



Early Ages
Healthy Stages™

Growing healthy kids right from the start.



January Coalition Meeting

Langston Hughes Community Health and
Education Center

Friday, January 10, 2020

9:30am-11:30am

Welcome and Introductions



Early Childhood Wellness Matters

Cuyahoga County recognizes healthy habits need to start early.

Children's early learning environments give them the opportunity to develop healthy habits right from the start



In 2012,
38,000
children ages 0-5
spent time in
early learning
environments in
Cuyahoga County.



On average, young children spend
32 hours
a week
in an early
learning
environment.



Five year olds
who have a healthy
weight are
4 times
less likely
to become obese teens
than five year olds
who are overweight.



Children who
are healthy are
more likely to be
ready for
school and
**ready to
learn!**



Our mission:

To work *together* to create healthy environments for young children in Cuyahoga County.

Our vision:

Cuyahoga County is a community that provides all children ages 0-8 with the opportunity to establish healthy lifestyles in the environments where they live, learn, sleep, and play.



EARLY AGES HEALTHY STAGES



CUYAHOGA
COUNTY
EARLY
CHILDHOOD
WELLNESS
PLAN



www.earlyageshealthystages.org

EAHS Strategic Plan
can be found at:

www.earlyageshealthystages.org

OUR PRIORITIES

At Early Ages Healthy Stages, we recognize that it is our job to help build healthy early childhood environments for all children, regardless of how they look or where they live.

In Cuyahoga County, we believe that early childhood environments are healthy if...

Together, we will work to shape these priorities to ensure that all young children in Cuyahoga County are given every opportunity to reach their fullest, healthiest potential.



Healthy foods are available.

Young children need access to healthy food in order to make healthy food choices.

Social emotional needs are met.

Young children thrive in classrooms and communities where they feel safe, connected, and supported.



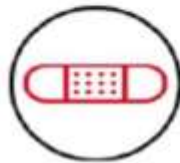
There are opportunities for active play.

Active play helps children grow healthy muscles, bones, and brains.



Families are engaged.

Parents and other family members are a child's first teacher and best role model.



Health care is accessible.

Access to an affordable, medical home helps children stay healthy and meet milestones.

A stylized graphic of a mushroom with a white stem and a red cap, set against a dark grey background. The mushroom is positioned on the left side of the slide. The cap is composed of several overlapping red shapes, and the stem is a solid white cylinder. The overall design is clean and modern.

CLEVELAND HEALTHY KIDS' MEALS CAMPAIGN

EAHS Presentation
January 10, 2020

About Us

For nearly 100 years, the American Heart Association has been fighting heart disease and stroke, striving to save and improve lives.

Our Mission

To be a relentless force for a world of longer, healthier lives.



Coalition Partners – Formal Supporters

- American Heart Association – Cleveland
- American Cancer Society – Cancer Action Network
- Alliance for a Healthier Generation
- American Academy of Pediatrics
- Care Alliance
- Center for Science in the Public Interest
- Children's Hunger Alliance
- Congenital Heart Collaborative at Rainbow Babies And Children's Hospital
- Cuyahoga County Board of Health
- Greater Cleveland Food Bank
- Make Them Know Your Name Foundation (Denzel Ward Family)
- M.O.T.I.V.A.T.E
- Neighborhood Leadership Institute
- Northeast Ohio Neighborhood Health Services Inc. (NEON)
- Old Brooklyn CDC
- Oral Health Ohio
- The Ohio State University Extension – Cuyahoga





The Problem I

SUGARY DRINKS contribute to high rates of



Unhealthy
Weight



Diabetes



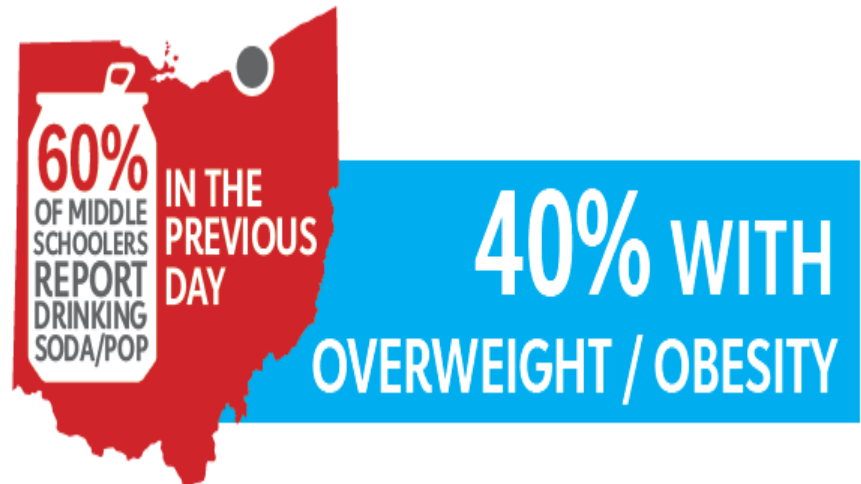
Heart Disease



Tooth Decay

Consuming sugary drinks, such as fruit drinks with added sugar, sports drinks, and soda, poses a real health risk to kids, including contributing to increasing rates of diabetes and heart disease

Local stats point to disparities between Cleveland kids and their County peers in sugary drink consumption and prevalence of chronic diseases including obesity





The Problem II

- SUGARY DRINKS ARE THE SINGLE LEADING SOURCE OF ADDED SUGAR IN U.S. DIET
- NEARLY 50 % OF 2 TO 5-YEAR-OLDS HAVE AT LEAST ONE SUGARY DRINK DAILY

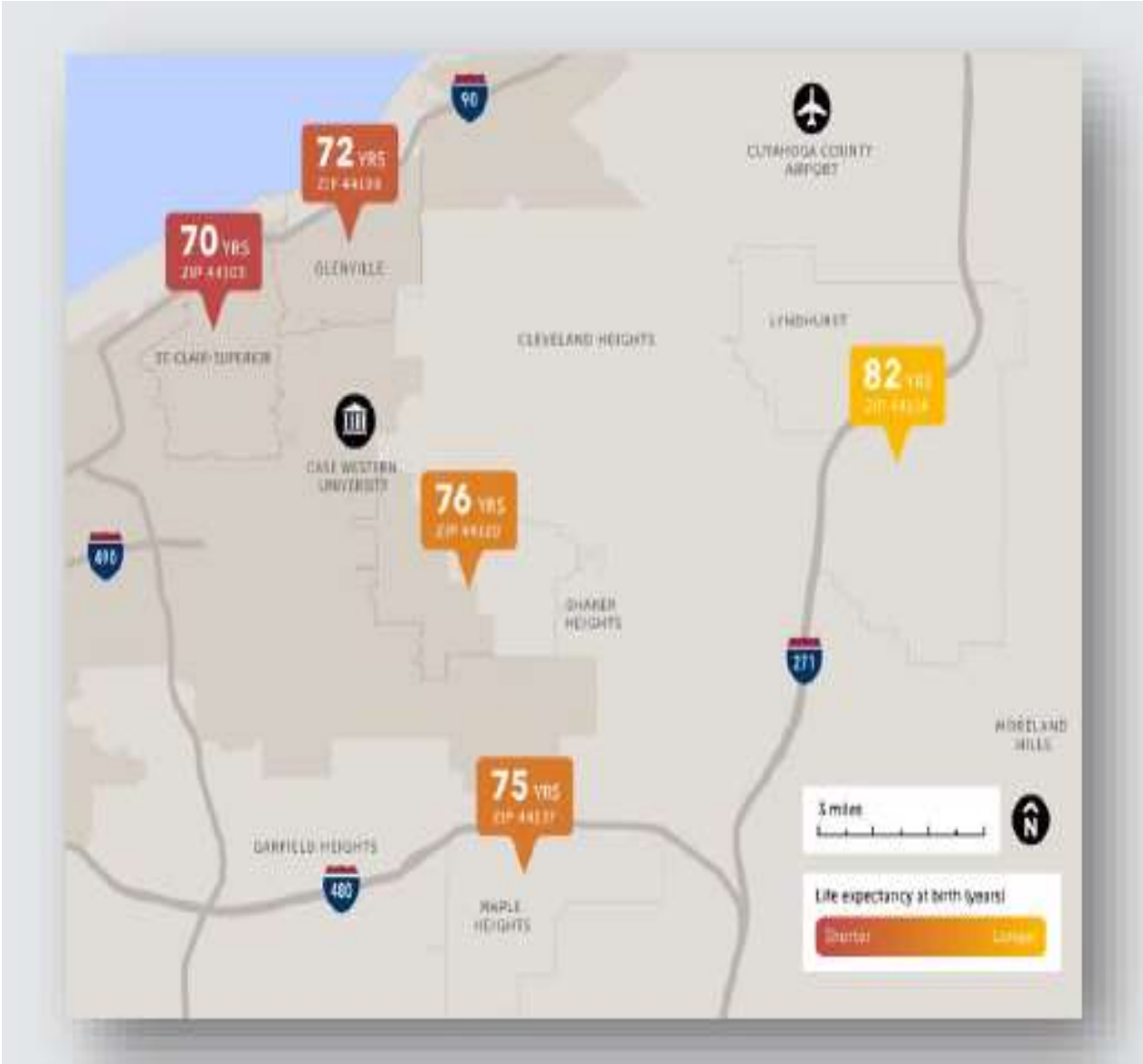
Cleveland
KIDS ARE SWEET ENOUGH!
#SERVEKIDSBETTER

