

National and State Recommendations

NCIOM Task Force on Early Childhood
Obesity Prevention

Policy Topic Group

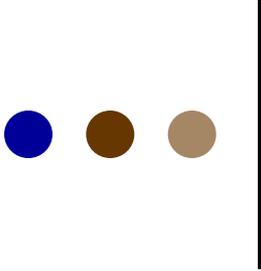
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Existing Recommendations

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)

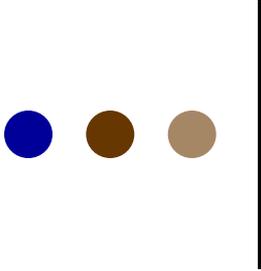
North Carolina Health & Wellness Trust Fund (NCHWTF)

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

North Carolina Institute of Medicine (NCIOM)

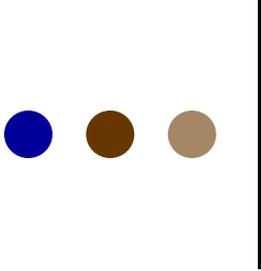
Prevention for the Health of North Carolina: Prevention Action Plan (2009)

White House Task Force on Childhood Obesity Report to the President (WHTF) Solving the Problem of Childhood Obesity within a Generation (2010)



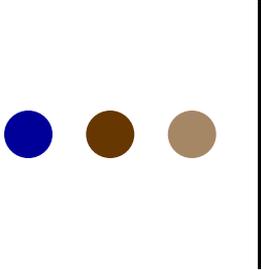
Categories of Existing Policy Recommendations

- General
- Breastfeeding
- Prenatal Care
- Sleep
- Healthy Eating and Nutrition
- Screen Time
- Physical Activity
- Child Care



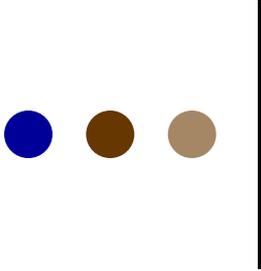
Policy Recommendations - General

- The Federal government, incorporating input from health care providers and other stakeholders, should provide clear, actionable guidance to states, providers, and families on how to increase physical activity, improve nutrition, and reduce screen time in early child care settings. (WHTF)
- The Department of Insurance should commission a study committee to investigate the fiscal impact of programs and services for the prevention and treatment of childhood obesity by public and private third party payers. In addressing these issues, the committee will consider the fiscal impact of action versus inaction. (NCHWTF)



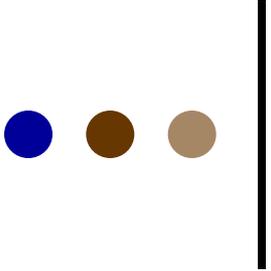
Policy Recommendations – General Continued

- The State Health Plan, Medicaid, Health Choice and Special Health Services coverage in NC should increase financial support for prevention services designed to promote healthy lifestyles which lower risk for childhood obesity related co-morbidities.(NCHWTF)
- The Lt. Governor and the Co-Chairs should commend academic and research institutions in NC that have invested in research and outreach to address childhood obesity prevention and treatment. Further, whereas there remains an acute need for further research examining the relationship between physical activity and nutrition with academic performance, the Lt. Governor and the Co-Chairs should encourage these respective institutions to conduct this type of research. (NCHWTF)



Policy Recommendations – Additional General

- The Secretary of the Department of Health and Human Services, in cooperation with state and local government agencies and interested private entities, should establish a sustained social marketing program to provide pregnant women and caregivers of children from birth to age five with consistent, practical information on the risk factors for obesity in young children and strategies for preventing overweight and obesity. (IOM)



Policy Recommendations

○ **Breastfeeding**

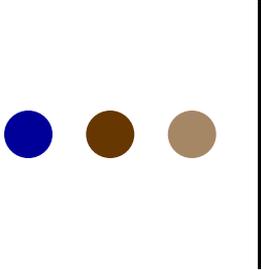
- Early childhood settings should support breastfeeding. (WHTF)

○ **Prenatal Care**

- Education and outreach efforts about prenatal care should be enhanced through creative approaches that take into account the latest in technology and communications. (WHTF)

○ **Sleep**

- Child care regulatory agencies should require child care providers to adopt practices that promote age-appropriate sleep durations. (IOM)

