

NUTRI-NET NEWS

JULY, 2002

This newsletter is a service of the Nutrition Education Network of Wisconsin. The Network is designed to enhance coordination and communication among agencies and organizations that educate Wisconsin's low income individuals and families about nutrition and food.

Nutri-Net News shares brief information about programs and materials that support healthful and enjoyable eating.

Visit our Web site at: <http://www.nutrisci.wisc.edu/nutrinet/>

Preventing Childhood Overweight: What Practices do Childcare Providers Value?

*Gladys Kubitz, Nutrition Consultant
WI Division of Public Health*

The Wisconsin Nutrition and Physical Activity Workgroup (WINPAW) brings together programs such as the Child and Adult Care Food Program (CACFP), UW-Extension and WIC at the state level to work as partners in addressing the prevention of childhood and adolescent overweight.

At the community level, childcare providers are valuable partners who can provide input on ways to deal with this important public health priority. In October 2001, childcare providers who participate in Wisconsin's CACFP were surveyed about preventing childhood overweight. Those who were interested participated in a second interview conducted in the spring of 2002.

Forty-five providers were asked to rate practices on their value in preventing childhood overweight. They were also asked to indicate the need for training, materials, and community partners to implement the practices they considered valuable.

The practice rated as most valuable was *Educating parents on nutrition & physical activity*. Providers said they needed materials to implement this practice. *Increasing physical activity* and *Role-modeling an active lifestyle by parents* were the next most valuable practices. Training and materials were considered equally important for implementing these practices.

Other practices that received high ratings included *Offering healthy foods at meals and snacks*; *Role-modeling healthy food choices by parents*; *Role-modeling an active lifestyle by childcare staff*; *Educating children on nutrition and physical activity* and *Role-modeling healthy food choices by childcare staff*. Providers felt that materials were most

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needed to implement these practices.

In order to promote *Consistent messages/ education among community programs* and *Supporting longer breastfeeding (beyond 6 months)*, providers needed community partnerships. Partnerships with local WIC programs, UW-Extension's WNEP, and schools were most valued. Partnership with local WIC programs was considered especially valuable in supporting breastfeeding and in helping childcare staff understand the relationship between longer-term breastfeeding and preventing overweight.

Many childcare staff did not understand how the practice of *Supporting longer breastfeeding (beyond 6 months)* relates to preventing overweight. Childcare staff need information and/or training or in this area. Information exchange and other collaborative efforts between WIC and childcare providers can give women the support they need to continue breastfeeding when they return to work or school.

Providers also showed lack of knowledge and confusion about practices related to the feeding relationship (*Letting children choose how much to eat; Letting children choose foods from those served*). Although training/education in this area received only moderate ratings, many comments suggest training is needed.

The information gathered from these interviews will help the CACFP and other programs to plan training and other initiatives needed to implement the practices that childcare providers think are important in preventing childhood overweight. All of the statements about role-modeling received high ratings by childcare providers participating in these interviews. When training and material development is looked at, role-modeling should be given high priority.



USDA and other federal agencies form partnership to promote healthier lifestyles

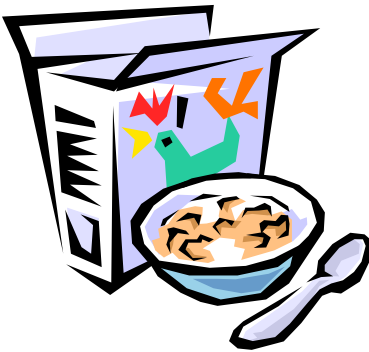
The US Dept. of Agriculture is joining nine other federal agencies to enhance public health and fitness in Americans in support of the President's Healthier US Initiative. This initiative uses federal government resources to alert Americans to the health benefits of simple and modest improvements in physical activity, nutrition and behavior.

The Center for Nutrition Policy and Promotion and the Forest Service will work with the other agencies to promote the nation's public lands and water resources to enhance the physical and psychological health and well being of the American people. The agreement teams these two USDA agencies with the Department of Health and Human Services' Centers for Disease Control and Prevention, Indian Health Service, and the Office of Public Health and Science; the Department of the Interior's Bureau of Indian Affairs, Bureau of Land Management, Bureau of Reclamation, Fish and Wildlife Service, and National park Service; and the Department of the Army's Corps of Engineers.

