

# 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.



## this issue

*BodyWorks* Technical Assistance: New in 2010 **P.1**

*Best Bones Forever!* Pitching to Parents **P.2**

*BodyWorks* New Trainer Resources **P.5**

*Best Bones Forever!* Partner Spotlight **P.8**

## BODYWORKS

### Technical Assistance: New in 2010

Based on feedback from the national evaluation of the *BodyWorks* program, Regional Women's Health Coordinators, partners, and trainers, the Office on Women's Health (OWH) determined a need for more in-depth program support for *BodyWorks*.

As a part of this effort, the *BodyWorks* team has been hard at work to develop and implement a new and improved technical assistance program for trainers. Starting in mid-January, trainers will be able to take advantage of the following assistance:

- **Trainer Orientation Packet and Calls.** All new *BodyWorks* trainers will receive an orientation packet via email that will include information they may not have received during their

training about program planning, participant recruitment and retention, technical assistance offered at the national level, the *BodyWorks* Web site, resources available to trainers, and how to order toolkits and return toolkit tags.

Trainers will also be provided a one-on-one orientation call with a *BodyWorks* Technical Assistance Specialist to review the orientation packet and to answer any questions they might have.

**All trainers will be required to participate in an orientation call BEFORE they can order toolkits for their upcoming programs—this includes new and existing *BodyWorks* trainers.**



## BodyWorks Technical Assistance: New in 2010 (cont.)

- **Quarterly Conference Calls.** We will now be hosting quarterly regional conference calls—all *BodyWorks* trainers are invited to participate. These calls will provide trainers an ongoing dialogue with new and existing *BodyWorks* trainers and provide trainers with the opportunity to share successes and challenges. Trainers were sent an email in

December with the dates and times for the calls. Please email [bodyworks@hagersharp.com](mailto:bodyworks@hagersharp.com) to find out when the conference calls are being held.

- **Regional Trainer Advisory Panel.** The *BodyWorks* Trainer Advisory Panel was developed to provide more localized technical assistance and program support to *BodyWorks* trainers. The Panel is made up of trainers who are

actively implementing the program with parents and caregivers in their communities and/or who have shown exceptional levels of support to *BodyWorks*.

Panel members will be announced on the Web site in early 2010 and will be listed in our next *Update* newsletter. Panel members will be participating in quarterly conference calls as well.

## Best Bones Forever!™

### Pitching to Parents



While we continue to focus our attention and messaging on girls, we also consider their parents to be an important target audience. Studies show that most girls say the primary influencers on their eating and activity habits are their parents.

With this in mind, *Best Bones Forever!* is making a special push this spring to engage parents and educate them on the importance of bone health for their daughter.

Some of our efforts include:

- Adding new interactive features on the parents' Web site,

<http://www.bestbonesforever.gov/parents>, such as a message board where parents and caregivers can respond to questions and share their thoughts and suggestions for activities that parents can do with their daughters

- Promoting our Web badge to bloggers and partners to include on their Web sites and direct traffic to the parents' site



- Developing promotional materials to get parents excited about *Best Bones Forever!* and to encourage them to play a role in their daughters' bone health.

- Continuing to distribute campaign materials for parents, which include the booklet *Act Now: A Parent's Guide to Girls' Bone Health* and magnets.

### How can you get involved?

Partners can help promote the parents' campaign by distributing parent materials and linking to the parents' Web site as well as the girls' site!



## Are BodyWorks Toolkits Really Free?

BodyWorks toolkits are *FREE* for trainers and parents/caregivers, but they are not cheap. 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 to be able to provide trainers and parents/caregivers with this wonderful resource for FREE! You can help. All trainers are required to ask participants (both trainers and parents/caregivers) to fill out and 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](mailto:bodyworks@hagersharp.com) or visit our Web site at <http://www.womenshealth.gov/BodyWorks>.

## Materials Update

Our *Best Bones Forever!* materials are a huge hit—in fact, our entire stock has been depleted! In the first four months of the campaign, we shipped out nearly 800,000 materials in total. The feedback we've received on the journals, parent brochures, posters, magnets, book covers, and tattoos has been overwhelmingly positive—health teachers, school nurses, doctors, Girl Scout troops, and community health workers across the country have incorporated the materials into already existing health curricula, using them to teach girls about healthy habits and get them excited about bone health.

Donna Shanklin, a health educator from Cullman, AL, wrote in: *"The Best Bones Forever! materials have been a great success whenever we have passed them out at events and workshops—especially the fitness journals and tattoos."*



We have already begun the reprinting process, and hope to have more materials available order soon. We'll be sure to alert you when they are ready!

