

Promoting Early Childhood Healthy Weight Consistent Messaging: Colorado's Experience

Mini CollN Webinar - October 19, 2017



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Objectives

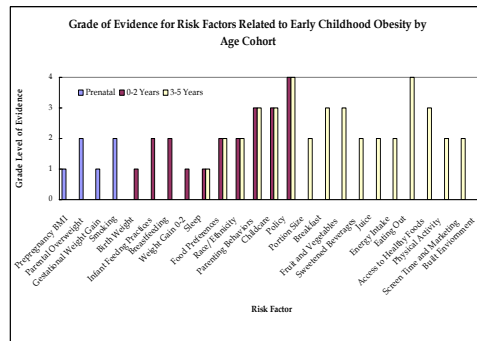
Webinar participants will be able to . . .

- Cite two criteria Colorado used to select its messaging topics.
- List at least two phases of messaging development.
- Describe at least three lessons Colorado learned implementing its messaging strategy.

Messaging Webinar Overview

- Topic selection
- Message development and timeline
- 9 Ways to Grow Healthy Colorado Kids messages
- Message dissemination
- Message evaluation
- Lessons learned

Topic Selection: Guiding Principles



Evidence Grades:
 Level I: Good/Strong
 Level II: Fair
 Level III: Limited/Weak
 Level IV: Expert Opinion

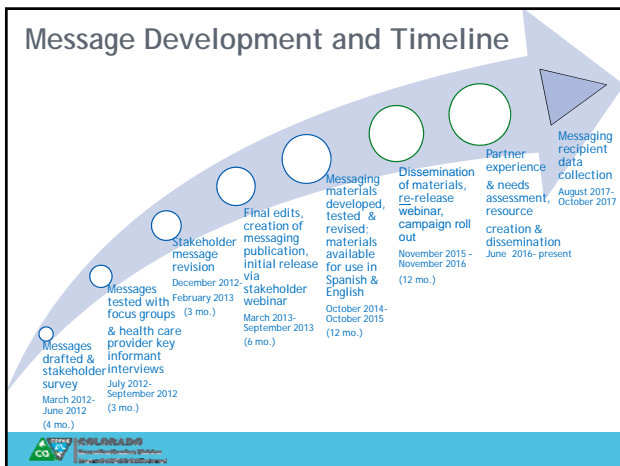
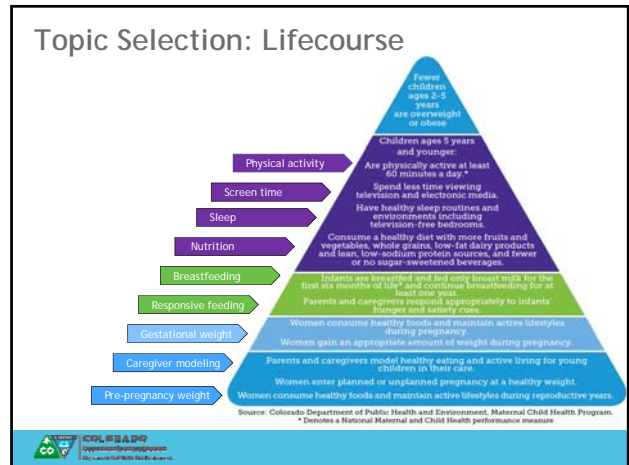
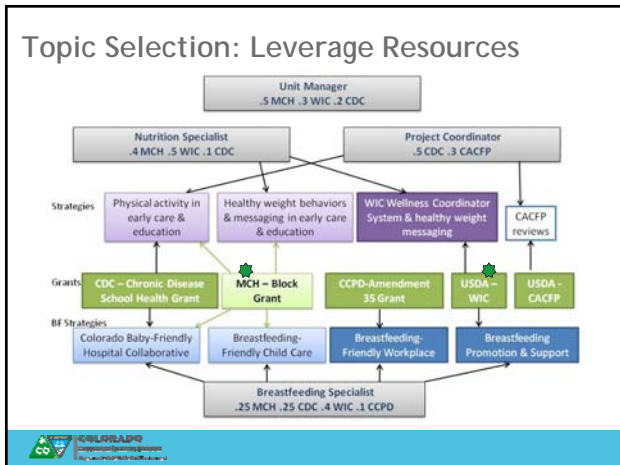
Topic Selection: Protective/Risk Factors

