



Strategies to Support and Encourage Healthy Active Living

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Thinking about goals...



Outcomes for this Session



- Review current information about early childhood weight, nutrition, and physical activity
- Review and discuss strategies to encourage parent support for children's healthy nutrition and physical activity
- Identify strategies to share with staff and families back home

Acknowledgement

The content for the NCH Healthy Active Living resources was derived from the American Academy of Pediatrics Institute for Healthy Childhood Weight Healthy Active Living for Families project.





Early Childhood Weight, Nutrition, and Physical Activity

Nationally...

- Almost 10 percent of infants and toddlers have high weights for length.
- Slightly over 20 percent of children aged 3 to 5 are overweight or obese.
 - 28-34% of children in Head Start
- Approximately one in five children is already carrying excess weight as he or she enters kindergarten.



Did you know...

- Overweight preschoolers are more likely to become overweight and obese school students.
- 80% of obese adolescents become obese adults.
- More specifically
 - Children assume the eating practices of the family.
 - BMI is predictive of obesity in childhood and later life.



Important Factors in Onset of Obesity

- Maternal weight gain during pregnancy
- Rate of weight gain during infancy
- Breastfeeding
- Introduction of complementary foods
- Diet quantity and quality
- Parent feeding practices
- TV viewing time
- Physical Activity
- Sleep Routine
- Family Meals

Key areas where Early Head Start and Head Start already has policy and/or can influence behavior



What do we know?



- In general, most young children:
- Are not eating enough fruit and vegetables (if any).
 - If they are eating vegetables it is usually limited to the starchy ones (i.e. potato and corn).
 - Many consume sugary drinks, cereal, and snacks on a daily basis.
 - Spend more time in front of a screen (TV, computer, phone, tablet, etc.) than other generations.
 - Sleep less than recommended amount.



More About Current Eating Patterns



- Approximately 30% of children consumed no vegetables on the survey day, and 20% - 30% children consumed no fruit on survey day.
- Approximately 30% of children are consuming presweetened cereals.
- High caloric density foods are frequently consumed as snacks.
- 27% of 12-23 mo children consumed a sugar drink daily.

Nutrition at Head Start

- 70% of Head Start programs reported serving only nonfat or one percent fat milk.
- 94% of programs reported that each day they served children some fruit other than 100% fruit juice.
- 97% reported serving some vegetable other than fried potatoes.



Nutrition at Head Start

- 91% reported serving fruit and vegetables as daily practices.
- 66% of programs said they celebrated special events with healthy foods or nonfood treats.
- 54% did not allow vending machines for staff.



Small Changes Can Make A Difference

• *Specific food choices matter*

- Eliminating only 33 calories per day can reduce levels of obesity in young children and this can be achieved by serving.

More often	Less often, smaller portions
Fruits	Sweets, esp sweet beverages
Colorful veggies	French Fries
Yogurt, bananas, hot cereal	Pizza, cookies, hotdogs



Current Physical Activity Patterns

- Infants who spend too much time in confining equipment such as car seats, swings, bouncy seats, exersaucers, or strollers may experience delayed motor skill development.
- Many children less than 5 years of age fail to get at least 60 minutes of moderate to vigorous activity per day.



Current Physical Activity Patterns

- Sedentary activity for young children has been shown to range from 32.8 to 56.3 minutes per hour.
- Playing outside often yields more active play than playing indoors.



Physical Activity at Head Start

- 89% of programs reported having an on-site outdoor play area at every center.
- 73% reported that children were given unstructured gross motor activity for at least 30 minutes each day.
- 56% reported both unstructured and structured activity as daily practices.



What We Know About Screen Time

- Screens are more prevalent than ever.
- 61% of children younger than 2 are exposed to television and spend approximately 1 hour and 20 minutes a day watching television.
- 30% of children aged 0 to 3 have televisions in their bedrooms.
- 39% of toddlers are using mobile devices for entertainment.



Healthy Active Living Focus Groups Spring 2013



3 KEY THEMES

- Healthy childhood weight is a **high priority** concern
- Back to **basics**
- **Consistent** messaging surrounding HAL



KEY THEMES - Priority

- Greater HAL integration in the classroom

They believe it's a health issue, not a classroom issue...

