

A Toolkit for Healthy Teens & Strong Families

TRAINER ORIENTATION PACKET



U.S. Department of Health and Human Services
Office on Women's Health



womenshealth.gov
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TDD: 888-220-5446

Dear BodyWorks Trainer,

Congratulations on successfully completing the BodyWorks training program and becoming a Bodyworks trainer!

Please review this **BodyWorks Orientation Packet** in preparation for your orientation webinar.

The **BodyWorks Orientation Packet** provides new trainers with supplemental information about program planning and implementation, program technical assistance, and additional trainer resources that you may not have learned about at your training session.

The Office on Women's Health now requires that each BodyWorks trainer attend an orientation webinar before conducting a train-the-trainer session or implementing the 10-session program with parents and caregivers. This means you will not be able to place an order for free toolkits until you participate in this webinar. If you are already a trainer, you will be required to participate before you place your next order.

The webinar should take no more than 30 minutes and will include walking through this orientation packet, reviewing the BodyWorks website, going over program support and the technical assistance program, and answering any questions you may have regarding the BodyWorks program.

Remember, trainers are required to attend an orientation webinar BEFORE placing their first order for toolkits.

Grab your BodyWorks training manuals, pull up <http://womenshealth.gov/bodyworks> and you are ready to dive into this packet!

Thank you and congratulations again!

The BodyWorks Team

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BodyWorks is a ten session program and therefore requires substantial preparation from the trainer. In preparation for your BodyWorks programs, remember to thoroughly review both your training manual and parent/caregiver manual. These training manuals provide you with useful information on how to conduct effective sessions, adult learning theory and behavior change theories, as well as additional training resources for you to check out.

The BodyWorks team of technical assistance specialists is here to support you in implementing BodyWorks throughout your community. All BodyWorks trainers are strongly encouraged to take advantage of the technical assistance and resources offered to make your BodyWorks programs a success.

Getting BodyWorks Started in Your Community

PROGRAM PLANNING

Developing a plan is a key step in the successful implementation of the BodyWorks program. Program planners will need to:

- Identify and apply for funding to implement the program (if needed).
- Determine Logistics and identify community partners.
- Define target audiences
- Determine promotion, recruitment, and retention strategies.

There are many planning tools on the BodyWorks website, including a checklist for planning parent and caregiver programs at <http://www.womenshealth.gov/bodyworks/trainers/parentchecklist.cfm>.

Important things to think about when planning your BodyWorks program:

- Which other organizations can become partners for implementation?
- How can we locate, in my community, additional resources or sponsors for activities, incentives, etc.?
- What are the special challenges we may face in our community regarding recruitment, additional funding, and partnerships?
- How can the program be sustained in the community?
- Who and where are the families we would target?
- How will we let them know about BodyWorks?
- What will be the challenges in recruiting them?
- What methods will we use to retain them for several sessions?

- How will trainers maintain ongoing communications with each of the parents (when they miss a class, to remind them to bring their son or daughter?)
- Who will facilitate or co-facilitate?
- Who in the community can come in for one or two sessions for a special demonstration, field trip, etc.?

The BodyWorks program can be modified to meet the individual needs of each community. If you have any questions regarding acceptable BodyWorks modifications, please contact the BodyWorks team at bodyworks@hagerssharp.com or 202-842-3600.

Identify Funding

While the BodyWorks toolkits are free for families participating in the program, there are other costs associated with implementing a 10-session program. The BodyWorks website provides budget templates for train-the-trainer and parent and caregiver programs to help you determine how much funding you might need at <http://www.womenshealth.gov/bodyworks/trainers/>.

There are many funding opportunities available. While some funding opportunities require you be a non-profit organization, your office can partner with a hospital or another non-profit organization to allow you to apply for those funds. If you work in a hospital setting, funding can also be requested from hospital medical staff.

Program planners can also request donations for program supplies like participant incentives and healthy snacks.

Sample Grant Content

Sample grant content will be available on the website at <http://www.womenshealth.gov/bodyworks/trainers/>. The BodyWorks team notifies trainers when they learn of new funding opportunities via the BodyWorks Listserv. Background information about the program, including evaluation results, is available to organizations writing applications.

Logistics

BodyWorks sessions can be held in a variety of locations, including, but not limited to:

- hospital conference rooms,
- public libraries,
- fire stations,

- community centers, or
- local schools.

The key is to have comfortable space for parents and caregivers that is conducive to learning. There should be room for parents and caregivers to participate in stretch breaks or physical activity demonstrations.

Different sessions require different materials and supplies. For a list of needs for each session, please refer to the agenda for each of the 10 sessions in the Parent and Caregiver Training Guide. Each includes a list of learning objectives and materials needed for each of the 10 sessions.

At First BodyWorks Program Session

Collect toolkit tags. Whether you are conducting a one-day training session or a 10-session program for parents, please remember to ask participants to fill out their 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
1030 15th Street, NW
Suite 600E
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)

On behalf of the Office on Women's Health, Hager Sharp collects toolkit tags, and monitors a database to keep track of how many trainers have been trained and how many parents and caregivers have participated in the program.

PROMOTION

The BodyWorks website offers a wide variety of tools that can be adapted by organizations to help promote programs to families.

Promotional materials include:

- downloadable flyers (in color and black and white)
- template news releases
- newsletter blurbs
- logos

All promotional materials are available in English and Spanish. You can also promote your BodyWorks event on the website at <http://www.womenshealth.gov/bodyworks/events/add.event.cfm>. The BodyWorks team will approve the posting within three business days.

