Creation of the Licensing Toolkit

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- Goal: to assist early care and education settings to contribute to the prevention of obesity in children
- Partnership with MCHB, ACF and NRC
- Committee of 21 convened in July 2010
- The Licensing Toolkit emerged from this meeting
Licensing Toolkit Vision

- Goal: to assist states’ licensing personnel to strengthen their licensing regulations related to preventing childhood obesity in child care
  - Develop short, concise, reader friendly fact sheets about just one indicator
  - Target different audiences
    - Licensing Agency
    - Legislator
    - Child Care Provider
Licensing Advisory Panel

- NRC reached out to the National Association for Regulatory Administration (NARA) as they created panel
- 7 licensing experts from across the country
- Advise toolkit scope and development
- Work accomplished through conference calls and Google docs
Action Sheets Development

• Identify indicator for prototype
  – Reviewed information from July meeting
  – Amount of research available
  – Difficulty in enforcement

• Determine structure for various audiences

• Content developed by 3 teams of 2
  – Research, conference calls, created drafts on Google docs

• Biggest challenge was to be BRIEF enough
Action Sheet Content

- How to Avoid or Limit Foods High in Sugar
  - Introduction- clearly spells goal
  - Did You Know?
  - What Can You Do?
  - Why Is This Important?
  - What Should Your Regulations Include/Say?
  - How Can You Promote Understanding?
  - How Can You Partner with Your Children’s Families?
  - References and Resources
Focus Group Test

- NRC developed field test methodology with University of Colorado and LAP
- LAP assisted in state selections
- NARA recruited the states
- Facilitator developed a set of questions
- Two focus groups conducted via conference calls involving 5 states
- WA, MT, LA, TN, FL
Results

• Draft of final report in review
• Comments from focus groups positive
  – Plain talk
  – Research based
  – Professional appearance
  – Coming from professionals in the field
  – Multiple uses
  – SHORT!
• NRC anticipates release in late February
Thank you!