

Shape NC: Healthy Starts for Young Children

Overview of Shape NC

North Carolina Institute of Medicine

January 20, 2012

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Investment

Shape NC is a \$3 million, three-year grant funded by the Blue Cross and Blue Shield of North Carolina Foundation to combat early childhood obesity using evidence-based strategies implemented in local Smart Start Partnerships in North Carolina.

Investment

Over the years, the Blue Cross and Blue Shield of North Carolina Foundation has invested in stand-alone programs to prevent and reduce obesity in child care settings.

Shape NC uses the Smart Start network to integrate these successful programs into a comprehensive sustainable model.

Smart Start Network

Smart Start is a network of independent, nonprofit local partnerships led by the North Carolina Partnership for Children (NCPC) at the state level.

NCPC and local partnerships work together to convene state and local partners to solve problems that impact young children.

Smart Start Network

- NCPC coordinates Shape NC at the state level by convening project Partners to fully integrate the model and deliver the model through local partnerships.
- Local Partnerships convene stakeholder teams to mobilize communities to adopt healthier lifestyles.
- Local partnerships use their network of technical assistance providers to improve health practices and policies in child care centers.

Smart Start Network

Shape NC brings three proven strategies together:

- NAPSACC: Nutrition and Physical Activity Self Assessment in Child Care
- POD: Preventing Obesity by Design
- Be Active Kids[®]

An Integrated Model

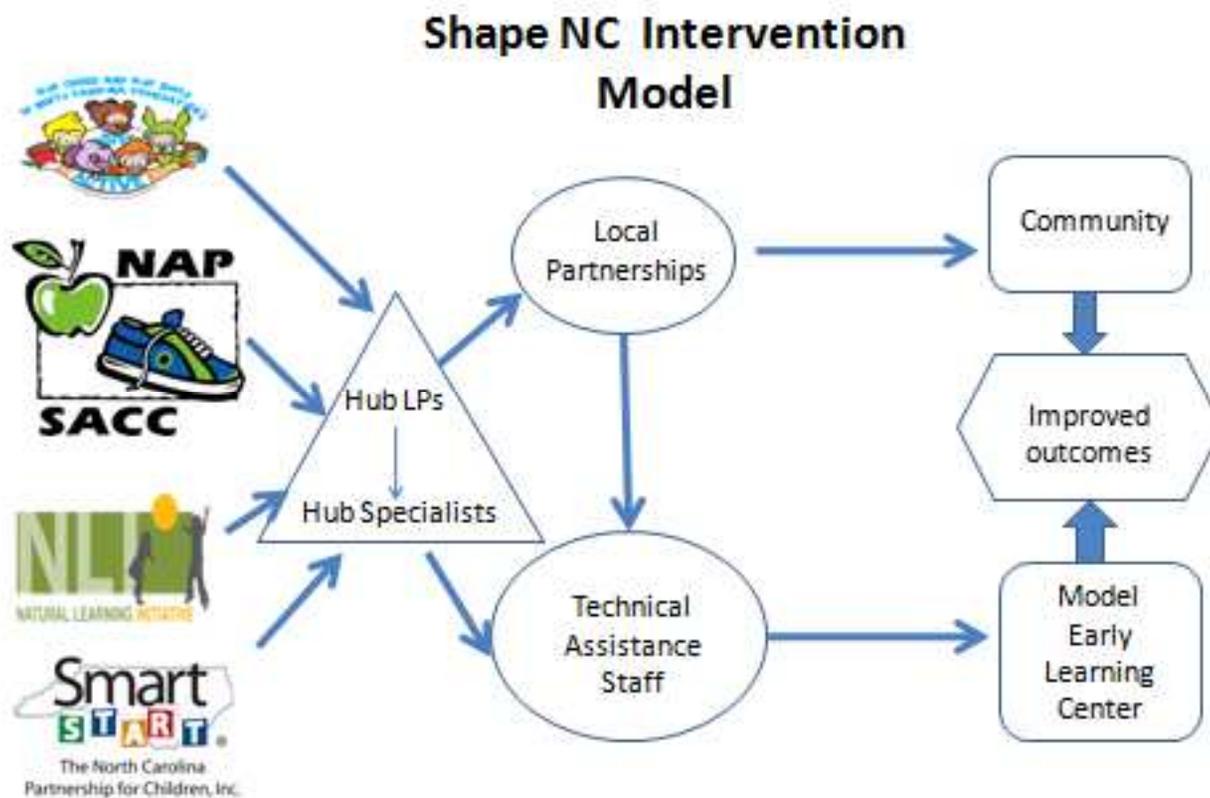
NAPSACC: Nutrition and Physical Activity Self Assessment in Child Care	POD: Preventing Obesity by Design	Be Active Kids[®]
Targets child care policy, practice and environmental influences on nutrition and physical activity behaviors in young children	Aimed at reversing the trend toward childhood obesity by improving outdoor environmental diversity of childcare centers.	Focused on providing physical activity support and resources to individuals caring for young children in North Carolina.

An Integrated Model

Shape NC Assessment Builds on NAPSACC to Create an Integrated model

- Incorporates over 30 new indicators that integrate more of the work of POD (e.g., Outdoor Play and Learning) and Be Active Kids[®] (e.g., additional indicators for Staff Behaviors regarding Active Play and Outdoor Learning)

An Integrated Model



Shape NC: Healthy Starts for Young Children

With a focus in child care, Shape NC is increasing knowledge of nutrition and the importance of physical activity practices among young children, their families and teachers, with the goal of increasing the number of young children in child care at a healthy weight.

