



California Preschool 5 a Day Plus Active Play! Campaign

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Objectives:

- Describe focus groups with childcare providers and low-income parents of preschool-age children;
- Present preliminary findings from the focus groups and outline the potential for the development and implementation of community based social marketing interventions;

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Network Key Behavioral Outcomes and Goals

- Increase daily fruit and vegetable consumption to 5-9 servings of colorful fruits and vegetables
- Increase daily physical activity to at least 30 minutes in adults and 60 minutes in children and youth
- Increase access to and utilization of federal nutrition assistance programs, especially Food Stamps
- Over the long range, help reverse the obesity epidemic, chronic diseases and disadvantage.

Target: Low income families of school-aged children
≤ 185% FPL

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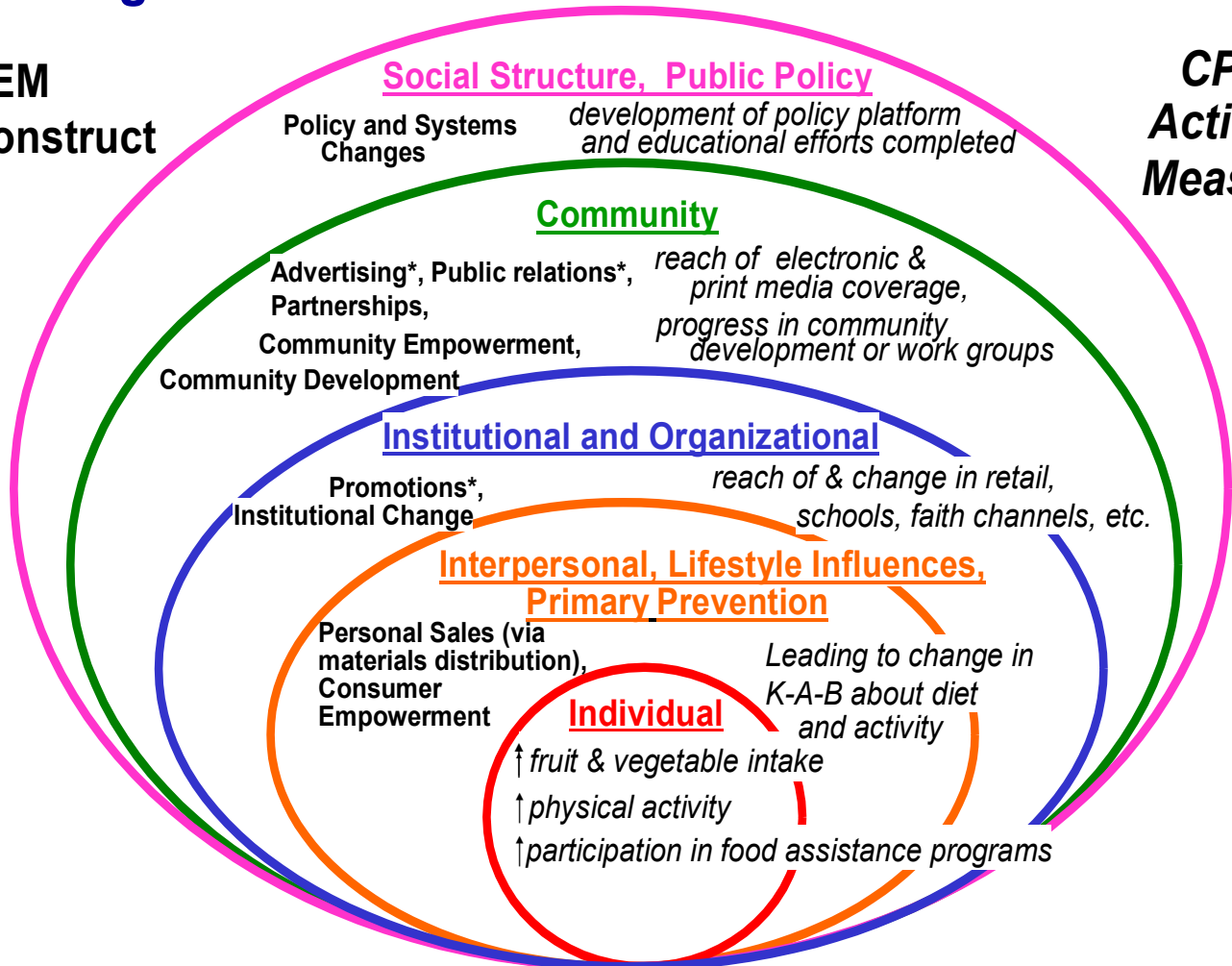
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Social Marketing Elements Aligned with Program Evaluation Measures and Additional Activities

SEM Construct

CPNS Activities/ Measures



*Categorization in the specific sphere depends on how the construct was operationalized

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The Vision... ..a reduction of chronic disease risk by introducing and helping to maintain healthful nutritional habits and physical activity preferences throughout childhood and into adulthood.

