



**KAISER PERMANENTE®**

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# HEALTHCARE AND EARLY OBESITY PREVENTION

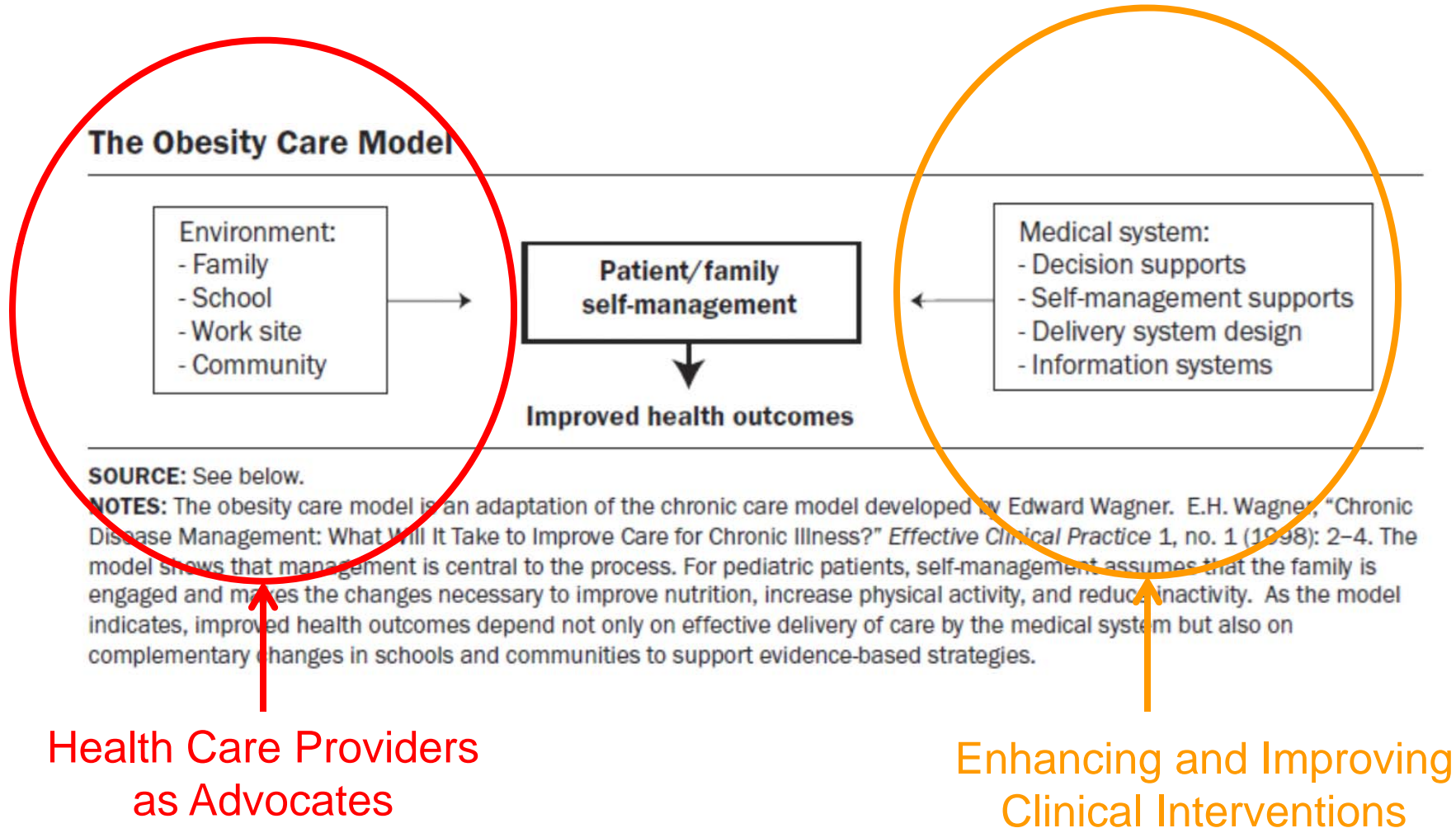
American Academy of Pediatrics

# Evidence - Early Behaviors



- Maternal weight gain during pregnancy
- Rate of weight gain during infancy
- Breastfeeding
- Introduction of complimentary foods
- Diet quantity and quality
- Parent feeding practices
- TV viewing time
- Physical Activity
- Sleep Routine
- Family Meals