RECRUITMENT

Recruitment of parents and caregivers has been one of the biggest challenges for program planners. The results of the National BodyWorks Evaluation show the following recruitment methods to be the most effective for trainers:

- Referral/word of mouth
- Engaging community partners
- Media (newsletter, newspaper, TV)
- Presentation
- Computer-based communication (email)

A great referral source for the program is parents who are currently enrolled in a program or who have completed the 10-session program. Word of mouth has proven to be a very successful marketing tool for trainers across the country.

It is also effective to utilize physicians as referral sources for the program – as they are identifying the families that need additional guidance from programs like BodyWorks. Endorsement by a physician is a very powerful motivator to get people to commit to a 10-week program.

Recommendations from BodyWorks trainers:

- Invite parents to an open house where they are shown the toolkit (but not given it), and some of the BodyWorks DVD. This is a great way for trainers to gauge parents' stage of change and interest in the program.
- Use personal invitations.
- Advertise the class where parents typically "go" to engage in healthy lifestyle activities such as the YMCA.

ORDERING TOOLKITS

Be sure to remember to order FREE BodyWorks toolkits for each family in your program. Toolkits can be ordered at <http://www.womenshealth.gov/bodyworks/trainers/order/>.

******Only BodyWorks trainers are permitted to place orders.**

Please note:

- The ordering limit is 15 toolkits per BodyWorks event.
- Orders are usually delivered within 3 to 4 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.

PROGRAM IMPLEMENTATION AND RETENTION

Once you have recruited your participants, it is time for implementation. Recruiting participants is just one piece, **retaining** parents in the program is very important as well. Dynamic, outgoing, knowledgeable, experienced facilitators have had the most success implementing the program with parents. Ten weeks is a long time, however, the results of the national evaluation show that if you take the time to do thorough program recruitment and get the appropriate people in the room, your retention rates should be very good.

How will you keep parents and caregivers coming back?

- All participants sign a contract (called a commitment card) on the first day stating that they will attend at least eight of the ten sessions.
- Incentives are offered to participants during each session to praise them for working toward their nutrition and physical activity goals.
- Healthy snacks are offered each week to introduce participants to new, healthier foods.
- Parents and caregivers create an understanding and supportive atmosphere. Peer to peer support is very important.
- Invite adolescents to sessions (if group agrees). Sometimes including the boys and girls in the program make it easier for the parents to attend.
- Provide weekly reminders via email and/or phone calls to remind participants when and where their BodyWorks session is this week.

Utilize Volunteers

If you decide to include adolescents in the sessions, utilize volunteers to lead them in various physical activities in a separate room. These volunteers can be parents, college students or high school students who need community service hours.

Program Evaluation

Evaluation forms are provided for use after each of the 10 sessions. Some groups use these forms pre and post each session to monitor and track each family's progress in terms of overall dietary changes, screen time, and exercise.

PROGRAM SUPPORT & TECHNICAL ASSISTANCE

Trainer Resources

A variety of resources are available to you as BodyWorks trainers and you are strongly encouraged to utilize all of these tools to help make your programs a success.

Website

It is absolutely essential that all trainers utilize and become familiar with the **BodyWorks website**, <http://www.womenshealth.gov/bodyworks>. The website is key to receiving program information, updates, and ordering materials. Visit the BodyWorks website frequently to learn about new resources and utilize all of the tools we offer to help you to successfully implement BodyWorks in your community. Planning and promotion materials can be found in the “Current Trainers” page at <http://www.womenshealth.gov/BodyWorks/trainers/>. This web page provides resources such as budget templates, checklists, and promotional flyers for you to utilize when preparing for your next training or parent/caregiver program. There is also a Frequently Asked Questions page, information on where to return your toolkit tags, how to order BodyWorks materials, and much more.

Update Newsletter

The BodyWorks quarterly newsletter, *Update*, provides important BodyWorks program updates. The newsletter is one of the best ways to stay current with BodyWorks and learn about what is going on at both the national and community levels. The newsletter is disseminated through the listserv and posted on the website at <http://www.womenshealth.gov/BodyWorks/newsletter/>.

Regional Conference Calls

All BodyWorks trainers are invited to join in on our quarterly regional conference calls. Regional conference calls are used to provide an ongoing dialogue between BodyWorks trainers. The quarterly conference calls are a great way to receive important BodyWorks updates and give trainers the opportunity to share their successes and challenges with other trainers. The conference calls will be organized by OWH’s ten regions. You can go to the OWH website at <http://www.womenshealth.gov/owh/reg/> to learn what region your state is in and identify your Regional Women’s Health Coordinator.

Regional BodyWorks Trainer Advisory Panel

A **Regional BodyWorks Trainer Advisory Panel** has been developed to assist in providing BodyWorks trainers more localized program support. The **Panel** is made up of experienced

BodyWorks trainers, each representing OWH's ten regions. These trainers are actively implementing the BodyWorks program with parents and caregivers in their communities and work hard to:

- Provide technical assistance to the BodyWorks trainers in their region.
- Share ongoing implementation challenges and solutions in their communities with OWH.
- Join the quarterly regional conference calls.
- Act as a BodyWorks expert and assist OWH in program/materials review and program feedback.
- Assist with OWH funded BodyWorks trainings in their region.

Remember to utilize the **Regional BodyWorks Trainer Advisory Panel** in addition to your Regional Women's Health Coordinator – both can help provide you effective program support based on the needs of your unique region. You can find out who the panel member is for your region by visiting the BodyWorks website at <http://www.womenshealth.gov/BodyWorks/trainer-advisory-panel.cfm>.

Public Inquiry

The BodyWorks public inquiry, BodyWorks@hagersharp.com, is the go-to place where trainers can ask technical assistance specialists questions regarding the program.