

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**

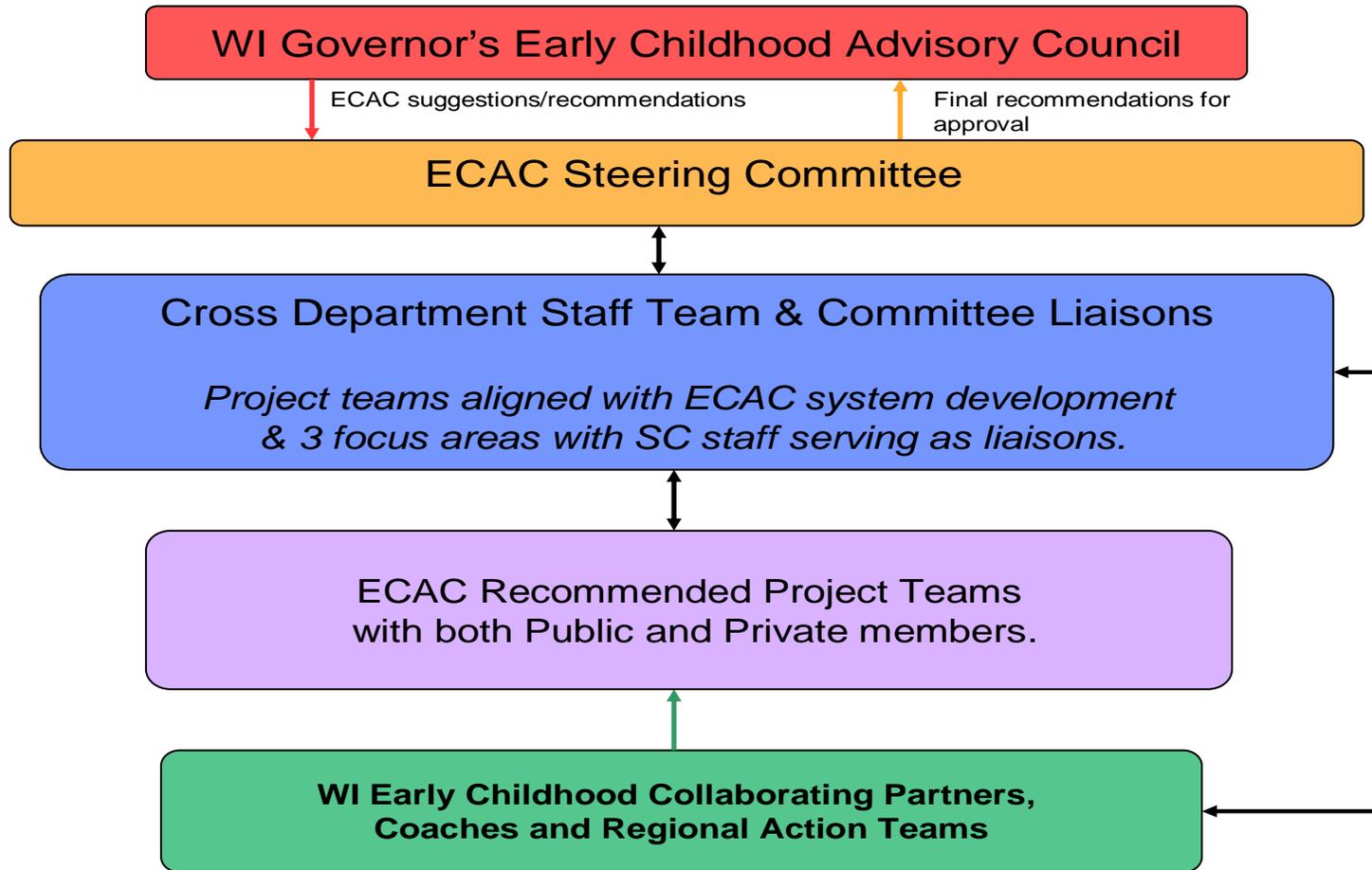
ECAC Child Priorities

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

- ▶ Screening and Assessment
 - ▶ Data Alignment
 - ▶ Public–Private Partnerships
 - ▶ Professional Development
 - ▶ Family & Community Partnerships
