



**Orange County
Partnership *for*
Young Children**



The Healthy Kids Campaign



**Joint Legislative Task Force on
Childhood Obesity
February 11, 2010**

Preventing Obesity in Orange County

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Orange County Partnership for Young
Children**





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The Healthy Kids Campaign

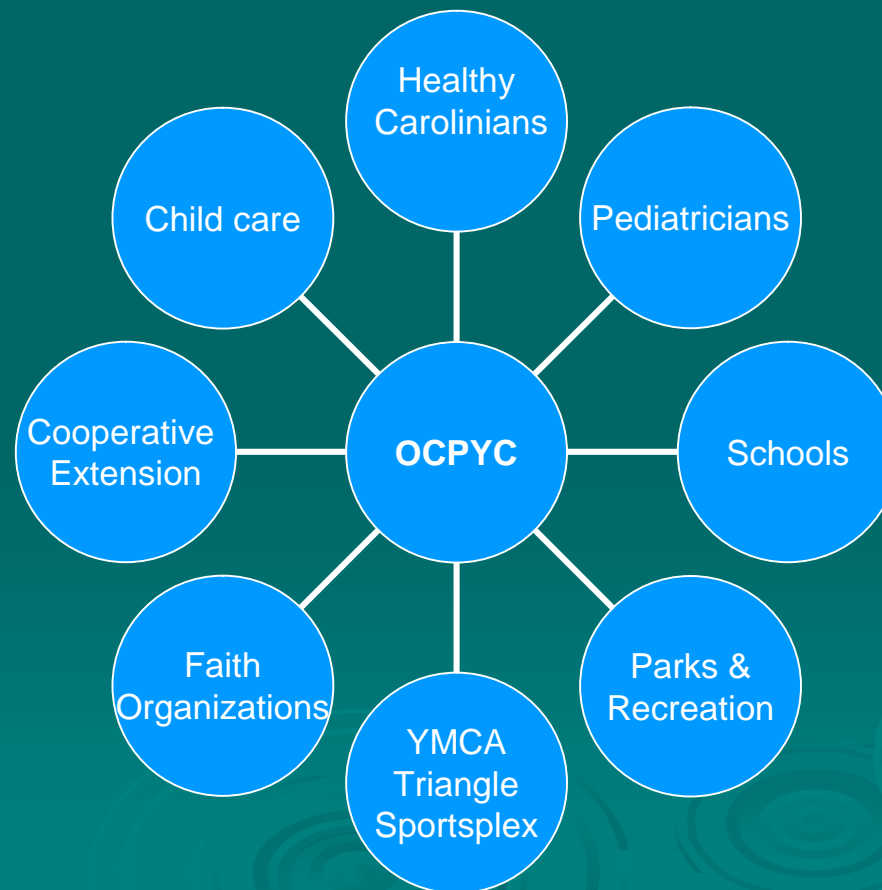
- **Orange County Partnership for Young Children** is a nonprofit dedicated to ensuring that all children in Orange County arrive at school healthy and ready to succeed. birth to age five is the most critical time in a child's development. Through **Smart Start, More At Four** and **foundation grants and fundraising** our programs focus on early childhood education, child health care, early intervention, parenting education and family support.
- **Creating Community Solutions**
 - Surveys, Focus Groups, Meetings
 - Identifying Model Programs
 - Recruiting Community Partners

Orange County, NC

A Snap Shot

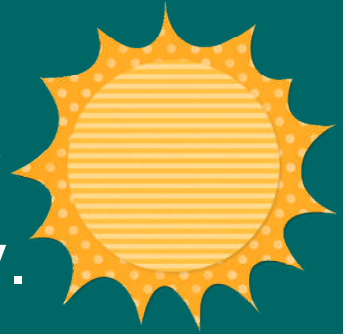
- 29% of children aged 2-18 years are overweight or obese.
Among the 2-4 year olds, 15.8% are overweight
- 5-11 year olds-35.7% are overweight or obese
- 12-18 years- 31% are obese

Creating a Community Solution: Community Partners *Where Children Live, Learn, Play and Pray*



Campaign to Fight Obesity

- Reach thousands of young children and their families wherever they live, learn, play or pray.



- Neighborhoods
- Child Care Centers
- Parks and Recreation
- Doctor's offices
- Places of Worship



- Innovative and research-based programs designed to increase healthy eating and physical activity among young children and families in Orange County.

