

Early Care and Education at the American Heart Association

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How AHA is Involved

- Programmatically – Healthy Way to Grow
- State and Local Advocacy – Voices for Healthy Kids/Office of State Advocacy
- Federal Advocacy

Healthy Way to Grow Overview

- Joint initiative between **American Heart Association** and **Nemours**
- **Program goal:** To improve the ability of early care and education centers to improve and sustain **four key lifestyle behaviors:**
 - **physical activity,**
 - **nutrition,**
 - **screen time, and**
 - **infant feeding.**



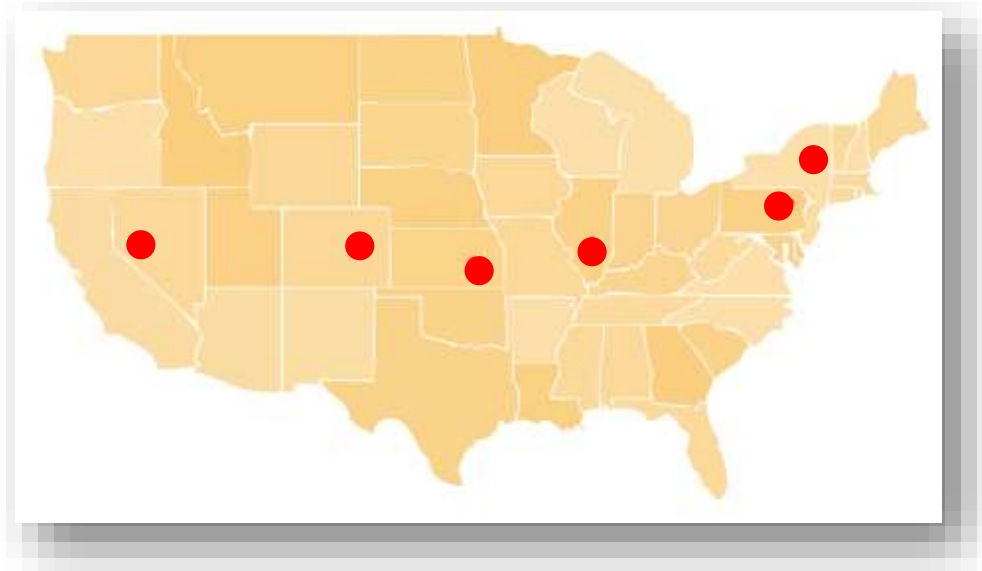
Inaugural funding
providing by the **William G.
McGowan Charitable Fund**



Communities Served & Program Structure

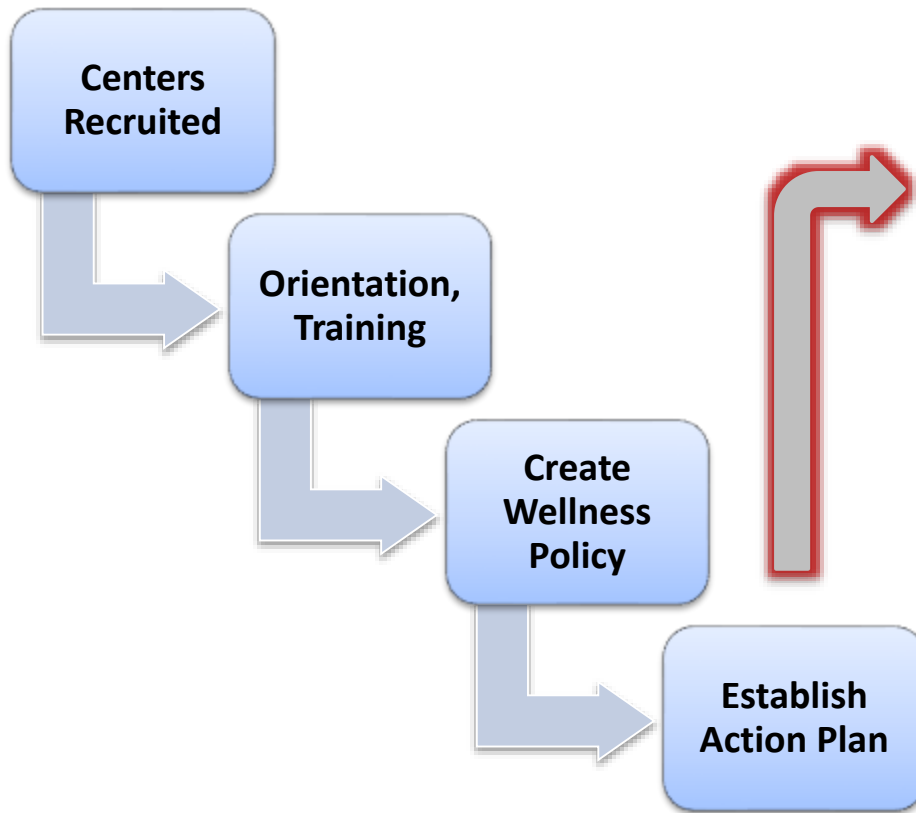
- **Chicago** (Austin and North Lawndale), Ill.
- **Denver** (Aurora), Colo.
- **Kansas City, Kan.**
- **Northeastern Pa.**
(Scranton/Wilkes-Barre)
- **Rochester, N.Y.**
- **Reno, Nev.**