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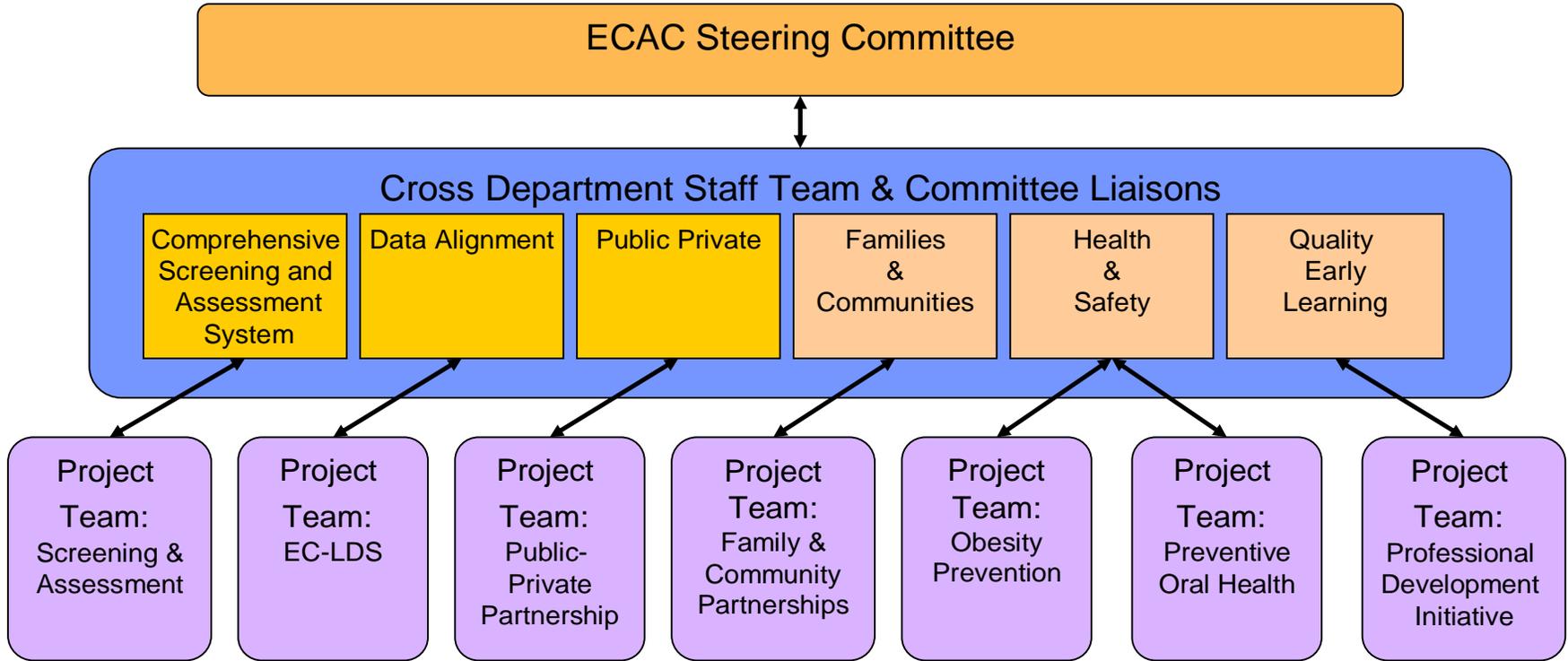
WI Structure for Early Learning and Development



*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.*



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

 ECAC Systems

 Focus Areas

Obesity Prevention Project Team

Co-Chairs:

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

ECAC Steering Team Liaison:

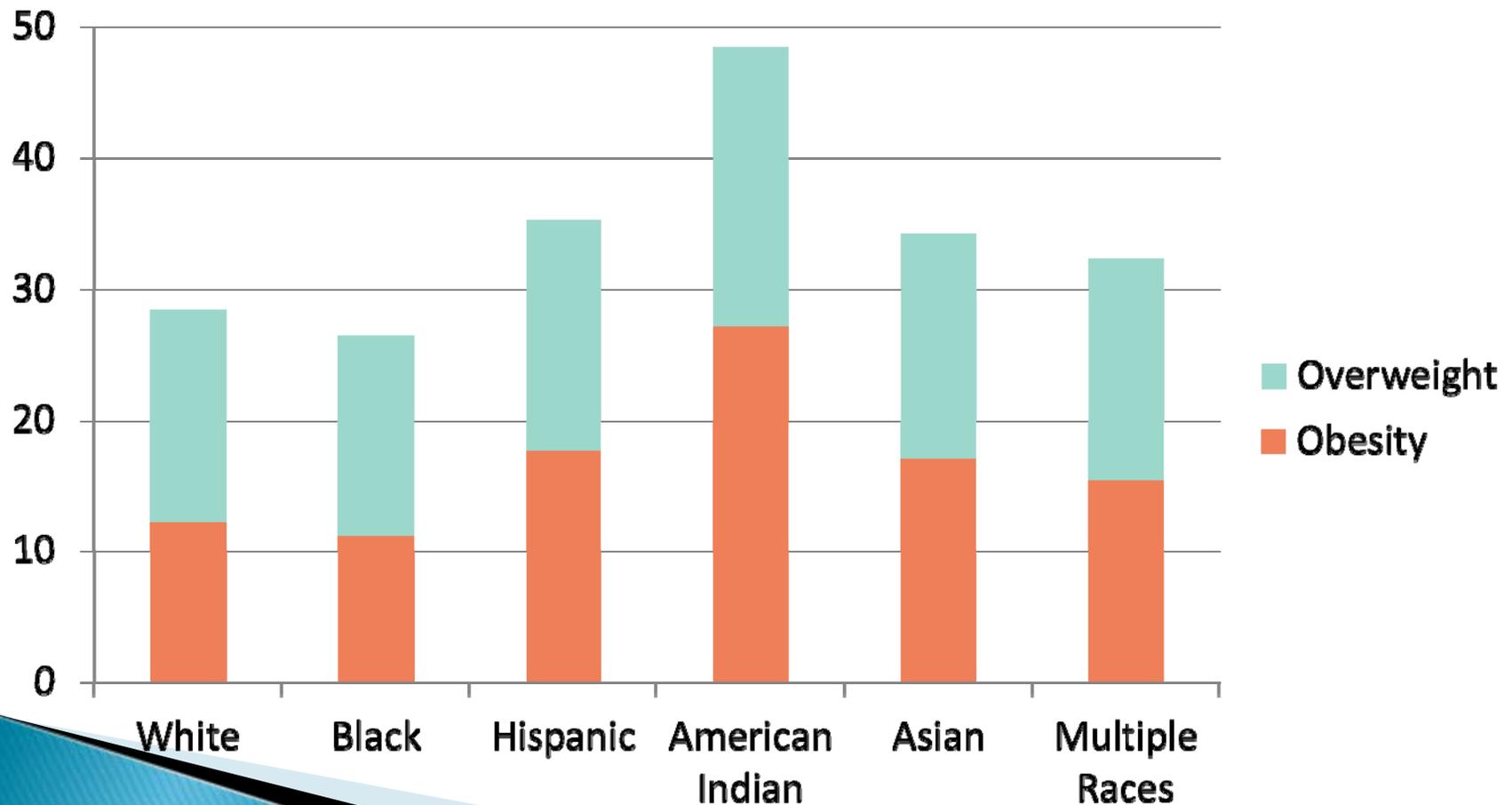
- Linda McCart, DHS

Membership:

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

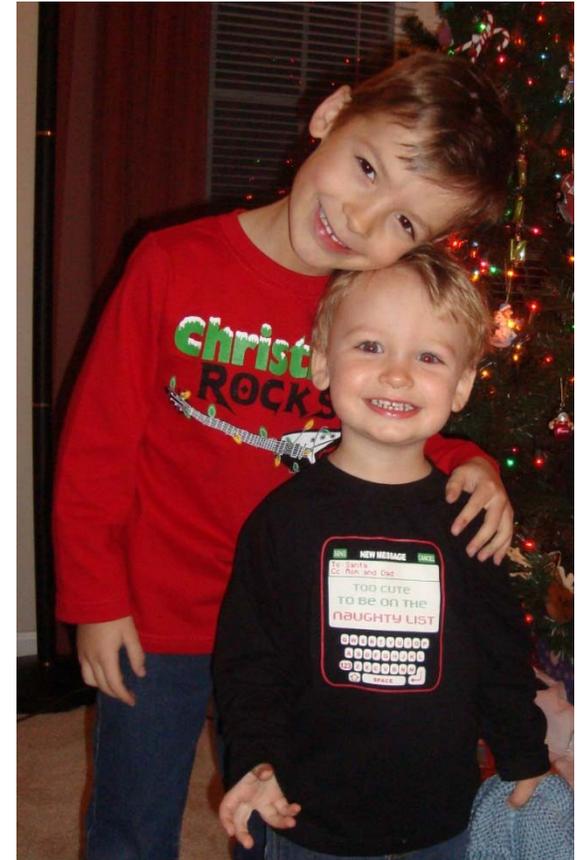
Charge: Develop evidence-based recommendations and cross-sector implementation strategies for improving nutrition and physical activity to prevent obesity.

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.





