

PREVENTING CHILDHOOD OBESITY: SUCCESS DEPENDS ON US

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Wisconsin Obesity Prevention Network

On behalf of the
WI Early Childhood Obesity Prevention Initiative

May 21, 2014

“ This may be the first generation of children to NOT outlive their parents.”

-US Surgeon General

OVERVIEW

■ The 5 Ps:

1. Problem*

2. Prevention

3. Practical Resources & Strategies*

4. Partnerships

- My Story

5. People Power*

- Our Story

*Transition times for physical activity

THE PROBLEM

THE PROBLEM

- HBO Documentary, *Weight of the Nation*
 - <http://theweightofthenation.hbo.com>

STATE OF THE STATE

- **64% of Wisconsin adults are overweight or obese**
- **25% of Wisconsin high school students are overweight or obese**
- **31% of WI children 0-4 years old participating in WIC are overweight or obese**

STATE OF THE STATE

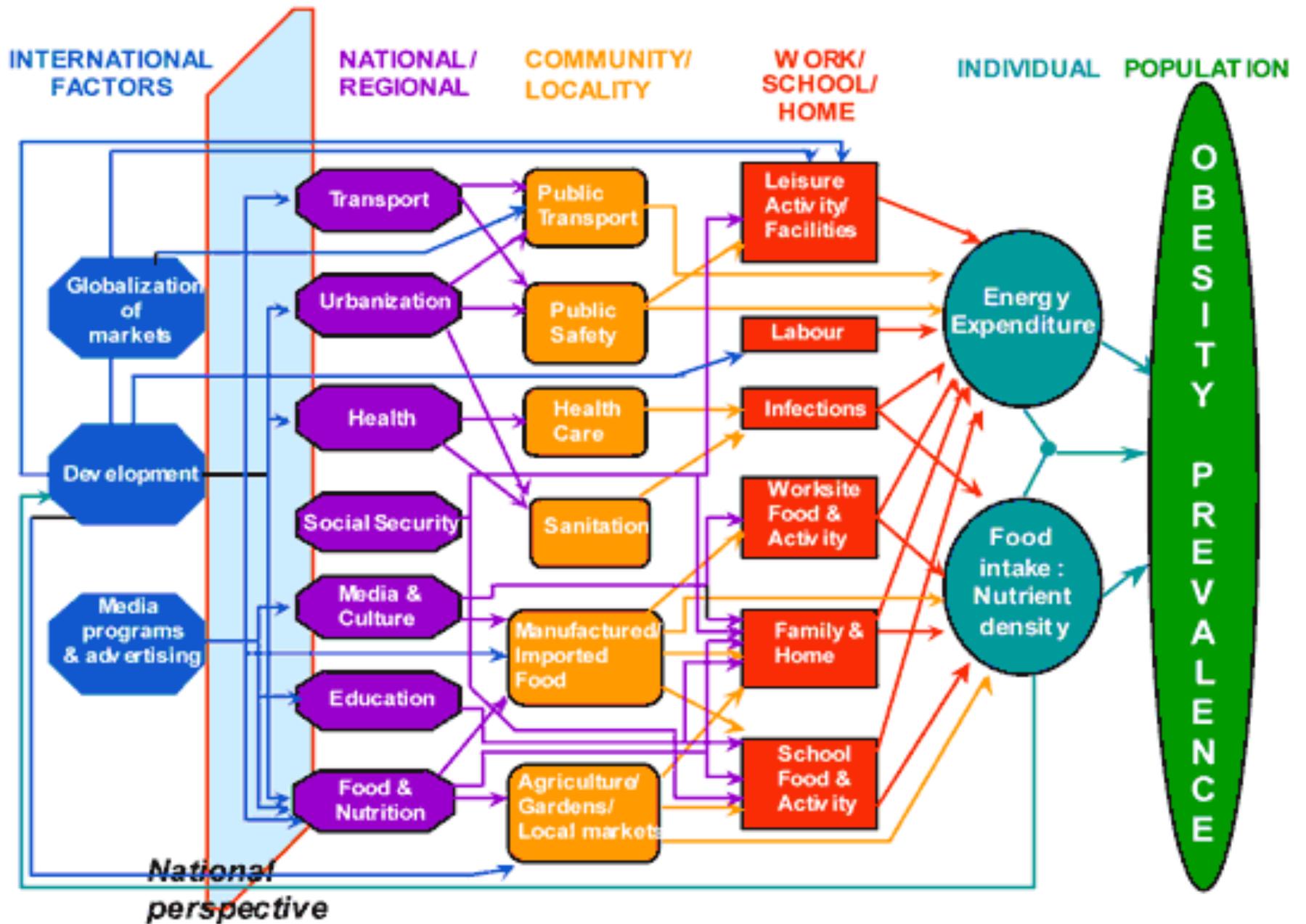
- **1 in 3 Wisconsin third graders are either overweight or obese**
- **The percentage of obese WI third graders has increased 30% between 2007 and 2013**
- ***Obesity rates for young children doubled in about a 20-year time (1980s-2000)***

