



A-B-C-1-2-3 HEALTHY KIDS IN TENNESSEE:

LET'S EAT WELL, PLAY, AND BE AWARE EVERY DAY!

OVERVIEW



The material for *A-B-C-1-2-3 Healthy Kids in Tennessee:*

Let's Eat Well, Play, and Be Aware Every Day

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Program Overview

This program is designed to provide materials and activities to supplement efforts already taking place in the classroom relative to active play/fitness, nutrition/healthy eating, and healthy living. While the program can be used as a stand-alone curriculum, it was specifically designed for integration into existing healthy living activities and programming, allowing childcare providers opportunities to use new resources and materials without duplicating efforts already being made in the classroom.

The A-B-C-1-2-3 Healthy Kids in Tennessee: Let's Eat Well, Play, and Be Aware Every Day program is based on the 2007/2008 A-B-C-1-2-3 Healthy Kids in Tennessee pilot program which was field tested in six childcare centers in middle Tennessee, with two comprehensive field studies taking place during 2010 and three field studies in 2011. The program focuses on nutrition/healthy eating, active/play fitness, and awareness. The awareness component of the program includes a classroom curriculum on compassion and a "teacher-childcare provider/parent-only" component about cancer, as well as information and activities specific to promoting smoke-free environments for families and children. The most recent revision of the materials and the program itself are based on outcome data from the pilot sites of the original program, from expert reviewer feedback as part of Vanderbilt's Institute for Clinical and Translational Research, and from the field testing completed in 2010 and 2011.

Gaining recent attention from the White House and the First Lady's "Let's Move" campaign initiated in early 2010, as well as the *2010 Surgeon General's Vision for a Healthy and Fit Nation*, the importance of good health—including active play and good nutrition—cannot be understated. As the prevalence of childhood obesity continues to escalate, increasing from 5% in the 1980s to nearly 14% among children aged 2 to 5 years,¹ **parents** and **teachers/childcare providers** have been identified as primary stakeholders in the fight for a healthier generation.

Program components include the following:

- Activity guidebooks for active play/fitness, nutrition/healthy eating, and awareness
- Sample calendars for daily activities to ensure active play/fitness and nutrition are brought into daily dialogue and activities with children in the classroom
- Take-home materials for parents and families that are also suitable for reproduction in newsletters, websites, or e-mail announcements (master copies are provided with the kits and may also be downloaded at websites listed in the take-home materials section of this kit)
- Everyone, Every Day center-wide challenges to engage parents and families in their childrens' classroom learning experiences and to reinforce principles learned in the classroom
- PowerPoint presentations and "Active Start - A Statement of Physical Activity Guidelines From Birth to Five Years" used as part of the A-B-C-1-2-3 Healthy Kids in Tennessee: Let's Eat Well, Play, and be Aware Every Day childcare provider training, which can also be used to train new childcare staff or to use as educational seminars or programming for parents
- Information from the new **Choose My Plate** initiative of the United States Department of Agriculture is used as the basis for the nutrition/healthy eating training component for childcare providers and as the basis for many of the take-home materials for parents
- "Let's Move Childcare Checklist," released June 2011. The checklist is based on the Nutrition and Physical Self-Assessment for Child Care (NAP SACC), a research-tested intervention designed to enhance policies, practices, and environments in childcare by improving the nutritional quality of food served, the amount and quality of physical activity, staff/child interactions, and facility nutrition and physical activity policies and practices, and related environmental characteristics. Checklist topics include physical activity, screen time, food, beverages, and infant feeding.
- A brief evaluation that may be completed by childcare providers at the conclusion of the training session (conducted in person or through the website, www.abc123healthykids.com) to receive a certificate of completion to document training hours for continuing education purposes. In 2011, the Tennessee Department of Human Services recognized this program for training credits.

- A series of evaluations, that **may** be administered pre- and post-program, so that outcomes can be demonstrated and documented for further program development and to measure changes in participants' knowledge, behavior, and physical measures (body mass index, or BMI). Many childcare centers do not have the resources or expertise to compile evaluation data. If your center would like to participate in evaluation activities and would like assistance, please contact the A-B-C-1-2-3 Healthy Kids in Tennessee project director or the Tennessee Department of Health cancer control program manager using the contact information provided below.

In addition to the materials provided in this kit, supplemental educational materials and incentives to share with parents and children who are a part of your organization/facility are available on a limited basis. Contact someone from the Tennessee Cancer Coalition with any special requests your organization might have, or with any questions. For more information, contact the A-B-C-1-2-3 Healthy Kids in Tennessee project director at 615-898-5493 or cindychafin@comcast.net or Cynthia.chafin@mtsu.edu. You may also contact the Tennessee Department of Health Cancer Control program manager at 615-741-1638 or 800-547-3557.

Program Objectives



The overall goal of the Tennessee Comprehensive Cancer Control Plan is to decrease the burden of cancer in Tennessee by 2012 as detailed in the 2009-2012 Tennessee Comprehensive Cancer Control Plan. One initiative that will aid in achieving this goal is by starting early education with young children through their parents and/or caregivers and childcare providers.

