

# What is Let's Go!?

Let's Go!, a program of The Kids CO-OP at the Barbara Bush Children's Hospital at Maine Medical Center, uses a multi-sector approach to reach youth and families where they live, study, work, and play to reinforce the importance of healthy eating and active living. The program is based on the premise that if families are exposed to the health promotion messages through several settings, and if those settings have policies and environments that support healthy choices, they will be more likely to adopt or maintain the behaviors in their daily lives.

The Let's Go! multi-sector model is pictured below and includes the core principles of:

- Environmental & Policy Change Influences Behavior Change
- Interconnectivity Across Sectors is Essential
- Strategies are Evidence Based & Continuously Evaluated



The Let's Go! program interventions center on the use of the common message of "5210". These behaviors are supported by science and endorsed as recommendations by medical professionals:

- 5** or more fruits & vegetables
- 2** hours or less recreational screen time\*
- 1** hour or more of physical activity
- 0** sugary drinks, more water & low fat milk

\*Keep TV/Computer out of the bedroom. No screen time under the age of 2.

Let's Go! has identified strategies and created tools to support and evaluate those strategies. All of these sectors are supported by a marketing campaign that utilizes multiple methods of communication including television advertising.

For more information, contact the Let's Go! Home Office at 207.662.3734, or email us at [info@letsgo.org](mailto:info@letsgo.org).