KIDS CONSUME ENOUGH SUGARY DRINKS EACH YEAR TO FILL A BATHTUB!

JOIN THE HEALTHY KIDS' MEALS CAMPAIGN
TEXT HEALTHY4CLE TO 46839

A red heart with a white torch flame inside, representing the Cleveland Heart logo.

CLE: Health is an equity issue





Health Equity

- Blacks and Hispanics often have less access to clean water and nutritious drinks such as low-fat milk
- With the addition of predatory marketing practices directed at communities of color, they consume sugary drinks at alarming rates

SWEETENED DRINKS: NUTRITION

1/3 of all fruit drinks contained **16 grams** or more of sugar per serving—equivalent to **4 teaspoons**



TV AD EXPOSURE IN 2018

Children (ages 2-11) saw:

- More than **2X** as many ads for sweetened drinks than for drinks without added sweeteners
- More than **4X** as many ads for sweetened children's drinks than adults



Digging Deeper

- Kids/families are eating out of the home more than ever
- Restaurant meals are higher in calories, salt, fat, and sugar - including sugary drinks



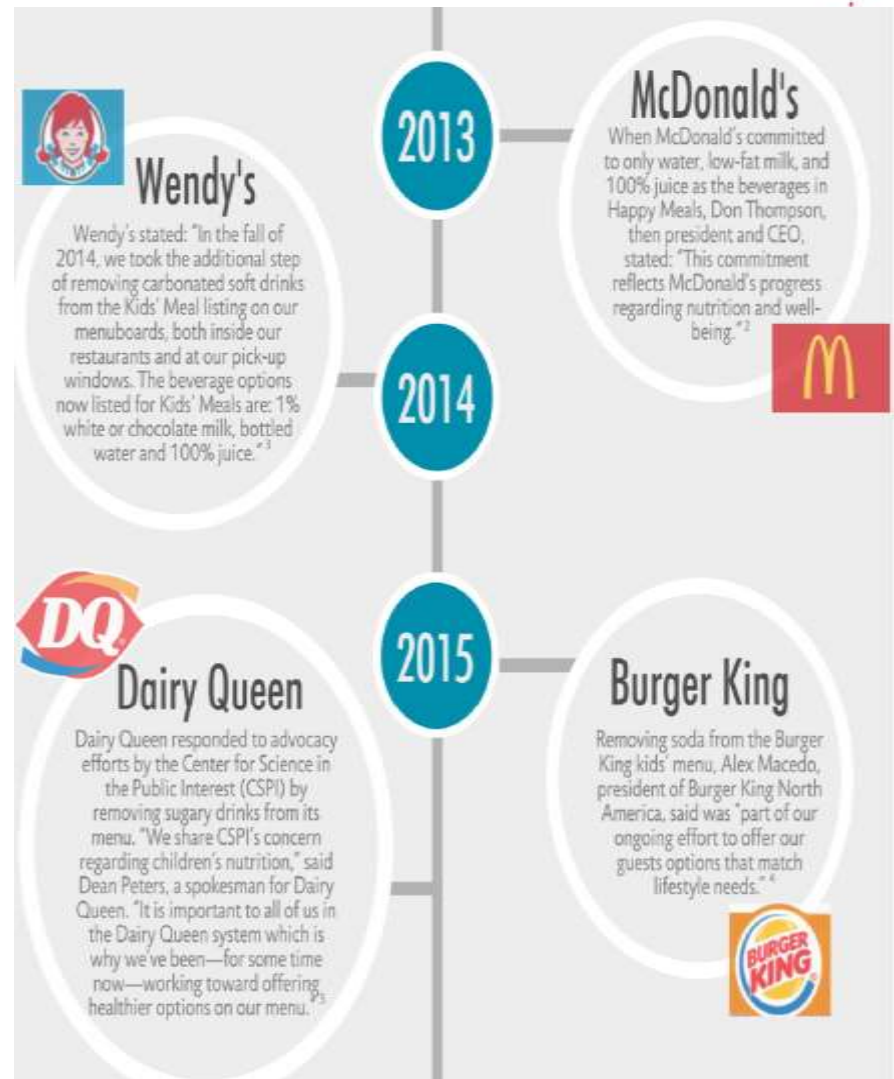
OPPORTUNITIES

- *Parents generally stick with defaults when presented in bundled kids' meals*
- *Large kids' meals audience in Cleveland (~50,000 kids under 10 yo)*

Movement on Many Fronts

VOLUNTARY HEALTHY DEFAULTS AT LARGE CHAINS

- Has not increased price
- Parents receptive to healthy options
- Six down, MANY TO GO



Awareness Building & Community Engagement

- The Campaign seeks to build greater awareness around sugary drinks
- Community engagement on issue at local schools, community centers, health fairs and other events
- Marketing campaign to bring attention to issue and increase participation in coalition work
- Long-term goal is improved health outcomes for Cleveland kids



Cleveland KIDS ARE SWEET ENOUGH! #SERVEKIDSBETTER

20 OZ SODA = 6 DONUTS = 18 COOKIES

THINK ONE SODA AT DINNER CAN'T HURT?

JOIN THE HEALTHY KIDS' MEALS CAMPAIGN
TEXT HEALTHY4CLE TO 46839

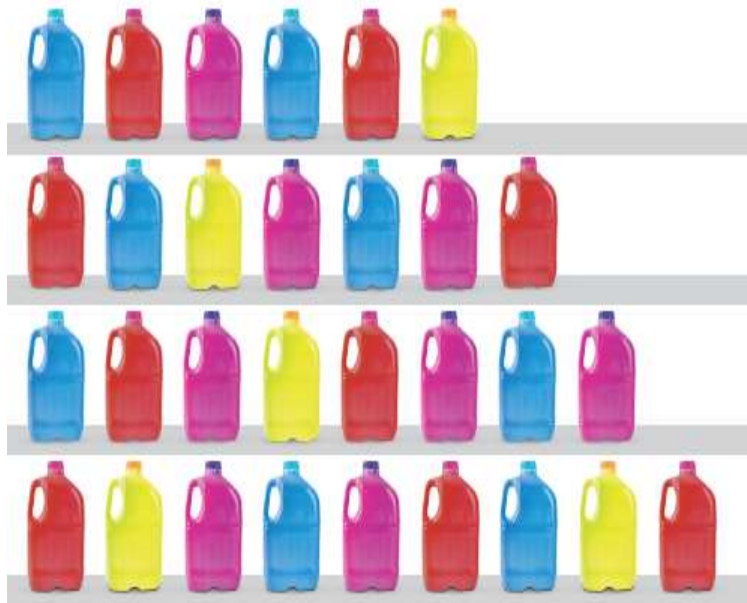




Cleveland
KIDS ARE
SWEET ENOUGH!

