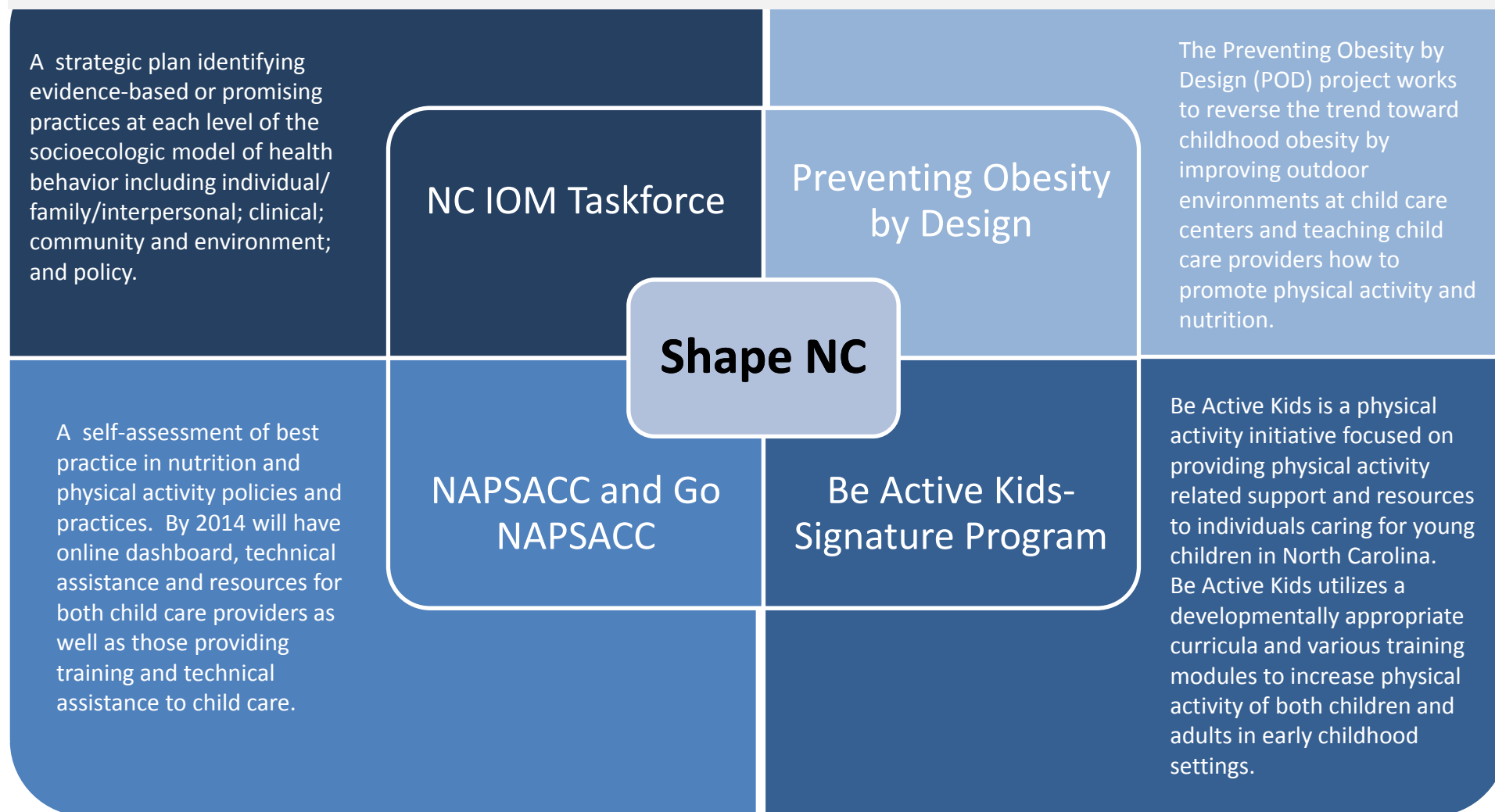


# Early Childhood Obesity Portfolio Strategy and Overview

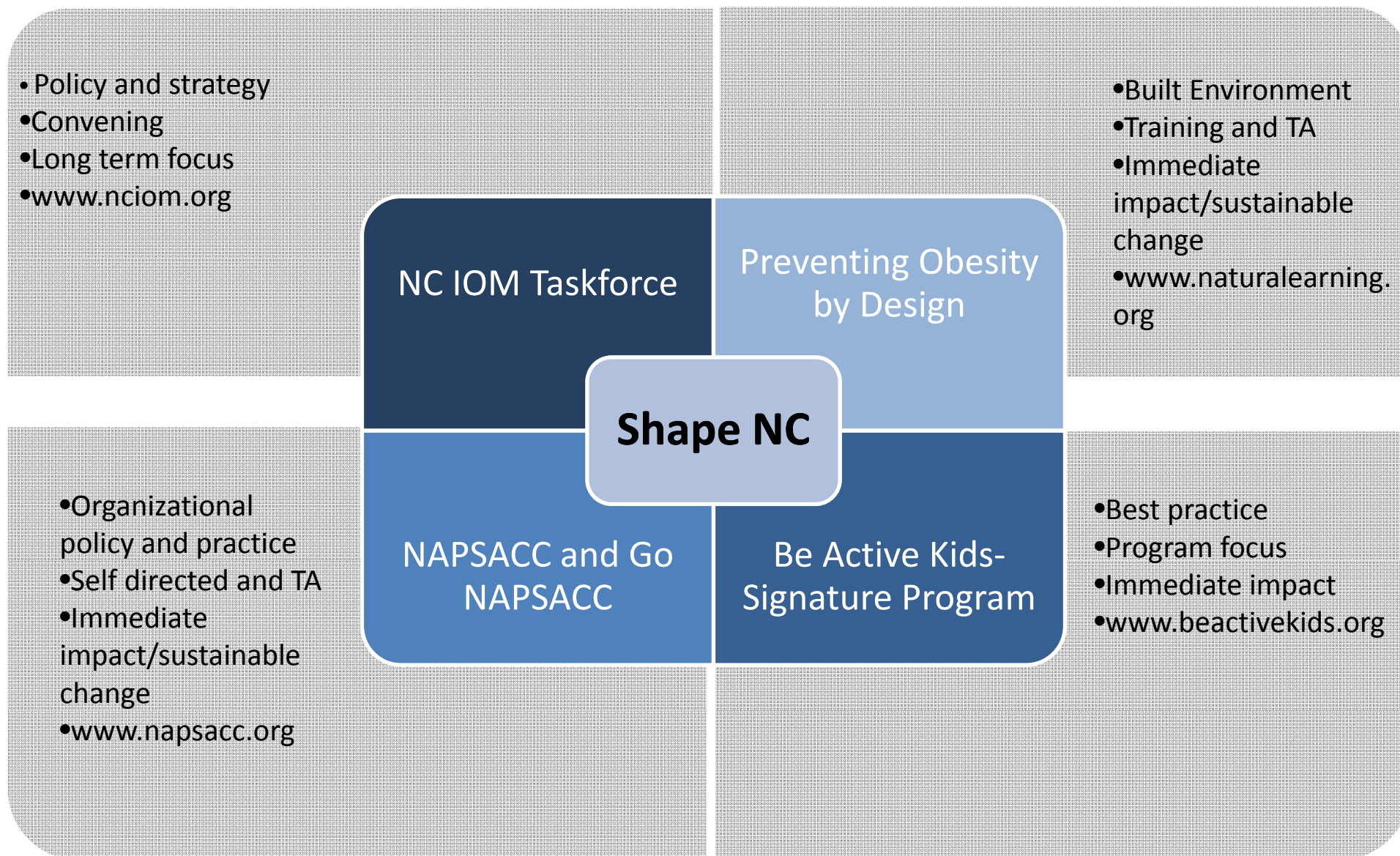
**Jennifer MacDougall**  
Senior Program Officer  
Jennifer.MacDougall@bcbsncfoundation.org  
(919) 765-2128

*Shape NC – a three-year, \$3 million project focusing on changing the physical activity and nutrition policies, practices and built environments in child care. This is a broad-based, long-term blueprint that will provide a roadmap for North Carolina’s investments and efforts, public and private, to increase the percent of healthy weight among children birth to age five and those who care for them.*



# Early Childhood Obesity Portfolio Strategy and Overview

**Jennifer MacDougall**  
Senior Program Officer  
Jennifer.MacDougall@bcbsncfoundation.org  
(919) 765-2128





# OFF TO A HEALTHY START

Grantmakers in Health  
October 16, 2012



Susan Brenner, EdD  
Senior Vice President, Education



[Date]

