Implementing a Children’s Program on Obesity

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Overview

- Creating a Prevention Oriented Health System
- Program Theory
- Community Building
- Social Marketing
- Evaluation
Background on Nemours and NHPS

- In 2003, Nemours redefined its approach: health as well as health care
- Focus is on child health promotion & disease prevention at the population level
- First initiative is preventing childhood obesity
- Strategy complements and expands the reach of clinical care systems
## Promoting Health and Prevention

<table>
<thead>
<tr>
<th>Traditional Medical Model</th>
<th>Expanded Approach</th>
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<tbody>
<tr>
<td>Rigid adherence to biomedical view of health</td>
<td>Incorporate a multifaceted view of health</td>
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<tr>
<td>Focused primarily on acute episodic illness</td>
<td>Chronic disease prevention and management</td>
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<td>Focus on Individuals</td>
<td>Focus on communities/populations</td>
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<td>Cure as uncompromised goal</td>
<td>Prevention as a primary goal</td>
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<tr>
<td>Focus on disease</td>
<td>Focus on health</td>
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Nemours Health & Prevention Services Logic Model

**Inputs**
- NHPS mission, guiding principles, strategic priorities
- NHPS resources and staff
- Community resources and infrastructure
- Strategic partners
- Promising and proven policies and practices

**NHPS Interventions**
- Content Areas
  - Healthy Eating and Physical Activity
  - Emotional and Behavioral Health and Development
- Program Sectors
  - Child Care
  - School
  - Primary Care
  - Community
  - Cross-Sector
- Action Strategies
  - Knowledge Mobilization
  - Strategic Partnerships
  - Social Marketing

**Outcomes**
- Short-term (0-3 years)
  - Knowledge and Attitude Changes
    - Policymakers
    - Communities
    - Service Providers
    - Individuals
- Intermediate (3-5 years)
  - Policy and Practice Changes
    - Policymakers
    - Communities
    - Service Providers
    - Individuals
- Long-term (5-10 years)
  - Positive Impact on Children’s Health/Behavior Change
  - Sustained Community Capacity for Health Promotion
The NHPS Model: Working with Over 200 Community Partners

Our goal is to change the health status and well-being of the most children possible through the deployment of evidence based policies and practices that will have the highest sustainable impact with the most efficient use of resources.
Policy and Practice Changes Lead to Behavior Change

Policy and practice changes afford the greatest potential to transform the areas where children live, learn, and play. Ultimately, they will enable behavior changes that lead to positive health outcomes for children.
Strategic Community Engagement and Investment Model

The model represents a strategy and a mentality

- The core strategy is to leverage sustainable community investment in community health improvement from multiple partners

- The mentality is one of social entrepreneurship based on community engagement, risk assessment, proactive generation of capital, and delivery of a continuing return on investment to NHPS and all partners

Borrowed from Stephen Horan, PhD, Community Health Solutions Inc.
The Model Applied to Obesity Prevention

- Be community health entrepreneurs
- Follow the social-ecological model of change aiming at 360 degrees of community health promotion
- Study market data and monitor market impact
- Integrate strategy across sectors to maximize market impact
- Use an integrated, blended support platform to deliver products and services to customers
Blended Support Platform
Our Customer Service System

- Use multiple channels to deliver products and services to partners
  - Website, Email, Mail, Direct support, Group support

- Mobilize knowledge
  - Capture, codify, and spread knowledge across customers

- Minimize unit costs
  - Match level of service to type of customer while sustaining acceptable quality

Borrowed from Stephen Horan, PhD, Community Health Solutions Inc.
Online Resources to Support Partners

Tools & Resources

We are working to provide tools and resources for child care providers to help improve the health of children in their care.

Create a 5-2-1-Aim Almost None Bulletin Board

NEW! Promote 5-2-1-Aim Almost None in your child care center with our bulletin board materials.

Learn more...

Use HealthyQuest Delaware to Keep Kids Active and Healthy

Nemours HealthyQuest Delaware, a new online mapping tool for child care providers and parents to help children grow up healthy, is now available from this website. You can use HealthyQuest to access more than 760 nutrition, physical activity, and weight management resources for children throughout the state. Resources in this extensive database include parks, playgrounds, produce vendors, WIC sites, cooking and nutrition classes, and many others.

Learn more...

