

Maryland

Personal outreach is key for health department working with ECE providers



The [Allegany County Health Department](#) is collaborating with home and center-based child care providers to work toward implementing the Let's Move! Child Care (LMCC) goals in Cumberland, Maryland. The Health Department connects with providers to educate them about LMCC and to help them complete the checklist quiz and tailored action plans. Staff from the Health Department reach out to child care providers by mailing each registered child care provider a letter introducing the initiative, a copy of the LMCC goals and the checklist quiz with a self-addressed stamped envelope so that they can easily complete and return the quiz. Health Department staff then follow up with providers over the phone to work with them to set goals and create an

action plan. Providers also receive supplemental resources and tools based on the areas of improvement identified by the checklist quiz to help them meet the recommendations in the [five goal areas](#). Frequently distributed resources include:

- Get Moving Today Activity Calendar (Head Start Body Start)
- Sesame Street Healthy Habits for Life We Have the Moves! (Health and Human Services/National Association for Family Child Care)
- Kid-Friendly Veggies and Fruits (United States Department of Agriculture)
- Back to Sleep Tummy to Play (American Academy of Pediatrics)

The Health Department is also helping families to embrace and promote the goals of LMCC. The Department distributes tools and resources to providers that can be shared with families. These resources are intended to reinforce the changes underway at the centers. For example, parents receive materials on screen time reduction, ideas for healthy snacks and meals, and information on how to model healthy behaviors.

Though the Allegany Health Department is currently focusing its efforts on child care providers located in Title I school districts in Cumberland, the largest city in the county and home to the most low-income residents, there are plans to engage Title I providers outside of Cumberland as well as non-Title I providers in the near future.