- **Program Personnel:**
 - National Program Director
 - Information Coordinator
 - Technical Trainer (based at Nemours)
 - 6 Child Care Specialists



Program Activities and Implementation

Stakeholder Outreach and Engagement



Ongoing Program Support

Center Works toward Plan Goals with Supporting Training, One-on-One, Resources, Parent & Family Involvement

Review Progress toward Goals

Recognition of Achievements



ECE Program Characteristics

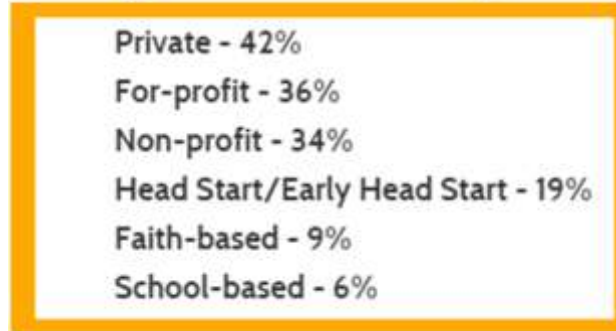
Program Reach: 169 Early Care and Education Programs



Sizes of Early Care and Education Programs



Program Type



Key Evaluation Findings

- ECE programs received approximately 20 technical assistance visits on average each year.
- In their first year of participating in HWTG, the percent of ECE programs that were “high-performing” tripled from Fall to Spring.
- In their second year of HWTG participation, nearly all ECE programs continued to improve in creating and implementing wellness policies.



What Director's Are Saying

“We talked about revitalizing and changing our snack program, and what I loved the most is that [*Healthy Way to Grow*] taught me the difference between snacks and treats. I no longer serve treats at my school; we are serving healthy, nutritious snacks.”

– *JoAnn Stibrich, Director of Early Childhood Education Center, Mt. Olive Lutheran*