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Poor Diet and Physical Inactivity:

- Poor diet - Californians of all ages are not consuming the recommended servings of fruits and vegetables a day;
- Children under five years of age consume most poorly from the vegetable group, and preschoolers consume fewer fruits and vegetables and more fat and sodium than recommended;
- Nearly 25% of 19-24 month old babies are not eating a single fruit or vegetable in a day;

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- One in three low-income California children between the ages of 2 and 5 participating in publicly funded health programs are either overweight or at risk of being overweight.
- Prevalence of **Overweight** (\geq 95th percentile) among 2- <5 yrs old = 17.3%
- At Risk of Overweight or Overweight for Selected Areas:

San Benito:	41.2%
Fresno:	32.2%
L.A. North:	39.6%
Long Beach:	36.2%
San Joaquin:	36.9%

- Pediatric Nutrition Surveillance System (PedNSS), Children's Medical Services Branch, California Department of Health Services, 2001.





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Why the preschool-age population?

- Few interventions directed at under-fives;
- Almost 2.5 million children - many from the most at-risk groups;
- Interventions may have immediate and long-lasting nutritional benefits;
- Childcare settings – center based & family daycare homes: important social environments to influence nutrition and physical activity behaviors;
- Parents and childcare providers: key influencers of preschool-age children in their care;

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Primary Research : Focus Groups

- 12 focus groups with English and Spanish-speaking, low-income mothers of preschool-age children:
 - ✓ using formal childcare, (either a family daycare homes or center-based childcare services); and
 - ✓ using informal childcare, (care received from a family member, relative, friend or neighbor).

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Primary Research : Focus Groups

- Six focus groups conducted with 'gatekeepers' from licensed childcare providers:
 - ✓ Separate groups with gatekeepers from centers and family daycare homes;
 - ✓ Included private, public and non-profit facilities;
 - ✓ Facility managers, directors, owners and some food service staff;
 - ✓ At least one meal and a snack on a usual day;
 - ✓ At least 50% of the children attending the facility from low-income families;
 - ✓ Head Start facilities excluded.



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Primary Research : Focus Groups

- Barriers and motivators that influence healthful eating, increased consumption of fruits and vegetables and increased levels of active play in the home and in both formal childcare and informal childcare settings;
- Marketing and communication strategies that will promote, motivate and influence low-income parents and childcare providers;
- Experience and training of formal childcare providers in nutrition and physical activity;
- Appropriate content, and channels for message dissemination.



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Campaign Research : Key Findings

- Nutrition as a component of high quality childcare provision;
- Preschoolers' fruit and vegetable consumption;
- Barriers and facilitators to fruit and vegetable consumption;
- Strategies to increase consumption;
- Information sources for providers and parents;
- Nutrition standards and guidelines;
- Food Assistance Programs;
- Childcare providers as community nutrition educators;
- Active Play.





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Campaign Research : Key Findings

- Barriers reside at multiple levels including individual behavior, the environment, and systemic factors associated with the childcare industry;
- Lack of clear information for parents on the food given to children and what children are eating;
 - Assumption on the behalf of parents that all providers were required to follow guidelines and meet nutrition standards;
 - Variance across the childcare spectrum;

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Campaign Research : Key Findings

- Participants were very supportive of establishing nutrition guidelines or standards for all providers of care and education for preschool-age children;
- Fractured delivery of services/support for families and lack of empowerment - in the home and community;
- Childcare providers an important trusted source of information and support for parents - acting as nutrition educators - for the children and the extended family;
- Limited access to training, resources and education tools for providers;





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It is because we love what we do, we care about these people, and a lot of parents look to us for advice on raising children, on helping them with their children.

Family Daycare Provider, Sacramento.





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Campaign Research : Recommendations

- Childcare contexts can play a role in reversing the trend of childhood obesity, sedentary behavior, and facilitate the consumption of fruits and vegetables.
- Develop and promote the adoption of a nutrition policy that:
 - ✓ Links comprehensive, sequential nutrition education for childcare providers;
 - ✓ Provides access to and promotion of child nutrition programs providing nutritious, quality, meals and snacks that specifically outline guidelines for fruit and vegetable consumption and minimum time for active play in the preschool environment;





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Campaign Research : Recommendations

- ✓ Supports nutrition education for childcare providers so that they can in turn reach family members;
- ✓ Nutrition and active play standards;
- ✓ Emphasize vegetable consumption;
- ✓ Addresses the access and availability of nutritious foods, inc. fruits and vegetables, in the community;
- ✓ Interventions to reach parents not using formal childcare – face a unique set of challenges;
- ✓ Restrict marketing of unhealthy foods and beverages to young children;

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Preschool 5 a Day Campaign - Next Steps

- Leadership and Vision;
- Encourage integration & seamless delivery of services, focusing on childcare providers as a viable channel for receiving nutrition education;
- Interventions to encourage and enhance outreach of WIC, CACFP and Food Stamp Program etc. through childcare networks and facilities;
- Foster partnerships with agencies serving the target population and childcare providers:
 - First Five Commissions, WIC & CACFP;
 - Health care providers;
 - Public, non-profit and private partnerships;
 - Align with children's advocacy groups;
- Work to educate policymakers;

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This generation of children and the one after them are going to be aware of nutrition and eating right and they won't face the problem of obesity.

Mother, Fresno