As a result of participation in the A-B-C- 1-2-3 Healthy Kids in Tennessee: Let's Eat Well, Play, and Be Aware Every Day program, childcare providers will

- understand that there is a connection with lifestyle choices and behaviors and chronic diseases, which include cardiovascular disease, stroke, obesity, and cancer;
- understand the health risks of tobacco use and secondhand smoke;
- participate in activities designed to increase children's knowledge of the importance of physical fitness/active play in the classroom and at home;
- participate in activities designed to increase children's knowledge of the importance of proper nutrition in the classroom and at home;
- participate in awareness activities using the "Zink" program, which is designed to increase children's compassion and respect towards people who appear different, and teaches us to treat ourselves and others well;
- be aware of the differences between adult and childhood cancers using teacher-childcare provider/parent-only (not to be shared with children) take-home materials

- participate in learning activities for preschool children about the dangers of tobacco and secondhand smoke;
- be prepared to share information to educate parents and caregivers on each of the program components;
- implement activities with children that meet specific learning objectives identified in each of the program components; and
- be aware of the Tennessee Department of Health Gold Sneaker initiative and know how to get involved as a participating facility.

Frequently Asked Questions



Why A-B-C-1-2-3 Healthy Kids in Tennessee: Let's Eat Well, Play, and Be Aware Every Day?

The development of the A-B-C-1-2-3 Healthy Kids in Tennessee: Let's Eat Well, Play, and Be Aware Every Day project helps meet goals set forth in the 2009-2012 Tennessee Comprehensive Cancer Control Plan including: a.) increasing promotion of primary prevention to reduce the risk of various cancers through healthful eating habits and physical activity, and b.) raising awareness of cancer. The focus of the project is to educate childcare providers, who will in turn educate children and their parents and families, about the importance of healthy lifestyle habits.

Ultimately, this may reduce the incidence of chronic disease in later life including cardiovascular disease, stroke, obesity, and of course, cancer.

Current data from the Data Resource Center for Child and Adolescent Health indicates that 36.5% of children aged 10 to 17 are overweight and obese in Tennessee in comparison to national level overweight and obesity rates of 31.7%.² **U.S. Surgeon General Richard Carmona, March 2004, boldly states "Because of the increasing rates of obesity, unhealthy eating habits, and physical inactivity, we may see the first generation that will be less healthy and have a shorter life expectancy than their parents."** The Centers for Disease Control and Prevention and the National Cancer Institute report through the State Cancer Profiles that for the 2007 year, the most recent data available as of November 2011, Tennessee ranked **third** in the nation for deaths due to cancer.³ There is clearly a need for programming to address obesity-related lifestyle behaviors that may contribute to chronic disease and shortened lifespans. The A-B-C-1-2-3 Healthy Kids in Tennessee program addresses two important lifestyle areas: nutrition and active play/fitness. Parents are also educated on differences between adults and childhood cancers.

The pilot phase of the program, which was implemented throughout 2007-2008, provided education in the following areas: sun safety and prevention of skin cancer, second-hand smoke, childhood cancers, active play/fitness, nutrition, and environment. Phase II of the program offered more in-depth focus in the areas of active play/fitness, nutrition, and cancer awareness (including a component directed at parents and childcare providers only). Programming as part of

this latest program revision reflects improvements in the original program based on evaluation outcomes from pilot studies and field testing from 2007–2010 and expert review.

By starting early education with young children, through their parents and/or caregivers, families, and childcare providers, better health outcomes can be expected as children become adults. Parents and/or caregivers and childcare providers can also improve their health outcomes by being more educated and making better lifestyle choices. Childcare centers are given the opportunity to participate in the project by implementing each of the program components in their facilities.

Why should my organization participate in phase II of the A-B-C-1-2-3 Healthy Kids in Tennessee: Let's Eat Well, Play, and Be Aware Every Day program?

- Contributing to better health of your childcare providers, children, and their families. Ultimately, early education and lifestyle changes may reduce the incidence of chronic disease, including cardiovascular disease, stroke, obesity, and of course, cancer, in later life.
- Raising awareness of cancer. Parents and childcare providers will learn: a.) how childhood cancers differ from adult cancers and b.) the signs and symptoms for which they should be alert.
- Teaching children compassion and respect for people who appear different than themselves, and essentially treating themselves and others well.
- Community building. By having your center participate in the program, you are improving the lives of children and the entire community through education.
- Potential opportunities for additional funding. Centers receiving reimbursement for accepting certificate children have potential to get increased funds by earning additional stars through the Tennessee Department of Human Services Star Quality program as a result of offering education to parents, promoting opportunities for parental involvement, and providing training hours for staff. The Star-Quality program is a voluntary program whereby childcare providers who meet a higher standard of care are recognized by being awarded up to three stars.
- Training credits. Staff and teachers at childcare facilities may submit a completed training evaluation for those participating in the program training—either in-person or online training—for a certificate of completion, which may be recognized for training credits with the Tennessee Department of Human Services.

What is required for my organization to participate in the project?