How many gallons of sugary drinks
are kids guzzling?

THIRTY.



On average, children have more than 30 gallons of sugary drinks every year. Lemonade, sports drinks, sweet tea, fruit drinks and sodas all add up.





A Policy Solution

- Address default drink options on bundled restaurant kids' meals to healthy options
 - Water, low-cal milk, not sugary beverages
 - Policy to cover kids' meals in all restaurants as defined in existing state/local law
- Enforcement proposed through existing restaurant health review process
- Mirrors USDA school lunch standards followed by CMSD and early childcare providers





Cities Addressing the Issue

City of Davis Makes Healthy Drinks the Default Choice for Kids Meals



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Email add

TAGS

Eating Healthy Protecting Our Health What You Can Do



vis

ARTICLE

Philadelphia Enacts Healthy Kids' Meal Legislation

Statement of CSPI Vice President for Nutrition Margo Wootan

October 3, 2019



"We... and heart disease," stated Dr. Sara Cody, Health Officer and Director, Public Health Department. "The policy that the Board of Supervisors approved will help people make healthier beverage choices."

PROGRESS ALS

Association and American... the New York City Council... water, milk and 100% fruit

... supporter of the bill and... highlighted sugary drinks... in the American

... and Mental Hygiene and... h. When signed, all... ill soon have healthy

PTS IDS

Summary

- Healthy kids' meals policy is a common-sense, low-cost step the City Council can take to advance kids' health in Cleveland
- Makes it easier for parents/guardians to make healthy choices at restaurants
- Supports existing norm-setting around healthy meals in Cleveland schools and early childcare centers
- AHA looks forward to working with agencies including the Department of Public Health on education and implementation, as well as ongoing awareness building around sugary drinks



Did you know....?

Kids have enough sugary drinks each year to fill a bathtub.

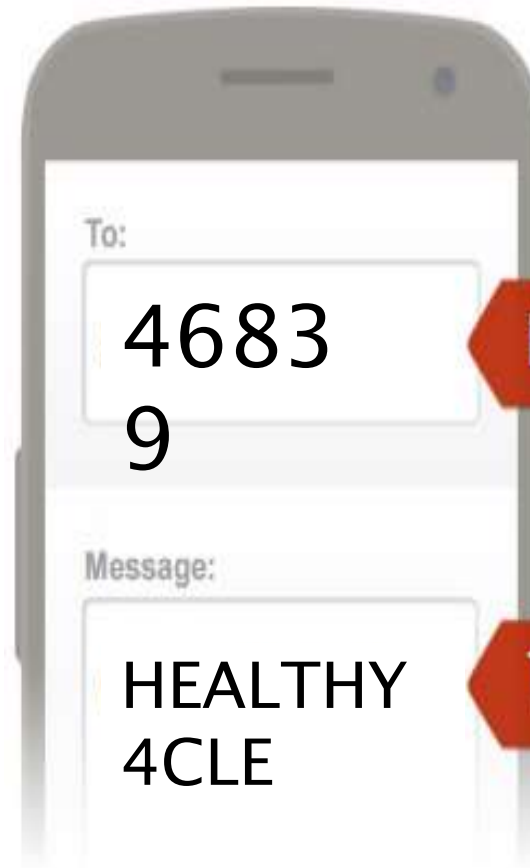
On average, children are consuming over **30 gallons** of sugary drinks every year.

That is **10 times** the recommended amount!



LET'S MAKE KIDS' MEALS HEALTHIER!

TEXT **HEALTHY4CLE** TO **46839** NOW.
THEN **CLICK THE LINK** YOU RECEIVE TO SEND
AN IMPORTANT MESSAGE TO ADD YOUR NAME
IN SUPPORT OF HEALTHIER OPTIONS IN KIDS'
MEALS!



Enter this number

Text this message

*Standard text message rates apply.





QUESTIONS

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Cleveland Clinic

Chantel Wilcox

Jacque Bailey



Joan Spoerl

Director,
Imagination
Library

The Literacy
Cooperative

EAHS Updates

Recap of December's Meeting

- The 2020 Census is coming and ensuring that young children are included in the count will be critical for future funding and programs.
- We have a lot to be proud of from our collective efforts in 2019. Highlights include:
 - 118 programs have achieved Ohio Healthy Program designation
 - We enhanced our coalition infrastructure, introduced our new “system”, and improved transparency and communication
 - Every working group had a least 1 accomplishment toward our goals and objectives
 - We awarded our Health Champions and Garden Grants
 - Increased our presence in the community through events

Things We Did Well

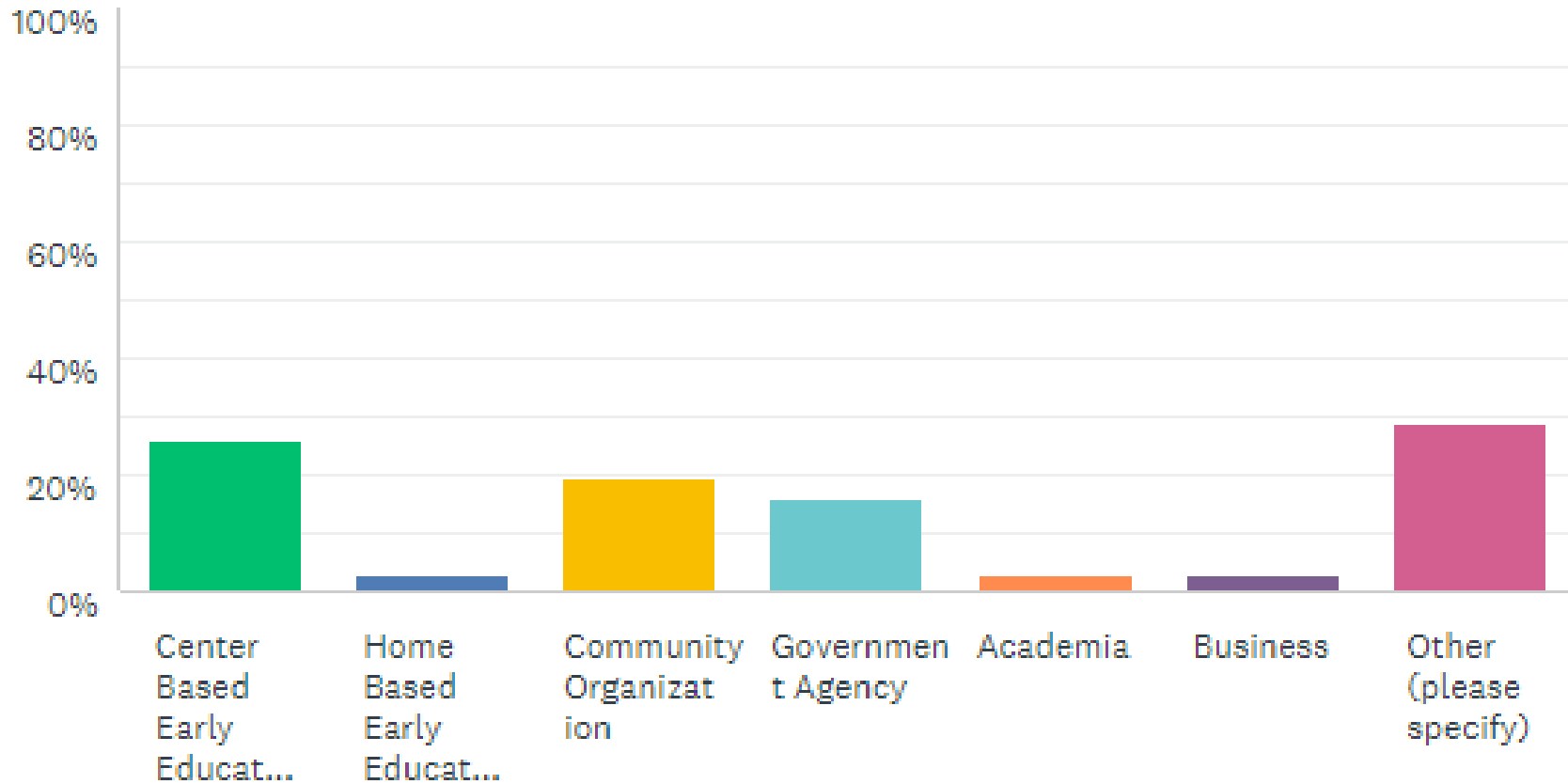
- The recap of 2019
- Feeling of success and accomplishment
- Opportunity to learn about the census and the ways in which we can connect with each other on the topic