HEALTH CONSEQUENCES

- Obesity increases the likelihood:
 - Heart disease
 - Type 2 disease
 - Cancer
 - Sleep apnea
 - Hypertension
 - High blood cholesterol
 - Stroke
 - Osteoarthritis
 - Gynecological problems
 - Liver and gallbladder disease

THE PROBLEM

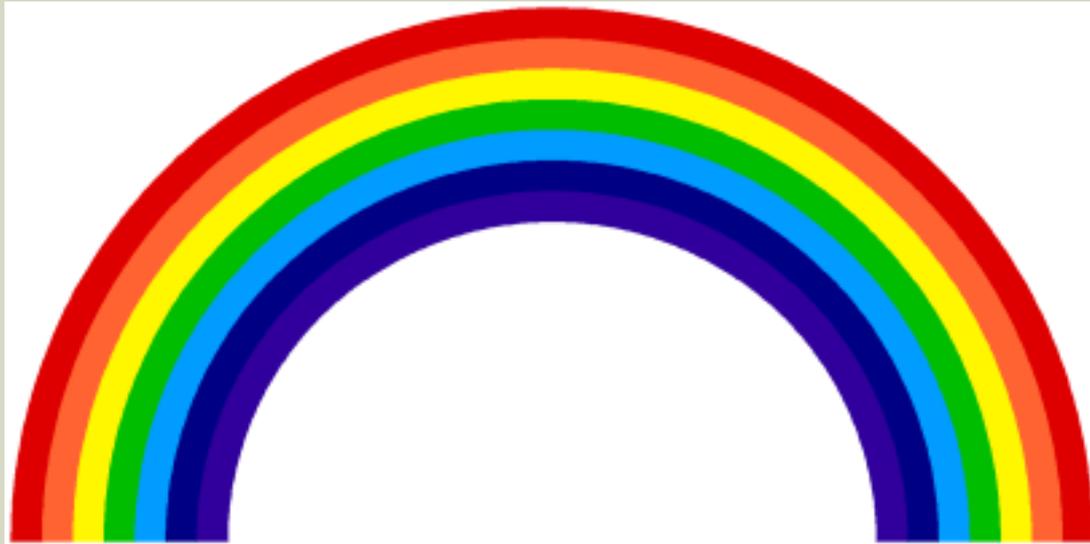
- Obesity-related medical expenses in Wisconsin were expected to reach \$2.7 billion in 2013.



TRANSITION TIME

Rainbow Run

*When I call out the colors of the rainbow, run and touch things that are that color.



PREVENTION

WHY IS THE ECE SETTING SO IMPORTANT?

- CHILDREN UNDER THE AGE OF 5 SPEND MOST OF THEIR WAKING HOURS IN YOUR CARE.
- HEALTHY EATING AND PHYSICAL ACTIVITY HABITS START EARLY.
- YOU ARE A ROLE MODEL.

PREVENTION

Increase:

- Breastfeeding
- Fruit and Vegetable Consumption
- Healthy Beverage Consumption
- Physical Activity

Decrease:

- High-Energy Dense Food Consumption
- TV/Screen Time

Making Healthy Choices Easier

Individual

- Culture
- Skills
- Knowledge
- Time

Environment

- Affordability
- Price/ Economic
- Access
- Policy
- Advertising



Breastfeeding,
Healthy Eating &
Physical Activity

Environment

5 GOALS—BEST PRACTICE

1. Infant Feeding

- For mothers who want to continue breastfeeding, provide their milk to their infants and welcome them to breastfeed their child during the day. Support new parents with infant feeding.

