

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 will 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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Introducing

Best Bones Forever!™

Thanks to North Las Vegas for helping kick off the Best Launch Ever!

On September 1, *Best Bones Forever!* launched with a tremendous event at J.D. Smith Middle School in North Las Vegas,

Nevada. Dr. Wanda Jones from the Office on Women's Health emceed the event, which included a videotaped message from HHS Secretary Kathleen Sebelius to the girls at the school, an energetic warm-up from members of the UNLV softball team, and an exciting three-legged race.

Guests included Nevada First Lady Dawn Gibbons; National Osteoporosis Foundation Teen Ambassador and former Miss Teen Michigan Elizabeth Hawthorne; and Miss Outstanding Teen Nevada, Gabrielle Boyadjian. See pictures from the exciting event at <http://www.bestbonesforever.gov> in the What's Hot section on the home page.



J.D. Smith Middle School Principal Chris Ahrens kicks off the launch event for *Best Bones Forever!*



Introducing *Best Bones Forever!* (cont.)



Preparing for the three-legged race



Snack Table

Special thanks go to our friends at MyCharmedLife, Cabot Creamery, and Dot Girl First Period for donating products for the launch. MyCharmedLife, which produces *Best Bones Forever!* charms (see the adorable charms at <http://www.mycharmedlife.com>) generously donated necklaces with the charms for the girls who participated in the launch event. Cabot Creamery supplied educational materials, including cow pens, and Dot Girl First Period donated bookmarks.

Ronzoni Smart Taste pasta, Shedd's Spread Country Crock with Calcium

and Vitamin D, and Cabot Creamery products were also displayed on a table representing foods with calcium and vitamin D. Thanks to our partners for sending products to display!

The launch generated a great deal of media coverage. The *Associated Press* helped drive interest on the day of the launch with a print wire story and a broadcast piece titled "OMG BFF: Build the Best Bones Forever." Dr. Jones and Elizabeth Hawthorne participated in a launch-day satellite media tour for TV stations, while a radio media tour featuring Dr. Joan McGowan from the National Institute of Arthritis and Musculoskeletal and Skin Diseases generated an additional 5.2 million media impressions. In addition, *Good Morning America* and *Teen Vogue* have covered the *Best Bones Forever!* campaign along with media outlets in all three pilot sites.

The launch may be over, but the campaign is just beginning! *Best Bones Forever!* kicks off a series of promotions, from our PSAs (which



Best Bones Forever! gifts bags were packed with fun stuff like journals and magnets.

partners can use as banner ads on your Web site) to media pitches to appearances at conferences and events nationwide. We need your help, though, to ensure our "exskullmation" point and logo are seen by girls everywhere!

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.bestbones-forever.gov> from your Wikipedia page.
- Borrow our Skelegirl display for your next event or conference (see page 5).
- Be sure to check out the Community Pilot Program Corner to learn what they will be doing this year as part of *Best Bones Forever!* (see page 6)

BodyWorks Evaluation

The *BodyWorks* team (Office on Women's Health, Altarum Institute, and Hager Sharp) is excited to share the *BodyWorks* National Evaluation Executive Summary with trainers and partners. With your help, the *BodyWorks* program has experienced tremendous success and growth. We now have more than 2,600 *BodyWorks* trainers and more than 1,300 parents and caregivers have completed the 10-session program. Please email us at bodyworks@hagersharp.com if you have not received a copy of the Executive Summary and would like to, or are interested in receiving the full *BodyWorks* Final Evaluation Report.

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, only give out 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 the existing participants' and community leaders' connections to personally invite attendees.



Spanish-language Pilot Trainings

The Office on Women's Health (OWH) has recently completed the roll-out of the Spanish version of the *BodyWorks* program!

In early June, OWH partnered with Latino Health Access to conduct two Spanish-language *BodyWorks* trainings in Santa Ana, California. In July, one Spanish and one English training were held in New York City in part-

nership with the Hispanic Federation. The final two trainings were held in mid-September in El Paso, Texas, in partnership with the U.S.-Mexico Border Health Commission. These trainings were a tremendous success and have prepared about 70 Spanish-speaking participants to implement the Spanish version of *BodyWorks* in their communities.

New Trainer Resources

The *BodyWorks* team has created new participant recruitment materials for you to use.

Promotional Fliers for Parent and Caregiver Programs: The team created new fliers for you to use to promote your parent and caregiver programs. The new fliers are available in English and Spanish and in both color and black and white. The fliers have also been adapted for the multiple audiences of *BodyWorks*, including parents of teen boys, parents of teen girls, and parents of teen boys and girls. The newest added feature is that you can now type into the PDF versions of these fliers. We hope this feature will make it easier for you to utilize the fliers to help promote your *BodyWorks* events. Check out the new fliers on the Web site at <http://www.womenshealth.gov/bodyworks/trainers/>.

