Early Care and Education at the American Heart Association

November 18, 2015
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State and Community Obesity Policy Manager
How AHA is Involved

• Programmatically – Healthy Way to Grow
• State and Local Advocacy – Voices for Healthy Kids/Office of State Advocacy
• Federal Advocacy
Healthy Way to Grow Overview

• Joint initiative between American Heart Association and Nemours

• Program goal: To improve the ability of early care and education centers to improve and sustain four key lifestyle behaviors:
  – physical activity,
  – nutrition,
  – screen time, and
  – infant feeding.

Inaugural funding providing by the William G. McGowan Charitable Fund
Communities Served & Program Structure

- **Chicago** (Austin and North Lawndale), Ill.
- **Denver** (Aurora), Colo.
- **Kansas City**, Kan.
- **Northeastern Pa.** (Scranton/Wilkes-Barre)
- **Rochester**, N.Y.
- **Reno**, Nev.

**Program Personnel:**
- National Program Director
- Information Coordinator
- Technical Trainer (based at Nemours)
- 6 Child Care Specialists
Program Activities and Implementation

Stakeholder Outreach and Engagement

- Centers Recruited
- Orientation, Training
- Create Wellness Policy
- Establish Action Plan

Ongoing Program Support

- Center Works toward Plan Goals with Supporting Training, One-on-One, Resources, Parent & Family Involvement
- Review Progress toward Goals
- Recognition of Achievements
ECE Program Characteristics

Program Reach: 169 Early Care and Education Programs

- 2,215 Staff
- 14,815 Children

Sizes of Early Care and Education Programs

- Smallest Program Size: 10 Children
- Average Program Size: 67 Children
- Largest Program Size: 320 Children

Program Type

- Private: 42%
- For-profit: 36%
- Non-profit: 34%
- Head Start/Early Head Start: 19%
- Faith-based: 9%
- School-based: 6%

Centers Participating in QRIS: 40%

Centers Participating in CACFP: 71%
Key Evaluation Findings

• ECE programs received approximately 20 technical assistance visits on average each year.

• In their first year of participating in HWTG, the percent of ECE programs that were “high-performing” tripled from Fall to Spring.

• In their second year of HWTG participation, nearly all ECE programs continued to improve in creating and implementing wellness policies.
“We talked about revitalizing and changing our snack program, and what I loved the most is that [Healthy Way to Grow] taught me the difference between snacks and treats. I no longer serve treats at my school; we are serving healthy, nutritious snacks.”

– JoAnn Stibrich, Director of Early Childhood Education Center, Mt. Olive Lutheran
RAISE YOUR VOICE. CHANGE LIVES.

VoicesforHealthyKids.org
Voices for Healthy Kids is a joint initiative of the Robert Wood Johnson Foundation (RWJF) and American Heart Association (AHA) working to help all young people eat healthier foods and be more active.
Our Approach

Where We Invest

How to Win Campaigns
- Message Research
- Polling
- Grassroots
- Media Advocacy

Transfer Knowledge
- Annual Face-to-face Grantee Meeting
- Regional Trainings
- Virtual Trainings

Fund Advocates
- Campaign Organizer
- Non-Lobbying Tactics
- Lobbying Tactics
Our Focus

1. Ensuring all children enter kindergarten at a healthy weight
2. Making a healthy school environment the norm and not the exception across the United States
3. Making physical activity part of the everyday experience for children and youth
4. Making healthy foods the affordable, available, and desired choice in all neighborhoods
5. Eliminating consumption of sugar-sweetened beverages before the age of 5
**Schools**

- **School foods**—Increase the number of states that have statewide policies for schools to implement both federal competitive foods standards and the meal standards outlined in the Healthy and Hunger Free Kids Act.

