

# North Carolina Institute of Medicine ECOP Task Force

*Promoting Healthy Weight for Young Children:  
A Blueprint for Preventing Early Childhood  
Obesity in North Carolina*

September 2013

North Carolina Institute of Medicine in collaboration with the  
Blue Cross Blue Shield of North Carolina Foundation and the  
North Carolina Partnership for Children

**Co-Chairs:** Kathy Higgins, President Blue Cross and Blue Shield of North Carolina Foundation

Olson Huff, MD, Chair, Board of Directors North Carolina Early Childhood Foundation Immediate Past Chair, Board of Directors North Carolina Partnership for Children, Inc.

# Strategy and Recommendation Categories

- Existing Recommendations (multiple sources)
- Clinical (4 strategies; 9 recommendations)
- Community and Environment (5 strategies; 12 recommendations)
- Public Policy ( 6 strategies; 19 recommendations)

# Eat Smart, Move More NC Role

## ➤ Clinical Category

- Strategy 4: Convene a group to identify and catalog core statewide and local services, resources, and supports for health professionals to refer families and children for additional support or intervention to enhance clinical recommendations (No additional funding required)
  - a) The Local Health Departments should collaborate with the appropriate partners to identify core services, resources, and supports available statewide. These should include, but not be limited to, organizations that provide evidence-based and evidence-informed nutrition and physical activity services, resources, and supports including parenting education to help prevent and reduce young childhood obesity. Examples include Women, Infants, and Children (WIC) program services; North Carolina Cooperative Extension services; [information from Eat Smart, Move More North Carolina](#); and YMCAs/YWCAs.

# Eat Smart, Move More NC Role

## ➤ Clinical Category

- Strategy 4 (con't.):
  - b) The North Carolina Association of State Health Directors, in collaboration with the North Carolina Partnership for Children, North Carolina Child Care Resource and Referral Council, Community Care of North Carolina, and **Eat Smart, Move More NC** should work together to create a template to identify the various local services, resources, and supports that are available at the county level to prevent or reduce early childhood obesity. Together, they should develop a method that enables health professionals to connect families and children with the identified services, resources, and supports.

# Eat Smart, Move More NC Role

## ➤ Community and Environment Category

- Strategy 2: Provide pre-service and in-service education for child care providers on evidence-based and evidence-informed strategies for physical activity and nutrition (Funding amount: \$70,000)
  - a) To expand the availability of pre-service education for child care providers on evidence-based and evidence-informed strategies to promote healthy weight for young children, [the North Carolina Center for Health and Wellness \(NCCHW\)](#), in partnership with [Eat Smart, Move More North Carolina](#), should survey administrators in North Carolina's public and private two- and four-year colleges and universities that offer child care and early education degree programs about the existing curricula used to teach upcoming child care and early education professionals about early childhood health and obesity prevention strategies.

# Eat Smart, Move More NC Role

## ➤ Community and Environment Category

- Strategy 4: Increase the focus of Eat Smart, Move More North Carolina on young children and their families (Funding amount: \$100,000)
  - a) Eat Smart, Move More North Carolina (ESMM) should increase the focus of its community engagement efforts to implement evidence-based and evidence-informed strategies to promote healthy weight among young children and their families.
    - 1) ESMM should survey member organizations to collect information on existing early childhood initiatives and programs.

# Eat Smart, Move More NC Role

## ➤ Community and Environment Category

- Strategy 4 (con't):
  - 2) ESMM should also work with other appropriate organizations . . . to identify and create an inventory of evidence-based and evidence-informed tools, policies, programs, and practices to improve healthy nutrition and physical activity for young children.
  - b) ESMM should educate member organizations about the importance of intervening to improve nutrition and physical activity among young children ages 0-5 years and their families, and should promote the availability of evidence-based and evidence-informed tools, policies, programs, and practices across the state. Specifically, ESMM should help connect member organizations and others who use their resources with additional information on: (10 listed topics)



# Eat Smart, Move More NC Role

## ➤ Community and Environment Category

- Strategy 5: Form an ECOP Communications Committee to develop a communications campaign to support policy and behavior change to reduce early childhood obesity (No add. funding required)
  - a) The North Carolina Institute of Medicine (NCIOM) should convene an ECOP Communications Committee comprising North Carolina funders; communications professionals; the North Carolina Division of Public Health; **Eat Smart, Move More North Carolina**; representatives from North Carolina colleges and universities with expertise in communications, obesity, and/or young children; and other appropriate groups such as grocery stores, hospitals, and others to develop a carefully crafted communications campaign to promote healthy weight in very young children. This group should specifically examine opportunities for communications activities that would best support the ECOP Task Force's blueprint.

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