Application Form for Train-the-Trainer Sessions: We will soon be

posting an application form to the Web site to help trainers recruit appropriate participants to their *BodyWorks* trainings. When planning trainings for the Office on Women's Health, the *BodyWorks* team typically uses an application that includes screening questions and the 10 trainer responsibilities. The screener asks questions such as, "How do you plan to use your training once complete?" and "Does your organization support you in implementing the *BodyWorks* program?" We have found using this comprehensive application to be extremely helpful in recruiting participants who have the background, skills, and resources needed to bring *BodyWorks* back to their communities and implement the program with parents and caregivers. When these promotional materials are available, we will send a note over the Listserv and post them on the Web site at <http://www.womenshealth.gov/bodyworks/trainers/>. →

New Trainer Resources (cont.)

Reminder: 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 of the DVDs, *For Teens, For Guys*, the girls’ journal, and the *BodyWorks • Eating Disorders and Obesity* fact sheet

- Fill out the *BodyWorks* materials order form completely and submit.

Please note:

- The ordering limit is 15 toolkits per *BodyWorks* event.
- Orders are usually delivered within 2 to 3 weeks. We ask that you only order toolkits for trainings/programs you have planned to implement in the next two months.
- The warehouse **cannot** ship to PO Boxes.

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.
- **Let people know you are holding a *BodyWorks* training or parent/caregiver program!** Post your upcoming trainings and programs at: <http://www.womenshealth.gov/BodyWorks/events/add.event.cfm>. Posting your *BodyWorks* events is very helpful to people who are looking to get trained as *BodyWorks* trainers.
- **Please remember to send back your toolkit tags** with a note of who the trainer was, whether or not it was a train-the-trainer session or a parent/caregiver program, the city and state of your program, and the dates of the training or program to: ***BodyWorks c/o Hager Sharp 1090 Vermont Ave. NW Suite 300, Washington, D.C. 20005.***
- **If you have any specific questions or concerns about *BodyWorks*,** please email bodyworks@hagersharp.com or call 202-842-3600.

For *Best Bones Forever!*:

- **Order free materials!** Campaign materials are available in bulk for free for your organization’s next event or program. Visit <http://www.bestbonesforever.gov/parents/materials.cfm> to order. The form includes images of each material as well as the minimum and maximum quantities. You will need your unique partner code to order. If you don’t have a partner code or do not know your code, please email Maggie Naples at MNaples@hagersharp.com.

- **Check out the Community Pilot Program Corner.** Please let us know if you have any chapters or affiliations in North Las Vegas, Nevada; Pinal County, Arizona; or Ulster County, New York. We would like to connect your organization with the community coalitions to promote *Best Bones Forever!* at the community level.
- **Link to our Web sites:** <http://www.bestbonesforever.gov> for girls and <http://www.bestbonesforever.gov/parents> for parents. We can 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 Web site, 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 Web site and in newsletters, etc.** 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.
- **Stay tuned for news about our next partner meeting.** The campaign has launched, but there are many exciting events to come! To keep the momentum going and update you on what we are planning and how you can get involved, we will hold our next partner meeting on **Thursday, November 12**. More details to come!
- **Questions? Comments? Got a great idea for the campaign?** Contact Sheryl Rhoads at 703-289-7633 or sheryl.rhoads@mail.ps.net.

Skelegirl Makes Her Debut

The *Best Bones Forever!* "skelegirls" display made her debut at the National Extension Association of Family and Consumer Sciences (NEAFCS) conference in Birmingham, Alabama, September 14-18. She was a big hit with conference attendees and has received lots of fan mail since the event. You can catch her next at the AAP Conference in Washington, DC, on October 17-20.



Have Your Own Skelegirls Display

Like her look? Partners can borrow Skelegirl for your next conference or event! Don't want to give her back? We can send you the files and you can have your own Skelegirl made—with your logo! Contact Sheryl Rhoads at Sheryl.Rhoads@mail.ps.net for more information.

Conferences

National Extension Association of Family and Consumer Sciences (NEAFCS)

BodyWorks recently exhibited at the NEAFCS 2009 annual conference in Birmingham, Alabama, September 14 – 18, 2009. We had a great turnout and were excited to meet and talk to many active *BodyWorks* trainers.