Resources and Links for Child Care Providers

Use the following resources to help you strengthen your child care program:

- Visit the USDA Child Care Nutrition Resource System website, which provides support for child care professionals.
- The Team Nutrition website is an initiative of the USDA Food and Nutrition Service, providing training and technical assistance for food service, nutrition education for children and their caregivers, and school and community support for healthy eating and physical activity.
- Mobiles for Health: Nutrition Newsletters for Parents of Young Children was developed for child care center staff and parents of young children enrolled in child care centers.
Overview of Obesity Prevention
Program Theory
Helping Children Live 5-2-1-Almost None

Evidence Based Factors to Prevent Childhood Obesity

- Five servings of fruits and vegetables
- Less than two hours of screen time
- One hour of physical activity
- Almost no sugary beverages
Helping the Children Live
5-2-1-Almost None

- **5-2-1-Almost None**
  - Integrated into all 4 sectors
    - Community
    - School
    - Child Care
    - Primary Care
  - The focus of:
    - Policy and practice changes
    - Social marketing
    - Evaluation
Partnerships with Youth-Serving Organizations

Working with YMCA, 4H, Boys and Girls Club

100 partner sites introduced to CATCH Kids Club
Kent and Sussex Counties incorporating physical activity opportunities into planning and zoning related to land use
Policy Changes In Child Care

- Revised child care licensing regulations to include screen time and physical activity requirements

- Child and Adult Care Food Program (CACFP) adopted new policy on foods served in licensed child care centers that participate in CACFP

- Office of Child Care Licensing enforces CACFP policy in all licensed child care centers and family based providers.
Child and Adult Care Food Program


- The policy and guide distributed have been endorsed or Delaware by the USDA.
Child Care Learning Collaborative

Selected Large Child Care Centers

Centers participated in four learning sessions

“I really enjoyed these training sessions and look forward to implementing these ideas in our school. Thanks for everything!”

- Collaborative participant
Providing Tools to Introduce Healthy Habits to Children in Child Care

- NAPSACC  
  - baseline data on current state of practice

- Child Care Collaborative DVDs

- CACFP Guide

- Sesame Workshop Preschool Toolkit (3 - 5 year olds)

- Infant and Toddle Toolkit (Infant – 2 year olds)
School District Collaborative

- 19 school districts in Delaware were invited to create a “wellness” team and join policy and practice change workshops

- Each district is supported by monthly on-site technical assistants visits

- Tool kits and small contracts are used as tools to stimulate change

88% of participants reported they were very likely to recommend the collaborative to district colleagues
Christina School District and 5-2-1-Almost None

- Worked through collaborative to re-evaluate and re-work district wellness policy, that expands focus on healthy behaviors

- Christina is implementing a 5-2-1-Almost None messaging campaign

- The district is leveraging funding from Department of Education, Department of Transportation and City of Wilmington to assist with rolling out their healthy Lifestyle campaign
Building Relationships: Nemours and the Christina School District

“What Nemours has done is put fuel to the engine...a lot of people were stuck in the mindset that it can't be done....you have given us a template to work from so that we can move forward at an accelerated pace. One of the biggest pieces is, that through Nemours, we have gotten the Superintendent, the Board of Education, and administration in general to buy-in and support the healthy eating and physical activity program of the District.”

--Marc-Anthony Williams, Executive Chef and Supervisor, Child Nutrition Program, Christina School District
Tools for Schools

- Stepwise process for
  - Reviewing;
  - Revising;
  - Implementing; and
  - Monitoring
district wellness policies

- Easy to use, electronic tools and templates for each step
Delaware Primary Care Initiative on Childhood Overweight

• Supporting primary care providers/school based wellness centers in the prevention, identification and management of childhood obesity

• Using the learning collaborative approach to implement sustainable quality improvement and practice change

“You all have been incredibly helpful in guiding me to be a better physician. Throughout these sessions I’ve learned so much about childhood obesity. I am now more confident in what I do, even in something as simple as broaching the topic of overweight with a patient.”

Learning Collaborative Participant
Primary Care Tools for Change

• Practice Change Toolkit
  – Decision Algorithm
  – BMI wheel
  – 5-2-1-Almost None Survey
  – Poster
  – Handouts
• HealthyQuest

• Health Navigator
Local Child Health Promotion Coalition
Sussex County Child Health Promotion Coalition

- More than 120 member organizations from various sectors of the community
- Led by an executive director and an executive committee of nine member agencies
- Five additional committees (school, community, child care, primary care and resource development) meet monthly
- Full coalition membership convenes for quarterly meetings NHPS offers staff and resources to support the Coalition’s work
Forming a Local Child Health Promotion Coalition

- Provide materials, tools and information on promoting children's health
- Provide 5-2-1-Almost None messaging and collateral materials
- Include Coalition in the statewide “Campaign to Make Delaware's Kids the Healthiest in the Nation”
- Assist with strategic planning to guide Coalition’s work
- Provide financial support to advance Coalition's agenda
- Offer training and technical assistance on the latest child health promotion research and strategies
- Assist with community-level data gathering
Child Health Promotion Coalition as Catalyst for Policy and Practice Change

- Builds a sustainable community investment in children’s health
- Champions, advocates for policy and practice changes that support 5-2-1-Almost None
- Uses messaging and collateral materials for spreading child health promotion messages in the community
- Provides resources in support of promoting 5-2-1-Almost None or achieving targeted policy or practice changes
- Informs NHPS' strategies and assists with evaluation and reporting requirements by collecting local information
Social Marketing Strategy
The Campaign Helps Us …

