RTAP).** The panel is made up of active and experienced trainers in each region who serve as a resource for other trainers. They are 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. Contact your regional panel member today!
- **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@hagerssharp.com. To check to see if you are already listed, visit <http://www.womenshealth.gov/BodyWorks/find.trainers.cfm>.
- **If you have any specific questions or concerns, please email:** bodyworks@hagerssharp.com or call 202-842-3600.

For Best Bones Forever!:

- **Help us talk about bone health this Halloween!** We’re holding an event in Atlanta this year, and we’d love for you to help us promote the event with girls in the area! Don’t know anyone

there? That’s fine—you can celebrate in your own community by talking about bone health and *Best Bones Forever!* at a local event such as a fall festival! Contact Sheryl Rhoads at Sheryl_Rhoads@federal.dell.com for ideas!

- **Check out new resources for educators!** Available on our website at <http://www.bestbonesforever.gov/parents/educator>, the page features lesson plans appropriate for grades 3-8, activity ideas for teachers and after-school program leaders, and suggestions for planning a *Best Bones Forever!*-themed event. Also included is a link to Strong Bones RN, RU?, a toolkit for school nurses we developed in partnership with the National Association of School Nurses and the National Osteoporosis Foundation.
- **Join the President’s Challenge *Best Bones Forever!* team!** You’re it! Get fit! Log your physical activity and help our team! Register here, then click “Join a Group” to join the *Best Bones Forever!* group:
Group ID number: 94407
Group name: Best Bones Forever!
- **Host a *Best Bones Forever!*-themed event!** We can provide campaign materials and presentations for your event. 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 *Best Bones Forever!* 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.
- **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.

Conferences

Best Bones Forever! recently exhibited at these conferences and events:

National Osteoporosis Foundation Mother-Daughter Luncheon, September 30, New York, NY

Best Bones Forever! brought materials to this annual event, which included *Best Bones Forever!* spokesperson and Miss Oakland County (and former Miss Teen Michigan) Elizabeth Hawthorne.

Jayo Invitational Celebrity Pro-Am, October 2, Long Beach, CA

Best Bones Forever! shared materials and tattooed attendees at this annual event, which attracted celebrities and professional and amateur volleyball players.

American Academy of Pediatrics National Conference and Exhibition, October 2-4, San Francisco, CA

Best Bones Forever! exhibited with Skelegirls and materials, including posters, magnets, journals, and parent booklets.

National Eating Disorders Association Walk, October 3, New York, NY

Skelegirls and campaign materials, including parent booklets, journals, and magnets, greeted walkers at this event.

Skating and Gymnastics Spectacular, October 3, Allen, TX

This event featured Olympic figure skaters and gymnasts, and attendees were tattooed and picked up playing cards and magnets.

Skelegirls will be appearing at the following events coming up:

Best Bones Forever! Atlanta Dance Contest and Weekend Jam, October 29-31, Atlanta, GA

Celebrate Your Skeleton Halloween Spooktacular!, October 30, New York, NY

Free 2011 Women's Health Calendar Now Available!

It's that time of year again! The Office on Women's Health is taking orders for our free 2011 women's health calendar. Request your free single copy online by visiting <http://www.womenshealth.gov/pub/calendar/> or call 800-994-9662 to request bulk copies. The calendar is available in English and Spanish.

Our calendar offers information about common health concerns for women, risk factors for disease, and ways to take charge of your health. This year, we've added reminder stickers to help you stay organized.

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@hagersharp.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, and the costs are more than doubled when shipping to the territories. **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@hagerssharp.com or visit our website at <http://www.womenshealth.gov/BodyWorks>.



BodyWorks Training Videos Being Developed

BodyWorks is currently developing a series of videos to help new trainers plan and implement BodyWorks in their communities. The videos will feature interviews with experienced trainers—including RTAPs Monica Richter, Joanne Montzingo, Kuda Chimanya, and Matilde Palmer—as well as footage from a parent and caregiver program and a family whose lives have been positively affected by the BodyWorks program. Topics covered in the videos will range from funding to recruitment to presentation skills. The videos will be available on the BodyWorks website by January 2011.

BodyWorks Question & Answer Corner

Q: What's the best way implement a BodyWorks program through a local school?

A: You will be most successful at implementing through a school if you can get someone at the school to help you advocate for and promote BodyWorks. Schedule a meeting with the school principal and bring a toolkit to show him or her. Reach out to a school nurse and train him/her to be a BodyWorks trainer. Get a physical education teacher on board with BodyWorks. Go to a PTA meeting with BodyWorks materials and talk to other parents and school officials about the program. By getting one school official, whether it be a teacher or the principal, on board with BodyWorks, it will be a lot easier to bring the program to students and their families. Schools are also a great place to hold a BodyWorks session. Have parents come after school and hold your program in an empty classroom. Some of the teachers might be able to help teach during certain sessions, such as a health teacher or a physical education teacher. Don't overlook your local schools as a resource!

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!

BodyWorks Trainer Spotlight: Nicole Mejia, Hood River, Oregon

Nicole became a BodyWorks trainer in June of 2009. Since then, she has been implementing Spanish language BodyWorks programs in Hood River, Oregon, a rural community of 22,000 in northern Oregon. She works for The Next Door, Inc. doing public health promotion with the migrant farm worker community.

