PREVENTING CHILDHOOD OBESITY: SUCCESS DEPENDS ON US

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On behalf of the
WI Early Childhood Obesity Prevention Initiative

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

-US Surgeon General
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](http://theweightofthenation.hbo.com)
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
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)
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.
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**
1. Infant Feeding
   - For mothers who want to continuing 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.
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 youth garden-based nutrition education curriculum

A garden toolkit for implementing youth gardens
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

Developed by Community GroundWorks and WI Nutrition Physical Activity and Obesity Program in partnership with UW-Extension, Life Lab, Wisconsin Obesity Prevention Network, UW School of Medicine and Public Health, and UW Center Integrated Agricultural Systems
Health in Practice:  www.healthinpractice.org

Active Early & Healthy Bites:

Got Dirt? & Got Veggies?:

10 Steps to Breastfeeding Friendly Child Care Centers:

What Works in Early Care and Education:
http://www.dhs.wisconsin.gov/publications/P0/P00232.pdf
LET’S MOVE CHILDCARE

www.healthykidshealthyfuture.org
PARTNERSHIPS
Wisconsin Early Childhood Obesity Prevention Initiative
Collaborative
Multi-Strategy
Statewide
Evidence-Based
Nutrition & Physical Activity
Zero to Five Year Olds
Families
Community Partners Stakeholders
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?
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