

Wisconsin's Efforts to Address Childhood Obesity in Early Childhood

Amy Meinen, MPH, RD; Nutrition Coordinator
Nutrition, Physical Activity & Obesity Program
Wisconsin Department of Health Services

Anne Carmody; Child Care Program Specialist
Wisconsin Department of Children & Families [In Attendance]
9/24/09



Presentation Outline

- 2-5 Year Olds in Wisconsin
- Wisconsin's Efforts to Prevent Obesity
 - CDC-Funded Program
 - Wisconsin Partnership for Activity & Nutrition (WI PAN)
 - Wisconsin Early Childhood Obesity Prevention Initiative
 - Formative Research/Statewide Intervention
 - WI PAN Breastfeeding Committee
- Wisconsin Legislative Efforts
 - Quality Ratings System
 - Next Steps



Regulated Child Care in Wisconsin

Programs are required to be licensed if they care for 4 or more children under age 7 who are unrelated to the provider. There are 2 types of licensed care which include:

- Family Child Care Centers licensed to care for between 4 and 8 children, usually in a provider's home
- Group child Care Centers licensed to care for 9 or more children



Regulated Child Care in Wisconsin

- Certification is a voluntary form of regulation available to those programs that are not required to be licensed
- Certified programs are limited to no more than 3 children unrelated to the provider and under the age of 7 in care with ability to care for 3 additional children (either related to the provider or over age 7) for a total of 6 children



Regulated Child Care in Wisconsin

- Certified Programs
 - Family 3,130 providers with an estimated maximum capacity of 10,000 children
 - School-age only 23 programs with a maximum estimated capacity of 20,000 children
- Licensed Family 2,910 centers with an estimated maximum capacity of 30,000 children
- Licensed Group 2,513 centers with an estimated maximum capacity of 184,832 children
- Total estimated maximum capacity of children in some form of regulated care is **244,834** children.



Current State

64.9% of Wisconsin adults are considered overweight or obese (BRFSS)

25.1% of Wisconsin high school students are considered overweight or obese (YRBS)

Of Wisconsin children 2-4 participating in WIC, 29.3% are overweight or obese (PedNSS)



Wisconsin's Efforts



Nutrition, Physical Activity & Obesity Program

- 4.5 FTEs
- 5-year Cooperative Agreement with the Centers for Disease Control and Prevention (2008-2013)
- Wisconsin is 1 of 25 funded states for obesity prevention



Nutrition, Physical Activity & Obesity Program

- Help promote and implement the State Plan
- Provide Technical Assistance
- Assist with the design, implementation, and evaluation of interventions to address obesity
- Expand and Strengthen Partnerships
- Develop and Disseminate Resources



Six Key Behaviors to Prevent Obesity

- Increase Breastfeeding
(Initiation, Duration, & Exclusivity)
- Increase Consumption of Fruits and Vegetables
- Decrease Consumption of High-Energy Dense Foods (e.g. candy, chips, cookies)
- Decrease Consumption of Sugar-Sweetened Beverages
- Increase Physical Activity
- Decrease Television/Screen Time



Wisconsin Partnership for Activity and Nutrition (WI PAN)

