

Priority:	Education	Lead Agency:	Commission on
Program Offer Type:	New Program	Program Contact:	Elana Emlen
Related Programs:	40010		
Frameworks:	School Aged Policy Framework, Early Childhood Framework, Poverty Framework		

Executive Summary

This offering increases childhood obesity prevention capacity through a CCFC/Health Department/community collaboration. The goal is to improve health/school readiness in children 0-18 by addressing nutrition and physical activity. Initial work involves connecting with the community through the CCFC committees and focusing on young children in childcare.

Program Description

This program offer supports the Education Priority Strategies 1, 2, and 3 by increasing the County's capacity to reduce childhood obesity. A joint effort of the Health Department and the CCFC, the program will be housed in CCFC to draw on the strong community involvement in our work advancing the three Policy Frameworks (Early Childhood, School Age and Poverty Elimination), and with the Multnomah Youth Commission. The Health Department and CCFC will jointly staff the Childhood Obesity Prevention Committee (COPC). The Committee will be a catalyst and convener for CCFC framework committees and other County groups. To address the obesity epidemic at its early stages we will focus on child care providers this year. We will conduct an assessment of current nutritional and physical activity resources and gaps. Utilizing data from the assessment, we will apply for grant funds to improve the nutrition and physical activity training and materials available to child care providers and parents of the young children in their care. We will also begin targeted projects with this population. The Health Department and CCFC will work collaboratively to support support COPC's efforts. The COPC is currently working with OMSI to develop a proposal for a small exhibit, and plans to work on permanent early childhood and life science exhibits.

Program Justification

Obesity prevention strongly supports mastery in 3 of the 6 dimensions of kindergarten readiness: physical well being, motor development and social/emotional development. A report by the National Institute of Health Care Management showed that overweight children tend to score lower on both reading and math standardized tests at the beginning of kindergarten and their lower scores track into 1st grade. In 2003, a study in the Journal of American Medicine document how obesity in school age children correlates with depression. Depression has a detrimental effect on school success and creates barriers for students. This, in particular, relates to Education Priority Strategy 6.

Performance Measures

(1) Completed assessment of needs of child care providers/parents and report on best practices and action steps; (2) At least two grant applications written; (3) At least 6 information gathering/presentations for relevant County departments, contractors and community groups including the CCFC committees described above; (4) One OMSI exhibit proposals submitted with COPC input and progress made on early childhood exhibit; (5) Local information is collected and supports 2 grant applications; (6) Develop baseline to measure impact of activities on childhood obesity reduction outcome. (7) At least 100 child care providers engaged in childhood obesity prevention, reaching at least 400 children.

Summary of last year's program results and this year's expected results

In the past year, with almost no staff support, the following activities were started/advanced: Developed community presentation; Convened community partners to form COPC, a broad based group including representatives from the public and private sector; Secured \$15,000 of foundation funds for OMSI to develop a proposal for an exhibit on physical activity and nutrition; partnered to address soda in schools and promote Turn-off-TV week; explored funding options for pilot program with Northwest Health Foundation. Staff time has come from the CCFC Early Childhood Coordinator. With this program offer, the outputs would increase significantly.

This year we expect to provide 130 child care providers with pedometers and an evaluation of their effect. We will train 65 parent educators on the effects of television on children and how to talk about obesity related issues with parents. We will involve youth and community leaders in standards for food sold in schools.

Program Mandate: 4 Program and Funding Level Choice

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
	2005	2005	2006	2006
Program Expenses				
Personnel	\$0	\$0	\$45,755	\$0
Materials & Supplies	\$0	\$0	\$8,778	\$0
Internal Services	\$0	\$0	\$6,434	\$0
Subtotal: Direct Exps:	\$0	\$0	\$60,967	\$0
Administration	\$0	\$0	\$0	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	\$0	\$0	\$0	\$0
Total GF/non-GF:	\$0	\$0	\$60,967	\$0
Program Total:	\$0		\$60,967	
Program FTE	0.00	0.00	0.50	0.00
Program Revenues				
Program Revenue for Admin	\$0	\$0	\$0	\$0
Total Revenue:	\$0	\$0	\$0	\$0

Explanation of Revenues

Significant Program Changes