Risk Factors	Protective Factor
High pre-pregnancy BMI	Breastfeeding
Too little or too much gestational weight gain	
Unresponsive feeding practices	
Consumption of sugar-sweetened beverages	
Poor diet and lack of exercise	
Short sleep duration	
Too much screen time	

Topics Aligned with Colorado Strategies

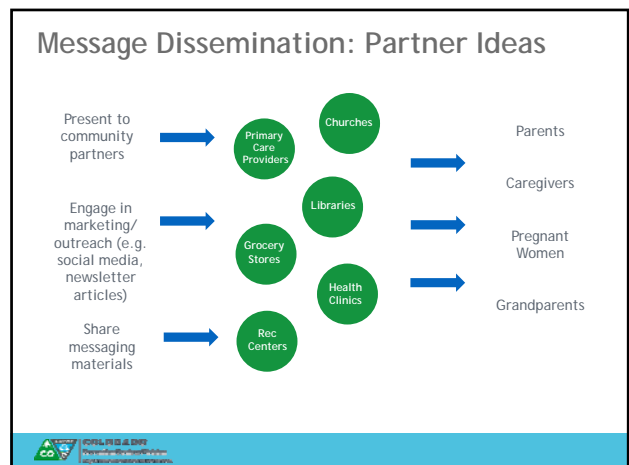
- Baby-Friendly™ hospitals.
- Breastfeeding-friendly child care.
- Workplace lactation accommodation.
- Structured physical play in early care and education (ECE) settings.
- Healthy eating, responsive feeding, healthy sleep practices, limited screen time in WIC and ECE settings.





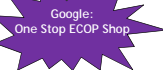
9 Ways to Grow Healthy Colorado Kids

9 Ways to Grow Healthy Colorado Kids



Message Dissemination Resources

- Downloadable posters and handouts
- Newsletter templates
- Provider talking points
- Social media toolkit
- Poster presentation
- Outreach flyer
- Video
- Electronic order form



Message Dissemination: 2016 Campaign Roll-Out Calendar

February	March	April	May	June	July	August	September	October
Campaign Kick-off	Sleep Awareness Week	Public Health Week	Screen Free Week	Summer Begins	National Parent's Day	National Breastfeeding Week	Child Obesity Awareness	Child Health Day

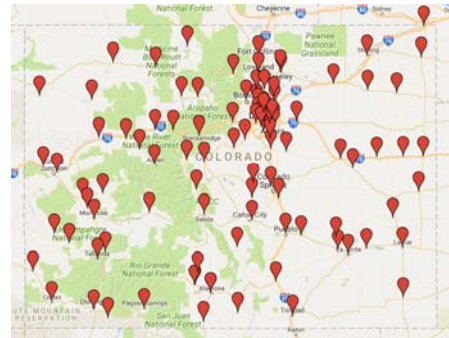


Message Dissemination: Partners

- Public Health Agencies
- Libraries
- Non-profits - Food banks, United Way
- Childcare Centers
- Home visitation providers
- Head Start/Early Head Start
- Early Childhood Councils
- Mental Health providers
- Family Resource Centers
- Community Health Centers
- Child and Adult Care Food Program
- Schools
- Life Skills Service Providers
- Health care clinics
- Primary care setting
- Family Centers
- Hospitals
- Recreation Centers
- Physical Therapy providers
- Environmental Health



