

*Healthiest Wisconsin 2020 Everyone Living Better, Longer*, is the public health agenda that identifies priority objectives for improving health and quality of life. Through a coordinated approach, we can strengthen our capacity to improve health across the lifespan and eliminate health disparities and achieve health equity.

## EARLY CARE AND EDUCATION

- Improved nutrition and physical activity among children (0-5 years old) through a change in early care and education provider practices and policies in place to support healthy eating and physical activity.

*Wisconsin Nutrition, Physical Activity and Obesity State Plan 2013*

## POPULATION HEALTH CHALLENGE

- Children spend an average of 31 hours per week in regulated care
- Over 170,000 Wisconsin children in regulated care
- High rates of unhealthy eating habits and low rates of physical activity in children
- High rates of childhood overweight and obesity
- Disparities related to race/ethnicity, socioeconomic status, geographic location

## ACTION TEAM FOCUS

- WECOPI's mission is to develop and implement a collaborative statewide multi-strategy, evidence-based initiative to enhance nutrition and physical activity among 2-5 year olds and their families by engaging providers, families, community partners, and other stakeholders.

## PRIORITIES

- Continued and expanded training and technical consultation for ECE providers on nutrition and physical activity
- Strengthened licensing commentary that supports nutrition and physical activity
- Strengthened Health and Wellness criteria in YoungStar
- Improved family engagement

## MEASURABLE OBJECTIVES OR INDICATORS

- Number of providers receiving nutrition and physical activity training
- Number of ECE programs earning Health and Wellness YoungStar points

## IMPORTANT RESOURCES

- Active Early <http://www.dhs.wisconsin.gov/publications/P0/P00280.pdf>
- Healthy Bites [http://fns.dpi.wi.gov/sites/default/files/imce/fns/pdf/healthy\\_bites.pdf](http://fns.dpi.wi.gov/sites/default/files/imce/fns/pdf/healthy_bites.pdf)
- 10 Steps to Breastfeeding Friendly Child Care <http://www.dhs.wisconsin.gov/publications/P0/P00022.pdf>
- Got Dirt/Got Veggies <http://www.dhs.wisconsin.gov/physical-activity/FoodSystem/Gardening/Index.htm>

## ACTION TEAM PROGRESS

Plan		Implement	Communicate
	Actions	Timeline	
Plan	Convene stakeholders, map assets and gaps	SINCE 2008	
	Identify resources and potential strategies	JULY 2013	
	Analyze, discuss & prioritize strategies	SEPT 2013	
	Collectively decide on priorities	SEPT/OCT 2013	
Implement	Develop action plan (objectives, milestones, accountability, how progress will be measured)	NOV/DEC 2014	
	Implement action plan and monitor progress		
Communicate	Monitor and evaluate progress		
	Communicate and promote results		

### SUPPORT THE ACTION TEAM – ACTION OPPORTUNITIES

- Become a WECOPI member
- Look for funding sources to support work and to expand reach of efforts
- Contribute knowledge and resources to support more family engagement in the ECE setting

### ACTION TEAM POINT OF CONTACT

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## ALIGNMENT WITH CDC CHRONIC DISEASE PREVENTION STRATEGIES AND MEASURES (1305)

### Promote the adoption of food service guidelines/nutrition standards, which include sodium

- Number of ECEs that develop and/or adopt policies to implement food service guidelines/nutrition standards, including sodium (cafeterias, vending, snack bars)
- Number of children who attend ECEs that have developed and/or adopted policies to implement food service guidelines/nutrition standards
- Percent of adults or youth who increase consumption of nutritious foods and beverages
- Percent of children in ECEs who are overweight or obese

### Promote the adoption of physical activity (PA) in early care and education (ECEs)

- Number of ECEs that adopt strategies to increase PA
- Number of children who attend ECEs that adopt strategies to increase PA
- Percent of children in ECEs who engage in levels of age-appropriate physical activity as recommended by Caring For Our Children (CFOC)
- Percent of children in ECEs who are overweight or obese