First 5 California
2016 Child Health, Education, and Care Summit
November 10, 2016
Early Childhood Obesity Prevention Initiative (ECOPI) – General Overview

- **Project duration**: July 2012 – June 2017
- **Funding**: $41.2 million from First 5 Los Angeles
- **Target groups**: children ages 0-5 and their families
- **Collaborations**: County departments, community-based organizations, child care agencies, research and evaluation, and many others
- **Strategies**: education, skills-building, policy, systems and environmental change efforts to promote improved nutrition, increase physical activity, and reduced obesity
Why Focus on Child Care Settings?

- 40% of 0-5 children in LAC (350,000) spend most of their day in child care.
- Among the PHFE WIC population, 19% of 3 and 4 year olds in LA County are overweight.
- Observational study by PHFE-WIC and CFPA (2008)¹ demonstrated significant need for improvement in nutrition policies and practices in licensed child care in LA County.

Child Care Nutrition - California Legislation

AB 2084 – Healthy beverages in child care (Chaptered 2010)
- Standards for beverages in CCC. Maximum of 4 – 6 ounces of 100% fruit juice served. Only low fat milk served. No natural or artificially sweetened beverages. Water accessibility at all times.

AB 290 – Nutrition Training for Providers (Chaptered 2013)
- Requires child care providers to complete one hour of nutrition training as a component of licensing.
Choose Health LA Child Care

Program Framework:

- Partnership with the county network of Resource and Referral (R&R) agencies
- R&Rs provide training, tools and technical assistance to:
  - Child care centers
  - Licensed child care homes
  - License-exempt providers
Choose Health LA Child Care - Key Strategies

- Conduct nutrition and physical activity workshops for child care providers that includes a policy component.
- Incentivize training participation, offer swag and Cert. of Completion through Gateways to Education™ program.
- Offer on site coaching to reinforce provider learning and evaluate use of training information.
- Evaluate trainings, and coaching through surveys and observational assessments.
- Conduct events for families to promote and encourage healthy nutrition and physical activity habits.
What We Hoped to Accomplish

- Improved nutrition and PA practices in child care.
- Creation and adoption of nutrition and PA policies in child care.
- Providers communicate nutrition and PA policies with parents via newsletters or other venues.
- Identified barriers and concerns that child care providers face in efforts to promote good nutrition and active play.
- Promotion of, and the benefits of participation in, CACFP.
- Reduced prevalence of overweight & obesity among children in child care.
How long do experts recommend that moms feed their babies only breast milk (with no other foods or beverages)?

A. About 2 months
B. About 6 months
C. About 9 months
D. About 1 year
Breastfeeding

How long do experts recommend that moms feed their babies **only** breast milk (with no other foods or beverages)?

A. About 2 months  
B. About 6 months  
C. About 9 months  
D. About 1 year
Which of these foods is 100% whole grain?

A. Oatmeal
B. All breakfast cereals
C. Multi-grain crackers
D. White bread
Which of these foods is 100% whole grain?

A. Oatmeal
B. All breakfast cereals
C. Multi-grain crackers
D. White bread
Physical Activity

How much time per day should children do “structured” or teacher-led, physical activity?

A. At least 15 minutes  
B. At least 30 minutes  
C. At least 60 minutes  
D. At least 120 minutes (2 hours)
Physical Activity

How much time per day should children do “structured” or teacher-led, physical activity?

A. At least 15 minutes
B. At least 30 minutes
C. At least 60 minutes
D. At least 120 minutes (2 hours)
What is the maximum recommended amount of screen time per day for children \textbf{over 2 years old}?

A. 1 hour  
B. 2 hours  
C. 3 hours  
D. 4 hours
What is the maximum recommended amount of screen time per day for children over 2 years old?

A. 1 hour  
B. 2 hours  
C. 3 hours  
D. 4 hours
Program Accomplishments
Program Accomplishments

Trained over 5,800 ECE providers
- Goal: 5,500 by June 30, 2016
- Types of providers trained:
  - Centers: 68%
  - Licensed Homes (FCC): 22%
  - License-Exempt: 10%

Coached over 2,300 ECE providers
- Goal: 2,200 by June 30, 2016
- Additional 753 second visits given
Training & Coaching Incentives
Most Common Coaching Requests

- **Improve Food/Beverages**
  - Menu plan improvements/recipe ideas
  - Developing new menus for new providers
  - Assistance with joining the Child and Adult Care Food Program (CACFP)
  - Healthy cooking activity ideas

- **Increase Physical Activity**
  - Expanding physical activity ideas
  - Incorporating more structured play into curriculum

- **Reduce Screen Time**
  - Doing physical activity instead of screen time

- **Others**
  - Creating “Healthy Policies”
  - Starting a garden at child care sites
  - Developing ideas for classroom container gardening
  - Family engagement and support
Making Healthy Changes