Things We Can Improve Upon

- Allow more time for discussion about coalition infrastructure and direction
- Involve coalition members in leading parts of the meeting
- We need more people in the room

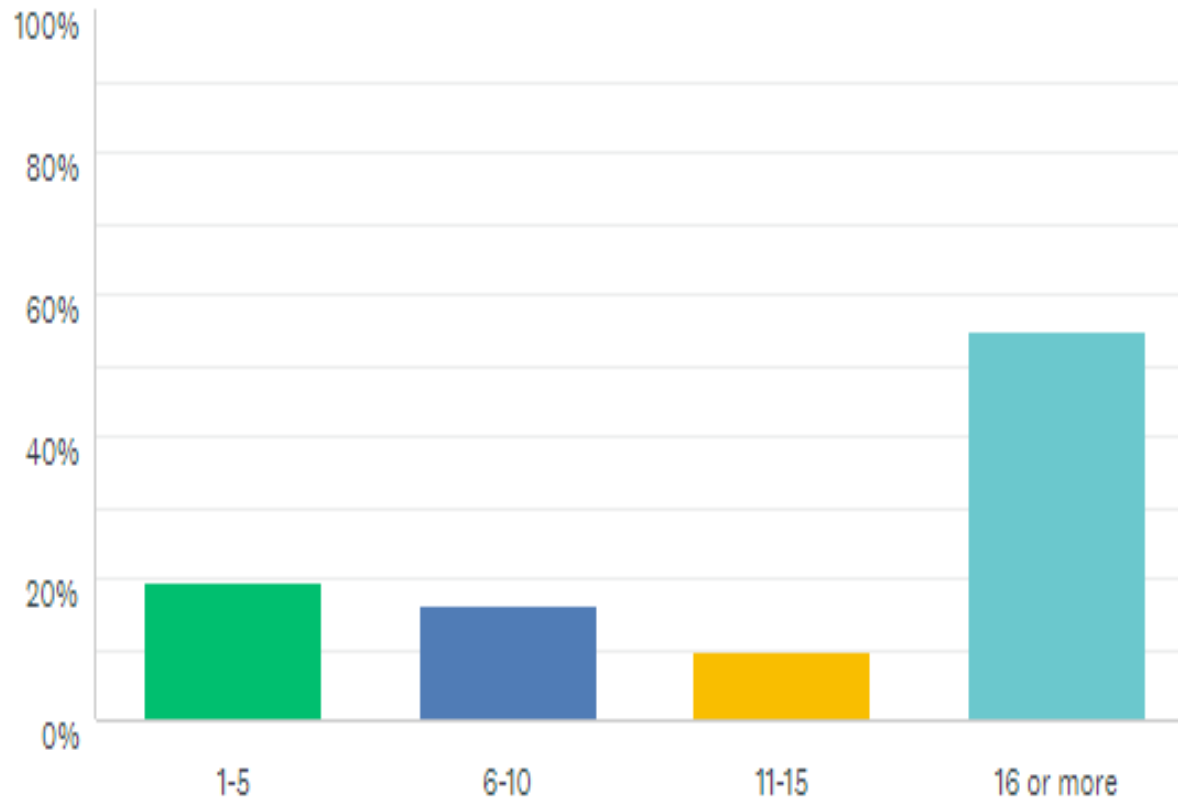
EAHS Survey Feedback

Respondents (n=31)



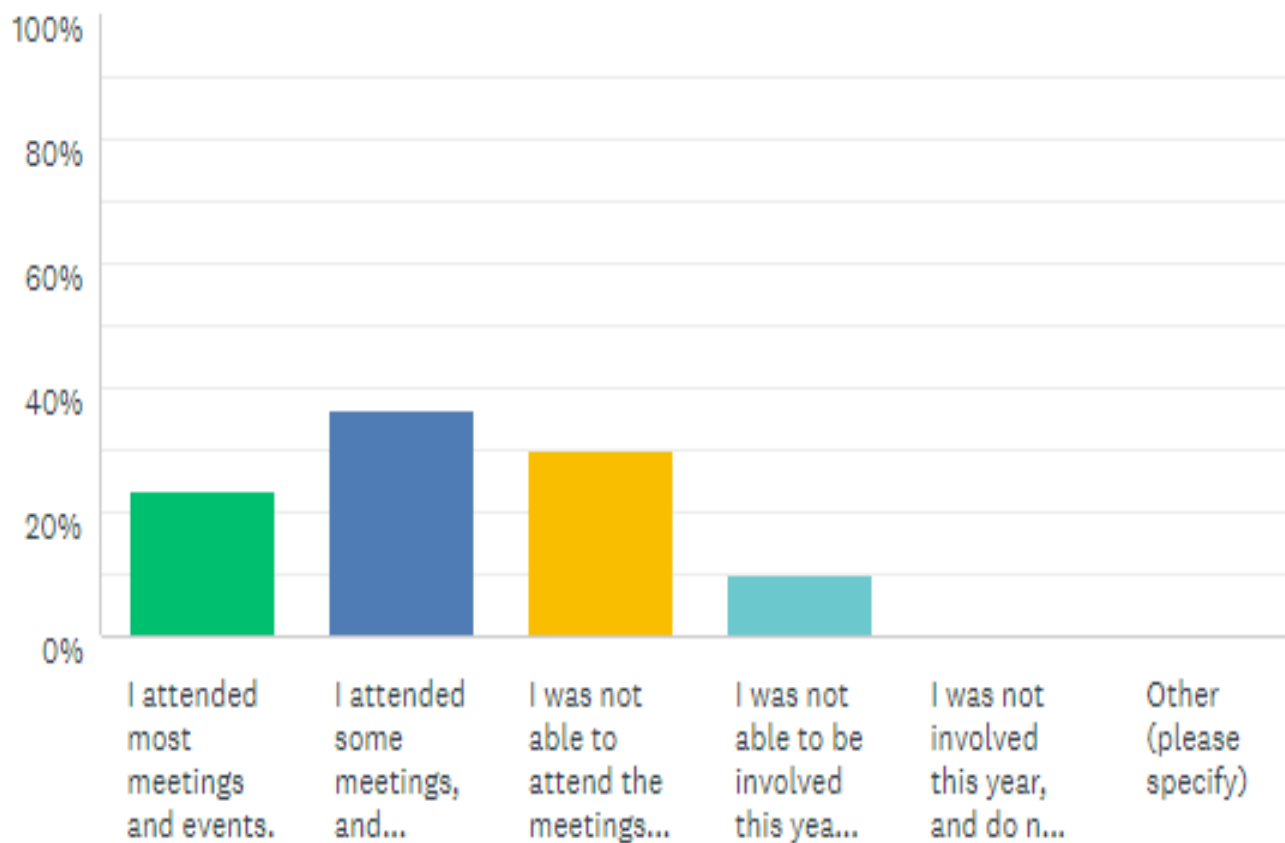
How many years of experience do you have in early childhood or related field?