***RAISE YOUR
VOICE.***

***CHANGE
LIVES.***



**American
Heart
Association.**

TAKING ACTION TO PREVENT OBESITY

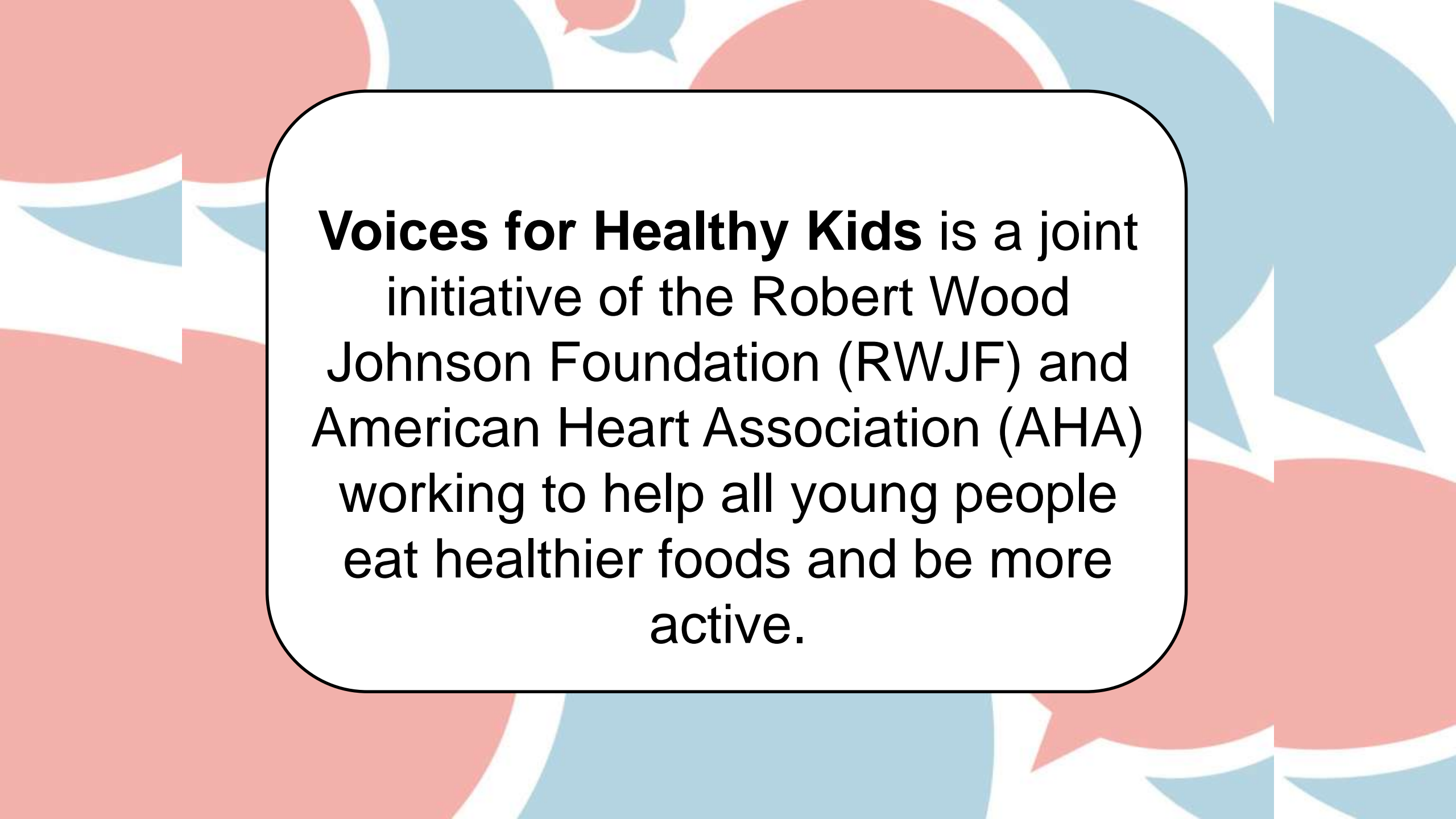


Robert Wood Johnson
Foundation



VoicesforHealthyKids.org

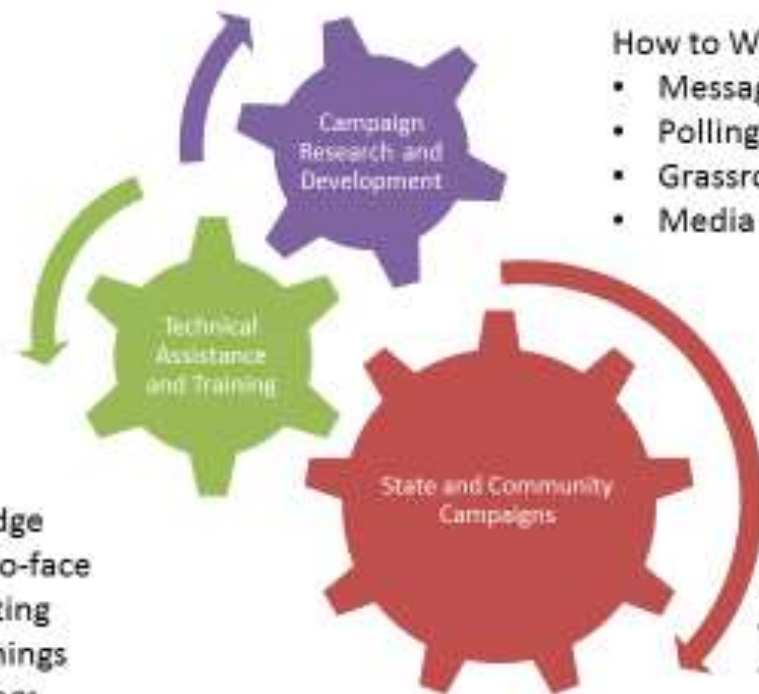




Voices for Healthy Kids is a joint initiative of the Robert Wood Johnson Foundation (RWJF) and American Heart Association (AHA) working to help all young people eat healthier foods and be more active.