Gardening

Small steps to big changes

Structured physical activity

VS
## Program Accomplishments

<table>
<thead>
<tr>
<th>Reached over 16,500 parents through events</th>
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<tbody>
<tr>
<td>- Goal: 7,400 by June 30, 2016</td>
</tr>
<tr>
<td>- Families participated in activities and given print information</td>
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</table>

<table>
<thead>
<tr>
<th>Over 34,500 parents given print information</th>
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<tbody>
<tr>
<td>- Goal: 20,211 by June 30, 2016</td>
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<tr>
<td>- Materials disseminated:</td>
</tr>
<tr>
<td>- Nutrition and PA handouts</td>
</tr>
<tr>
<td>- CHLA CC Newsletters</td>
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</table>
Programmatic Changes Along the Way

- Created a 1-hour version of the workshop for centers, tailored for Head Start and School District sites.
- Scheduled center trainings during staff development time.
- Marketed the workshops specifically for license-exempt providers who may want to become licensed.
- Continued to create new and exciting giveaways
Program Evaluation
Evaluation Methods

- Training and Coaching Satisfaction Surveys
- Focus Groups
- Observational Assessments
- Policies and Practices Self-Assessment Questionnaire
Training and Coaching Satisfaction Surveys

- Training Satisfaction survey given to every participant at the end of each workshop
  - Data from every 4th survey was entered and analyzed at the end of each fiscal year

- Coaching Satisfaction survey given at the end of last coaching session
Training Satisfaction Survey Results

Types of Providers Reached, by Program Year

- CCC
- FCC
- LE
- Other
Training Satisfaction Survey Results

Ages of Children Served, by Program Year

<table>
<thead>
<tr>
<th>Year</th>
<th>&lt; 3 yrs</th>
<th>3-5 yrs</th>
<th>6+ yrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-2014</td>
<td>47.7%</td>
<td>27%</td>
<td>25.5%</td>
</tr>
<tr>
<td>2014-2015</td>
<td>34.9%</td>
<td>19.3%</td>
<td>46.8%</td>
</tr>
<tr>
<td>2015-2016</td>
<td>56.7%</td>
<td>34.9%</td>
<td>8.4%</td>
</tr>
</tbody>
</table>

- < 3 yrs
- 3-5 yrs
- 6+ yrs
Providers who Agree or Strongly Agree with Following Statements, by Program Year:

- Because of this training, I plan to do new things with the children I serve: 2013-2014 94.7%, 2014-2015 95.7%, 2015-2016 98.1%
- This training has increase my knowledge about the topic presented: 2013-2014 95.4%, 2014-2015 96.9%, 2015-2016 98.1%
- This training was informative: 2013-2014 95.7%, 2014-2015 97.3%, 2015-2016 98.9%
- This training presented helpful ideas I'll be able to use: 2013-2014 96.9%, 2014-2015 97.8%, 2015-2016 99%
Coaching Satisfaction Survey Results

Main Goal Area for Coaching, by Program Year

- Improve Physical Activity
- Improve Food/Beverage
- Support Breastfeeding
- Reduce Screen Time
- Unknown

<table>
<thead>
<tr>
<th>Year</th>
<th>Improve Physical Activity</th>
<th>Improve Food/Beverage</th>
<th>Support Breastfeeding</th>
<th>Reduce Screen Time</th>
<th>Unknown</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-2014</td>
<td>57.4%</td>
<td>50.5%</td>
<td>4.0%</td>
<td>5.0%</td>
<td>1.2%</td>
</tr>
<tr>
<td>2014-2015</td>
<td>59.1%</td>
<td>30.2%</td>
<td>3.4%</td>
<td>0.7%</td>
<td>1.2%</td>
</tr>
<tr>
<td>2015-2016</td>
<td>56.9%</td>
<td>23.0%</td>
<td>2.3%</td>
<td>1.2%</td>
<td>16.7%</td>
</tr>
</tbody>
</table>
Coaching Satisfaction Survey Summary

Participants reporting a need for more resources to make changes in their programs

<table>
<thead>
<tr>
<th>Program Year</th>
<th>Need Additional Resources? (Yes)</th>
<th>More Printed Materials</th>
<th>More Coaching Sessions</th>
<th>More Equipment</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-2014</td>
<td>52.5%</td>
<td>56.7%</td>
<td>22.6%</td>
<td>62.3%</td>
<td>17.0%</td>
</tr>
<tr>
<td>2014-2015</td>
<td>66.2%</td>
<td>44.1%</td>
<td>35.5%</td>
<td>56.9%</td>
<td>11.8%</td>
</tr>
<tr>
<td>2015-2016</td>
<td>49.4%</td>
<td>52.9%</td>
<td>28.7%</td>
<td>64.4%</td>
<td>12.6%</td>
</tr>
<tr>
<td>All 3 Years</td>
<td>56.0%</td>
<td>50.1%</td>
<td>30.2%</td>
<td>60.8%</td>
<td>13.2%</td>
</tr>
</tbody>
</table>
Training Satisfaction Survey – Comments

The best thing about this training was...