Answered: 31 Skipped: 0



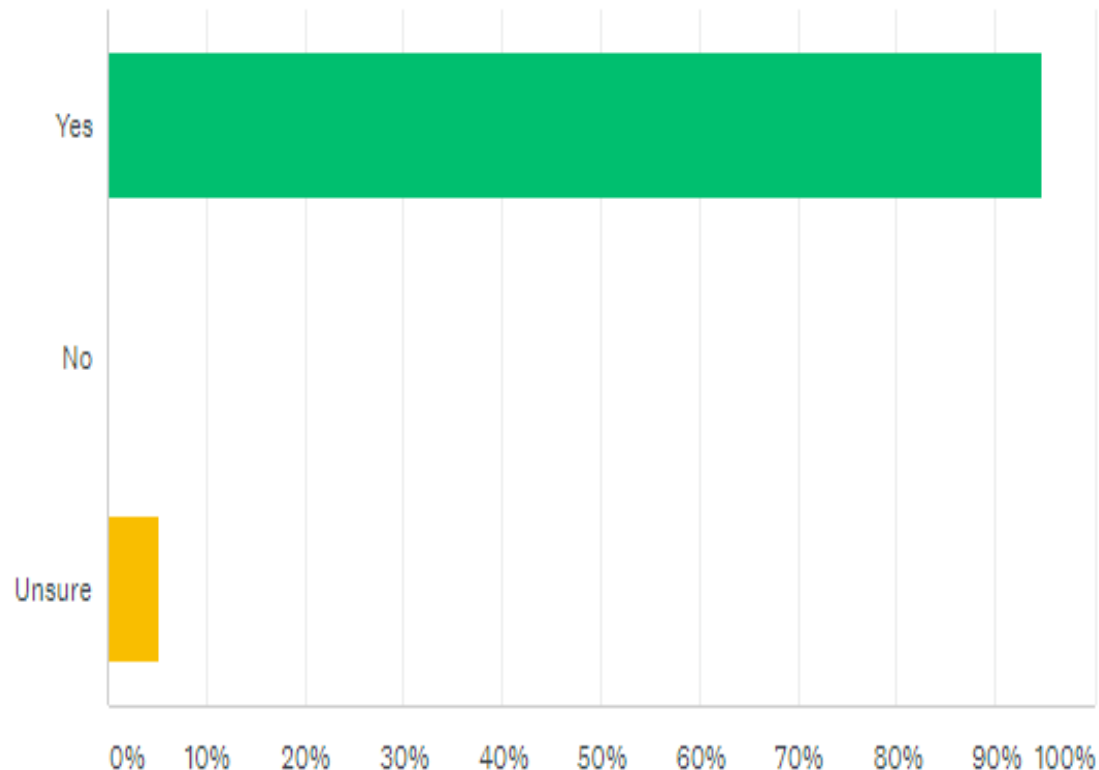
How involved were you with Early Ages Healthy Stages during 2019?

Answered: 30 Skipped: 1



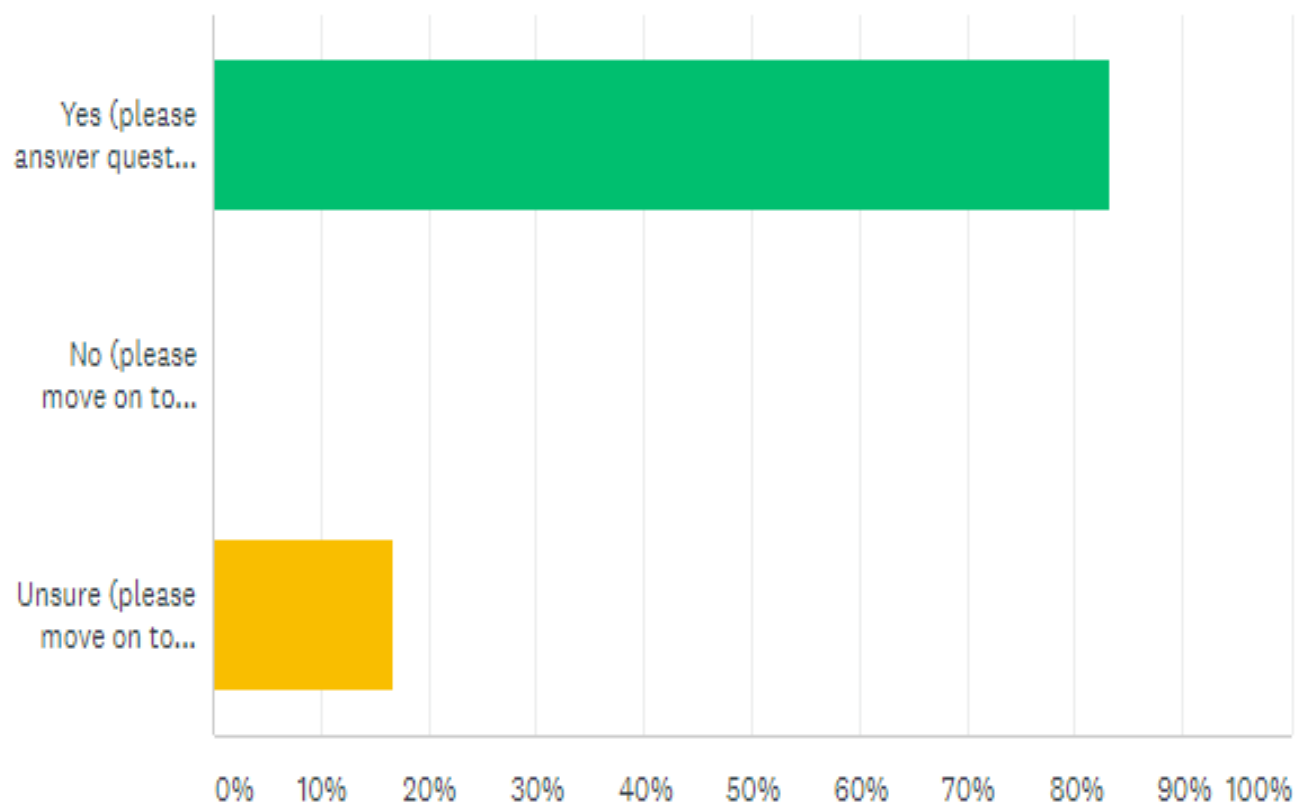
In your opinion, has Early Ages Healthy Stages played a role in improving early childhood health and wellness in Cuyahoga County?

Answered: 19 Skipped: 12



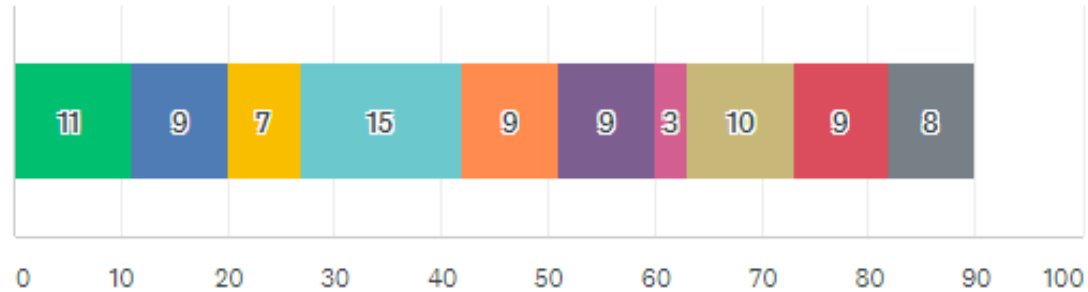
In the past year, has your participation with EAHS impacted your work?

Answered: 18 Skipped: 13



If yes, what aspect(s) of your work with EAHS has influenced your work?