2. Beverages

- Provide access to water during meals and throughout the day and don't serve sugar-sweetened beverages. For children 2 and older, serve low-fat (1%) or non-fat milk. Limit juice; serve no more than 4-6 ounces of 100% juice/day.

3. Nutrition

- Serve fruits and vegetables at every meal, eat meals family-style whenever possible and don't serve fried foods.

5 GOALS—BEST PRACTICE

4. Physical Activity

- Provide 1-2 hours of physical activity; outside play too.

5. Screen Time

- No screen time for children under 2. For children 2 and older, limit screen time to no more than 30 minutes per week during childcare. Work with parents and caregivers to ensure children have no more than 1-2 hours of TV/day.

PHYSICAL ACTIVITY-BEST PRACTICES

- **Infants:** Short supervised periods of tummy time several times each day
- **Toddlers & Preschoolers:** Active play time every day, both indoor and outdoor
 - **Toddlers:** 60 – 90 minutes or more (for half-day programs, 30 minutes or more)
 - **Preschoolers:** 120 minutes or more (for half-day programs, 60 minutes or more)
- **REMINDER:** Make sure that kids with special needs can participate in activities too!

WAYS TO GET KIDS MOVING

Two kinds of physical activity:

1. STRUCTURED: Organized, quick, and intense activities led by adults

