Objectives

- Importance of healthy maternal weight.
- Strategies to address healthy behaviors in early childhood.
- Movement as a learning tool and modifications for children with special health care needs.
Health Equity:
• All people deserve to live healthy lives.
• Barriers exist.
• Community involvement.
Predictors of Early Childhood Obesity

Before Birth  At Birth  Early Life  Disparities
A Maternal Child Health Focus

Lady Gaga - woman of child bearing age

Jennifer - ready to deliver

Helena Christopfel - 4 months

Hadley Miller - 4 years
CO women are entering pregnancy at higher BMIs, increasing their morbidity risk and their infant’s risk of becoming overweight in early childhood.

- On average, women retain 7-10 lbs per pregnancy over the life course.
- Prevalence of increasing BMIs is significantly greater for some racial/ethnic groups.
- Lower income populations have fewer opportunities to engage in or have less access to healthy eating, active living environments.

Maternal Weight Overview

- Healthy weight before pregnancy
- Gestational weight gain within recommendations
- Decreasing postpartum weight retention
- Avoiding inter-pregnancy weight gain
CO Pre-pregnancy trend data

BMI by Year

% of Sample Population

Year

2011 2012 2013 2014 2015

Healthy Weight

Underweight

Obese

Overweight
National pre-pregnancy obesity 2011-2014

[Map showing obesity rates across the United States with different states shaded in various colors to indicate different levels of increase.]
CO Pre-pregnancy BMI rates of change from 2008-2015

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Healthy Weight</th>
<th>Overweight</th>
<th>Obese</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black/African American</td>
<td>-12.4%</td>
<td>6.5%</td>
<td>19.5%</td>
</tr>
<tr>
<td>White, Hispanic</td>
<td>-9.6%</td>
<td>3.3%</td>
<td>17.3%</td>
</tr>
<tr>
<td>White, non-Hispanic</td>
<td>-4%</td>
<td>5.1%</td>
<td>12.1%</td>
</tr>
</tbody>
</table>

Department of Public Health & Environment
Pregnancy Health Risks

- Gestational Diabetes
- Hypertension
- Preeclampsia
- Cesarean Deliveries
Postpartum Health Risks

- Less likely to breastfeed
- Cardiovascular Disease
- Postpartum Depression
- Lifelong Obesity
- Type 2 Diabetes
Infant Health Risks

- Increased mortality risk
- Prematurity
- Stillbirth
- Macrosomia
- Congenital abnormalities
Child Health Risks

Excessive growth from birth to age 3

Lifelong chronic diseases
Multi-generational impact
If overweight or obese at 18 months, 2x more likely to be obese at age 4-6

Rapid increases in first 6 months associated with increased risk of obesity at age 3

60% of overweight preschoolers remained overweight at age 12

84% of obese children become obese adults

100% of severely obese children become obese adults

Wheeler, 2013; NIHCM Research Brief, 2004
Obesity among WIC participants ages 2-4
Declining Childhood Obesity Rates

COLORADO WIC CHILDREN AGES 2 THROUGH 4 YEARS COMBINED OVERWEIGHT AND OBESE RATES
Early Childhood Obesity Inequalities
State ECOP Strategies
1 Breastfeeding

Baby-Friendly hospitals
• Colorado Baby-Friendly Hospital Collaborative.

Breastfeeding-friendly child care
• Breastfeeding in Child Care Toolkit with resources.

Lactation accommodation in the workplace
• Federal and State laws.
• Training and resources.
Sphere’s of Influence
2 Consistent Messaging

- Address 8 behavioral factors most promising in preventing obesity in early childhood.
- Audience-tested.
- Maximize messaging and education efforts.
By increasing the visibility and repetition of our messages, we collectively make a greater impact for Colorado children.
9 Ways to Grow Healthy Colorado Kids

**English**

- **Healthy eating and staying active** while you are pregnant matters for you and your baby’s health.

- **Gaining the right amount of weight** during pregnancy helps you have a healthy baby.

- **There’s no power like parent power.**

**Spanish**

- **Comer sano y mantenerse activa** durante el embarazo es importante para usted y su bebé.

- **Ganar peso adecuado** durante el embarazo le ayuda a tener un bebé sano.

- **¡Usted es el mejor ejemplo!**

- **Para saber más**, consulte a su médico y a su clínica médica o de la familia.
9 Ways to Grow Healthy Colorado Kids

**English**

1. **Trust your baby to know how much she needs to eat.**
   - Your baby will show you cues of hunger and fullness and will trust you to respond.

**Spanish**

2. **Amamante a su bebé y se beneficiarán los dos.**
   - Roscón con la madre: Asegúrese de que su bebé toma la leche sin problemas.

