

STATE OF NEVADA

EARLY CHILDHOOD OBESITY PREVENTION PLAN

In Nevada, one third of children entering kindergarten **in 2014 were considered overweight or obese** (Kindergarten Survey NICRP). The percentage of obese youth in Nevada has been steadily climbing. Obese children are at increased risk for cardiovascular disease (CVD, high blood pressure, high cholesterol, and glucose impairment. A recent analysis has demonstrated that – 70% of obese children will likely have at least 1 additional CVD risk factors in childhood. (Maybe one more good data fact)

Nevada's Early Childhood Obesity Prevention Plan focuses on children from birth to 8 years of age. This is the time in a child's life where habits start to be formed. It's important that parents, ECE providers, health care providers and other agencies that have an impact on children's health, understand the best practices for physical activity and nutrition that can help lead children into a healthy lifestyle and therefore healthy adults.

Target Population:

- Parents with children ages 0-8
- Low-income families
- Minority population
- Pregnant women
- Early childhood educators
- Providers and community partners

Target Settings: Focus on children ages 0-8 within the community, excluding K-12 public/private education settings.

Timeline:

Fiscal year 2017- 2020

EDUCATIONAL SETTING

Goal 1: Promote for healthy nutrition & physical activity for young children (0-8) in ECE facilities and support implementation of best practices/standards.

Strategy/Outcome	Outputs	Lead Organization(s)	Progress	Performance Measurements	Notes
1.1 Provide technical assistance with the development of early childhood wellness plan	Implementation of PAN curriculum	Children's Cabinet American Heart Association (HWTG)	Short term- 2 years remaining on grant funds to support (through 2018)	# of plans developed	
1.2 Provide registry trainings on strategies for implementing PAN standards	Increase # of providers who receive training for PAN standards in EC settings.	Children's Cabinet Nevada Registry	On-going; Long-term	# of trainings offered in each topic area # of hours trained # of individuals trained	
1.3 Increase outreach and utilization of online toolkits by EC providers	Increase knowledge of strategies for PAN standards	Southern Nevada Health District, Children's Advocacy Alliance	Toolkit developed; Distribution needed	# of flyers distributed # of brochures distributed # of hits on website	
1.4 Establish community gardens in the EC setting	Increase access to healthy foods through EC settings	Urban Roots (Northern) Green Our Planet (South)	Long-term	# of gardens in the EC setting	
1.5 Increase provider utilization of the CACFP	Increase access to healthy foods in EC settings	Department of Agriculture	On-going	# of provider participant increase	
1.6 Align local & state policies & regulations re: food handling in EC settings	Increase ability of providers to offer health foods in EC settings	DPBH SNHD WCHD	Long-term	# of aligned policies/regulations	

Community

Goal 1: Increase awareness on the importance of preventing early childhood obesity among parents of children ages 0-8

Strategy/Outcome	Outputs	Lead Organization	Progress	Performance Measurements	Notes
1.1 Attend community events to share information and resources for the prevention of EC obesity	Increase awareness of issues and resources available	Children's Advocacy Alliance; Children's Cabinet; Health Districts	On-going	# of parent brochures distributed # of tabling events	
1.2 Increase outreach and utilization of online toolkits	Increase awareness of toolkits by parents; Increase utilization of toolkits by parents.	Southern Nevada Health District, Children's Advocacy Alliance	On-going	# of brochures distributed # of businesses with posters at their locations # of hits on website #hits specific to parent toolkit.	
1.3 Create a traditional media campaign with unified messaging around EC Obesity Prevention	Increase awareness of issues and resources available	State DPBH	State currently doing a campaign focused on obesity/ physical activity On-going Annually	Impressions of traditional media data. # of views, likes, distributed material etc.	

Community

Goal 2: Increase awareness among non-ECE providers and community partners that work with or have contact with children ages 0-8.