WIC Clinics and Partner Organizations



Message Dissemination

- Public waiting areas (e.g., libraries, rec centers, clinics)
- New baby/family welcome bags (e.g., hospitals, libraries)
- Breastfeeding promotion in early care and education (ECE)
- Support groups, (e.g. Grandparents Raising Grandchildren)
- Organization newsletters (e.g., Co Chapter AAP, Medicaid)
- Parent education (e.g., by health care provider & WIC)
- Parent engagement in ECEs
- Bulletin boards
- Health events
- Media (print, radio, TV, social)



Message Evaluation

Colorado Maternal and Child Health Program Early Childhood Obesity Prevention (ECOP) Logic Model

Overall Goal: Reduce the percent of children ages 2 through 4 years considered overweight or obese.

Short-Term Goal: Increase percent of infants who are ever breastfed and adults breastfed exclusively through 6 months.

Long-Term Goal: Increase percent of children ages 2 through 4 years who are physically active for at least 60 minutes per week.



Evaluation: Partners Dissemination

- 1) Six months after refresh release, surveyed WIC & local public health staffs or ordered materials or received the campaign newsletter.
- 2) 51 respondents -mostly local public health and WIC; health care organizations; home visitation & ECE professionals.
- 3) Results:
 - 52% shared with community partners.
 - Most frequently shared messages
Rethink your drink - choose water!
Give nutritious food and active play for a healthy future
 - Used handouts and posters; incorporated into parent ed.
 - Barrier - already promoting other healthy weight campaigns.



Evaluation: Consumer Experience

August - September 2017
English - 1638 survey 81% counties

Message	# responses	Yes to "Have you heard or seen the message?"	"What have you done since hearing or seeing the message?"			
			Nothing, really	I thought about it	I made a change	N/A
Give yourself and your baby all the benefits of breastfeeding...	1566	82%	14%	23%	35%	28%
Rethink your drink...	1531	69%	10%	14%	69%	7%
Gaining the right amount of weight during pregnancy...	1097	68%	17%	22%	30%	31%



Evaluation: Consumer Experience

August - October 2017
Spanish 125 survey 25% counties (preliminary)

Message	# responses	Yes to "Have you heard or seen the message?"	"What have you done since hearing or seeing the message?"			
			Nothing, really	I thought about it	I made a change	N/A
Give yourself and your baby all the benefits of breastfeeding...	118	97%	6%	44%	45%	5%
Rethink your drink...	114	94%	5%	14%	79%	2%
Healthy eating and staying active while you are pregnant matters...	119	88%	5%	28%	62%	5%



Evaluation: Consumer Experience

"Where have you heard or seen the messages?"

English	Spanish
WIC	WIC
Doctor's office	Doctor's office
Hospital	Television
Social media	Social media
Local public health dept.	Radio
Television	Home visitor program
Child care center/home	Local public health dept.
Library	Library
Food bank	Child care center/home



Messaging Lessons Learned

- Messaging needs tangible materials for delivery.
Be ready with no cost, easy accessible materials
- Partners will not use messages only available in English.
Assure funding for transcreation of majority languages from beginning.
- Assess partner message fatigue.
Learn about other messaging campaigns in use related to similar content.
Identify connections between messages and resources (e.g., Rethink your drink materials support 5,2,1,0)



Messaging Lessons Learned

- Consistent messaging takes time.
2 years in development and 3+ years to increase visibility
- Give it a name.
"CDPHE ECOP messages" was cumbersome and held no meaningful purpose.
- Doesn't have to cost a lot.
Printing done in-house, materials can be downloaded, Most cost is staffing: .05 - .10 FTE (2 -4 hours/week)
- Survey incentives (\$25 gift certificate) increase response rates.



Speaking with One Voice

By increasing the visibility and repetition of our messages, we collectively make a greater impact for Colorado children.



Questions?

Contact: Jennifer.Dellaport@state.co.us
Visit: One Stop ECOP Shop at www.colorado.gov/cdphe/ecop