3. **Confíe en su bebé, él sabe cuanto necesita comer.**
   - Utilice sus cuerpos y haga ejercicios como juegos para hacerlo saber cuando necesita comer, no comer o dormir.

4. **Rethink your drink. choose water.**
   - Extra calories from sugar-sweetened beverages may lead to weight gain.

**Spanish**

5. **¿Tiene sed? ¡Tome agua!**
   - Las calorías de los líquidos azucarados pueden hacer que aumente peso.

**Department of Public Health & Environment**
9 Ways to Grow Healthy Colorado Kids

**English**

- Help your child sleep better in a TV-free space.
- Give your child nutritious food and active play for a healthy future.
- Turn off the TV and play together as a family.

**Spanish**

- Ayude a su niño a dormir mejor en un espacio libre de TV.
- Dé a su hijo comida nutritiva y juegos activos para un futuro sano.
- Apague la TV y juegue en familia.
Collaborating with Partners

**STEP 1**
- Present to community partners
- Engage in marketing/outreach (e.g. social media, newsletter articles)
- Share messaging materials

**STEP 2**
- Partner organization:
  - Child care providers
  - Primary care providers
  - Libraries
  - Grocery stores
  - Health clinics

**STEP 3**
- Parents
- Caregivers
- Pregnant moms
- Grandparents
Partners

Local Public Health Agencies
Libraries
Non-profits
Child care centers and homes
Home visitation programs
Early Childhood Councils
Family resource centers
Community health centers
Child and Adult Care Food Program
WIC
Schools
Health care and dental clinics
Hospitals
Recreation centers
Using Messages

Public waiting areas or classrooms
Bulletin boards
New baby/family welcome bags
Breastfeeding promotion in child care
Parenting support group
Back to school night
Biggest loser competition
Organization newsletters
Parent education
Use them everywhere!
Messaging Awareness Survey

- Over 1700 responses
- Measured message awareness and behavior change
- Messages seen/heard most by both groups:
Behavior Change

English

Spanish
Least Familiar Message
Resources

- Downloadable posters and handouts
- Newsletter templates
- Provider talking points
- Social media toolkit
- Poster presentation
- Outreach flyer
- Video
- Electronic order form

Google:
One Stop ECOP Shop
3 Healthy Behaviors

- Structured physical play in early care and education (ECE) settings
  - Training, coaching and resources.

- Healthy eating, responsive feeding, healthy sleep practices, limited screen time in ECE settings
  - Partner training, coaching and resources.
Physical activity benefits go beyond obesity prevention!

- Develop motor skills.
- Build strength, flexibility, and endurance.
- Develop and maintain strong bones.
- Improves social skills and brain development.
- Build self-confidence.
- Reduce stress and depression.
- Improve sleep.
- Fewer behavioral and disciplinary problems.
Components of Physical Activity

- Structured
- Free Play
- Gross Motor
- Moderate to Vigorous Physical Activity (MVPA)
Preschoolers

All children should participate daily in:

• 2-3 occasions of active play.
• 2+ structured activities or games that promote movement.
• Continuous opportunities to develop and practice age-appropriate movement skills.
• Ample time to do MVPA.
Caregivers
Role

- Facilitate participation.
- Make it happen anywhere.
- Repetition is key.
- Change up activities.

Integrate:
- School readiness skills.
- Motor skills for development.
- Music and nutrition.
Some children may need help:

- Communicating
- Attending to tasks
- Increasing or decreasing activity level
- Understanding instructions
- Sharing and getting along with others
Important to include ALL children at an early age.

Attitudes are forming in young children.

Children can learn acceptance of others who may be different.
5 Step Plan

- Safety First
- Integration of Wellness
- Make the Connection
- Increase Participation
- Promote Healthy Lifestyles
Adapting Physical Activity to Include All Students

Alter speed, duration, space used, equipment and/or rules:

• Slow down.
• Reduce duration.
• Utilize a smaller playing area.
• Use different kinds of balls that are easier to hold, throw or see.
• Provide rule adjustments that increase incentives to include every team member.
• Provide a peer-helper to participate with a student with special needs.
• Ask students to create activities that are inclusive.
• More ideas at PE Central.
Baseball

• Larger or small bat.
• Velcro balls and mitts.
• Batting tee.
• Closer bases and pitchers mound.
• Larger ball.
• Count to 10 before tagging out.
• Players without disabilities play regular depth defense.

Photo credit: South Jersey Times
General Teaching Strategies

• Simplify instructions and equipment.
• Give visual, oral and kinesthetic cues.
• Repetition.
• Role model.
• Use communication systems.
• Eliminate elimination games.
Questions?
THANKS!

More questions?
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