“New activities to do in the classroom – and for my own family.”

“The encouragement to develop a successful child care.”

“The DANCING! I’ve never danced.”
The best thing about this program was…

“I have done so many things with my daycare. We planted a big garden, we do art, we cook together, we play all kinds of physical activities. We sit down all together and talk about the things they like and don’t like. It’s so much more fun now.”

“The music and movement box she gave us helps our children with our mini Olympics in June and also with our DRDPs.”
Focus Groups Background

- Total = 7 focus groups (6-10 participants each)
  - 4 conducted in English; 3 conducted in Spanish
  - 54 participants (Female, Latino, 5+ years in business)

- Eligibility:
  - English- or Spanish-speaking
  - Adult participant in Choose Health LA Child Care training and coaching
  - Child care provider of children ages 0-5

- Participant incentives: $40 gift card incentive & light meal
Focus Groups Results

Prominent Themes:
- Participating increased knowledge and changed own health behavior
- Modeling helped change children’s health
- Children’s health improved
- Hard to change some families eating habits
- Inclement weather as barriers to physical activity
- Resources helped open a dialogue with families
- Written policies reinforced health message
- Multiple strategies to incorporate nutritious foods in meals/snacks
- Provide complimentary training and coaching for parents
- More and regular coaching and networking opportunities desired
Observation Assessments Background

- **Structure:**
  - 2-3 hour visit
  - Observe meal time
  - Observe outside time
  - Interview with director

- **Focus areas:**
  - Foods served
  - Staff behavior
  - Physical activity opportunities

- **Methods:**
  - Purposive (non-probability) sampling
  - Eligible Providers
    - Not HeadStart
    - Serve lunch
    - Serve 3-5 year olds

- **Providers:**
  - 65 matched pairs
  - 31 centers, 34 homes
  - Owners/operators or administrators
### Observational Assessments Results

<table>
<thead>
<tr>
<th>Food Environment &amp; Foods Served</th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display nutrition-related posters not sponsored by a food or beverage company</td>
<td>33.8%</td>
<td>38.1%</td>
</tr>
<tr>
<td>Areas for growing produce</td>
<td>30.8%</td>
<td>47.7%</td>
</tr>
<tr>
<td>Serve at least one type of vegetable</td>
<td>95.4%</td>
<td>90.8%</td>
</tr>
<tr>
<td>Whole grains served</td>
<td>13.6%</td>
<td>40.0%</td>
</tr>
<tr>
<td>Vegetable protein served</td>
<td>13.8%</td>
<td>26.2%</td>
</tr>
</tbody>
</table>
## Observational Assessments Results

<table>
<thead>
<tr>
<th>Food Behaviors</th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providers sitting with children</td>
<td>75.0%</td>
<td>73.0%</td>
</tr>
<tr>
<td>Mealtime staff seated with children</td>
<td>55.8%</td>
<td>60.4%</td>
</tr>
<tr>
<td>Staff modeling eating same food</td>
<td>35.4%</td>
<td>36.9%</td>
</tr>
<tr>
<td>Providers talked about trying and enjoying new/healthy foods with children</td>
<td>90.8%</td>
<td>92.3%</td>
</tr>
<tr>
<td>Serve some or all meals “family style”</td>
<td>16.9%</td>
<td>24.6%</td>
</tr>
<tr>
<td>Providers encourage children to “clean their plates”</td>
<td>20.3%</td>
<td>17.2%</td>
</tr>
</tbody>
</table>
### Observational Assessments Results

<table>
<thead>
<tr>
<th>Physical Activity Environment &amp; Behaviors</th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical activity observed outdoors</td>
<td>86.2%</td>
<td>84.6%</td>
</tr>
<tr>
<td>Number of visible materials about physical activity</td>
<td>6.3%</td>
<td>27.0%</td>
</tr>
<tr>
<td>Play restricted as punishment</td>
<td>12.7%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Staff provide prompts to increase physical activity</td>
<td>88.7%</td>
<td>92.3%</td>
</tr>
<tr>
<td>Structured physical activity provided as optional</td>
<td>85.7%</td>
<td>37.0%</td>
</tr>
</tbody>
</table>
Observational Assessments Results