# The Company We Keep



**Baxter**



Booz | Allen | Hamilton



**LANDS' END**



Neutrogena®



# Our “Other” Clients: Families

## What Do Parents Want?

- Safe place to grow, play, and learn
- Ready for school
- Confident and competent learners
- Success – not just in school but in life
- Healthy bodies – healthy habits



# Our Commitment to Healthy Children

- Physical activity
- Screen time
- Food
- Beverages
- Breastfeeding
- Parent, caregiver, teacher information on physical activity and nutrition
- Assessment

# Our Curriculum for Healthy Children

- *Well Aware* — the Bright Horizons Approach to Health, Fitness and Wellness
- *Movement Matters* — improving fitness and health of children in our care
- *Toward a Better World* - supporting children's development of empathy, compassion and social awareness
- *GardenWorks* - science, food, and healthy eating through gardening







# Start Smart: Healthy Weight in Early Childhood

## *Grantmakers In Health's Issue Dialogue*

Tuesday, October 16, 2012

presented by

Linda Geigle, National Association for  
Family Child Care



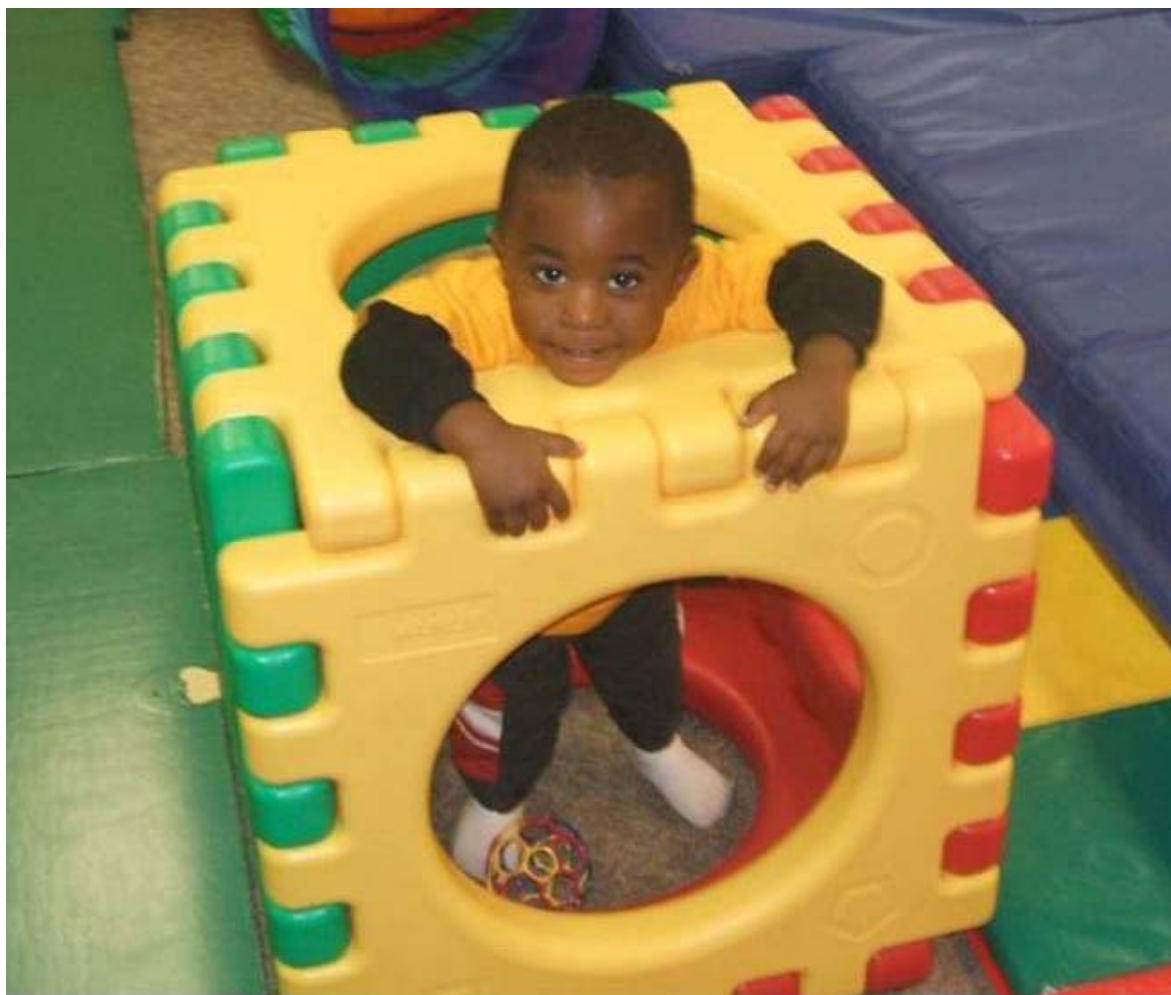


## Expand Training Opportunities

Support access to professional development opportunities.