One of the objectives of the multi-agency partnership is to enhance access and availability of trails and recreational facilities to create a healthier America. Outdoor recreation can

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help address health concerns, such as obesity, diabetes and hypertension. Existing volunteer events such as national Trails Day and National Public Lands Day will be used to encourage people to be active in the outdoors while providing public service. Volunteer activities will be used to accomplish mutual conservation stewardship goals while fostering physical activity. USDA will also look to expand federal-local-private partnerships to implement the President's initiative. A grant program will encourage using existing green spaces for health purposes.



The State of Breakfast in Wisconsin A Report by the Hunger Task Force of Milwaukee

William Rosales, Congressional Hunger Fellow and Jon Janowski, Director of Advocacy Hunger Task Force of Milwaukee

Hunger Task Force of Milwaukee recently released a report on school breakfast that, for the first time, sheds light on the attitudes and perceptions of Wisconsin school officials toward the School Breakfast Program. For many years, school breakfast participation in Wisconsin has been poor compared to other states. Hunger Task Force of Milwaukee conducted research to gain insight into why Wisconsin performs so poorly. This research should answer some questions and stimulate debate on approaches that can be implemented to im-

prove the program.

The major findings are as follows:

- School officials in many schools indicate that hunger is an issue they encounter frequently.
- The School Breakfast Program (SBP) is heavily underutilized at schools that offer the program.
- School officials recognize that many barriers (especially busing, students' lack of time, and cost) exist which limit or prevent participation in the SBP.
- School officials who have only recently begun administering the SBP believe the program has helped decrease hunger levels among children, has provided a variety of benefits to children, and has overwhelmingly been a success.
- School officials believe that the SBP offers a variety of benefits (especially improved learning readiness, increased student attention, improved student behavior, and increased socialization) for students who participate.
- There is support from officials in participating schools and districts for providing universal free breakfast to all students, regardless of students' income.
- School officials generally believe that many students do not eat breakfast before school, although officials from schools without SBPs generally believe that their students eat at home more frequently.
- Many school officials, especially nurses or health aides, provide snacks to children who complain of hunger-related symptoms.
- School officials with experience administering the SBP overwhelmingly give the program a positive rating.

People interested in obtaining a copy of HTFM's report can get one free by downloading it at www.hungertaskforce.org, or by calling Jon Janowski at 414-777-0483.

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Network Prepares for New Campaign – Spring 2003

Last fall, the Network's physical activity workgroup gathered background information for the development of a nutrition education campaign to help Wisconsin's food stamp eligible audience adopt healthy exercise and eating behaviors consistent with the Dietary Guidelines for Americans. Social marketing research and materials from other states were reviewed. Three campaign messages and three types of graphics were chosen for testing. **WALK, DANCE, PLAY...Be Active Every Day!** was the message selected for the new campaign by audience members at Dane County WIC clinics. The preferred graphic selected by that audience displayed a parent and a child being active together.

Plans for the Spring 2003 campaign are beginning to take shape. At this time, the artist has completed the artwork that will be used on the campaign's tip sheets and is finishing the large illustration for the poster. Testing of both materials and graphics should be complete by the end of the summer. Materials being developed for the campaign include tip sheets, interactive displays, posters, templates for newsletter articles, and school lunch menu backs. With the exception of the tip sheets and posters, materials will be available to be downloaded from the campaign web site.

The Network will solicit applications for the

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statewide promotion of **WALK, DANCE, PLAY...Be Active Every Day!** near the end of August. As in previous Network sponsored campaigns, local applicants will need to meet the following requirements:

- Participate as a collaborative of at least three partners from different agencies/programs, e.g., UW-Extension, WIC, Elderly Nutrition, Head Start, schools, food pantries, etc.
- Participate in a training workshop in mid-November. (This may be a "live" workshop or it may be done by compressed video. Let me know if you have a strong preference for either format.)
- Conduct the campaign in March, April, May 2003 with evaluation activities completed by mid June 2003.

If you have any questions regarding the multi-agency promotion of **WALK, DANCE, PLAY...Be Active Every Day!** or would like to provide feedback on the format of the campaign training workshops, please contact: Kate Pederson, Nutrition Education Network Coordinator, (608)265-2108 or email: pederson@nutrisci.wisc.edu

OUR MISSION:

The Nutrition Education Network of Wisconsin facilitates collaborative planning of nutrition education programs at the state and local levels. We promote healthful and enjoyable eating so that Wisconsin's low income individuals and families receive consistent, positive, relevant, accurate, and effective nutrition messages.

Nutri-Net News is one way that the Network shares information and resources to accomplish this mission.