If it's a stand-alone thing, teachers are gonna say 'I'm never gonna have time to do it'...it has to be integrated

I'd like to see, and I know there is a program out there, but curriculums – physical activity and healthy nutrition curriculums that tie right into the curriculums that we're already using



KEY THEMES - Priority

- Greater integration of HAL into the broader Head Start framework

...in Family Services they've got their Parent/Family/Community Engagement Plan but for health we don't have anything like that

There has to be a school readiness goal, well why can't there be a health goal? Why can't there be a healthy active living goal? Why is it that we can't have that goal?



KEY THEMES – Back to Basics

- Needed: **Basic** HAL resources to educate and support
 - *Children and families*
 - *Teachers and other staff* who work closely with families

...we need to start from square one and just build on it to where our staff feels comfortable in talking about it. They can't live it if they don't know about it.

It's not educating just the parents but the staff

...I'll talk to the teachers and they'll say 'Well, I'm not comfortable bringing that up' because the parent is overweight



KEY THEMES – Consistency

- Desire for **consistent messaging** surrounding HAL

What would be helpful is to have one message that would come from the NCH...one message in terms of how we educate families about nutrition and other health topics

...it's a knowledge base for everyone so we all have the same common language, same talking tools, same skill set. So when we're talking with parents, we're repeating the same story whether it's the teacher, the family worker, the nurse, the director or the bus driver.



Parent Perspectives



Parent Perspectives

- “Obesity”
- “Weight”
- Focus on future outcomes
- Limited knowledge

- Respecting parent experience and knowledge
- Explanation of “why”
- Specific action steps

What have we heard from HS Staff?

- Barriers for families:
 - Access to healthy foods and safe places for play
 - Knowledge about healthy active living
 - Cultural barriers



What have we heard from HS Staff?

- Need help with:
 - Communicating with families around obesity.
 - Addressing cultural barriers to healthy living.
 - Engaging families in healthy living.
 - Improving staff wellness.
- Would like:
 - More plain language and culturally appropriate education materials for staff and parents/families.





Strategies to Support Healthy, Active Living



Ways you can support success for families who want a plan for a healthier more active life

- Create a trusting partnership with the family
- Provide information and resources
- Establish group sessions
- Link to another family (peer support)
- Small steps to success and positive reinforcement



Goal-Setting with Families



- SPECIFIC
- MEASURABLE
- ACTION-ORIENTED
- REALISTIC
- TIME-SENSITIVE



Identifying WHAT to Change

- | | |
|--|---|
| What do we want to do? | What does the family want to do? |
| How can we get “buy in” from the families that we serve? | What motivates this family? |
| How do we develop a plan? | How do we support the family to develop a plan? |
| How do we follow-up? | What follow-up will best support this family? (frequency, method) |



A Simple Framework



LET'S MOVE! ChildCare

- 5 • Food: Fruits or vegetables at every meal, no fried foods, family style.
- 2 • Screen time: None for <2yo; 30min/wk during child care.
- 1 • Physical activity: 1-2h/d, outside play when possible.
- 0 • Beverages: Water access at meals and throughout day; no sugar drinks; for > 3yo, LF or NF milk; limit juice to 4-6 oz 100% juice/day.
- + • Infant feeding: Support breastfeeding for mothers who want to continue during the child care day.



SHAREBACK

LARGE GROUP DISCUSSION



What will you do next?



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Healthy Active Living For Families Resources



Material Resources:

- Head Start Body Start
- I am Moving I am Learning
- Little Voices for Healthy Choices
- Let's Move Childcare
- Nature Based Learning
- Growing Healthy Flipchart and tearpad



Online resources

- USDA
 - Eat Smart Play Hard
 - Team Nutrition
- Healthy Active Living for Families
- Let's Move
- Choose My Plate
- Eat Right.org



Additional Resources

- <http://www.nourishinteractive.com>
- <http://www.learningzoneexpress.com>
- <http://www.nfsmi.org>
- <http://www.myplate.gov>
- <http://www.ewg.org/goodfood/>
- <http://www.healthychildren.org>
- <http://www.activelivingbydesign.org/>



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