# Healthcare Integral to the Solution



# Healthcare as Part of the Solution



- Provide standardized care
- Advocate for healthy communities
- Ensure coverage of, access to, & incentives for obesity prevention
- Ensure active living & healthy eating at work
- Encourage healthy pregnancy and breastfeeding

# Smart Start: Leverage Key Touchpoints



Infants

3 times the first month  
6 times in the first 6 months  
8 times in the first 12 month



Toddlers

11 times in first 24 months



Preschoolers

Minimum of 15 visits between birth and age 5

# Opportunities for Clinical Care



- Enhance knowledge and competency of healthcare providers
- Improve systems to facilitate obesity prevention, assessment and tx
- Explore multi-disciplinary approaches
- Study ways to extend traditional clinical care

# Promising Focal Areas in Clinical Care



- Mother & infant dyad
  - Breastfeeding
  - Hunger and satiety cues
  - Appropriate bottle feeding
- Parent skill-building
  - Responsive feeding
  - Routines (sleep and family meals)
- Cumulative prevention and risk reduction



# Growing Grassroots Impact

**Kristin Rowe-Finkbeiner**  
**Executive Director/CEO, MomsRising**



MomsRising.org

Mamás Superándose



# Stories Across the Nation

Click on a red thumbtack below to read the story of a MomsRising member near you:



**Have an experience of your own to share? Click here.**

“I am very concerned about people trying to repeal healthcare reform. My 8 month old son was diagnosed with Cystic Fibrosis when...”

**READ FULL STORY**

*Deirdre*

“When I gave birth to my daughter three years ago, not only was I fired from my position but my health insurance was terminated the day she was born...”

**READ FULL STORY**

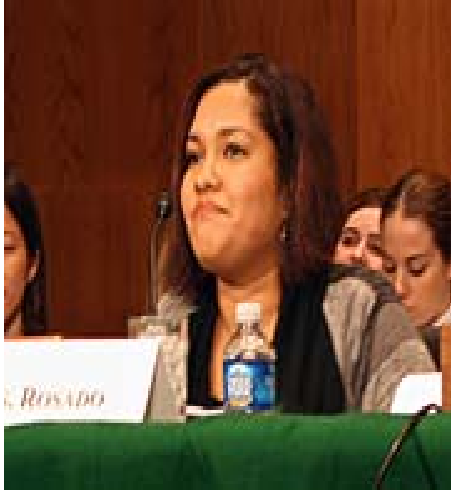
*Rachel*

“As a self-employed professional I’ve always had to secure my own health insurance. In the past, whenever I’ve gotten a plan, there was always...”

**READ FULL STORY**

*Dawn*

# MomsRising Is.....



Get Involved: Email Address ZIP Code GO

# MomsRising.org

Where moms and people who love them go to change our world

Search: Enter Search Term GO



## Healthcare Blog Carnival!

Posted September 14th, 2009 by Anita

Welcome to our Healthcare Blog Carnival! We've rounded up some of the most interesting, useful stories on healthcare reform, focusing on posts that speak to the impact of something for every all around the country change, to provide

**Real Life Support** personal story

**MissLori writes on the** and keep health insurance, a struggle daughter's enlarged pancreas.

A Portland, OR mama asks "**Health care and your family**" She describes how every single one of her career choices has depended not her family would be able to get coverage through her work.

The Activistas are mobilizing moms in Oregon on healthcare reform, with a **treasure trove of 52 posts and counting** on healthcare reform and the ways moms can get involved with spreading the word about reform within their communities. Highlights include re-posting a powerful letter to the editor on the **high cost of birth without healthcare**; commenting on **Rolling Stone's** article "**Sick and Wrong**," which, as you might, guess cuts to the chase of what's wrong with healthcare as it is, as well as **Bill**

## Moms Are Talking

- BPA Children food Food Safety
- health health care healthcare
- local maternity leave Media momsrising
- motherhood motherhood manifesto nursing
- Paid Sick Days politics social change toxics
- winning women's issues

Tags fueled by the MomsRising Blog

Embed this Widget



## Roll

### BLOGROLL

- A Monkey Girl's Existential Drama
- Absolutely Bananas
- Activistas



**MomsRising.org**

**TOGETHER**

WE CAN BUILD a NATION  
WHERE CHILDREN, PARENTS and BUSINESSES THRIVE,  
and END DISCRIMINATION AGAINST MOTHERS...