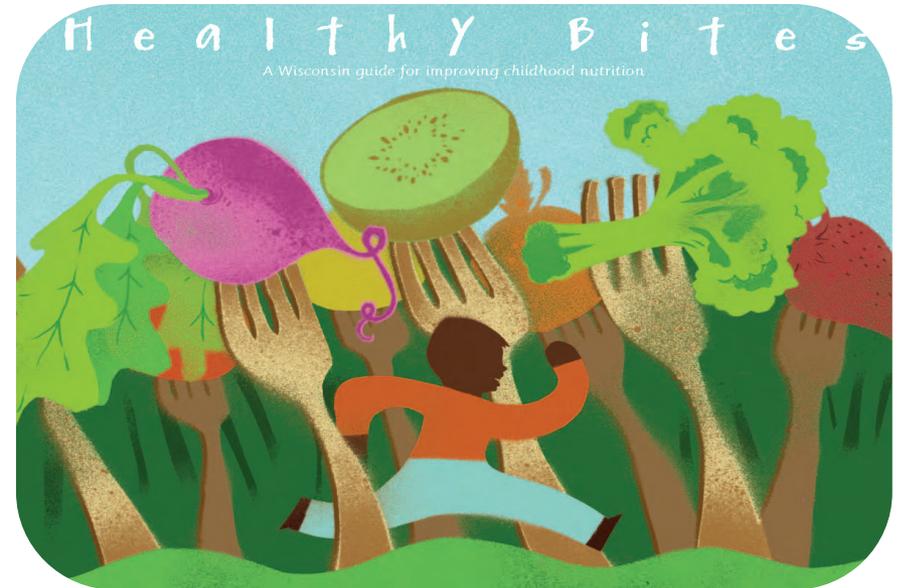
2. UNSTRUCTURED: Free Play

ACTIVE TRANSITION



PRACTICAL RESOURCES

Companion Guides

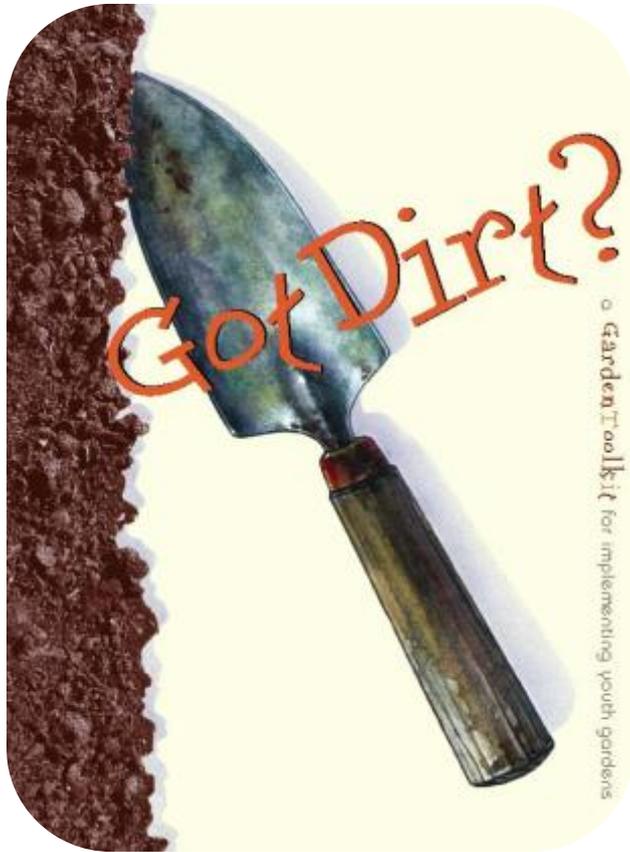


Designed to help
early care and
education
professionals address
childhood obesity by
improving physical
activity and nutrition
in their program



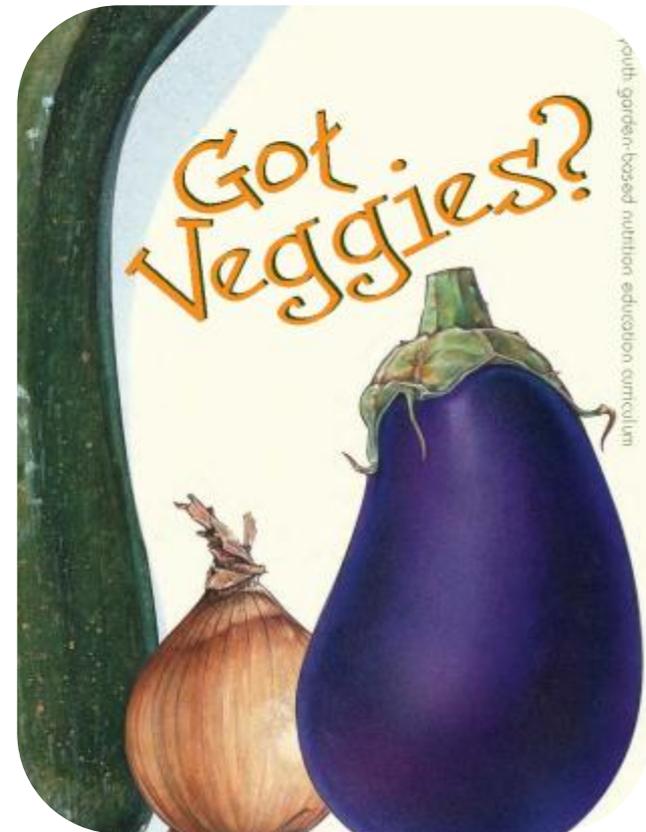
10 Steps to Breastfeeding Friendly Child Care Centers

A toolkit for community stakeholders to assist child care center employees and owners with accurate and consistent lactation support to breastfeeding families whose babies are in their care



**A garden toolkit for
implementing youth gardens**

A youth garden-based nutrition education curriculum





WI SCHOOL GARDEN INITIATIVE

- The Wisconsin School Garden Initiative will support garden programs at schools, after-school sites, and regulated group and family childcare centers statewide through trainings, technical assistance and resource dissemination in an effort to improve the health of children in Wisconsin.

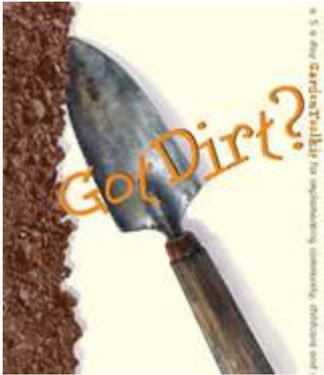
- Contact: Beth Hanna at beth@troygardens.org



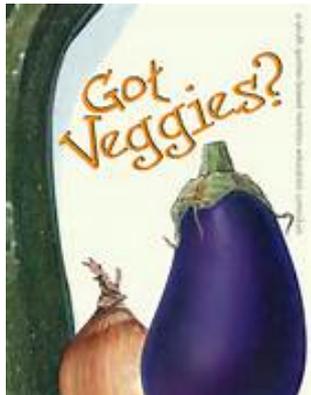
- Funding for this project was provided by the UW School of Medicine and Public Health from the Wisconsin Partnership Program



