



NCIOM Task Force on Early Childhood Obesity Prevention

Review of the Task Force Charge & Work Product

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ECOP Task Force Charge

- Examine **evidence-based** and **promising practices** from **prior** North Carolina related task forces, as well as from the White House and national Institute of Medicine Committee on Childhood Obesity Prevention;
- Develop a **strategic plan** to prevent or reduce early childhood obesity in North Carolina that can serve as a blueprint for foundations, government, health professional associations, and other community groups interested in improving the health of young children, ages 0-5.





NCIOM Usual Task Force Process (not ECOP)

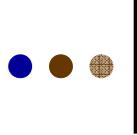
- Fact-finding phase:
 - Speakers offer their perspective on the issue.
 - Presentations may include research summaries and/or statistics, a description of a particular program, the challenges and opportunities a certain constituency faces, or national developments.
- Recommendation phase:
 - Task Force turns to developing, reviewing, refining, and approving policy recommendations based on the findings of the first phase.



Example of a Typical NCIOM Recommendation

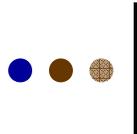
Clinicians should educate pregnant women about healthy weight gain during pregnancy.





ECOP Work Product

- Recommendations already exist
- Develop strategic plan that BCBSNC Foundation, other public and private partners can fund.
- Prioritize strategies based on:
 - Those areas that we have the greatest ability to influence or implement in North Carolina &
 - Those areas with the greatest potential impact



ECOP Strategy Example

- Clinicians should educate pregnant women about healthy weight gain during pregnancy.
- *Who will take the lead on this?*
 - *What other groups need to be involved?*
 - *How much funding would this require?*
 - *What other resources are needed to make this successful?*
 - *What performance measures should we include to evaluate the success of this initiative?*