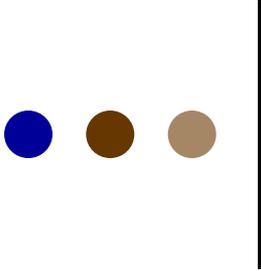


Policy Recommendations - Healthy Eating and Nutrition

- Health and education professionals providing guidance to parents of young children and those working with young children should be trained and educated and have the right tools to increase children's healthy eating and counsel parents about their children's diet.
(IOM)
- 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)

Policy Recommendations – Healthy Eating and Nutrition Continued

- The Federal Trade Commission, the U.S. Department of Agriculture, Centers for Disease Control and Prevention, and the Food and Drug Administration should continue their work to establish and monitor the implementation of uniform voluntary national nutrition and marketing standards for food and beverage products marketed to children. (IOM)
- The Lt. Governor and the Co-Chairs of the Study Committee should send letters to the representatives of the packaged food industry in NC commending those that have developed and distributed age-appropriate portion sizes for snack foods and beverages and encouraging other vendors to follow suit. (NCHWTF)



Policy Recommendations

o More Healthy Eating and Nutrition

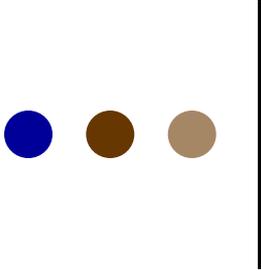
- The Lt. Governor and the Co-Chairs of the Study Committee should co-sign a letter to NC's congressional delegation and federal regulatory authorities asking for consideration of limits on national youth-targeted advertising of unhealthy foods and beverages. (NCHWTF)

o Physical Activity

- The Division of Public Health and appropriate partners should develop physical activity guidelines to promote the benefits of physical activity during the first two years of life and promote that program to licensed child care centers in NC. (NCHWTF)

Policy Recommendations – Child Care

- 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 by placing more emphasis on criteria related to physical activity and nutrition. As such, the Frank Porter Graham Child Development Institute should consider the benefits of more stringent physical activity and nutrition standards for the Early Childhood Environment Rating Scale-Revised (ECERS) and Infant/Toddler Environment Rating Scale-Revised (ITERS) child care evaluation. (NCHWTF)
- The NC State Commission on Childcare should examine the state's Five-Star rating system of licensed childcare centers as a possible point of early intervention in the state's fight against childhood obesity by placing greater emphasis on physical activity and nutrition standards. (NCHWTF)

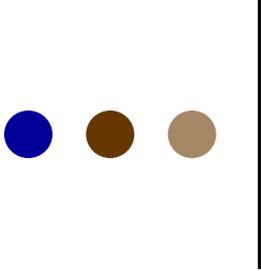


Policy Recommendations – Child Care Continued

- Enhanced Nutrition Standards for Child Care

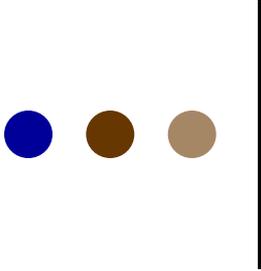
As a result of reviewing the evidence-base on nutrition for young children, the data on childhood overweight and obesity in North Carolina, a comparison of existing North Carolina child care nutrition standards to those recently proposed by the Institute of Medicine for the Child and Adult Care Food Program, and feedback from a variety of North Carolina stakeholders, the North Carolina Division of Public Health, in conjunction with the North Carolina Division of Child Development, recommends a phased implementation of the enhanced nutrition standards for licensed child care facilities. (NCDPH)

- Child care regulatory agencies should require child care providers and early childhood educators to provide infants, toddlers, and preschool children with opportunities to be physically active throughout the day. (IOM)



Policy Recommendations – More Child Care

- Child care regulatory agencies should require child care providers and early childhood educators to allow infants, toddlers, and preschoolers to move freely by limiting the use of equipment that restricts infants' movement and by implementing appropriate strategies to ensure that the amount of time toddlers and preschoolers spend sitting or standing still is limited. (IOM)
- To ensure that child care facilities provide a variety of healthy foods and age-appropriate portion sizes in an environment that encourages children and staff to consume a healthy diet, child care regulatory agencies should require that all meals, snacks, and beverages served by early childhood programs be consistent with the Child and Adult Care Food Program meal patterns and safe drinking water be available and accessible to the children. (IOM)



Policy Recommendations – Additional Child Care

- State child care regulatory agencies should require that child care providers and early childhood educators practice responsive feeding. (IOM)
- States should be encouraged to strengthen licensing standards and Quality Rating and Improvement Systems to support good program practices regarding nutrition, physical activity, and screen time in early education and child care settings. (WHTF)
- Expand physical activity and nutrition in child care centers and after-school programs (NCIOM)