<table>
<thead>
<tr>
<th>Physical Activity Environment &amp; Behaviors</th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Structured physical activity took place</td>
<td>43.8%</td>
<td>75.4%</td>
</tr>
<tr>
<td>Staff participating in structured physical activity</td>
<td>78.6%</td>
<td>95.7%</td>
</tr>
<tr>
<td>Staff participating in unstructured physical activity</td>
<td>53.8%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Length (minutes) of structured physical activity</td>
<td>15.9 min</td>
<td>19.7 min</td>
</tr>
<tr>
<td>Length (minutes) of unstructured physical activity</td>
<td>36.4 min</td>
<td>25.6 min</td>
</tr>
</tbody>
</table>
Observational Assessments Results

Challenges:
- Parent motivation – need training/resources for parents
- Limited resources for staff (money, time, information, equipment, space)
- Keeping children engaged in structured activity

Recommendations:
- Increase capacity of providers to engage staff and parents
- More and regular coaching and networking opportunities desired
- More interactive and skill-based learning opportunities
Policies and Practices Survey Background

- Self-assessment based on the C.H.O.I.C.E. Toolkit, Self-Assessment Questionnaire, and NAP SACC
- Participants were mailed a baseline and follow-up survey
- Received 602 matched pairs
Policies and Practices Survey Background

Surveys analyzed:

- Type of Providers
  - Center - 77.9%
  - Family Child Care - 22.1%

- Primary Language
  - English - 73.4%
  - Spanish - 26.6%

- Coaching
  - Yes - 55.0%
  - No – 45%
Policies and Practices Results

- Broad impact vs. deep impact
- Ceiling effect
- 85% of participants indicated coaching was helpful
- 73% reported parents have responded generally positively to rules or guidelines about healthy practices
- 35% of providers saw increase in demand for their business
Policies and Practices Results

- **Breastfeeding:**
  - Spanish-speaking participants more prepared to make changes than English-speaking participants

- **Screen time:**
  - English-speakers more prepared than Spanish speakers to make changes around screen time; note that quality of screen time is not assessed

- **Parent engagement:**
  - 67% of providers reported more materials for parents would be helpful for creating healthy practices and guidelines
Policies and Practices Results

Physical Activity (PA):

- Significant increases in:
  - Parents receive written physical activity policy upon enrollment
  - Children have at least 60 minutes structured or teacher-led physical activity time
  - Information is provided to parents about their child’s physical activity while in child care
  - Staff participate in physical activities with children
  - Parents are provided information that encourages physical activity at home
Policies and Practices Results

**Nutrition:**
- Significant increases in:
  - Parents receive written nutrition policies upon enrollment
  - Parents are given information about what their children are eating
  - Parents are given information about what their children are offered (menus)
  - Children decide which foods they will eat from the foods offered
  - Children serve themselves from serving dishes at meal time
  - Foods are served that reflect the ethnicity and cultures of the children in the centers/home
  - Special occasions and holidays are celebrated with healthy foods or with non-food treats
  - Parents are provided information on child nutrition and healthy eating
Policies and Practices Results

- **CACFP participation:**
  - Over 70% of providers surveyed participate

- **Self-efficacy (preparedness):**
  - 90% of providers feel prepared to make changes in food and beverage practices
  - 94.4% of providers feel prepared in doing teacher-led physical activity
  - Providers feel least prepared to address breastfeeding
Policies and Practices Results

- **Challenges:**
  - Most frequently cited:
    - Lack of support from parents
    - Not enough resources to make changes
  - Providers who received coaching reported more challenges at baseline and follow-up than those who did not
  - Center-based providers reported more challenges at follow-up than family child care providers
Lessons Learned from Program Implementation and Evaluation

- Providers need more resources
  - for their sites
  - for parents
- Providers need & want more training, especially around family engagement, as well as training for parents
- FCC’s are fertile ground for making healthy changes
- Further intervention regarding breastfeeding practices needed
Narrative from the Field

- This program has changed my life. Through the program I learned about portions, family-style eating, and physical activity – lessons I took home to my family too. My son has struggled with his weight for a long time and was unhappy and never wanted to go out. But since making changes at home, he lost 15 pounds, seems much happier, and displays greater self-confidence. Thank you. – CHLA CC participant*

- “[CHLA CC] helped me attain my dream job, and I don't think anyone enjoyed this program as much as I did. It gave me the opportunity to inspire, motivate, create, and learn to become an efficient public speaker...I feel it was very positive for the children and families it reached, and that it provided more awareness about what we can all do to raise healthier children. I also feel it was a wonderful way of reaching out to providers, by giving them support and motivation, as they give so much of themselves for the children and families they serve.” – CHLA CC coach

*Edited for length and clarity
Special Thanks!

Choose Health LA Child Care Coaches:
- Mariah Johnson – CCRC
- Sharlout Golbari – Connections
- Adriana Sanchez – Crystal Stairs
- Sophia Gonzalez – MAOF
- Armida Rosario – Options
- Maria Ponce – Pathways
- Dell Harris & Martha Arreguin – Pomona
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