

# Review of Task Force Strategies

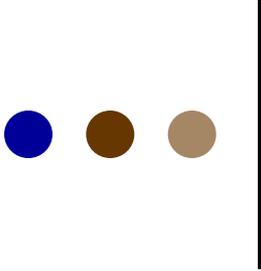
Task Force on Early Childhood Obesity Prevention  
Policy Topic Group

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# Clinical Strategies

## Recommendations:

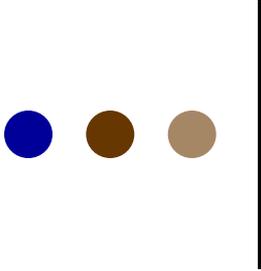
Educate health professionals and students about obesity, breastfeeding, growth monitoring age-appropriate nutrition, physical activity, screen time, and sleep (IOM, NC HWTF, WHTF)

## Strategies:

Pre-service education of health professionals

- Fund an inter-educational council to develop a systematic and ongoing plan focused on increasing the education and skills of health professional students and post graduate trainees in North Carolina around obesity prevention and reduction.

Education for practicing health professionals through learning collaborative and through work with individual practices



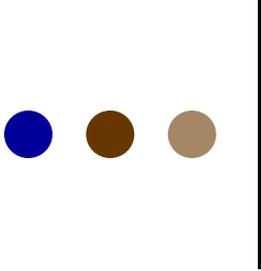
# Clinical Strategies Continued

## Recommendations:

Health and education professionals should provide guidance to parents of young children and those who work with young children on breastfeeding, growth monitoring age-appropriate nutrition, physical activity, screen time, and sleep (IOM, NC HWTF, WHTF)

## Strategies:

- Payers/insurers should provide coverage and incentives for prevention, diagnosis and treatment of obesity
- Develop a resource guide of community organizations that provide services and supports to prevent or reduce early childhood obesity or overweight.



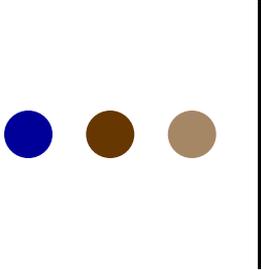
# Community and Environment Priority Strategies

## Recommendations:

Child care settings should support breastfeeding and adopt policies and programs that promote the benefits of proper nutrition and increased physical activity (IOM, NC HWTF, WHTF)

## Strategies:

- Implement evidence-based physical activity and nutrition strategies in child care centers.
- Implement or improve pre-service education for child care providers around breastfeeding, nutrition and physical activity.
- Cross-train all child care consultants on evidence-based strategies for breastfeeding, nutrition and physical activity.



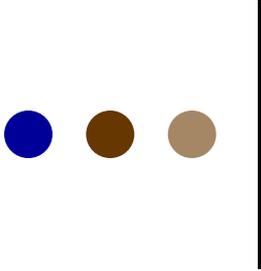
# Community and Environment Priority Strategies Continued

## Recommendation:

The community and its built environment should promote physical activity for children from birth to age five. (IOM)

## Strategy:

- Enhanced focus of Eat Smart Move More (ESMM) on young children (ESMM is a statewide movement that promotes increased opportunities for healthy eating and physical activity wherever people live, learn, earn, play and pray).



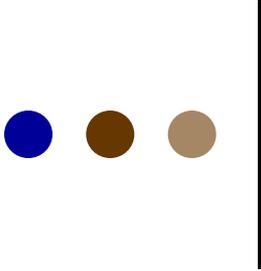
# Additional Community and Environment Priority Strategies

## Recommendations:

Appropriate communications / media associations should develop a strategic plan for promoting healthy eating and physical activity and encourage members to broadcast and promote the campaign on a local level using creative technology. (NC HWTF & WHTF)

## Strategy:

- Develop media and outreach to support policy and individual change regarding breastfeeding, early childhood nutrition and physical activity.



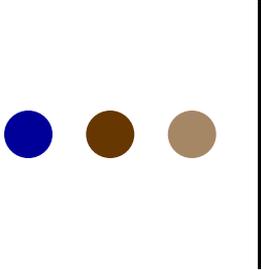
# More Community and Environment Priority Strategies

## Recommendation:

*There is no specific recommendation about data collection, but the data is needed to monitor the efforts of strategies to implement other recommendations.*

## Strategy:

- Collect data regarding BMI, breastfeeding, physical activity and nutrition in multiple settings.



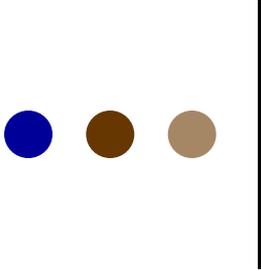
# Potential Public Policy Strategies

## Recommendation:

Phased implementation of enhanced nutrition standards for licensed child care facilities. (NC DPH)

## Potential Strategies:

- Improvement of early childhood nutrition standards



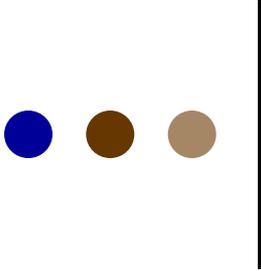
# Potential Public Policy Strategies Continued

## **Recommendation:**

Government agencies should promote access to affordable healthy foods for infants and young children from birth to age five in all neighborhoods, including those in low-income areas, by maximizing participation in federal nutrition assistance programs and increasing access to healthy foods at the community level. (IOM)

## **Strategy:**

- In order to improve nutrition in child care facilities, review policies and procedures related to sustainability of local food in child care facilities



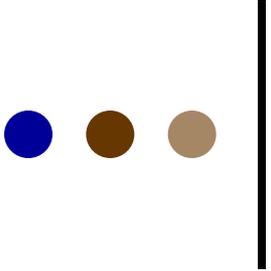
# More Potential Public Policy Strategies

## Recommendation:

The North Carolina Star rating system of licensed childcare centers, developed by the Frank Porter Graham Child Development Institute, should be examined as a possible point of intervention for childhood obesity. (NC HWTF)

## Strategy:

- Enhancement of the Star Rating/QRIS System to include best practices in physical activity, nutrition, breastfeeding and outdoor environments



# For More Information

- Websites: [www.nciom.org](http://www.nciom.org)

[www.nciom.org/task-forces-and-projects/?ecop](http://www.nciom.org/task-forces-and-projects/?ecop)

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