Our Approach

Where We Invest



How to Win Campaigns

- Message Research
- Polling
- Grassroots
- Media Advocacy

Transfer Knowledge

- Annual Face-to-face Grantee Meeting
- Regional Trainings
- Virtual Trainings

Fund Advocates

- Campaign Organizer
- Non-Lobbying Tactics
- Lobbying Tactics

Our Focus

1

Ensuring all children enter kindergarten at a healthy weight

2

Making a healthy school environment the norm and not the exception across the United States

3

Making physical activity part of the everyday experience for children and youth.

4

Making healthy foods the affordable, available, and desired choice in all neighborhoods

5

Eliminating consumption of sugar-sweetened beverages before the age of 5

Schools

- **School foods**—Increase the number of states that have statewide policies for schools to implement both federal competitive foods standards and the meal standards outlined in the Healthy and Hunger Free Kids Act.
- **Physical activity and physical education**—Promote more frequent, effective physical education in schools as the cornerstone of comprehensive physical activity before, during and after the school day. Address standards-based curriculum, appropriate professional development for teachers, teacher certification/licensing, waivers/substitution, student assessment, and accountability. Support other physical activity opportunities including active transportation policy (Safe Routes to School), recess, classroom physical activity breaks, shared use policies, and intramural/club/varsity sports programs.

Schools

- **School marketing**—Eliminate marketing of unhealthy foods and beverages in schools.
- **Wellness policies**—Establish state regulations to support and strengthen the local school wellness policy requirements of the U.S. Department of Agriculture’s (USDA) proposed rule under the Healthy, Hunger-Free Kids Act of 2010. Support the creation and strengthening of school health councils.
- **Water access**—Ensure water is free, clean and accessible in the school setting.

Community

- **Healthy food financing initiatives**—Support public funding to increase the amount of healthy food being offered in underserved communities.
- **SNAP**—Support allowing Supplemental Nutrition Assistance Program (SNAP) recipients to use their benefits at the market and/or funding for programs that significantly increase SNAP benefits when used on fruits and vegetables.
- **Healthy food procurement**—Support healthy vending, service, and institutional feeding food procurement policy on government property.
- **Healthy restaurant meals**—Ensure all restaurant meals marketed to children meet nutrition standards. Remove sugar-sweetened beverages from all restaurant children’s meals.
- **Water pricing**—Remove taxes levied on bottled and vended drinking water.

Community

- **Bike and pedestrian appropriations**—Support state and local financing mechanisms that create long-term funding for bicycling and walking.
- **Complete streets**— At the state and local level, require that all road construction and reconstruction create complete streets that are safe and convenient for all users and all modes of transportation.
- **Shared use in schools**—Support appropriations for state level reporting and implementation of shared use programs as well as incentives to schools to promote shared use. Clarify liability in those states that continue to need liability clarified.
- **Safe routes to school**—Codify safe routes to school programs in state law and secure state level appropriations or Transportation Alternatives Program (TAP) allocations for both infrastructure and non-infrastructure projects.
- **Menu labeling in restaurants**—Ensure calorie counts and nutrition information is available to consumers at the point of purchase in restaurants and other food service establishments.

Early Care and Education & Out-of-School Time

- **Early care & education**—Establish statewide nutrition, physical activity, and screen time standards for early care and education providers. Create recognition or designation program. Secure public funding for technical assistance. Eliminate marketing in child care settings.
- **Out-of-school time providers**—Pursue policy change that requires out-of-school time programs to meet national integration of healthy eating and physical activity (HEPA) into recognition programs, accreditation programs, inclusion in certification, and inclusion in rating systems, standards for HEPA.

Early Care and Education

- Licensing of Center-Based Providers
- Licensing of Family Home-Based Providers
- TA and Grants

Licensing

- Separate Center and Family Home-Based Providers
- Nutrition Standards – CACFP
- Physical Activity Standards – YUSA's HEPA
- Screen Time Standards – YUSA's HEPA

TA and Grants

- Dedicated technical assistance and grant opportunities for providers serving low-income areas

Strategic Advisory Committee

Action for Healthy Food

Healthy Eating Research

Safe Routes to School
National Partnership

The Praxis Project

Active Living Research

MomsRising

Salud! America

The Robert Wood Johnson
Foundation

Afterschool Alliance

NAACP

SHAPE America

YMCA of the USA

Alliance for a Healthier
Generation

National Alliance on
Hispanic Health

The American Academy of
Pediatrics

American Cancer Society
Cancer Action Network

National Council of La Raza

The Food Trust

American Heart Association

Nemours

The Funders Collaborative on
Youth Organizing

Center for Science in the
Public Interest

Public Health Law Center

The Notah Begay III Foundation

ChangeLab Solutions

Rudd Center for Food Policy &
Obesity

The Pew Charitable Trusts

The background features a pattern of overlapping abstract shapes in shades of red, blue, and white. The shapes include circles, semi-circles, and speech bubble-like forms, creating a dynamic and modern aesthetic.