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

Direct Program Observations

Environmental Assessments

Curriculum Assessment

Grant Writing

Parent Focus Groups

Provider Focus Groups

Key Stakeholder Interviews

Bi-State Provider Survey

2011

2014-2015 BUDGET

ACTIVITIES

- 1. **Administrative**
- 2. **Programs**
- 3. **Capital**
- 4. **Reserve**



\$150,000

2014-2015

Pilot Projects

20 Original Active
Early Sites

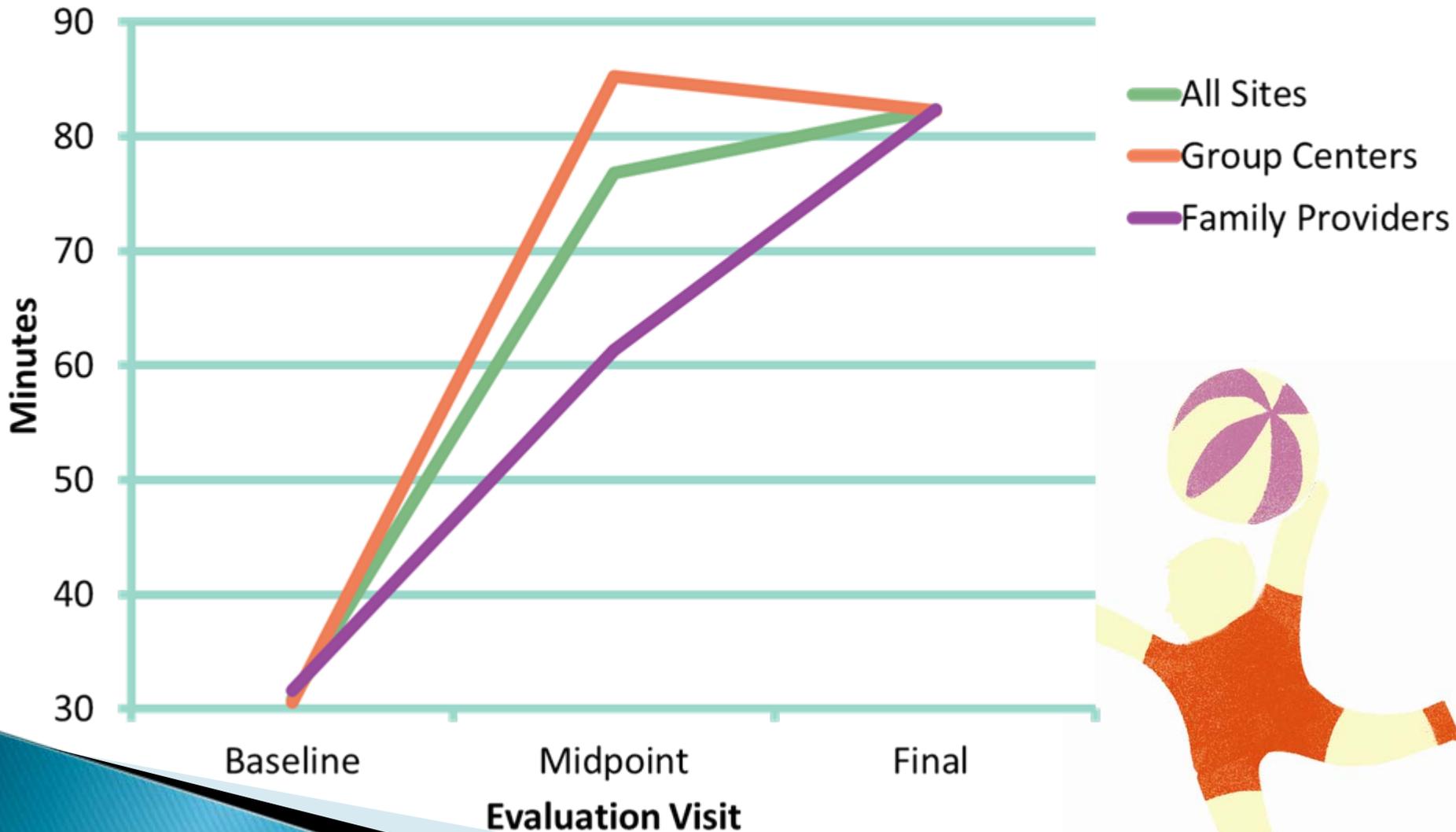


15 Active Early
2.0 Sites

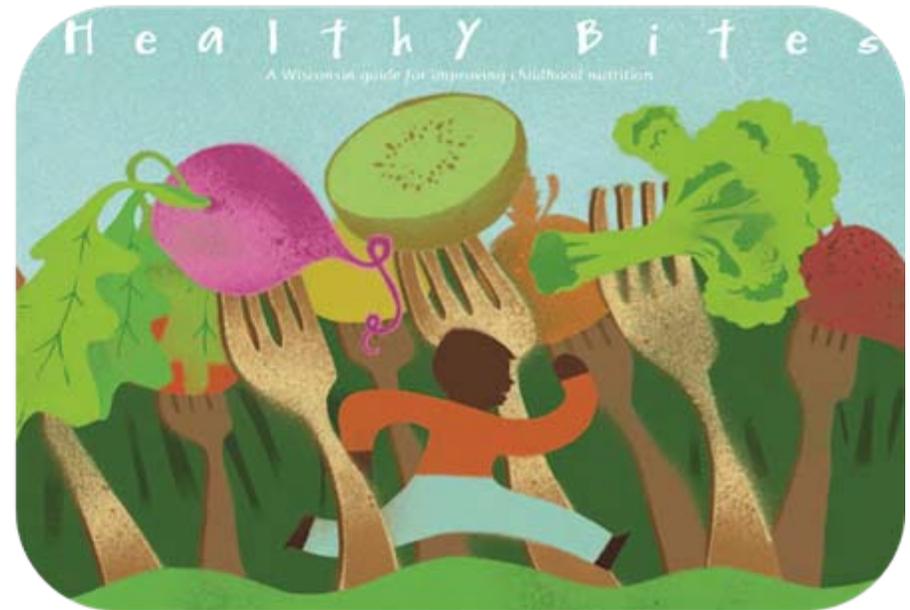


437 CACFP Wellness
Grant Sites

Teacher-Led Physical Activity



Companion Guides



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



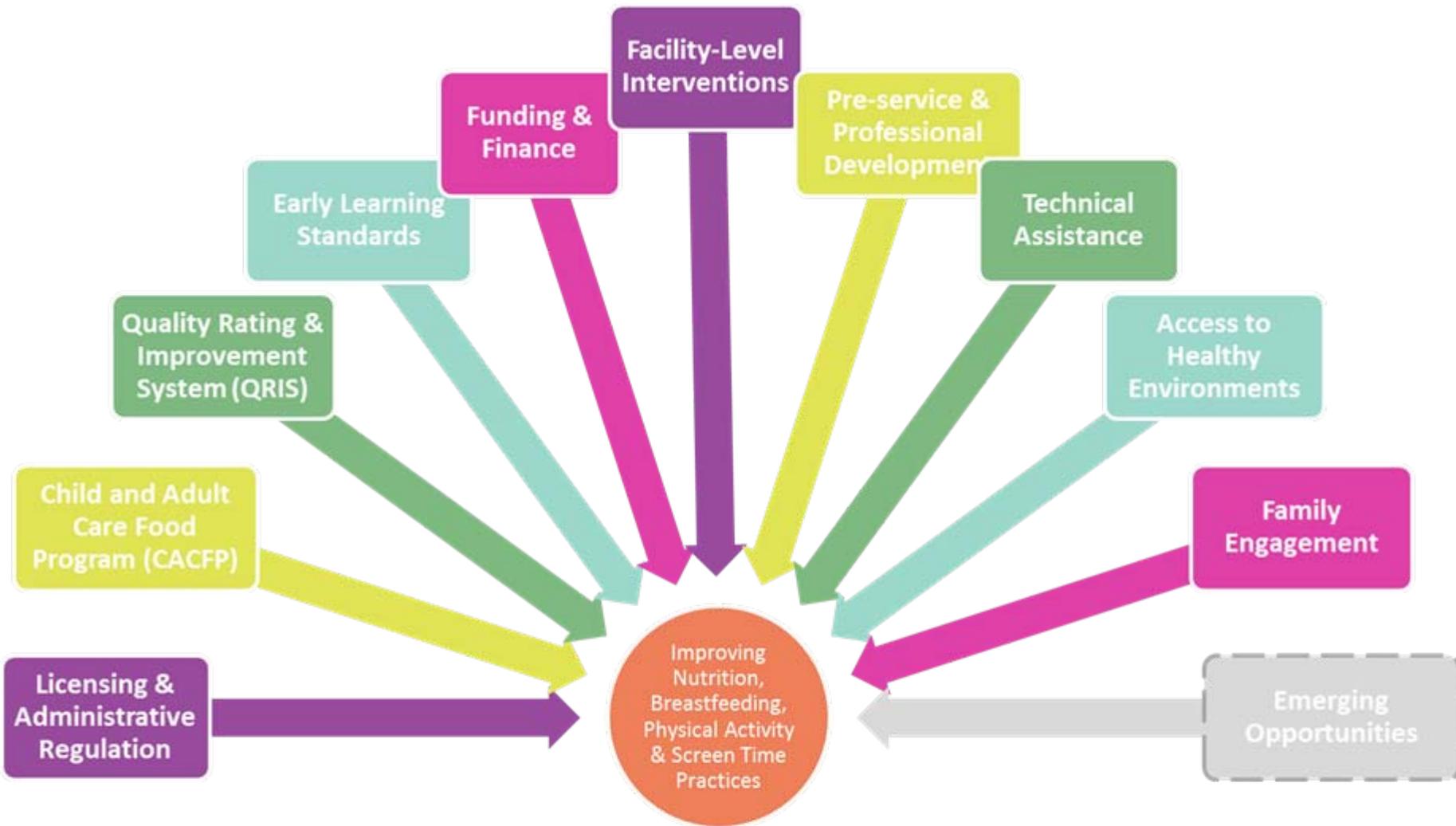
An Expanded Licensing **commentary** on Physical Activity and Nutrition



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)