American Academy of Pediatrics (AAP)

The *BodyWorks* team will be exhibiting with the Office on Women's Health at the AAP National Conference and Exhibition in Washington, DC, October 17 – 20, 2009. Visit **booth 340** to get more updates on *BodyWorks* and learn about other Office on Women's Health initiatives, like *Best Bones Forever!*

American Public Health Association (APHA) Sessions

203644 *BodyWorks*: An Obesity Prevention Toolkit for Latino Families

Tuesday, November 10, 2009, 5 pm

211566 Shopping, Cooking and Eating Together (Spanish version of *BodyWorks*)

Wednesday, November 11, 2009, 12:54 pm

BodyWorks will also be presented in the Exhibit Theater on Tuesday, November 10, at 10 am. Come visit the *BodyWorks* team and the Office on Women's Health at **booth 824**.

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.women-health.gov/quickhealthdata> to explore this comprehensive and easy-to-use database.

Community Pilot Program Corner

The *Best Bones Forever!* Community Pilot Program kicked off in September along with the national launch. The North Las Vegas site hosted the national launch.

Some exciting events are planned for the fall, but the pilot sites still need your help! If you have chapters or networks in these areas, please let us know if they can help promote events or get involved in important ways to help the pilot program be a success!

1. North Las Vegas, Nevada

This community got quite a boost by hosting the launch event at J.D. Smith Middle School, but they have also been active in their own promotional efforts. As the campaign launched on September 1, milk cartons featuring the *Best Bones Forever!* logo were being delivered to area schools. The *BodyWorks* program will be held this fall at Fresh Start Family Services. Other events planned include having the Skelegirls display at the Generation D.O.T.S. Health Fair and the Las Vegas Girls Fest.

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

An exciting event already under their belt, Pinal County is off to a great start for the year. A successful Casa Grande Community Play Day kicked off their year of bone health events. Skeletons led the enthusiastic crowd in a rendition of the dance Boogie for Your Bones, and the Skelegirls display was also a big hit. The skeleton dancers and campaign materials will be featured at the Hot Shots Event at Arizona State University in October. Pinal County's first *BodyWorks* session is being held in Casa Grande and is going well.

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

Ulster County's *BodyWorks* program is scheduled this fall for Kingston and Olive. The coalition has already held several successful events. The next event is the Saugerties Make a Difference Day this month. A health professional CEU program is also scheduled for December.

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

BodyWorks Spotlight: Virginia Department of Health

The *BodyWorks* team has been working with the Virginia Department of Health (VDH) to include *BodyWorks* in its resource guide of recommended programs that is a part of CHAMPION, a statewide obesity strategic plan and grant application. VDH awarded grants to implement *BodyWorks* in the beginning of August. Through the grant, three groups will be administering the *BodyWorks* program. Between those three groups, VDH hopes to hold 32 facilitator trainings and 64 parent/caregiver programs; and potentially reach **960 parents** in the first year.

For more information, go to the Virginia Department of Health Web site at <http://www.vahealth.org/wic/champion/>.

The *BodyWorks* team is very excited that the Virginia Department of Health is able to successfully bring *BodyWorks* to the communities of Virginia!

Best Bones Forever! Partner Spotlight: National Osteoporosis Foundation

As a founding partner of the campaign, National Osteoporosis Foundation (NOF) has been a wonderful friend to and supporter of *Best Bones Forever!* NOF is actively involved in many projects with *Best Bones Forever!* and is promoting the campaign through several diverse efforts.

Some highlights include:

- Hosting the *Best Bones Forever!* Partner Page. Check it out at <http://www.nof.org/BBF/index.htm>.
- Including *Best Bones Forever!* in its mailing to potential donors just in time for Grandparent's Day on September 13. A *Best Bones Forever!* postcard was included for donors to send to their granddaughters to remind them to build their *Best Bones Forever!*
- Including *Best Bones Forever!* in its Mother/Daughter Luncheon on September 24 in New York. Dr. Marie Savard, medical correspondent with *Good Morning America*, appeared on the show to highlight her work with NOF and the award she received at the event. The segment focused on adolescent bone health, and *Best Bones Forever!* was mentioned in the Web article. Check out the segment at <http://abcnews.go.com/GMA/OnCall/teens-build-bones-prevent-osteoporosis-early/story?id=8648812>.
- While in New York, the *Best Bones Forever!* team also met with *Teen Vogue* and *Good Housekeeping* magazines. NOF Pre-teen Ambassador Molly Lippert accompanied the team on their visit to *Teen Vogue*. Check out the cool article at <http://www.teenvogue.com/beauty/blogs/beauty/2009/09/get-your-daily-dose-of-calcium-and-vitamin-d.html>.

Best Bones Forever! would like to thank NOF for its tremendous support of *Best Bones Forever!* and its commitment to promoting bone health and increasing bone-healthy behaviors in women of all ages.