Build training specific to the unique setting of family child care.

Be involved in enhancing the delivery methods.



## Build Incentives

Build incentives for family child care throughout projects and systems.

Recognize and reward milestone achievements.





## Be a Partner - Collaborate

Collaboration is critical.  
Encourage parent education  
and involvement.

Be an advocate. Be sure  
family child care is included in  
public policy decisions.

Be intentional. Include family  
child care providers and their  
professional organizations  
from the start.



## Allocate Resources

Allocate resources to family child care equitably.

It doesn't take millions to make a huge difference. The family child care field has the talent to make a huge difference with small amounts.



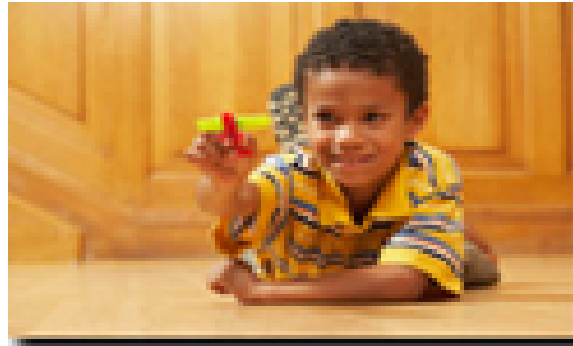


# Early Learning Ventures Alliances

Shared Services Model for the Child Care Industry



# Early Learning Ventures Partners



## ELV Partners

ELV is collaborating with organizations throughout Colorado who share our mission of high quality and universal access for all children and families.



Colorado Department  
of Public Health  
and Environment



## Introduction to CACFP Meal Patterns



Age 1 – 2



I need my calcium.

*Drag the minimum amount to the cup.*



FOOD CHART

Sound On

## Introduction to CACFP Meal Patterns



Age 1 – 2




Just right!

*Drag the minimum amount to the cup.*



FOOD CHART

NEXT

Sound On 



Early Learning Ventures

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USDA Food Program Report - Early Learning Ventures Child Care

Wednesday, November 10, 2010

Daily records of meals served

Thursday, 01 July 2010 thru Saturday, 31 July 2010

Child's Name	Meal	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	None	Free	Reduced	Above Scale
Appel, Zack	B																																		1	
	SI																																		2	
	L																																		2	
	SII																																		1	
	D																																		0	
	SIII																																		0	
Davidson, Kristen	B																																		2	
	SI																																		2	
	L																																			
	SII																																			
	D																																			
	SIII																																			
Roth, Austin	B																																			
	SI																																			
	L																																			
	SII																																			
	D																																			
	SIII																																			

Early Learning Ventures

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USDA Food Program Report - Early Learning Ventures Child Care

Wednesday, November 10, 2010

Daily records of meals served

Thursday, 01 July 2010 thru Saturday, 31 July 2010

Child's Name	Meal	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	None	Free	Reduced	Above Scale																														
Participants Daily Total :																																	0	0	0	0	0	0	0	0	0	0	0	0	6	7	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	Monthly Total : 15
Daily Meals Total By Type :																																																	Monthly Total By Meal Type																	
B		0	0	0	0	0	0	0	0	0	0	0	0	1	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8																															
SI		0	0	0	0	0	0	0	0	0	0	0	0	2	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9																															
L		0	0	0	0	0	0	0	0	0	0	0	0	6	3	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	11																															
SII		0	0	0	0	0	0	0	0	0	0	0	0	5	4	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	11																																
D		0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1																																
SIII		0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1																																
Total		0	0	0	0	0	0	0	0	0	0	0	0	16	21	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	41																																

Participants: 7 (Daily Total of Participants who ate meals)

Children Enrolled: 14 (Total No of Children enrolled this month)

	None	Free	Reduced	Above Scale
Enrolled:	12	2	5	0
Meal Count:				
B	3	2	3	0
SI	3	2	4	0
L	6	2	3	0
SII	7	1	3	0
D	0	1	0	0
SIII	0	1	0	0
	19	9	13	0

# Early Learning Ventures Alliances

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[www.earlylearningventures.org](http://www.earlylearningventures.org)