- Provide, over the course of twelve weeks, educational opportunities for parents, children, and other family members for each program area—**active play/fitness, nutrition/healthy eating, and awareness** using the kit and resources provided. Educational opportunities may include sharing informational and educational materials through newsletters, publications, or as handouts or other educational pieces, workshops or presentations for parents, hands-on activities in the classroom, or activities that children can do at home with their families.
- **Childcare providers are free to choose which activities they want to include and can do as many or as few as they wish.** It is recommended that each class do a **minimum of 30 minutes of active play/fitness activities a minimum of three times per week and nutrition activities for 10-15 minutes twice a week**, to send home take-home materials weekly, and to participate in the center-wide challenges. Some activities can be done in as little as five minutes, and **active play activities can be broken into three ten-minute segments to meet the recommended thirty minutes of daily physical activity.** Awareness activities are recommended to be implemented in a single week any time during the twelve weeks.
- Facilitate a 1.5-hour training session for childcare providers on how to implement the program OR participate in an online training module on effectively implementing the program. Tennessee Cancer Coalition volunteers may be available to provide technical assistance upon request.
- Optional: Complete training evaluation and submit to the A-B-C-1-2-3 Healthy Kids in Tennessee project director to receive a completion certificate which carries Tennessee Department of Human Services training credits.
- Optional: Additional evaluation activities may be undertaken by participating childcare centers who wish to evaluate changes in knowledge and attitudes of childcare staff and parents, as well as daily fitness levels, dietary intake, and height/weight of children pre- and post-program. An outline of the evaluation activities is included as a separate section in the training materials for those centers who wish to facilitate their own evaluation activities.
- Optional, but recommended: Participate in Everyone, Every Day Center-Wide challenges tailored to your center. Involving parents, caregivers, and children in these activities helps solidify what children are learning in the classroom by engaging the entire family.

Won't this be a lot of work for staff and childcare providers?

- All materials and training are provided and the kits are easy to follow and implement and can be done on a flexible schedule. The activities and materials can easily be incorporated into lessons and activities childcare providers are already doing.
- As outlined above, **childcare providers are free to choose which activities they want to include and can do as many or as few as they wish.** It is encouraged that each class do a minimum of 30 minutes of active play/fitness activities three times per week and nutrition/healthy eating activities for 10-15 minutes at least twice a week. All other activities are optional, but are recommended if time allows. Some activities can be done in as little as five minutes, and active play activities can be broken into three 10-minute segments to meet the recommended 30 minutes of daily physical activity. Awareness activities are recommended to be implemented in a single week any time during the 12 weeks.
- Through this 12-week program, childcare providers have the opportunity to reach children and families with information that may lead to longer and healthier lives.

What is the Tennessee Cancer Coalition?

A statewide group of citizens and organizations including providers, medical centers, universities, researchers, and patient advocates whose goal is to reduce the burden of cancer in Tennessee. Regional groups are located throughout the state. The coalition continually seeks energetic individuals, institutions and organizations willing to share their expertise, resources and experiences to reduce the burden of cancer in our state.

Tennessee Cancer Coalition members developed and implemented our state's first Comprehensive Cancer Control Plan (TCCCP) and currently implement the updated 2009-2012 Comprehensive Cancer Control Plan. The TCCCP serves as a roadmap for the activities of the coalition and addresses overarching issues of cancer disparities, health literacy, surveillance, lifestyle, and environment, as well as specific cancers. The Tennessee Cancer Coalition website is www.tncancercoalition.org, the Tennessee Cancer Control Program website is <http://health.state.tn.us/CCCP/index.htm>, with a regional website for middle Tennessee at www.tc2middle.org. The A-B-C-1-2-3 Healthy Kids in Tennessee program has its own website, www.abc123healthykids.com, where program materials and online training is available.

How will the Tennessee Cancer Coalition support our efforts?

The coalition can provide educational materials and incentives to share with parents, families, and children who are a part of your organization/facility, fact sheets and other ready-to-go articles and information on a variety of healthy lifestyle/cancer-related topics that could easily be incorporated into newsletters, websites, etc.

How can I get in touch with someone from the coalition?

For more information, contact Cindy Chafin, coalition coordinator and A-B-C-1-2-3 Healthy Kids in Tennessee project director, at 615-898-5493 or cindychafin@comcast.net or Cynthia.chafin@mtsu.edu. You may also contact the program manager with the Tennessee Department of Health, Office of Cancer Control and Surveillance, at 615-741-1638 or 800-547-3557. Visit the websites listed above for additional details as well.

References

¹Ogden, Flegal, Carroll, & Johnson (2002). Prevalence and trends in overweight among US children and adolescents, 1999-2000. *Journal of the American Medical Association*, 288, 1728-1732.

²*The National Survey of Children's Health, 2007, Child and Adolescent Health Measurement Initiative*. Data Resource Center for Child and Adolescent Health website. Available at www.nschdata.org/Content/Default.aspx (accessed November 2, 2011).

³*Death Rate Report by State, All Cancer Sites*. State Cancer Profiles website. Available at <http://statecancerprofiles.cancer.gov> (accessed November 2, 2011).