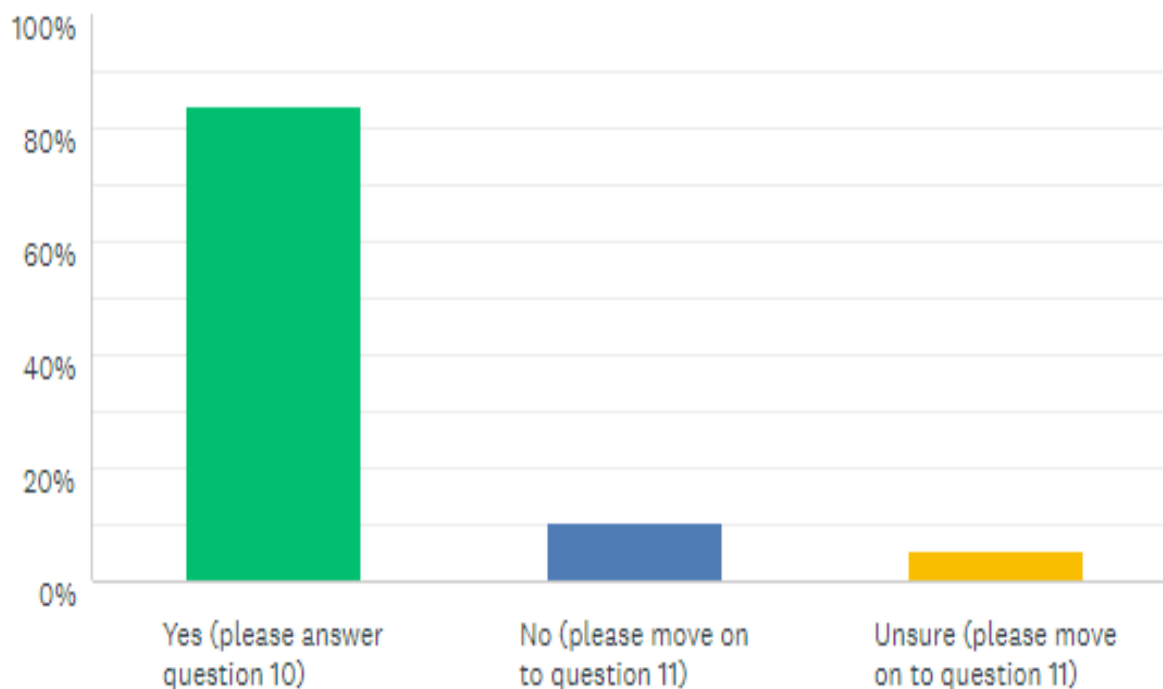
Answered: 16 Skipped: 15



- Elevation of importance of addressing health in early childhood.
- Increased understanding of the importance of addressing health in early childhood in
- Increased confidence in the role you can play in early childhood health
- Opportunity to network with other EAHS members
- Shared resources from other EAHS members
- Shared resources from EAHS staff
- Access to funding opportunities
- Opportunity to work toward shared goals and objectives with colleagues
- Access to presentations and speakers about relevant early childhood health topics
- Access to evidence that supports the connections between early education and early
- Other (please specify)

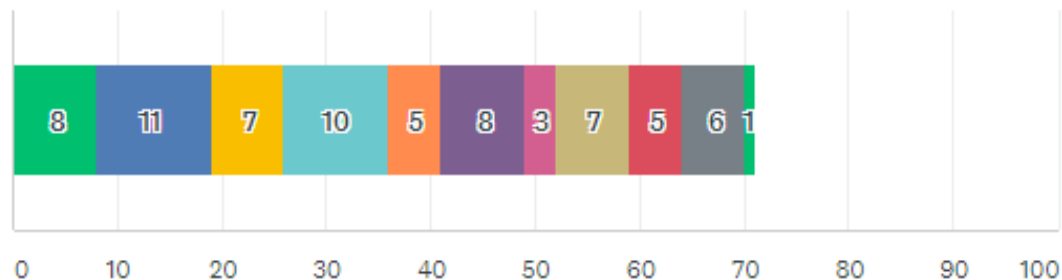
In the past year, has your participation with EAHS impacted your organization's work?

Answered: 19 Skipped: 12



If yes, what aspect(s) of your work with EAHS has influenced your organization's work?

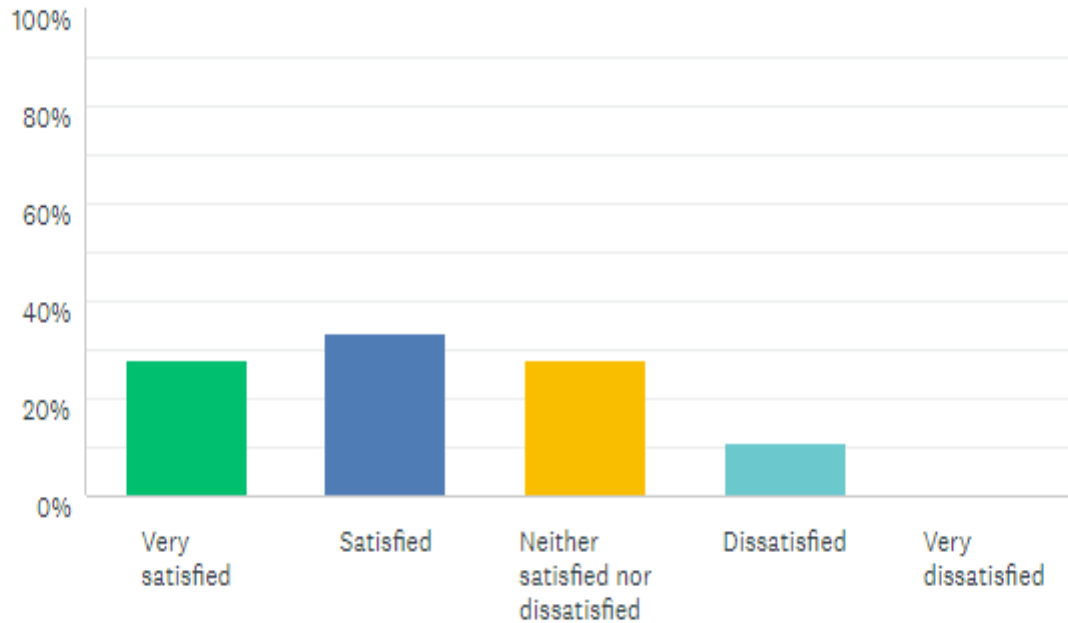
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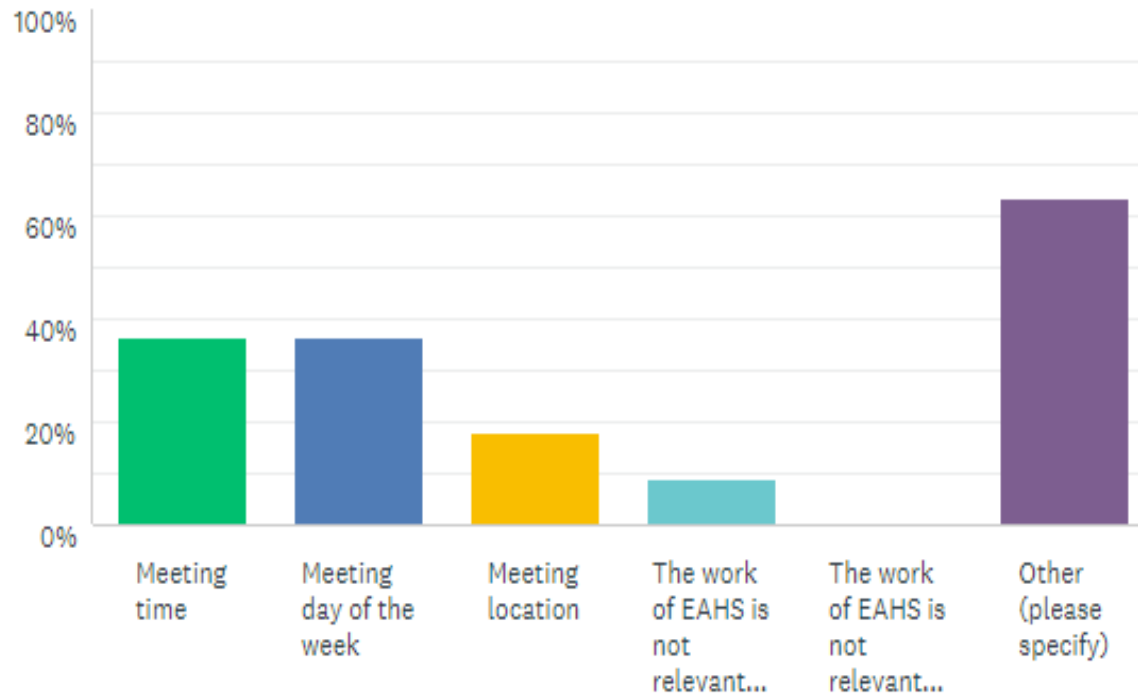
Overall, how satisfied or dissatisfied were you with the new working group structure that we implemented in 2019?