Campaign Goal and Process

- The Partnership led community planning process and fundraising campaign
- Raised approximately \$300,000 in a 2 year period
- Involved individuals, state grants corporations, foundations



Healthy Kids Campaign Cabinet



- Carmen Hooker Odom, Secretary of Health & Human Services
- Howard Lee, Chairman, State Board of Education
- Rep. Verla Insko
- Dr. Alan Stiles, UNC Children's Hospital
- Tony Waldrop, Research & Econ. Development, UNC
- Dr. Steve Zeisel, School of Public Health, UNC
- Roger Perry, East West Partners
- John Russell, Quintiles Transnational Corp.



Why The Partnership?

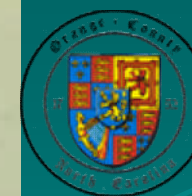
- Capacity to lead community fundraising campaign
- Track record of creating effective programs for young children & families
- Expertise of Board Members
- Focus on Community Collaboration
- Results Oriented
- Fiscal Accountability
- Program Evaluation



Program Highlights



Salud America!
The RWJF Research Network to
Prevent Obesity Among Latino Children



Community Gardens



Growing Healthy Kids

- 3rd Year
- Garden Advisory Committee and Gardener's Advisory Board
- School Site; Community Site & Private Land Site.
- The Carrboro Elementary garden has now begun to include learning opportunities in the More at Four classrooms at the school.
- Families participate in the EFNEP program- a collaboration with OC Cooperative Extension



Growing Healthy Kids Pilot Data

-Pre Data:

At-Risk of Overweight/Overweight (8)

-Post Data

3 of these children had BMI classifications of Normal and 1 reduced his BMI classification from Overweight to At-Risk of Overweight.

After completing the program parents reported:

-An overall increase in the number of fruits and vegetables in their home.

-a 126% increase in the number of vegetables available in the home.

-88% increase in the number of fruits available in the home

Funding for the Growing Healthy Kids Program

Initial funding for the program was a two-year grant from the North Carolina Health and Wellness Trust Fund in the amount of \$53,000.

A Two-Year Salud America! Robert Wood Johnson Foundation grant in the amount of \$75,000. This is grant will used for research on the effects of increased access to better nutrition for Latino children. It is in collaboration with UNC Chapel Hill.





MOVE IT!

- Program provided scholarships for families to participate in local physical activity programs –
- The program served 62 children from across the county.
- 81% of families participating in the program earned less than \$25,000 per year.
- 76% of participating children had not previously participated in a physical activity program
- Move It! was a collaboration between the Carrboro Recreation and Parks Dept., Chapel Hill Parks and Rec. Dept, Orange County Recreation and Parks Dept., Chapel Hill/Carrboro YMCA, and the Triangle SportsPlex.

ABCs of Good Health/ Nutrition and Physical Activity Self- Assessment for Child-Care

- Targets physical activity and nutrition practices in child care centers. Provides directors and staff with knowledge and support to aid children in developing healthy behaviors.**
- Approximately 200 children served to date**
- Collaboration with Orange County Health Department; North Carolina Partnership for Children and Blue Cross Blue Shield Foundation**



09-10 OC NAPSACC

- Current BMI Data on 85 Children
- Almost 30% are At Risk or Overweight according to BMI calculations (ages 2-5)

	Nutrition Mean Pre-Test	Nutrition Mean Post-Test	Physical Activity Mean Pre-Test	Physical Activity Mean Post-Test
State wide Results	2.64	3.11	2.72	3.38
Orange County Results	2.78	3.17	2.88	3.42

Smart Start Performance Based Incentive System



Orange County Min HP 08-09 07-08 06-07 05-06 04-05

Body Mass Index	$\leq 12.27\%$	$\leq 10\%$	14.70 %	16.80 %	16.40 %	18.70 %	21.70 %
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Play More Move More

➤ Pedometers for Childcare teachers

35 Child Care Center workers are participating

Age range 18-63 (Avg. age 36)

23 females and 2 males

19 AA; 5 Latino; 1 Caucasian



Preventing Obesity By Design

- Improves Outdoor Environment of childcare centers
- Increase children's level of physical activity; time spent outdoors by children and teachers; Increases children's awareness of vegetables, fruit, and nuts as healthy foods
- NC State Outdoor Learning Environment; North Carolina Partnership for Children and Blue Cross Blue Shield Foundation



Additional Orange County Community Efforts

- Chapel Hill Carrboro City Schools & Orange County Schools
- Town of Carrboro
- Child Care Services Association
- Be Active North Carolina
- North Carolina Botanical Garden



Questions

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