# Big Barriers to Engagement

Now you want me to write a letter?



# Four Key Principles:



1. **Stay nimble and responsive**
2. **Constantly test**
3. **Maintain the dialogue**
4. **Open as many engagement avenues as possible**



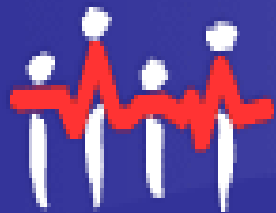
# 1. Synergistic Collaboration



Georgetown University Health Policy Institute  
**Center for Children and Families**

**NCLR**  
NATIONAL COUNCIL OF LA RAZA

*The largest national Latino civil rights and advocacy organization in the United States, NCLR works to improve opportunities for Hispanic Americans*



**Families**USA

**The Voice for Health Care Consumers**

## 2. ONE-CLICK MEMBER ADVOCACY

We're going to the U.S. Capitol today -- back us up online!

☆ Donna, MomsRising.org to me

[show details](#) 7/23/09

[Reply](#)

Dear Julia,

In the fight for healthcare solutions, we're coming at 'em from every side. Yesterday we told you about holding meetings in Senators' home states, and today we need you to back us up online as we hand deliver MomsRising members' healthcare stories to Senators in their Washington D.C offices.

As Dr. Seuss would say, "from there to here, from here to there, we're everywhere!"

You can help us be even more everywhere--today, you can help from the comfort of your own home or desk! **Email a letter right now to your two U.S. Senators telling them to be on the lookout for MomsRising members, with healthcare story books and cute pacifiers in hand, at the U.S. Capitol today.** Urge them to read our collection of member stories and to ensure that healthcare solutions address the needs of families.

[http://momsrising.democracyinaction.org/o/1768/t/1546/campaign.jsp?campaign\\_KEY=27291](http://momsrising.democracyinaction.org/o/1768/t/1546/campaign.jsp?campaign_KEY=27291)

MomsRising members are heading to the Capitol TODAY.

**Send a letter to your U.S. Senators telling them to be on the lookout!**

**Take Action**

[Send a letter!](#)

### **3. “CITIZEN PRESENCE/MEMBER VOICE” PROXY**



# 4. ON-THE-GROUND ENGAGEMENT



# 5. Traditional and New Media, Public Education & Engagement

**San Francisco Chronicle** May 20, 2007

## THE MOTHERHOOD MOVEMENT

They'd come because of MomsRising, a political action group that reaches members through cyberspace, where they can join in on their own time, when they have any.

**CNN Money.com** January 11, 2007

## MOMS RISE UP, FIGHT FOR WORKPLACE RIGHTS

Mothers, fed up with work-life balance options, join Moms Rising to seek reforms.

The screenshot shows the Twitter profile for MomsRising. The profile name is 'MomsRising' with a verified account. The bio states: 'Non-profit organization working to build a family-friendly America'. Statistics show 9,080 following, 8,262 followers, and 322 listed. There are 1,726 tweets. A recent tweet from February 21st, 2011, by Guillermina Ruiz is visible, titled 'No Esperen a Asegurar a Sus Hijos en California'. The tweet text discusses the difficulty of finding affordable health insurance for children. The page also features a navigation bar with links for Home, National & State Campaigns, M.O.T.H.E.R.S., Blog, Keep Informed, Store, Media, About, and Donate. A search bar and a 'Get Involved' button are also present.

# **MOMS ARE NETWORKED, BUILDING COMMUNITY, AND MOVING PUBLIC POLICY FORWARD**



## Slide 22

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**EW10**

Made the images bigger here. Suggested dropping the "Applegram" text, as it'd duplicate Kristen's remarks. Also added animation.

Ed Walz, 5/31/2011

# Thank You





# Key Lessons Learned



- **Provide multiple ways to engage and dialogue;**
- **Be creative and experiment;**
- **Be ready to act fast and learn quickly from experience/failure;**
- **The voices of real people can change what policymakers think is possible;**
- **Utilize metrics to keep the organization on track with goals; and**
- **Keep it fun.**