Shape NC Assessment Process

Shape NC uses a continuous Quality Improvement process:

- 1) Assessment
- 2) Priorities setting
- 3) Action planning
- 4) Technical assistance and coaching
- 5) Re-assessment

Shape NC: Healthy Starts for Young Children

Measures of success in child care settings include:

- Improved nutrition
- Improved physical activity practices both inside and outdoors
- Healthier outdoor play environments
- Improved health behaviors modeled by child care staff

Site Selection

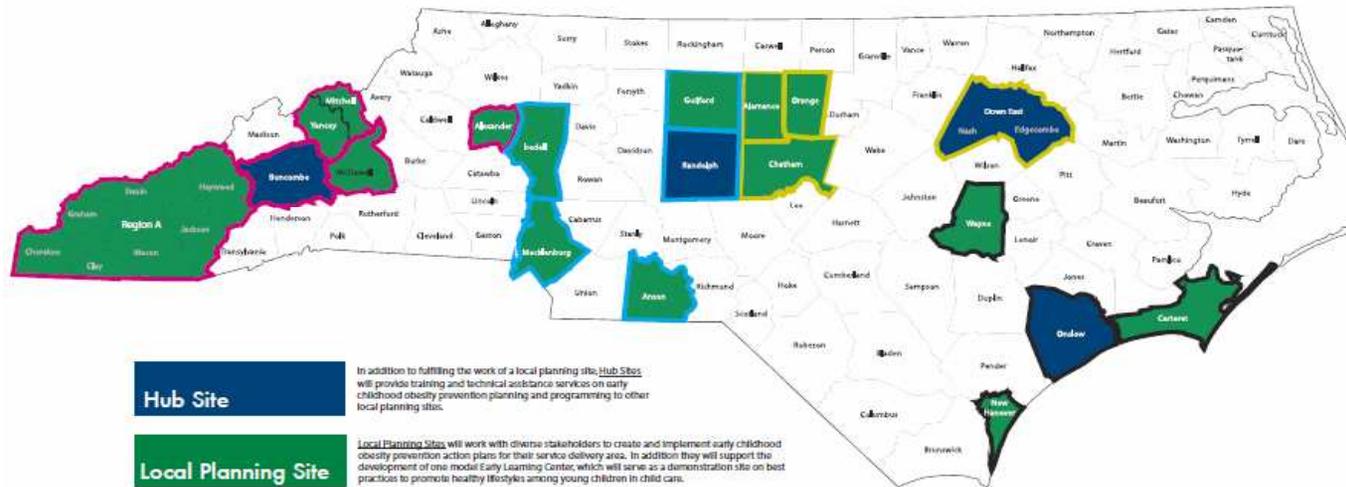
Local Smart Start Partnerships apply to participate in the project through a competitive RFP process. Three RFPs will be issued over the 3-year grant period.

- Year One: 8 sites
- Year Two: 10 sites
- Year Three: 12 sites

Shape NC Sites

Shape NC Grant Recipients - September 2011

Shape NC: Healthy Starts for Young Children, a groundbreaking initiative that tackle childhood obesity by focusing on young children from birth through age 5.



- Hub Site** In addition to fulfilling the work of a local planning site, Hub Sites will provide training and technical assistance services on early childhood obesity prevention planning and programming to other local planning sites.
- Local Planning Site** Local Planning Sites will work with diverse stakeholders to create and implement early childhood obesity prevention action plans for their service delivery area. In addition they will support the development of one model Early Learning Center, which will serve as a demonstration site on best practices to promote healthy lifestyles among young children in child care.

- 1 2 3 4 Counties and Partnerships with the same colored outline belong to the same Hub-site/Planning-site Group

Smart START BlueCross BlueShield of North Carolina Foundation
www.smartstart.org/shapenc

Anticipated Impact

- Statewide policy blueprint for improving the health of North Carolina's young children.
- 30 communities create partnerships and action plans for obesity prevention in young children.
- 30 child care centers become demonstration sites for best practices in nutrition, physical activity and outdoor learning and model these practices for other centers in their communities.

Anticipated Impact

- 1,800 children in demonstration child care sites (Model Early Learning Centers) will benefit from improved nutrition, physical activity and outdoor learning environments.
- 300 early childhood and other related professionals will implement new knowledge about outdoor learning environments, nutrition and active play and movement for children in demonstration child care centers.

Anticipated Impact

- 100 early childhood professionals will broaden impact on healthy weight for young children by incorporating Shape NC strategies into their work with children, families and teachers, and as many as 60,000 children, 3,000 families and 2,500 child care teachers/directors will be reached.

This builds project sustainability.

Outcome Measures

30 model communities (local Smart Start Partnerships) will engage a diverse set of stakeholders to develop and implement locally-responsive childhood obesity prevention action plans.

Outcome Measures

30 model early learning centers will implement physical activity, nutrition, and outdoor learning environment best-practices for children two to five, as measured by the Shape NC Assessment.

Outcome Measures

The percent/number of children 2-5 enrolled in 30 model early learning centers are

- provided with 90 minutes of active play time daily and
- offered healthy fruits (fresh, frozen, or canned in juice), nutrient-dense vegetables (not potatoes, green beans, or corn), and lean protein daily will increase over time.

Outcome Measures

The number/percent of 4 year-old children enrolled in the model centers who are at a healthy weight (defined as below the 85th percentile) will increase over time.

Results!



BlueCross BlueShield
of North Carolina

Foundation

1/18/2012



The North Carolina
Partnership for Children, Inc.