Answered: 18 Skipped: 13



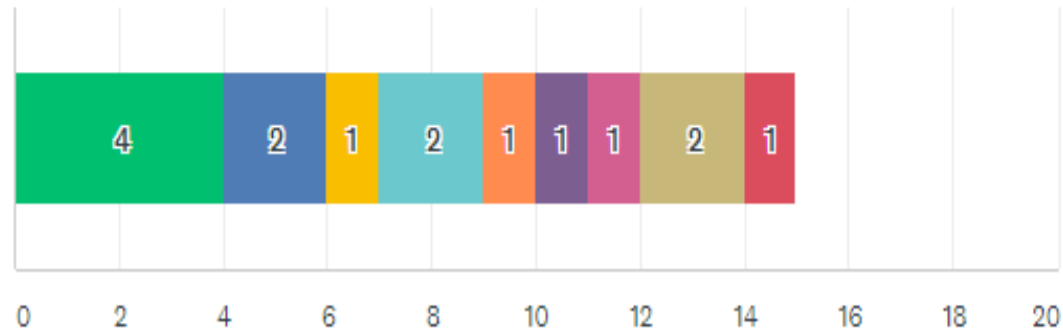
Please help us understand the reasons you were unable to participate in 2019. (check all that apply)

Answered: 11 Skipped: 20



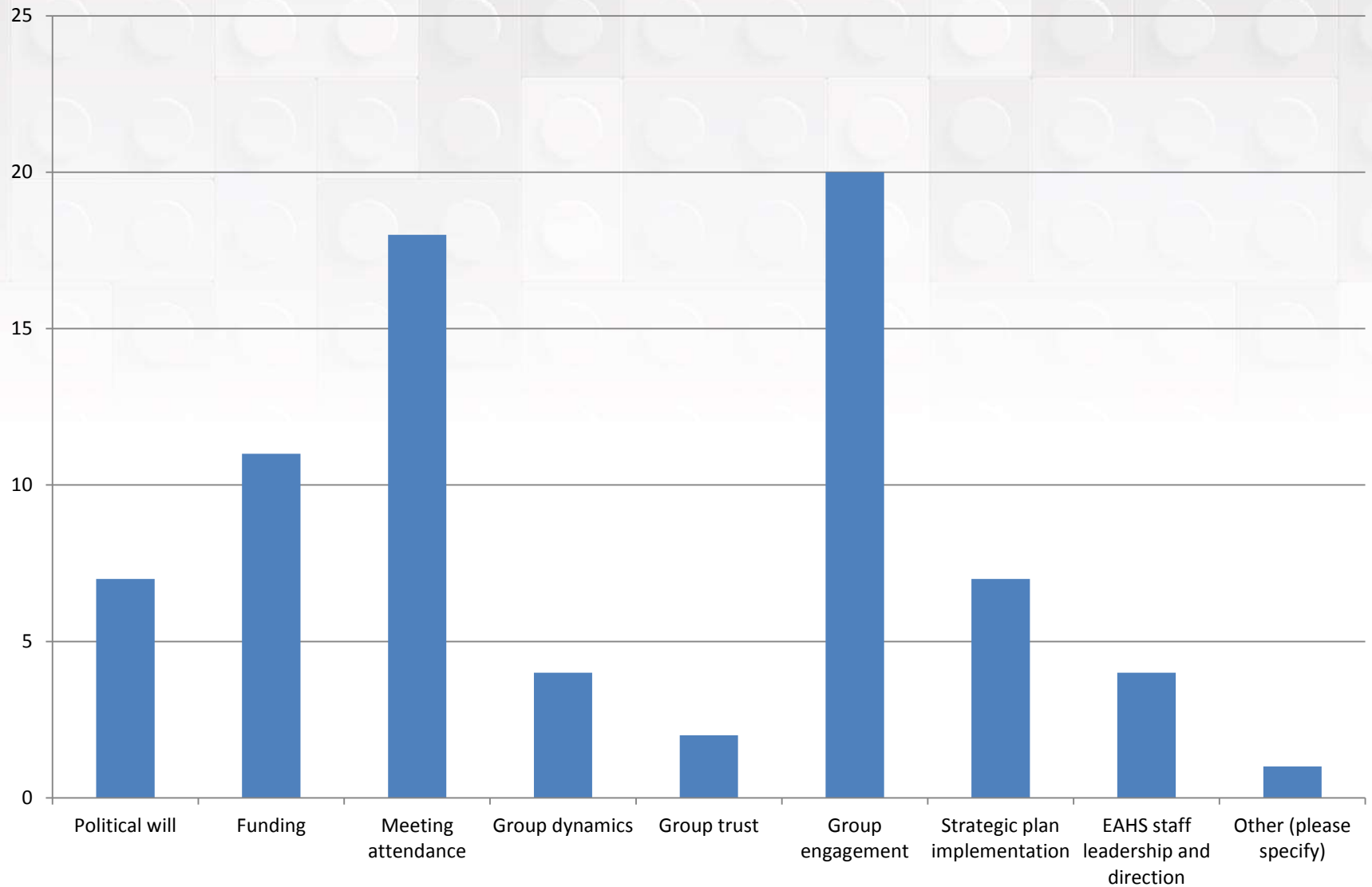
Are there changes we could make to EAHS that would make you want to get involved again? (check all that apply)