- **Physical activity and physical education**—Promote more frequent, effective physical education in schools as the cornerstone of comprehensive physical activity before, during and after the school day. Address standards-based curriculum, appropriate professional development for teachers, teacher certification/licensing, waivers/substitution, student assessment, and accountability. Support other physical activity opportunities including active transportation policy (Safe Routes to School), recess, classroom physical activity breaks, shared use policies, and intramural/club-varsity sports programs.
Schools

- **School marketing**—Eliminate marketing of unhealthy foods and beverages in schools.

- **Wellness policies**—Establish state regulations to support and strengthen the local school wellness policy requirements of the U.S. Department of Agriculture’s (USDA) proposed rule under the Healthy, Hunger-Free Kids Act of 2010. Support the creation and strengthening of school health councils.

- **Water access**—Ensure water is free, clean and accessible in the school setting.
Community

• **Healthy food financing initiatives**—Support public funding to increase the amount of healthy food being offered in underserved communities.

• **SNAP**—Support allowing Supplemental Nutrition Assistance Program (SNAP) recipients to use their benefits at the market and/or funding for programs that significantly increase SNAP benefits when used on fruits and vegetables.

• **Healthy food procurement**—Support healthy vending, service, and institutional feeding food procurement policy on government property.

• **Healthy restaurant meals**—Ensure all restaurant meals marketed to children meet nutrition standards. Remove sugar-sweetened beverages from all restaurant children’s meals.

• **Water pricing**—Remove taxes levied on bottled and vended drinking water.
• **Bike and pedestrian appropriations**—Support state and local financing mechanisms that create long-term funding for bicycling and walking.

• **Complete streets**—At the state and local level, require that all road construction and reconstruction create complete streets that are safe and convenient for all users and all modes of transportation.

• **Shared use in schools**—Support appropriations for state level reporting and implementation of shared use programs as well as incentives to schools to promote shared use. Clarify liability in those states that continue to need liability clarified.

• **Safe routes to school**—Codify safe routes to school programs in state law and secure state level appropriations or Transportation Alternatives Program (TAP) allocations for both infrastructure and non-infrastructure projects.

• **Menu labeling in restaurants**—Ensure calorie counts and nutrition information is available to consumers at the point of purchase in restaurants and other food service establishments.
• **Early care & education**—Establish statewide nutrition, physical activity, and screen time standards for early care and education providers. Create recognition or designation program. Secure public funding for technical assistance. Eliminate marketing in child care settings.

• **Out-of-school time providers**—Pursue policy change that requires out-of-school time programs to meet national integration of healthy eating and physical activity (HEPA) into recognition programs, accreditation programs, inclusion in certification, and inclusion in rating systems, standards for HEPA.
Early Care and Education

- Licensing of Center-Based Providers
- Licensing of Family Home-Based Providers
- TA and Grants
Licensing

• Separate Center and Family Home-Based Providers
• Nutrition Standards – CACFP
• Physical Activity Standards – YUSA’s HEPA
• Screen Time Standards – YUSA’s HEPA
TA and Grants

• Dedicated technical assistance and grant opportunities for providers serving low-income areas
<table>
<thead>
<tr>
<th>Action for Healthy Food</th>
<th>Healthy Eating Research</th>
<th>Safe Routes to School National Partnership</th>
<th>The Praxis Project</th>
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</thead>
<tbody>
<tr>
<td>Active Living Research</td>
<td>MomsRising</td>
<td>Salud! America</td>
<td>The Robert Wood Johnson Foundation</td>
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<td>Afterschool Alliance</td>
<td>NAACP</td>
<td>SHAPE America</td>
<td>YMCA of the USA</td>
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<tr>
<td>Alliance for a Healthier Generation</td>
<td>National Alliance on Hispanic Health</td>
<td>The American Academy of Pediatrics</td>
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<td>American Cancer Society Cancer Action Network</td>
<td>National Council of La Raza</td>
<td>The Food Trust</td>
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<td>American Heart Association</td>
<td>Nemours</td>
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<td>Center for Science in the Public Interest</td>
<td>Public Health Law Center</td>
<td>The Funders Collaborative on Youth Organizing</td>
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<td>ChangeLab Solutions</td>
<td>Rudd Center for Food Policy &amp; Obesity</td>
<td>The Notah Begay III Foundation</td>
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<td>The Pew Charitable Trusts</td>
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Campaign Research & Development
Campaign Development