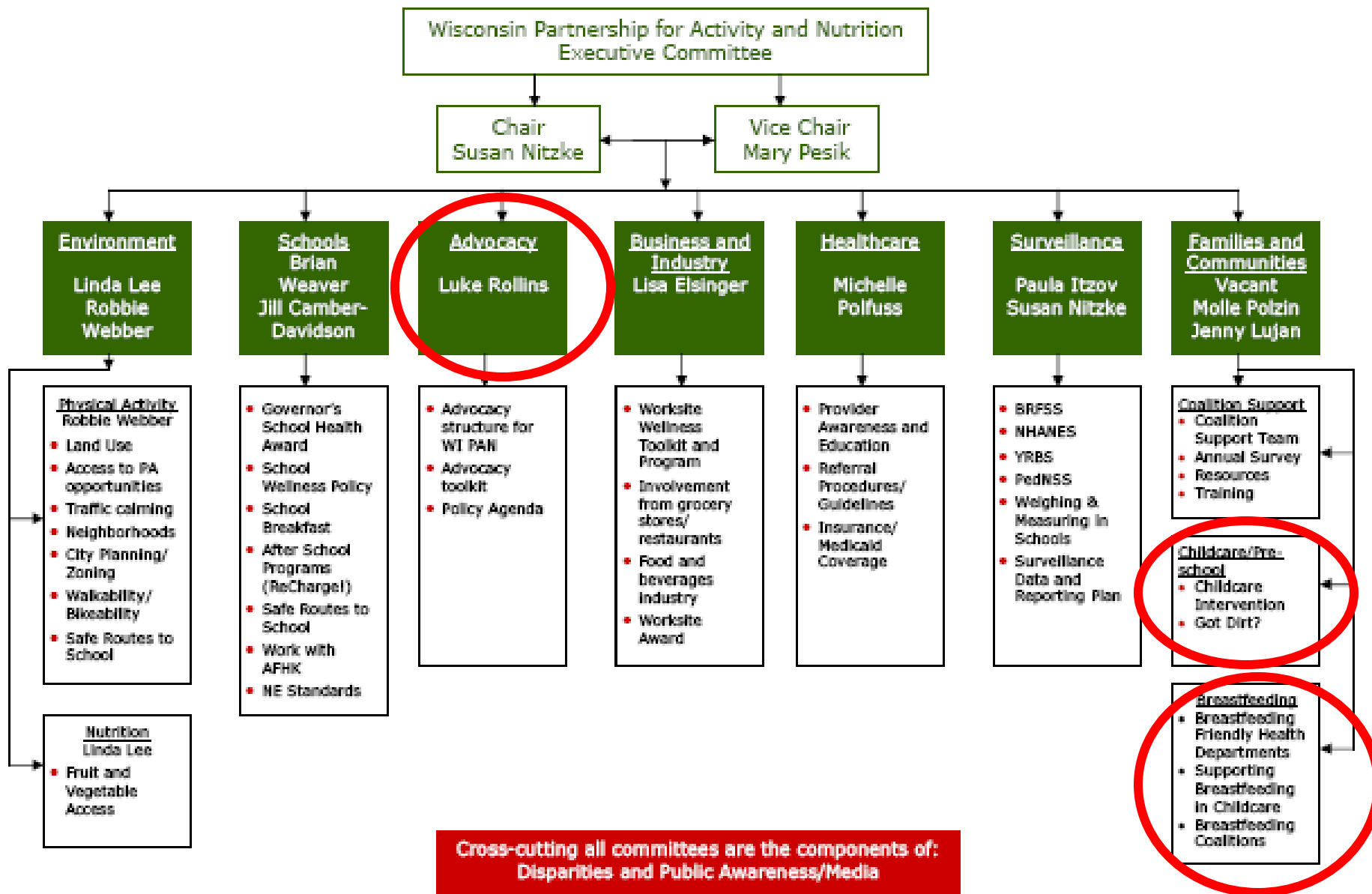
Mission:

To improve the health of Wisconsin residents by decreasing overweight and obesity, improving nutrition and increasing physical activity

- 200+ members; over 120 organizations
- Seven standing committees
- WI PAN meets quarterly; committees meet more frequently
- Statewide Plan for Addressing Obesity



Wisconsin Partnership for Activity and Nutrition Organizational Chart



WI Early Childhood Obesity Prevention Initiative

Mission: To develop and implement a collaborative statewide multi-strategy, evidence-based initiative to enhance nutrition and physical activity among 2-5 year olds and their families by engaging providers, families, community partners, and other stakeholders.

