

Building Healthy Lifestyles

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www.greatmoves.com

OUR FEATURED GUEST COLUMNIST

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As practicing pediatri-
cians, we have all been
challenged by the increas-
ing problems of overweight
children in our practices.

The computer, video
games, the lack of real
exercise, the absence of
family meals, and the easy
availability of sweet drinks
and fast take-out foods are
all additive to the difficulties
of overweight management.

In the office setting,
at the very beginning, we
are faced with pointing out
weight issues in a sensitive,
caring way. We have all had
patients (and parents) who
break down and are tearful
about the matter.

In the midst of this, the
office visit, we have to con-
vince patients that we are
trying to help, get families
to change their lifestyles,
and help patients own their
management plans.

Our goal is to keep
young people healthy in
all aspects of their lives;
healthy living in a modern
schedule and the benefits
of exercise and fitness. In
this multifaceted milieu, we
are all searching for tested
programs that work.

*The opinions expressed
in this column are those
of the guest writer. We in-
vite others to share their
views on this issue. To do
so, email us at newsletter@greatmoves.com.*

TOOLS & RESOURCES AT GREATMOVES.COM

We invite you to visit our
website's tools for more infor-
mation on how to help fami-
lies build healthy lifestyles.

[Click here.](#)



GREAT MOVES! IN THE NEWS

This month's featured spot:

Great Moves! on WCVB-TV,
the ABC affiliate in Boston.
Great Moves! is featured on
WCVB-TV for its innovative
pediatric obesity program.
The segment includes
interviews with Chief Medi-
cal Officer Dr. Erinn Rhodes,
Clinical Director Suzanne
Rostler, and client Emily
Braunstein.

[See it by clicking here.](#)

[For more news about
Great Moves!, click here.](#)

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Welcome!

From Chief Medical Officer, Erinn Rhodes, MD, MPH

Welcome to the inaugural issue of the Great Moves! quarterly newslet-
ter, "Building Healthy Lifestyles." Each newsletter will focus on some
aspect of pediatric obesity evaluation, management or prevention. We
will provide updated information about new initiatives in our program
and direct you to useful resources and highlights in pediatric obesity
research. A guest columnist will provide an additional perspective in
each issue.



In This Issue

**EDUCATING FAMILIES ABOUT BMI! Learn
More About "Boston's New Red Line!"**

THE FOUNDING OF GREAT MOVES!

Pediatric obesity is an inescapable problem for pediatric health-care
providers in the U.S. Identifying the best approach for treatment and preven-
tion will require ongoing, careful assessment of interventions implemented in
a variety of settings.

One report, from the Oregon Evidence-based Practice Center, was pub-
lished in September and aided this effort by reviewing published literature on
studies and trials evaluating behavioral, pharmacologic, and surgical inter-
ventions for pediatric overweight and obesity.

Entitled "Effectiveness of Weight Management Programs in Children
and Adolescents," the report found that behavioral interventions in schools or
specialty health-care settings demonstrated modest effects that varied with
the setting as well as the intensity. ([See it by clicking here.](#))

Most effective were high-intensity interventions in specialty health-care
settings and residential treatment. In addition, organized physical activity as
part of the intervention, parental participation, and training and support in
behavioral management techniques may have contributed to improved out-
comes. Definitive conclusions were limited by differences across the interven-
tions and the small number of studies.

Great Moves! is a family-based pediatric weight management program
that incorporates some of the key program components highlighted by this
report.

Offered in collaboration with the physicians of Children's Hospital Bos-
ton, Great Moves! takes a comprehensive, multidisciplinary approach that
includes nutrition, behavioral support, and on-site physical activity along with
medical supervision. Targeted for children 6 to 18 years of age with a body
mass index at or above the 85th percentile for age and sex, the child and at
least one parent/guardian attend weekly for approximately 6 months.

We look forward to sharing our progress with families participating in the
Great Moves! program in future newsletters.

We welcome feedback from our readers at newsletter@greatmoves.com.

Educating Families About BMI

**BOSTON'S NEW
Red Line:
85th Percentile BMI**

Great Moves! is launching a unique cam-
paign to educate parents and kids about
the importance of monitoring their Body
Mass Index (BMI). We call it "Boston's
New Red Line", the line on the BMI chart at
which a child is officially considered over-
weight or obese.

You may have heard our Clinical Director, Suzanne Rostler, on WBZ ra-
dio in recent weeks, sharing some of her tips on how to manage BMI. We invite
you to listen to her recordings by visiting our website at www.greatmoves.com.

But the broadcast tips are just the beginning. We have put together a unique
package of materials for pediatricians to help them get the word out about this
important measure of health. The kit includes a poster educating families about
BMI, a color-coded BMI chart that shows the growth curves for girls and boys,
and a sheet with unique tips that doctors can give parents to help kick off healthy
lifestyle habits.

Take a look at our materials here, and if you'd like to receive a package,
contact us at newsletter@greatmoves.com. For your BMI calculator visit www.greatmoves.com/bmi_calculator.php

The Founding of Great Moves!

Stanley Goldstein, Great Moves! CEO and co-Founder

There was a group at Children's Hospital Boston affectionately known as "the
Children's Angels". The goal of the group was to assist the hospital in bringing new
technologies and services to the pediatric marketplace. I had the privilege of serv-
ing as a volunteer on this committee for a couple of years, and it was during that
time that Great Moves! was born.

In early 2006 Don Lombardi, Children's then-chief of intellectual property,
and organizer of the Children's Angels, introduced me to Dr. David Ludwig, the
director of the Optimal Weight for Life (OWL) program. Dr. Ludwig and I then met
to explore opportunities to reach out to more overweight and obese kids, using the
expertise developed at OWL, and my experience working with academic medical
centers in developing unique ways to expand needed services.

My discussions with Dr. Ludwig continued into 2007, and our group
expanded to involve senior administration and medical staff, including Dr. Gary
Fleisher, pediatrician-in-chief, and Donna Casey, Director of Business Planning
and Analysis. In August of that year, we signed a collaboration agreement between
Pediatric Weight Management Centers, (Great Moves!), Children's Hospital Bos-
ton, and Children's Hospital Pediatric Associates.

Our goal was clear: To build a program that was based on the most up-
to-date research and findings from across the U.S., and that would assist children
and families in developing healthy lifestyle habits that are sustainable over the long
term. Dr. Fleisher recommended the appointment of Dr. Erinn Rhodes to serve as
chief medical officer and she, along with Clinical Director Suzanne Rostler, led a
six-month effort to review literature and build the Great Moves! program.

Great Moves! is a unique public-private collaboration, born out of the com-
mitment of caregivers to tackle this growing epidemic. We are on a mission to fight
this disease.

As Great Moves! continues its ground-breaking work, we invite all physi-
cians, insurance companies, employers and others to work with us in developing
successful strategies to fight childhood obesity.