



## Community & Environment: Overview, Charge & Review

NCIOM Task Force on Early Childhood  
Obesity Prevention

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- **The Problem**
- Prior Work
- Task Force
- Community & Environment Group





## Problem of Childhood Obesity in NC

- Obesity impacts 1 in 4 children in NC
- 1 in 3 low-income preschool children are obese or overweight by age 5
- Hispanic and American Indian children aged 2 to 4 years have the highest rates of early childhood obesity.



2010 NC Pediatric Nutrition Surveillance System (PedNSS)



## NC versus US

- Since 1980, the obesity rate has more than doubled (from 5.0% to 12.4%) among children aged 2-5 years
- Prevalence of overweight (>85th percentile) for children under 5 Years of age
  - US: 16.5% (1983), 27.8% (2010)
  - NC: 13.8% (1983), 30.1% (2010)
- Prevalence of obesity (>95<sup>th</sup>) for children under 5 years of age
  - US: 7.7% (1983), 14.4% (2010)
  - NC: 6.8% (1983), 15.5% (2010)



Sources: Solving the Problem of Childhood Obesity Within a Generation, White House Task Force Report Journal of Occupational and Environmental Medicine, Oct 2010



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## **Prior Work to Prevent Childhood Obesity**

- National
  - Institute of Medicine of the National Academies
  - White House Task Force
- North Carolina
  - North Carolina Division of Public Health
  - North Carolina Task Force on Preventing Childhood Obesity (NCHWTF)
  - North Carolina Institute of Medicine





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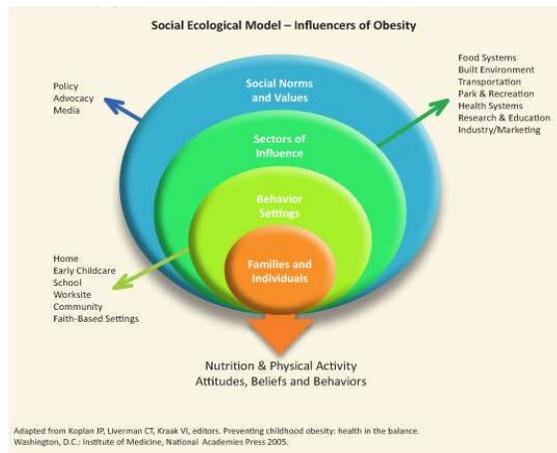


## Task Force Charge

- The NCIOM Task Force on Early Childhood Obesity Prevention will:
  - 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 to prevent early childhood obesity.
  - 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.



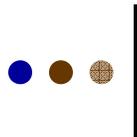
## Operationalizing the Charge



## Task Force Organization

- **Core Group:** experts including representatives of Blue Cross and Blue Shield of North Carolina Foundation, North Carolina Partnership for Children, state and local agencies, health professional associations, foundations, and consumer groups.
- **Topic Groups:**
  - Clinical (Met: October – December)
  - Community and environment (Meetings: January - May)
  - Public policies (Tentative Meetings: June - August)

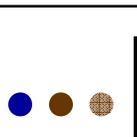




## Topic Group Process

The groups will:

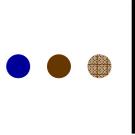
- Examine evidence-based and promising practices from prior North Carolina related task forces, as well as from the White House and national Institute of Medicine Committee on Childhood Obesity Prevention.
- Discuss barriers to implementing evidence-based and promising practices.
- Make recommendations to address barriers.
- Develop a strategic plan to address early childhood obesity in North Carolina.



## Example from Clinical Meetings

- **Recommendation:** In an effort to curb childhood obesity, North Carolina based medical schools, nursing and other health care professional schools should teach the basic principles of prevention including the benefits of healthful eating and physical activity, the importance of breastfeeding, and how to effectively counsel people to change health behaviors as part of the core curriculum. (NCHWTF)
- **Example of clinical strategic plan:** BCBSNC Foundation would create inter-educational counsel with small incentive grants to identify or develop curricula on early childhood obesity prevention to be built into health professional education programs.





## Strategic Plan

- NCIOM staff will write the first draft of the strategic plan, but throughout the process, the draft of the plan and recommendations will be sent to the core group and topical groups for review, comments and edits.
- The core and all topic groups will be brought together at the end of the process to review the plan and recommendations.



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## Existing Recommendations

**Institute of Medicine of the National Academies (IOM)**

Early Childhood Obesity Prevention Policies (2011)

**North Carolina Division of Public Health (NC DPH)**

Enhanced Nutrition Standards for Child Care: Final Report to the General Assembly (2010)

**North Carolina Health & Wellness Trust Fund (NCHWTF)**

Childhood Obesity in North Carolina: A Report of Fit Families NC (2005)

**North Carolina Institute of Medicine (NCIOM)**

Prevention for the Health of North Carolina: Prevention Action Plan (2009)

**White House Task Force on Childhood Obesity Report to the President**

**(WHTF)** Solving the Problem of Childhood Obesity within a Generation (2010)



## Categories of Existing Community & Environment Recommendations

- General
- Prenatal Care
- Breastfeeding
- Screen Time
- Physical Activity
- Faith-Based

*Note: In this meeting, we will focus on recommendations targeting child care settings*





## Childcare Recommendations

- The North Carolina Association for the Education of Young Children and other statewide associations working to improve the education, health and care for young children in NC should consider the benefits of adopting policies and programs that promote the benefits of proper nutrition and increased physical activity. (NCHWTF)
- State and/or private grant funding organizations in North Carolina providing grants for pre-schools and before/after school child care programs should give preference, when appropriate, to those applicants that demonstrate established high standards of physical activity and nutrition. (NCHWTF)



## Childcare Recommendations Continued

- Early childhood settings should support breastfeeding. (WHTF)
- Adults who work with infants and their families should promote and support exclusive breastfeeding for six months and continuation of breastfeeding in conjunction with complementary foods for 1 year or more. (IOM)
- Adults working with children should limit screen time, including television, cell phone, or digital media, to less than two hours per day for children aged two-five. (IOM)





## Additional Childcare Recommendations

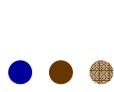
- The American Academy of Pediatrics (AAP) guidelines on screen time should be made more available in early childhood settings. Early childhood settings should be encouraged to adopt standards consistent with AAP recommendations not to expose children two years of age and under to television, as well as to limit media exposure for older children by treating it as a special occasion activity rather than a daily event. (WHTF)
- The community and its built environment should promote physical activity for children from birth to age five. (IOM)



## Community & Environment Meetings

- Friday January 20, 2012 (Community - Child Care)  
Friday February 17, 2012 (Community - Child Care)  
Friday March 16, 2012 (Community – Food Access)  
Friday April 20, 2012 (Community – Active Play)  
Friday May 18, 2012 (Community – Faith Communities)
- Friday June 15, 2012 (Topic TBD)  
Friday July 20, 2012 (Topic TBD)  
Friday August 17, 2012 (Topic TBD)





## For More Information

- Websites: [www.nciom.org](http://www.nciom.org)  
[www.ncmedicaljournal.com](http://www.ncmedicaljournal.com)
- Key contacts:
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