Membership (WI PAN Committee too):

- Dept. of Public Instruction (DPI)
- Dept. of Health Services (DHS)
- Dept. of Children and Families (DCF)
- Community Coordinated Child Care (4-C)
- University of Wisconsin-Extension
- Wisconsin Early Childhood Association (WECA)
- Supporting Families Together Association (SFTA)



Background of Initiative

- Convened to discuss & address childhood obesity epidemic
- Target audiences selected:
 - *Primary*: Early childhood education & care providers
 - *Secondary*: Agencies that support providers
- Partnerships & workgroups established
- Applied for funding; not selected
- CDC funding (via NPAO) used to subcontract for formative assessment



Initiative Progress To Date

- Extensive literature review conducted
- Formative Assessment conducted
 - Key informant interviews with organizations that support providers
 - Focus groups with providers
 - Head Start interviews
 - Observations of centers and homes
- Thorough qualitative analysis



Key Findings of Stakeholder Interviews

- **Policy & regulation needed at varying levels**
- **Collaboration desired & needed**
 - Needs assessment, best practices, raise awareness
- **Funding is lacking**
 - Organizations, education, training, equipment, quality care, food, to spark collaboration
- **Significant barriers exist**
 - Competing priorities, time, money, parent/provider involvement, lack of resources
- **Education needed for providers & parents**
- **Overall willingness to support the initiative**



Key Findings of Provider Focus Groups

- **Parent-Provider relationship**
 - Parents are a key component to the issue
 - The relationship is challenging
- **Food preparation**
 - Buying, preparing, serving food to children
- **Physical Activity**
 - Lack of priority, skills, knowledge, space, equipment
- **Lack of Resources**
 - Funding, time, space, education
- **Adult role modeling of behaviors**



Next Steps of Initiative

- Increase involvement and partnerships
 - Statewide Early Care and Education Forum
- Continue formative assessment
 - Parent focus groups
- Revise *What Works in Child Care* (evidence-based recommendations)
- Design & implement statewide intervention



WI PAN Breastfeeding Committee

- Ten Steps to Breastfeeding Friendly Childcare Centers
 - http://dhs.wisconsin.gov/health/physicalactivity/pdf_files/BreastfeedingFriendlyChildCareCenters.pdf



WI Legislative Council Study

- WI PAN Advocacy submitted a study proposal on Childhood Obesity Prevention to WI State Legislature
- Study selected in 2007; convened July 2008-March 2009
- Study resulted in 4 bills
 - Quality Ratings System for Childcare
- Bills to be introduced--Fall 2009



WI Legislative Council Study

- Quality Ratings System for Childcare Bill
 - http://www.legis.state.wi.us/lc/committees/study/2008/LPOP/files/0385_2.pdf
- Establish a child care quality rating system that rates the quality of the child care provided by a child care provider licensed under s. 48.65. (adds a wellness component)



WI Legislative Council Study

Bill Focused on Adding a Wellness Component:

- Developmentally appropriate nutrition education provided to children by the provider
- Developmentally appropriate physical activity that is included in the provider's program
- The nutritional value of food and beverages served to children by the provider
- Any other nutritional policies implemented by the provider



Quality Ratings System

Governor's State Budget Proposal

- DCF drafted QRS Proposal (2004)
 - <http://www.wisgov.state.wi.us/docview.asp?docid=1736>
- Governor Jim Doyle has attempted to fund this proposal via the state budget process
- Passed in State Budget (2009); however no funding was allocated
- DCF currently putting together funding proposal for State Legislature



Next Steps

- WI PAN Advocacy tracking bills; beginning to build grassroots/advocacy efforts
- DHS/DCF will continue to work together; adding wellness components/nutrition & physical activity indicators to QRS proposal to State Legislature
- Engage Governor's Council on Physical Fitness and Health and the newly formed Governor's Advisory Council on Early Childhood Education & Care



Contact Information

- Amy Meinen, Wisconsin Department of Health Services
 - Email: Amy.Meinen@Wisconsin.gov
 - Phone: 608-267-9194
- Anne Carmody, Wisconsin Department of Children & Families
 - Email: Anne.Carmody@Wisconsin.gov
 - Phone: 608-267-9761