## In the Media

*Best Bones Forever!* has garnered lots of media attention in the months since our launch, and we continue to promote the campaign and encourage reporters to write about it. Some recent media coverage highlights include *BBF!* mentions in: the *Boston Globe*, the *Teen Vogue* health and beauty blog, *Good Morning America*, *The Associated Press*, and more. We are currently working on a story with *Good Housekeeping*, and we are in the process of engaging ESPN's Mike Greenberg as part of our outreach efforts for dads.

## 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 1,500 parents and caregivers have completed the 10-session program. Please email us at [bodyworks@hagerssharp.com](mailto:bodyworks@hagerssharp.com) if you have not received a copy of the Executive Summary and would like to, or if you 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.

## Bulletin Board

### For *BodyWorks*:

- **Stay up to date with the *BodyWorks* listserv.** To receive updates about the *BodyWorks* program, subscribe to the listserv by emailing [bodyworks@hagerssharp.com](mailto:bodyworks@hagerssharp.com).
- **Order *BodyWorks* toolkits online.** Remember, we now offer an easy-to-use order form on the *BodyWorks* Web site at <http://www.womenshealth.gov/BodyWorks/trainers/order/>. Please order toolkits 2-3 weeks in advance of your upcoming *BodyWorks* event.
- **Promote 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.
- If you have any specific questions or concerns, please email: [bodyworks@hagerssharp.com](mailto:bodyworks@hagerssharp.com) or call 202-842-3600.

### For *Best Bones Forever!*:

- **Get *BBF!* gear!** Order charms, t-shirts, doggie shirts, tote bags—the list goes on and on! Visit [www.nof.org](http://www.nof.org) for the *Best Bones Forever!* Partner Page and the NOF online store featuring *Best Bones Forever!* gear: <http://www.cafepress.com/shopnof/6956437>.
- **Check out the Community Pilot Program Corner.** Please let us know if you have any chapters or affiliations in Clark

County, 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.

- **If you haven't done so already, link to our Web sites:** <http://www.bestbonesforever.gov> for girls and <http://www.best-bonesforever.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.** You've helped with the development of the campaign, you've promoted the campaign post-launch, now the next partner meeting is all about you! We will be sharing some success stories of partnerships and what our partners are doing. Contact Sheryl Rhoads if you want to get involved with this exciting meeting!
- **Questions? Comments? Got a great idea for the campaign?** Contact Sheryl Rhoads at 703-289-7633 or [Sheryl\\_Rhoads@federal.dell.com](mailto:Sheryl_Rhoads@federal.dell.com).

## 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 Skelegirl made—with your logo! Contact Sheryl Rhoads at [Sheryl\\_Rhoads@federal.dell.com](mailto:Sheryl_Rhoads@federal.dell.com) for more information.

## Upcoming *Best Bones Forever!* Conferences

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

**NBC4 DC Health & Fitness Expo,**  
January 16-17, Washington, DC

*Best Bones Forever!* will be exhibiting with the Office on Women's Health at this event. Skelegirls will make an appearance at the Children's National Medical Center booth with Dr. Laura Tosi.

**US Figure Skating Championships,**  
January 21-23, Spokane, WA

**UDA National High School Dance Team Championships,**  
February 4-7, Orlando, FL

**UCA National High School Cheerleading Championships,**  
February 11-14, Orlando, FL

**NCA/NDA All Star Cheerleading Championship,**  
February 20-21, Dallas, TX

**American Academy of Orthopaedic Surgeons National Convention,**  
March 10-12, New Orleans, LA

**American Alliance for Health, Physical Education, Recreation, and Dance National Convention,**  
March 17-19, Indianapolis, IN

## *BodyWorks* New Trainer Resources

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

**Promotional Fliers for Parents and Caregiver Programs:** The team created new fliers for you to use to promote your parent and caregiver programs. The news 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 our promotion and recruitment materials for 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



## BodyWorks New Trainer Resources (cont.)

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/>.

**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.

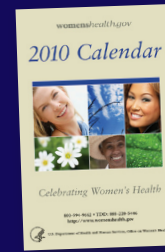
## BodyWorks Evaluation

Please email us at [bodyworks@hagerssharp.com](mailto:bodyworks@hagerssharp.com) if you have not received a copy of the Executive Summary of the *BodyWorks* Final Evaluation Report and would like to, or are interested in receiving the full *BodyWorks* Final Evaluation Report.

## Coming Soon...

The *BodyWorks* team has been working hard to complete the *For Guys* Training Guide Addendum. You will be able to add these materials to your current *BodyWorks* training manuals. The Training Guide Addendum includes a variety of handouts covering a range of topics, including teens and stress, suggested Web sites and reading, new case studies, and information on how to include boys in your sessions. Be on the lookout for this addendum, it will be available in early 2010.