Here, Nicole answers some of our questions about implementing Spanish language BodyWorks programs in a rural area and provides some useful tips for other trainers.

1. Tell us a little bit about yourself.

I grew up in Minnesota, where most of my family still remains. My father is Ecuadorean and my mother is white Caucasian-American. Growing up, I took an interest in how my father and his Latin American friends struggled to acculturate to the US culture. This, along with my interest in health and healthcare led me to pursue a Bachelor's degree in Neuroscience and Spanish from Wellesley College in 2002, and later in 2008 a Master's in Health Journalism from the University of Minnesota. I have lived in Hood River, Oregon, for two and a half years, and have taken advantage of the abundance of outdoor activities available, like mountain biking, kite boarding, and snowboarding. I also enjoy practicing yoga, dancing, and painting.

2. What organization do you work for?

I work for The Next Door, Inc., or NDI, a non-profit agency that provides social services to children and families in the Columbia Gorge. NDI is an umbrella organization for the program I work for called Nuestra Comunidad Sana, or Our Healthy Community. Nuestra Comunidad Sana assists disadvantaged Latino community members with accessing healthcare and developing healthy lifestyles, food security, and leadership skills.

3. How do you implement BodyWorks in your community?

I have implemented several BodyWorks 10-week sessions through Nuestra Comunidad Sana this past year. Nuestra Comunidad Sana has been using health promoters in collaboration with the family health-care center, La Clinica del Cariño, to provide adult wellness classes called Pasos A Salud, or Steps to Wellness, for about five years. These classes use the Popular Education methodology to help people with diabetes or who are at risk for diabetes implement healthy behaviors into their lives. The program has been very successful with the Hood River County migrant farm worker community. I have used a similar Popular Education structure while incorporating the BodyWorks curriculum to teach wellness to adolescents and their parents or caregivers.

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

The main obstacle I have faced in implementing BodyWorks in this community was maintaining continued participation for the entire length of the BodyWorks curriculum. It was helpful to hold the classes in a location close to where participants lived. At times, inclement weather combined with rural dirt roads on hilly terrain prevented participants from making it to classes in town. Also, most participants worked in the orchards or packing houses and had varied work schedules, which was dependent on the season. Sometimes participants would pick up additional work or their schedules would change to evenings, which would prevent them from attending the classes.

5. How did you overcome those obstacles?

In our upcoming series of classes, I am going to make sure the class schedule complements the work schedules of the participants as well as the picking and packing seasons of the orchards. I will provide incentives for participants to come to at least eight of the 10 weeks, such as asking for a fee in the beginning of class that would be returned at the end of class in the form of a gift certificate if eight out of 10 classes were attended.

6. What advice do you have for other trainers trying to implement BodyWorks in a rural area?

The location of the class is very important. It should be somewhere that community members are comfortable going to and is close to where they live. Get participants to coordinate carpooling if they are driving long distances. Also, ask participants in advance about their work schedules and how variable they are. Ask whether they may have a work conflict in a month or so from the starting date of the class series.

For participants who are women in this community, it was sometimes important for their husbands to understand what the classes were about before they allowed their wives to attend. I was open to allowing entire families to attend the classes and provided day care when needed. Many times the women's husbands had similar risks for diabetes and also participated in the classes.

Due to class times being in the evenings and considering that participants were often juggling multiple jobs and spending time traveling to the classes, it was helpful to have a substantial snack, or light dinner for participants. They seemed to maintain interest longer when a light dinner was available to them.

Finally, get community members who teach physical activity to donate time during the exercise portion of the break. It aids the group's enthusiasm in being physically active when they are learning something new from someone outside of the class and when they can exercise in a group environment.

Although we speak the same language, Ecuadorean and Mexican cultures are very different. Therefore, when I lacked awareness about something regarding Mexican culture, it was helpful to be open about this and cultivate discussion and participation from the group. Food is an important aspect of Mexican culture, so it was important to be respectful of what women choose to cook at home and to be sensitive when suggesting small changes in food choices or food preparation.

Best Bones Forever! Partner Spotlights:

The National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS)

NIAMS recently launched a new website, <http://www.bones.nih.gov>, which features *Best Bones Forever!* At the site, you can identify your risk factors for osteoporosis and use an interactive tool to receive a customized strategy for improving bone health.

Incorporating Movement

Thanks to our partner, Incorporating Movement in New York City, for hosting a *Best Bones Forever!* Halloween event! Rebekah Rotstein, who teaches Pilates for Buff Bones, has teamed up with a martial arts studio to offer Celebrate Your Skeleton, an event for girls ages 9-14 to teach them Pilates movements and martial arts kicks as well as talk about bone health! She will be distributing campaign materials and displaying Skelegirls, and our partners Cabot Creamery and Chobani have generously donated cheese and yogurt for the event! If you're in the New York area, you can sign up for the event at <http://www.incorporatingmovement.com>.

Confidence Coalition/Kappa Delta

Kappa Delta's Confidence Coalition is celebrating International Girls Day on November 14, and will be holding events with Girl Scouts troops all around the country. Learn more about the day and find events near you at <http://www.nationalgirlsday.com>.

Community Pilot Program Corner

What a year it has been! The Community Pilot Program has wrapped up, and we are currently working on the evaluation results. We expect them to be available in January 2011. From there, we will determine the next steps in the post-pilot phase. Stay tuned!

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 6).