Strategy/Outcome	Outputs	Lead Organization	Progress	Performance Measurements	Notes
2.1 Engage other providers (non-ECE) that work directly with children 0-8	Increase awareness of issues and resources available	Children's Advocacy Alliance; Children's Cabinet; Health Districts	On-going	# of providers reached # of provides that distribute materials By type of provider	
2.2 Increase training opportunities and integration for PAN information to trainings for providers and community partners.	Increase # of providers/community partners who are trained in EC PAN standards and integration.	Children's Advocacy Alliance	<i>On-going</i>	<i># of trainings</i> <i># of participants</i> <i>Type of participants /providers</i>	
2.3 Integrate EC Obesity Prevention training into existing state/local conferences and summits.	Increase # of providers/community partners who are trained in EC PAN standards and integration.	Children's Advocacy Alliance; Children's Cabinet; Health Districts	On-going	# of trainings # of participants Type of training Type of participants /providers	

INFRASTRUCTURE/ CAPACITY BUILDING

Goal 1: Establish data collection systems to enhance knowledge of efforts.

Strategy/Outcome	Outputs	Lead Organization	Progress	Performance Measurements	Notes
1.1 Create a BMI Data Surveillance in order to identify trends to improve student health.	System established to measure BMI data.	Children's Advocacy Alliance	Long-term	Established tracking system	
1.2 Develop system to track EC obesity prevention programs, efforts and resources strategies statewide.	Comprehensive list	Children's Advocacy Alliance UNR Cooperative Extension	On-going	Establish tracking system	
1.3 Increase evaluation to determine the effectiveness of local obesity prevention efforts.	Technical assistance to programs with evaluations; Conduct research and evaluation on programs- depends on funding.	NICRP, UNR Cooperative Extension and Children's Advocacy Alliance	Long-term On-going	# of programs that receive technical assistance per # of programs #of programs performing evaluations themselves per #of programs	

Goal 2: Increase knowledge of best practice & current research regarding EC obesity prevention strategies.					
Strategy/Outcome	Outputs	Lead Organization	Progress	Performance Measurements	Notes
2.1 Attend national conferences/ participate in webinars	Steering committee members increasing knowledge of latest research and evidence based practices related to EC obesity.	Children’s Advocacy Alliance All agencies assist	On-going	# Of conferences or webinars attended	
2.2 Sharing information and strategies for best practice (internal)	Internal system established for sharing best practice information	Children’s Advocacy Alliance (lead) collaborative effort of all agencies	On-going	System established	
2.3 Distribute information though statewide list serve/newsletter or a dashboard/info graphic (external)	Educating and increasing awareness of EC obesity	Children’s Advocacy Alliance (lead) collaborative effort of all agencies	On-going	# of newsletters/ dashboards/ info graphics shared #of list serves/newsletters/dash boards social media outlets that information is distributed to	
Goal 3: Increase standards for ECE facilities					
Strategy/Outcome	Outputs	Lead Organization	Progress	Performance Measurements	Notes
3.1 Align NV EC polices regarding PAN and CFOC national standards.	NV EC settings using best practices for nutrition, physical activity, breastfeeding & screen time.	Children’s Advocacy Alliance	Long-term	Evaluating NV policies (statutes/regs) on PAN standards and how they’re being implemented.	

3.2 Conduct analysis of QRIS indicators to crosswalk with CFOC standards.	NV EC settings using best practices for nutrition, physical activity, breastfeeding & screen time.	DOE, OELD Children's Cabinet Children's Advocacy Alliance	Long-term	# of standards included in QRIS	
Goal 4: Increase sustainable funding to support NV EC obesity prevention efforts.					
Strategy/Outcome	Outputs	Lead Organization	Progress	Performance Measurements	Notes
4.1 Increase Nevada's capacity to become competitive for federal and/or national grant programs that would provide funding for EC obesity prevention programs.	Increase in funding	Children's Advocacy Alliance (Other agencies that can assist?)	Long-term	% of funding increase	
4.2 Create a grant template and team for grant development, when grant opportunities arise.	Grant template created and team in place.	Children's Advocacy Alliance, (other agencies that can assist?)	Short-term	Template created # of grants awarded # of grants submitted # of grants identified	