

Obesity Prevention: Incorporating Screen-Time Reduction

a state health official – public health institute led effort advancing evidence-based health policy

Overview	Project Profile	Impact
<p>Goal of Project</p> <p>To implement behavioral interventions to reduce screen time through 1) training early care center staff on strategies, 2) providing information to families on environmental strategies, & 3) providing fact sheets to health care providers on family engagement strategies</p>	<p>Steps (January 2012 – July 2012)</p> <ol style="list-style-type: none"> 1) Team participated in ASTHO/NNPHI Community Guide Training & Strategy Workshop 2) Assessed MDCH work plan with ECIC that was created in December 2011 and identified steps to incorporate state team project with the MDCH and ECIC's existing initiative "Obesity Prevention in Early Care & Education" using screen-time reduction strategies 3) Hosted the <i>Obesity Prevention in Early Care & Education Utilizing NAP SACC Training</i> in March 2012 including skill building, tips, goal-setting and reinforcement techniques from the Community Guide to CCR&R staff 4) Released a joint RFA for quality resource centers and licensed early care & education programs including a requirement to implement a screen-time reduction policy 5) Developed technical assistance (TA) materials including communication tools, lesson plans, & strategies for families 6) Each early care & education program director used NAP SACC self-assessment tool to assess their programs use of best practices in 15 key areas in nutrition and physical activity 7) Developed factsheets to appeal to staff & families 8) Conducted monthly conference calls with CCR&R and early care and education program staff to promote a learning community and provide TA 	<p>Outcomes</p> <ul style="list-style-type: none"> • 12 newly-trained NAP SACC Consultants to champion screen-time reduction in 10 regions in MI • Action plan for MI's CCR&R Network to implement screen-time reduction • Strengthened partnership between the state team & CCR&R network • Experts are trained to support early care and education programs in making changes in practice & environmentally
<p>State Team Members</p> <p>MI Department of Community Health (MDCH): Debra Tews, <i>Public Health Administration</i>, Heather Hockanson, <i>Injury Control</i>, Rochelle Hurst and Patricia Heiler, <i>Cardiovascular Health, Nutrition and Physical Activity</i>, Viki Lorraine, <i>WISEWOMAN</i>, Orlando Todd, <i>Tobacco Control</i>, Shannon Carney Oleksyk, <i>Childhood Obesity Prevention</i>, Lonias Gilmore, <i>Nutrition Physical Activity & Obesity Program</i></p> <p>MI Public Health Institute (MPHI): Stephanie Halfmann, <i>Health Promotion, Disease Prevention, Sr Program Manager</i></p> <p>PARTNERS: Early Childhood Investment Corporation</p> <p>(ECIC) Great Start to Quality Resource Centers (CCR&R) Team Contact: GilmoreL@michigan.gov</p>	<p>Community Guide (www.TheCommunityGuide.org)</p> <p>Community Guide Intervention Selected: Obesity Prevention and Control: Behavioral Interventions to Reduce Screen Time WHY? To build off an existing initiative between MDCH and ECIC to reduce screen time using evidence-based interventions HOW? The Community Guide was used to justify using skills building, tips, goal setting, and reinforcement techniques to reduce screen time in early care and education settings.</p> <p>Use of Total Funding (\$10,000)</p> <ul style="list-style-type: none"> • Production of Screen Time Factsheets and other print materials, conceptual development, design and production of logo: 100% 	<p>Resources Developed</p> <ul style="list-style-type: none"> • Screen-time reduction fact sheets and training materials • Healthy Child Care Resources webpage with technical assistance <p>Lessons Learned</p> <ul style="list-style-type: none"> • MDCH and MPHI will use the Community Guide and other evidence-based recommendations when developing interventions and recommend to all partners that they consult the Guide. • The Community Guide recommendations provided a renewed focus on the screen-time reduction part of the CCR&R training and materials to educate staff. • Collaborative relationships that already existed added significant strength to the project. <p>Future Actions</p> <ul style="list-style-type: none"> • MDCH and ECIC continued partnership to create healthy early care and education programs throughout MI using evidence-based interventions • Will hold professional development workshops for early care and education program staff for planning and implementation of changes • MDCH and ECIC will continue to provide TA to CCR&R and early care and education staff to build local capacity through regional trainings, statewide conference sessions, and keeping webpage updated • Plan to provide more funding opportunities for early care and education programs to implement NAP SACC