- Build a critical mass of individuals and organizations that:
  - Believe that changes in *policies and practices*, as they relate to childhood obesity, are needed
  - Advocate for and are making *policy and practice changes*

- Enhance our work and accelerate achieving our targeted policy and practice changes

- Package and identify the most efficient and effective modes to deliver our messages
Billboards and Commercials

Click ad for commercial

Click ad for commercial

Click ad for commercial
CAMPAIGNERS
- Passionate individuals
- Make a difference in their own lives and families
- Motivated and educated to spread the 5-2-1-Almost None healthy lifestyle in to their communities
- Virtual network linked in to Nemours.org
Interactive Website

www.MightyTimoneers.com
Parents’ Pocket Guide

Kids’ Activity Book
Experiential Marketing

- Delaware State Fair- Healthy Kids Day
- Wilmington Games- Championship Day
- National Day for Kids
- No Child Left Inside Family Fun Festival
- Sleep Under the Stars
- Beach Events – Sea Witch Festival
- Wilmington Blue Rocks - Camp Day
Evaluation Strategy
What Success Looks Like

Message
People hearing our campaign messages

Awareness
People are aware of our messages

Knowledge
People are thinking about our messages

Motivation
People are motivated to change

Action
People seek the tools to change

Behavior Change
Strategic Questions

Stage 1: Short-term Questions

• How are child and family awareness, knowledge, and attitudes on healthy eating and physical activity changing over time?

• To what extent are NHPS partners changing their policies and practices to support and sustain HEPA behaviors for children and families?
Strategic Questions

Stage 2: Intermediate-term Questions

• What are the effects over time of multiple exposures to NHPS recommended policy and practice changes across sectors and HEPA behaviors of children and families?

• To what extent are policy and practice changes across sectors supporting and promoting healthy eating and physical activity behaviors for children and families, systemic?

• What are the benefits (social, political, economic) of participating/investing in the HEPA initiative?
Strategic Questions

Stage 3: Long-term Questions

- What are the effects of multiple exposures to NHPS recommended policy and practice changes across sectors on the overweight trajectory of children ages 2-17 as measured by BMI at or above the 85th percentile?

- To what extent are the policy and practice changes across sectors supporting and promoting healthy eating and physical activity behaviors for children and families sustainable?
Delaware Survey of Children’s Health

- Modeled after National Survey of Children’s Health
- Key tool for establishing baseline and measuring impact
- Provides information on childhood obesity in Delaware
- Provides information on parents’ attitudes, knowledge, beliefs, behaviors and perceptions regarding healthy eating and physical activity
- Statewide sample allows comparisons among four specific locations
- Supports comparisons among children of various age and race groups within each of the four sites
Data Analysis

• Analytic Plan
  – Measure specific processes, interventions, and expected outcomes within and across all sectors and geographic teams

• Mixed Method Approach
  – Quantitative
  – Qualitative
Data for Change: Policy Briefs for Policy Advocacy

• “Improving Children’s Health through Delaware Child Care Policy”

• “New Expert Recommendations for Prevention and Treatment of Childhood Obesity in Primary Care”

• Distribute to key constituencies, including legislators

• Provide data to support the need for social change

• Provide recommended action steps
Social Return on Investment (SROI)

- **Non-financial value** created by an organization relative to the investment required – measuring our impact

- **Goals**
  - Assess actual value created
  - Inform management decisions
  - Align investment with value

- **Answer questions such as:**
  - Where is the best place to spend the next dollar?
  - What resources are we leveraging from our partners?
  - What is the social return on the investment in health promotion?
Lessons Learned
Overcoming Barriers/Challenges

- Prevention is not the top priority on everyone’s agenda
- Focus on strategy
- Community is dynamic and changing
- Innovation can lead to distraction if not managed
Overcoming Barriers/Challenges

- Sustainability
- Striking a balance
- Evaluation
- Results can take a long time
Lessons Learned

- Think strategically – begin with the end in mind
- Work through partners rather than being a direct provider of service
- Educate persistently the value of health promotion
- Trust is at the heart of engaging a community
- Long-term commitment is critical
- Learn how to say the strategic NO
- Build on what is currently in place
- Be nimble to take advantage of opportunities
Lessons Learned

- Carefully select strategic partners
- Use policy to achieve more spread
- Develop a customer service mentality
- Positive results are synergistic when community groups work together
- Integrate strategies across sub-systems (sectors) to prevent silos
- A significant commitment to marketing communications creates demand
- The skills needed to develop and test programs are not the same skills needed to market and spread programs
Implementation Lessons

- Balance policy and practice
- Provide the tools, training, and technical assistance necessary to implement policy and practice change
- Evaluation is important to measure impact and to improve program development
- Engage state agencies and grassroots organizations simultaneously
- Plan to move beyond pilot projects to system wide change
- Sustainability may be enhanced through policy change