National Campaign Brand
Policy Research
Message Research
Stakeholder Development

Grassroots Advocacy
Media Advocacy
Decision-maker Engagement
Training
Toolkits

https://volunteer.heart.org/apps/vfhk/Pages/VFHK-Toolkit-Form.aspx
Investing in State and Local Policy Campaigns
**Strategic Issue Advocacy Campaign Funding**

Voices for Healthy Kids is a unique advocacy collaboration between the American Heart Association and Robert Wood Johnson Foundation working to engage, organize and mobilize people to improve the health of their communities and reverse the childhood obesity epidemic. The goal of the grant opportunities described below is to make effective strategic investments in ongoing state, local and tribal public policy issue campaigns in order to increase public policy impact on healthy weight and living among children.

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Open RFA Grants</th>
<th>Plan Driven Priority Funds+</th>
<th>Strategic Campaign Incubator</th>
<th>Rapid Response Funds</th>
<th>Strategically Directed Tools*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support strategic issue advocacy campaigns at the state, local and tribal level. Must be specific to an individual campaign for public policy</td>
<td>Support mature campaigns around specific tactics and that demonstrate short-term opportunities for success</td>
<td>Mini-grants to support priority population stakeholder engagement and innovative strategies for advocacy campaigns</td>
<td>Support short-term projects by providing critically-timed support during final action phases of ongoing strategic issue advocacy campaigns</td>
<td>Support lobbying activities such as public opinion polls, on-the-ground organization and limited paid media activities</td>
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<tr>
<th>Funding Per Award</th>
<th>Up to $90,000</th>
<th>$90,000 to $160,000</th>
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<tr>
<th>Duration</th>
<th>Up to 1 Year</th>
<th>Varies based on campaign</th>
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<th>2 Weeks to 6 Months</th>
<th>Varies based on campaign</th>
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<th>Budget Requirements</th>
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| 5% legal contingency; 1 campaign coordinator; hard and in-kind match required | 5% legal contingency; 1 campaign coordinator; hard and in-kind match required | Demonstration of in-kind match requested | 5% legal contingency and in-kind match required | Demonstration of in-kind match requested |

*Not separate application; existing grantees only. *Indicates funding that can be used for lobbying activities.
Strategic Technical Assistance
Technical Assistance Model

A customized approach that takes into consideration regional and state variance, including both internal coalition capacity and community environment.

Core services:
- Resource Development
- Research and Data
- Polling, Message Research and Development, and Media Advocacy
- Coalition building and engagement
- Volunteer engagement
- Organizing and advocacy
Customized Technical Assistance

- Personal coaching, onsite visits and technical assistance tailored to the individual grantees’ needs.

- Assistance in the development and refinement of strategic issue advocacy plans

- On-site workshops customized for grantee needs with topics such as timeline, coalition management, volunteer recruitment and retention, and communications
PreventObesity.net

The only online network of people solely dedicated to reversing the childhood obesity epidemic.

A project of the American Heart Association, PreventObesity.net offers free tools, services and support to the people and organizations who are working to ensure children everywhere can eat healthier foods and increase physical activity.
In order to raise healthy kids and reverse the childhood obesity epidemic, we must ensure that the places where our children live, learn and play make the healthy choice the easy choice.

All kids deserve the chance to grow up healthy, no matter who they are or where they live. This movement of leaders and supporters is increasing access to healthy foods and safe places to be active. Now you can help drive changes in communities across our nation by being one of the Voices for Healthy Kids.

WE’RE CALLING FOR CHANGE. WILL YOU ADD YOUR VOICE?

Become a Supporter or Leader at PreventObesity.net / Learn more at Voicesforhealthykids.org

Get social: @Voices4HK Voices for Healthy Kids.

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