The Governor’s Early Childhood Advisory Council & The WI Early Childhood Obesity Prevention Initiative (WECOPI)

October 5, 2012
Wisconsin Public Health Council
Every Young Child will be Healthy, Nurtured, Safe and Successful
ECAC Child Priorities

- Quality Early Learning
- Safe and Healthy Children
- Stable, Nurturing and Economically Secure Families
ECAC System Priorities

- Screening and Assessment
- Data Alignment
- Public–Private Partnerships
- Professional Development
- Family & Community Partnerships
*The WI Early Childhood Collaborating Partners Action Team has been folded into this revised committee structure.*
**WI Structure for Early Learning and Development**

*Project teams aligned with ECAC system development & 3 focus areas with SC staff serving as liaisons.*

**ECAC Steering Committee**

**Cross Department Staff Team & Committee Liaisons**

- Comprehensive Screening and Assessment System
- Data Alignment
- Public Private
- Families & Communities
- Health & Safety
- Quality Early Learning

- Project Team: Screening & Assessment
- Project Team: EC-LDS
- Project Team: Public-Private Partnership
- Project Team: Family & Community Partnerships
- Project Team: Obesity Prevention
- Project Team: Preventive Oral Health
- Project Team: Professional Development Initiative

*The Wisconsin Early Childhood Collaborating Partners Action Teams have been folded into this structure.*

*Outside Individuals/Groups have an opportunity to participate in a project by indicating interest to the SC member chair or the project team leader.*
Obesity Prevention Project Team

Co-Chairs:
- Bridget Cullen, DCF
- Amy Meinen, DHS
- Molle Polzin, DPI
- Daithi Wolfe, WCCF

ECAC Steering Team Liaison:
- Linda McCart, DHS

Membership:
- Tara LaRowe, UW–DFM
- Gayle Coleman, UW–Extension
- Jill Hoiting, SFTA
- Jeanette Paulson, WECA
- Erin Gernetzke, WECA
- Anne Carmody, DCF
- Bev Anderson, WCCAA

**Charge:** Develop evidence-based recommendations and cross-sector implementation strategies for improving nutrition and physical activity to prevent obesity.
Prevalence of Overweight & Obesity among Wisconsin’s 2 to 4 Year Olds Participating in WIC
Why We Do this Work

- Eating and physical activity habits develop early

- Capacity to reach 170,000 children in the early care and education setting

- Children spend on average more than 31 hours per week in early childhood setting.
WECOPI
Wisconsin Early Childhood Obesity Prevention Initiative

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
The Timeline

2008
- Literature Review
- Curriculum Assessment
- Provider Focus Groups

Direct Program Observations
- Grant Writing
- Key Stakeholder Interviews

Environmental Assessments
- Parent Focus Groups
- Bi-State Provider Survey

2011
Pilot Projects

20 Original Active Early Sites

15 Active Early 2.0 Sites

437 CACFP Wellness Grant Sites
Teacher-Led Physical Activity

- All Sites
- Group Centers
- Family Providers

Evaluation Visit

- Baseline
- Midpoint
- Final

Minutes

90
80
70
60
50
40
30
Companion Guides

Healthy Bites
A Wisconsin guide for improving childhood nutrition

Active Early
A Wisconsin guide for improving childhood physical activity

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

52 Highly-Qualified Trainers Approved to deliver Wisconsin’s Evidence-based Physical Activity Training

An Expanded Licensing

commentary on Physical Activity and Nutrition

Infusion of Physical Activity & Nutrition into the Whole Context of Early Care and Education

729 Early Care & Education Programs have earned the Physical Activity Point in YoungStar
Spectrum of Opportunities for State Action in Early Care and Education (Ages 0-5 years)

Source: CDC Expert Panel, Sept. 2010
Obesity Prevention

- Screening and Assessment
- Referral Processes Specific to Obesity Prevention
- Height & Weight Measurements
- Program Participation (WIC, CACFP, Head Start, etc.)
- Public-Private Partnerships
- Early Childhood Longitudinal Data

Core Competencies
- Consistent Recommendations for all Professionals

Decreased Consumption of Sugar-Sweetened Beverages
- Preventive Oral Health

Increased Water Availability
- Breastfeeding Education

Family & Community Partnerships
- Farm to Preschool
- Home-Visiting

Professional Development Initiative