CULTIVATING CHILDHOOD WELLNESS THROUGH GARDENING



- Free online training
- For school teachers, early childhood professionals, afterschool teachers, and community leaders
- Includes garden-based nutrition education lesson plans, activities, recipes, and more
- <http://www.dhs.wisconsin.gov/physicalactivity/FoodSystem/Gardening/>



Chapter 1: Introduction
Chapter 2: Planning and Establishing Your Youth Garden
Chapter 3: Growing Food with Kids
Chapter 4: The Color Harvest – A Comparative Tasting Lesson
Chapter 5: Roots Lesson Plan
Chapter 6: Garden-Based Activities
Chapter 7: Culinary Arts in the Garden

WISCONSIN'S RESOURCES

Health in Practice: www.healthinpractice.org

Active Early & Healthy Bites:

<http://www.dhs.wisconsin.gov/health/physicalactivity/Sites/Community/Childcare/index.htm> or <http://dpi.wi.gov/fns/cacfpwellness.html>

Got Dirt? & Got Veggies?:

<http://www.dhs.wisconsin.gov/health/physicalactivity/Sites/School/School.htm>

10 Steps to Breastfeeding Friendly Child Care Centers:

http://www.dhs.wisconsin.gov/health/physicalactivity/pdf_files/BreastfeedingFriendlyChildCareCenters.pdf

What Works in Early Care and Education:

<http://www.dhs.wisconsin.gov/publications/P0/P00232.pdf>

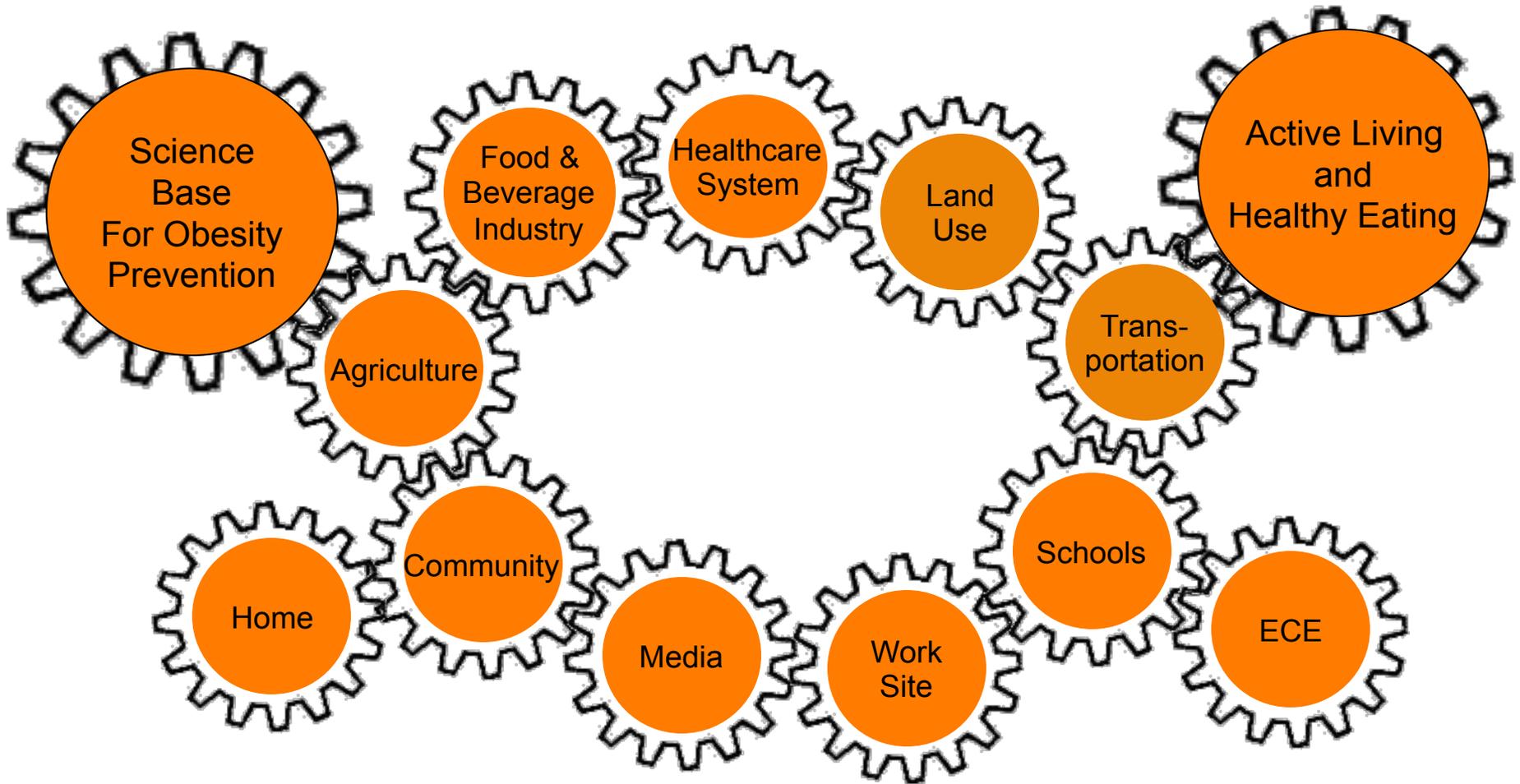
LET'S MOVE CHILDCARE



www.healthykidshealthyfuture.org

PARTNERSHIPS

PARTNERSHIPS







Collaborative
Multi-Strategy

Statewide

Evidence-Based

Nutrition & Physical Activity

Zero to Five Year Olds

Families

Community Partners

Stakeholders



Department of
Public Instruction
 • Department of Health
Services • Department of
Children and Families • University of
WI-Madison • Supporting Families
Together Association, Child Care Resource
& Referral Agencies & Family Resource
Centers • WI Council on Children &
Families • WI Early Childhood
Association • UW - Extension
 • WI Head Start Association
 • YMCA • Local Health Departments
 • American Academy of Pediatrics
 • WI Child Care Administrators
Association • WI Family
Child Care Association
 • 437 CACFP Wellness
Grant Pilot Sites • 35 Active
Early Pilot Sites • Early Care
and Education Providers
 • WI Technical Colleges
 • Celebrate Children Foundation
 • And Many More



Pilot Projects

20 Original Active
Early Sites



15 Active Early
2.0 Sites



437 CACFP Wellness
Grant Sites

95%

of pilot sites adopted a new or improved an existing physical activity policy.

“We will provide at least 120 minutes of teacher modeled/ supported active play time to all children each day. “

“Classroom activities and routines are designed so the children have many opportunities for movement throughout the day and are not sedentary for more than 30 minutes at a time.”

PEOPLE POWER

WISCONSIN OBESITY PREVENTION NETWORK

- Aligning partners across government, communities, advocacy and non-profit organizations, funders, researchers, and the corporate sector to address obesity in Wisconsin.
- Provides backbone support to the WI Early Childhood Obesity Prevention Initiative (WECOPI)

OUR KIDS

- YOU CAN HELP CHILDREN BUILD HEALTHY HABITS FOR LIFE.
- YOU ARE IN A UNIQUE POSITION TO EDUCATE PARENTS AND FAMILIES.
- YOU CONTROL THE ENVIRONMENT.



WHAT WILL BE OUR STORY?



STAND UP & TALK TIME (2 MIN)

- Turn to your neighbor and discuss something you have learned today and hope to take back to your center

JOIN ME...JOIN US!

QUESTIONS?

CONTACT INFORMATION

- **WI Early Childhood Obesity Prevention Initiative (WECOPI)**
 - **Molle Polzin (Co-Chair), WI Department of Public Instruction**
 - **Email: Molle.Polzin@dpi.wi.gov**
 - **Daithi Wolfe (Co-Chair) , WI Council on Children & Families**
 - **Email: dwolfe@wccf.org**
- **Amy Meinen, Wisconsin Obesity Prevention Network**
 - **Email: ameinen@wisc.edu**

PRIORITIES

WECOPI PRIORITIES

- Strengthen YoungStar related to nutrition, physical activity, and breastfeeding
- Strengthen licensing commentary around nutrition, physical activity and breastfeeding
- Expand Healthy Bites and Active Early
- Strengthen Family Engagement on this issue