Answered: 8 Skipped: 23

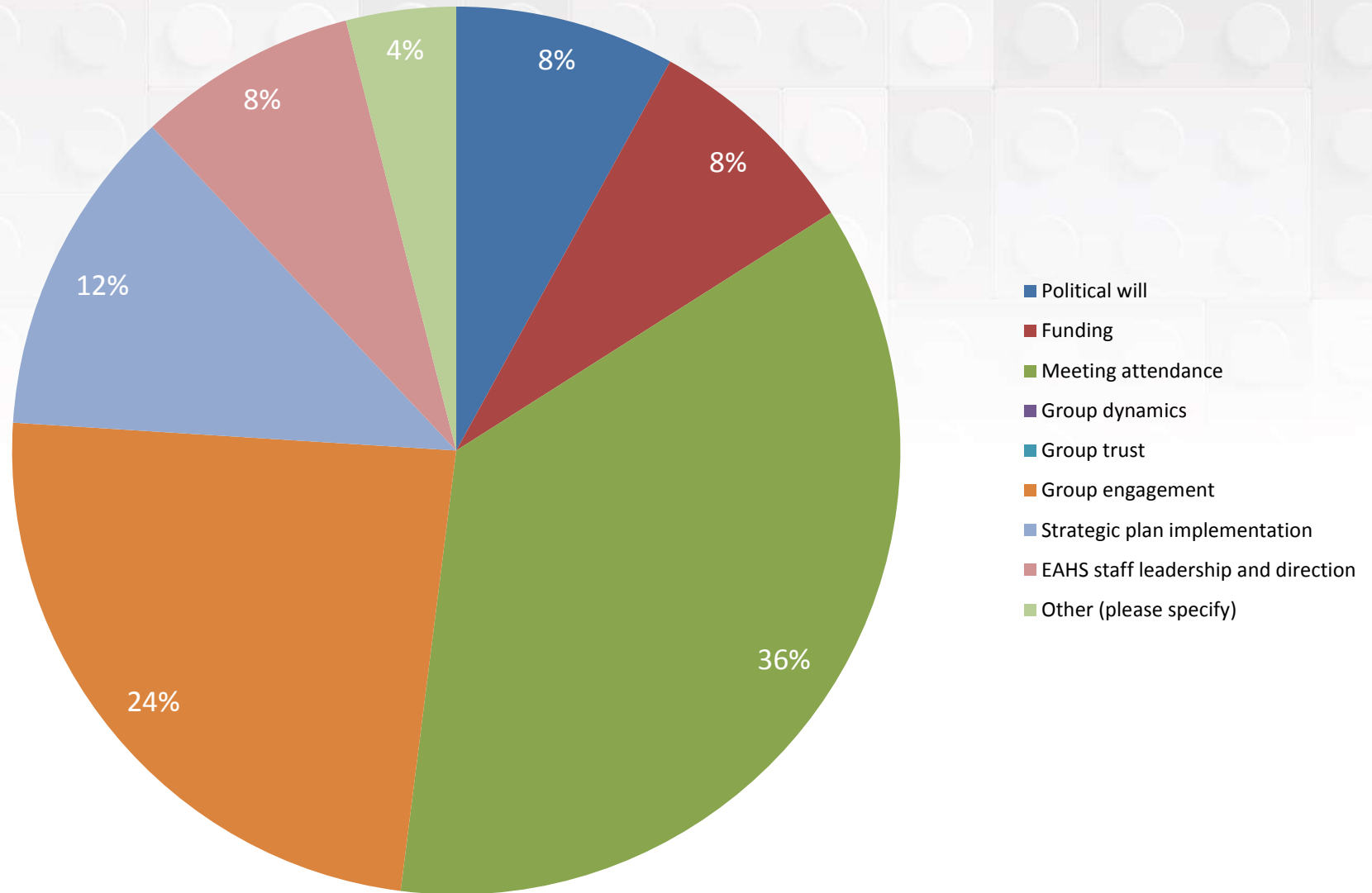


- Change meeting time
- Change meeting location
- Help you get support from your organization to participate
- Provide more support from EAHS staff (ex. connection to resources, attendance at ev
- Change to EAHS meeting structure
- Provide more time for EAHS working groups
- Host more relevant speakers
- Send more frequent EAHS communications
- Other (please specify)

Biggest Challenges facing EAHS in 2020 (n=26)



Biggest Challenge for 2020 (n=25)



EAHS 2020

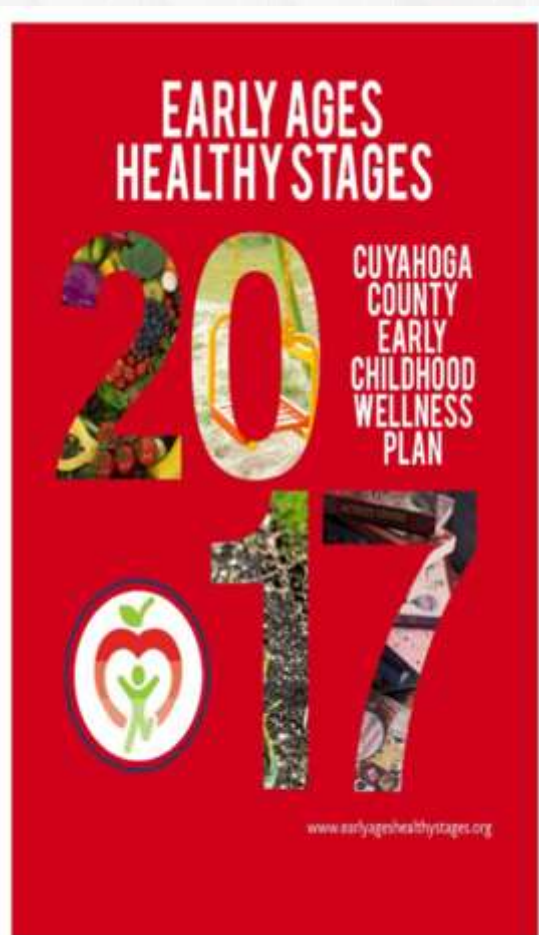
EAHS Meetings

- Goal is to increase attendance and maximize time and resources
- Switch to quarterly coalition meetings
 - Meeting dates for 2020 (tentatively):
 - January 10th
 - April 3rd
 - July 10th
 - October 9th

EAHS Working Groups - 2020

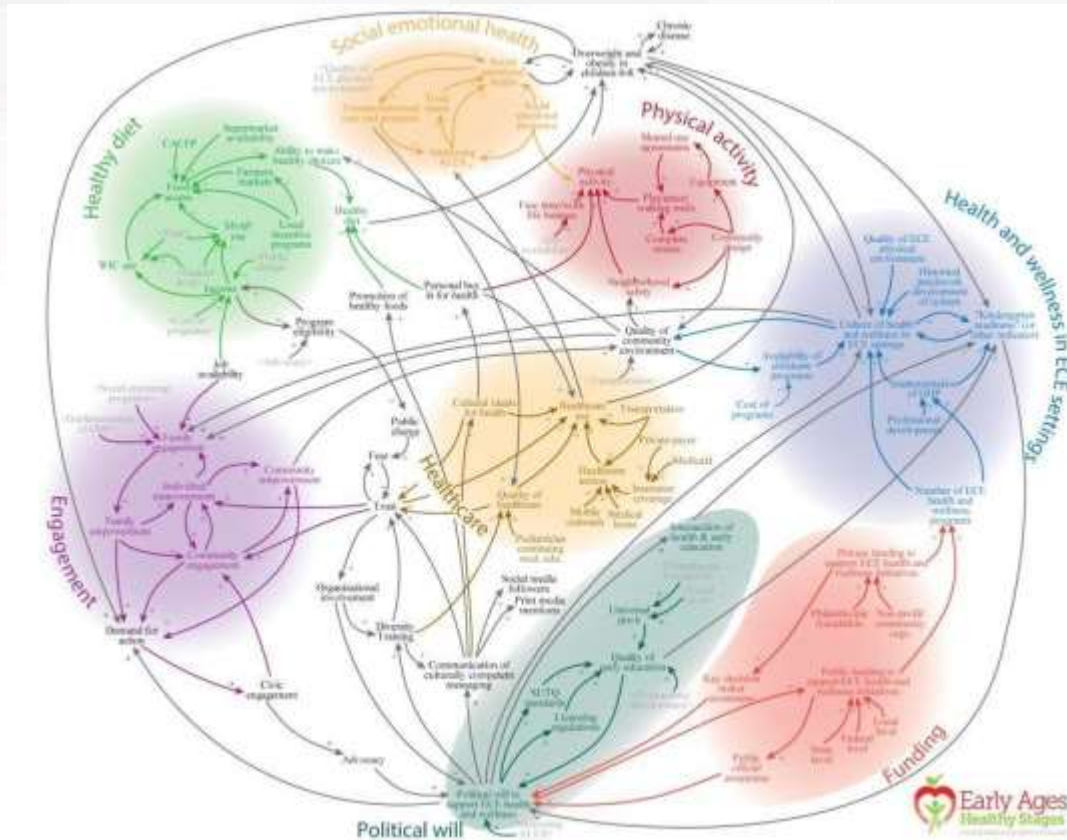
- Meetings will be tabled for the first quarter of 2020
- We will revisit the working group meetings after our April meeting

On the Horizon



- New strategic plan slated for 2021.
- Considerations include:
 - Reframe the framework
 - Solution to kindergarten readiness
 - Provider Engagement
 - EAHS infrastructure

Ground the work in our "system"



2020 Survey –
where is working
happening with
EAHS members

Visioning 2020 Exercise

- Goal: understand from all of our experts what is most needed for the future
- Please fill out the sheets with your responses
- Report out: if you are comfortable we will provide an opportunity for folks to share their ideas

Next Steps

- Aggregate all the feedback and come back in April with a plan
- Frequent email communications from EAHS on updates and opportunities for engagement
- Please continue to send us relevant early childhood meetings, trainings, and resources for the Event Calendar

Next Meeting

April 3, 2020

Location: Pending

9:30 am – 11:30 am

Agenda:

- Speaker: Family Connections
- EAHS Updates
- EAHS: Visioning 2020