## 2010 Women's Health Calendars



The Office on Women's Health offers FREE Women's Health Calendars, which contain information about common health problems and important symptoms to watch out

for. You'll also find charts that describe the screenings and immunizations you need, tips on how to get a second opinion and how to read a drug label, and more—all in a handy, portable calendar you can keep with you year round. The calendar is now also available in Spanish!

Use our easy online form for single orders. For bulk orders (more than one copy), call us at 800-994-9662.

## 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.

## BodyWorks Partner Spotlight: Latino Health Access

The *BodyWorks* team has been working with *Latino Health Access (LHA)* to bring the *BodyWorks* program to Hispanic/Latino communities in Southern California. In June, OWH partnered with LHA to conduct two Spanish-language *BodyWorks* trainings in Santa Ana, CA, and assisted in the successful recruitment of local community health workers. The trainings, led by *BodyWorks* trainers Ana Hernandez and Matilde Palmer, prepared 31 community health workers/promotoras(es) to implement the program in their communities.

LHA promotoras and health educators are actively implementing *BodyWorks* with the parents and caregivers in their communities and have made significant contributions to the growing numbers of parents and caregivers who have completed the *BodyWorks* program.

For more information, go to the *Latino Health Access* Web site at <http://www.latinohalthaccess.org/>.

The *BodyWorks* team is very excited that *Latino Health Access* has been able to successfully bring the Spanish-language *BodyWorks* program to the communities in Southern California!

## Community Pilot Program Corner

The pilot sites have completed their fall community activities and the first 10-week series of the modified *BodyWorks* program. Here are some highlights from the sites:

### 1. North Las Vegas, Nevada

The first series of *BodyWorks* sessions has wrapped up, and two new ones are beginning in January at two Boys & Girls Clubs in Clark County. In addition, the Anderson Dairy milk cartons with the *BBF!* logo, tagline (Grow Strong Together, Stay Strong Forever!), and Web site were distributed to 1.2 million area students. We will soon know the results of the evaluation, which took place in December.

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

Pinal County also finished its first series of *BodyWorks* and will begin its second in January in Apache Junction, AZ. In addition, the community hosted two successful events featuring a *BBF!* Wheel and skeleton dancers. The skeleton dancers have been quite popular at area events and have even been invited to perform during a televised Arizona State University basketball game in January.



### 3. Ulster County, New York

Ulster County completed the *BodyWorks* program in Olive, NY. The next sessions are scheduled for the Kingston area in January. In addition, the coalition completed a successful Continuing Education Program for health care providers with their partner New York State Osteoporosis Prevention and Education Program.

If you have contacts in these communities or know of any events that are ongoing or will be occurring between now and June 2010, please notify Ruth Francis Williams, Pilot Program Manager, at 202-842-3600, ext. 262 or [rfranciswilliams@hagersharp.com](mailto:rfranciswilliams@hagersharp.com).

## Best Bones Forever! Partner Spotlight:

### National Osteoporosis Foundation

Since we launched in September, we've heard wonderful feedback from our target audience. Girls love our brand, and especially our funky exskullmation point logo. We've received many inquiries on how girls can get their hands on *BBF!* stuff—everything from jewelry to apparel to accessories. Our wonderful partners at the National Osteoporosis Foundation (NOF) have helped us make these requests a reality with our brand new BBF-NOF Café Press store!

Check out <http://www.cafepress.com/shopnof> to find great *Best Bones Forever!* gear including hats, t-shirts, sweatshirts, bags, coffee mugs, mouse pads, dog shirts, and more! You can also order *BBF!* charms from our partner, MyCharmedLife, at <http://www.mycharmedlife.com> as well as at the *BBF!* page at <http://www.nof.org>.



### US Figure Skating

The US Figure Skating Championships will be held this month in Spokane, WA, to determine the athletes who will represent Team USA in Vancouver in February—and our partner US Figure Skating has invited *Best Bones Forever!* to attend the event and pass out materials! We will also be bringing the Skelegirls display for a potential audience of almost 150,000! Thanks, US Figure Skating!!

### Varsity, Inc.

Varsity has generously invited *Best Bones Forever!* to attend two back-to-back events in February held at Disney World in Orlando, FL—the UDA National High School Dance Team Championships and the UCA National High School Cheerleading Championships—as well as the NCA/NDA All Star Cheerleading Championship event in Dallas, TX, later that month. *Best Bones Forever!* will be giving away campaign materials as well as bringing the Skelegirls display and tattoos for application. Ads for *Best Bones Forever!* will be featured in the programs and on the JumboTron, for a potential audience of more than 200,000!

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 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!*