Obesity Prevention Initiatives in Early Childhood Programs: Highlighting State Efforts

A Webinar for the ECCS Community

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Setting the Context

♦ Current Rates of Childhood Obesity (BMI ≥ 95th percentile)
  ▪ 9.5% of children under 2
  ▪ 10.4% of children between 2 and 5

♦ Reports show that obesity rates for young children have remained “stable” since 2003, but at very high rates

Income Disparities

♦ For low income children 2-5:
  ▪ 14.8% are obese compared with 12.4% of all U.S. children
  ▪ State-specific obesity rates range from 9.3% to 19.0%

♦ Overweight and obese rates for all children:
  ▪ 45% of children living in poverty
  ▪ 22% of children in 400% FPL households
Racial/Ethnic Disparities

♦ For low income children 2-5, rates of overweight and obese:
  ▪ American Indians/Alaskan Natives (20.2 % and 20.4%)
  ▪ Hispanics/Latinos (18.3 % and 17.9%)
  ▪ In comparison, only about 12% of whites, African-Americans, and Asians/Pacific Islanders were categorized as overweight or obese
IOM Early Childhood Focus

- feeding relationship with caregivers
- physical activity opportunities and barriers
- access to healthy foods
- social determinants
- other important considerations
Cross-systems Approach to Obesity Prevention

♦ Healthier, more nutritious food is needed in day care settings and in school

♦ Families need greater access to healthy, affordable food and safe environments for physical activity

♦ Marketing and advertising practices around unhealthy foods need to be reformed

♦ Every sector of American society -- all levels of government -- need to be involved
Funding and Legislation

♦ CHIPRA: Childhood Obesity Demonstration Project
  ▪ $25 million for FY 2009-2013
  ▪ $25 million for FY 2010-2014

♦ ARRA prevention grants
  ▪ 44 communities
  ▪ $373 million for obesity prevention and smoking cessation

♦ Provisions for CACFP in Healthy, Hunger-Free Kids Act of 2010
Resources

♦ F as in Fat: How Obesity Threatens America's Future 2010
  ▪ http://healthyamericans.org/reports/obesity2010/

♦ Preventing Obesity In The Child Care Setting: Evaluating State Regulations
Resources

♦ Preventing Childhood Obesity in Early Care and Education Settings
  ▪ Selected Standards from Caring for Our Children: National Health and Safety Performance Standards

♦ Local Government Actions to Prevent Childhood Obesity
For more information contact us at
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