Campaign Research & Development

Campaign Development

National Campaign Brand

Policy Research

Message Research

Stakeholder Development

Grassroots Advocacy

Media Advocacy

Decision-maker
Engagement

Training

Toolkits

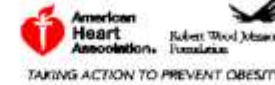


<https://volunteer.heart.org/apps/vfhk/Pages/VFHK-Toolkit-Form.aspx>

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Investing in State and Local Policy Campaigns

Strategic Issue Advocacy Campaign Funding



Voices for Healthy Kids is a unique advocacy collaboration between the American Heart Association and Robert Wood Johnson Foundation working to engage, organize and mobilize people to improve the health of their communities and reverse the childhood obesity epidemic. The goal of the grant opportunities described below is to make effective strategic investments in ongoing state, local and tribal public policy issue campaigns in order to increase public policy impact on healthy weight and living among children.

	Open RFA Grants	Plan Driven Priority Funds+	Strategic Campaign Incubator	Rapid Response Funds	Strategically Directed Tools*
Purpose	Support strategic issue advocacy campaigns at the state, local and tribal level. Must be specific to an individual campaign for public policy	Support mature campaigns around specific tactics and that demonstrate short-term opportunities for success	Mini-grants to support priority population stakeholder engagement and innovative strategies for advocacy campaigns	Support short-term projects by providing critically-timed support during final action phases of ongoing strategic issue advocacy campaigns	Support lobbying activities such as public opinion polls, on-the-ground organization and limited paid media activities
Funding Per Award	Up to \$90,000	\$90,000 to \$160,000	\$5,000 to \$10,000	\$15,000 to \$100,000	\$20,000 to \$80,000
Duration	Up to 1 Year	Varies based on campaign	Up to 1 Year	2 Weeks to 6 Months	Varies based on campaign
Budget Requirements	5% legal contingency; 1 campaign coordinator; hard and in-kind match required	5% legal contingency; 1 campaign coordinator; hard and in-kind match required	Demonstration of in-kind match requested	5% legal contingency and in-kind match required	Demonstration of in-kind match requested

+Not separate application; existing grantees only

*Indicates funding that can be used for lobbying



Strategic Technical Assistance

Technical Assistance Model

A customized approach that takes into consideration regional and state variance, including both internal coalition capacity and community environment.

Core services :

- Resource Development
- Research and Data
- Polling, Message Research and Development, and Media Advocacy
- Coalition building and engagement
- Volunteer engagement
- Organizing and advocacy

Customized Technical Assistance

- Personal coaching, onsite visits and technical assistance tailored to the individual grantees' needs.
- Assistance in the development and refinement of strategic issue advocacy plans
- On-site workshops customized for grantee needs with topics such as timeline, coalition management, volunteer recruitment and retention, and communications

PreventObesity.net



The only online network of people solely dedicated to reversing the childhood obesity epidemic.

A project of the American Heart Association, PreventObesity.net offers free tools, services and support to the people and organizations who are working to ensure children everywhere can eat healthier foods and increase physical activity.



In order to raise **healthy kids** and reverse the childhood obesity epidemic, we must ensure that the places where our children **live, learn and play** make the healthy choice the easy choice.

All kids deserve the chance to grow up healthy, no matter who they are or where they live. This movement of leaders and supporters is increasing access to healthy foods and safe places to be active. Now you can help drive changes in communities across our nation by being one of the Voices for Healthy Kids.

WE'RE CALLING FOR CHANGE. WILL YOU ADD YOUR VOICE?

Become a Supporter or Leader at PreventObesity.net | Learn more at Voicesforhealthykids.org

Get social:  [@Voices4HK](https://twitter.com/Voices4HK)  [Voices for Healthy Kids](https://www.facebook.com/VoicesforHealthyKids).

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