



Coalition Meeting

December 11, 2020

9:00 am – 10:00 am

Welcome



Today's Agenda

- EAHS Updates
- Review of May 2020 Meeting
- Review of Strategic Planning Activities to Date
- Strategic Planning Next Steps

EAHS Updates and Opportunities

ECE In the News

- CDC ECE Licensing Scorecard
 - Looks at 47 high impact obesity prevention standards in ECE and ranks each state
 - Ohio currently ranks in the bottom half of the nation and meets less obesity prevention standards now than we did as a State in 2010
 - Scores are the highest in the healthy infant feeding category, inclusive of breastfeeding support and infant feed practices
 - Full report:
<https://www.cdc.gov/obesity/strategies/early-care-education/state-scorecards.html>

ECE In the News

- Robert Wood Johnson Foundation State of Childhood Obesity Report
 - Close eye at prioritizing children's health during and after the pandemic
 - Key policy recommendations include:
 - Healthy eating and physical activity standards in ECE
 - Increase funding for WIC
 - Increase SNAP benefit levels

Updates and Opportunities

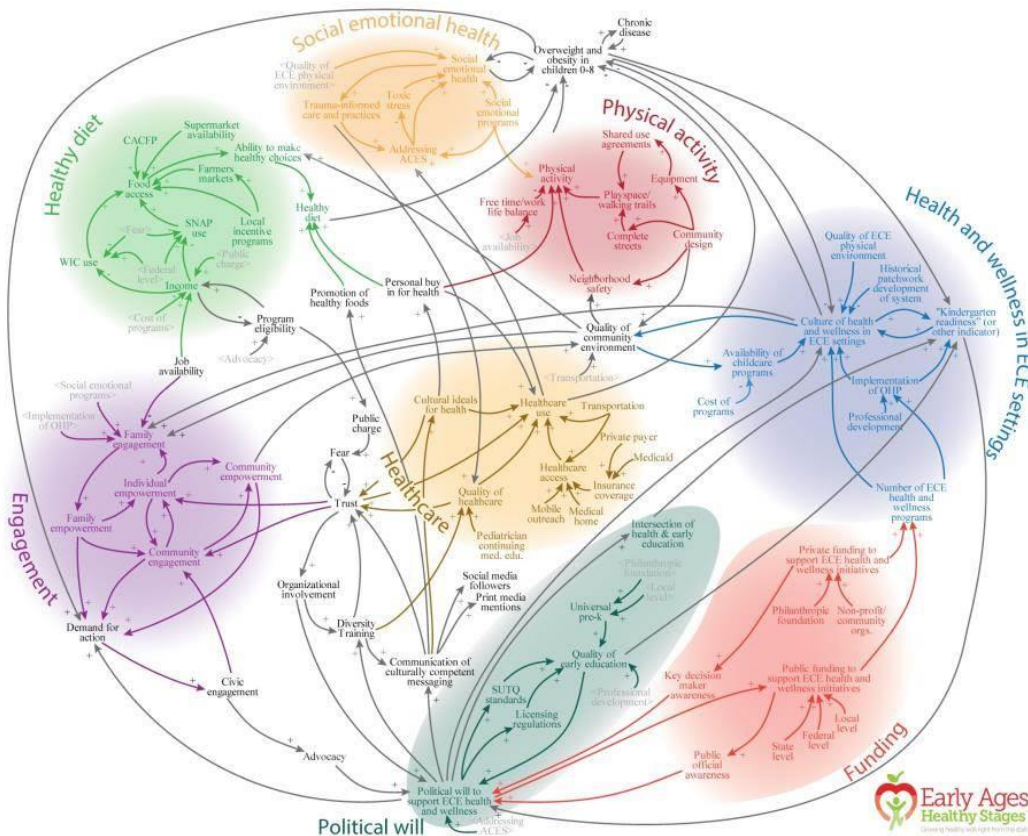
- OHP Data Brief 1
 - 5 year review of OHP progress to date in our community
 - Posted to EAHS website
 - Intended audience: Broad
- OHP Data Brief 2
 - Focused on the use of the WellCCAT tool and the impact that technical assistance can have on policy adoption in ECE through OHP
 - Currently in draft form. Anticipated release is early 2021
 - Intended audience: key decision makers and influencers

Updates and Opportunities

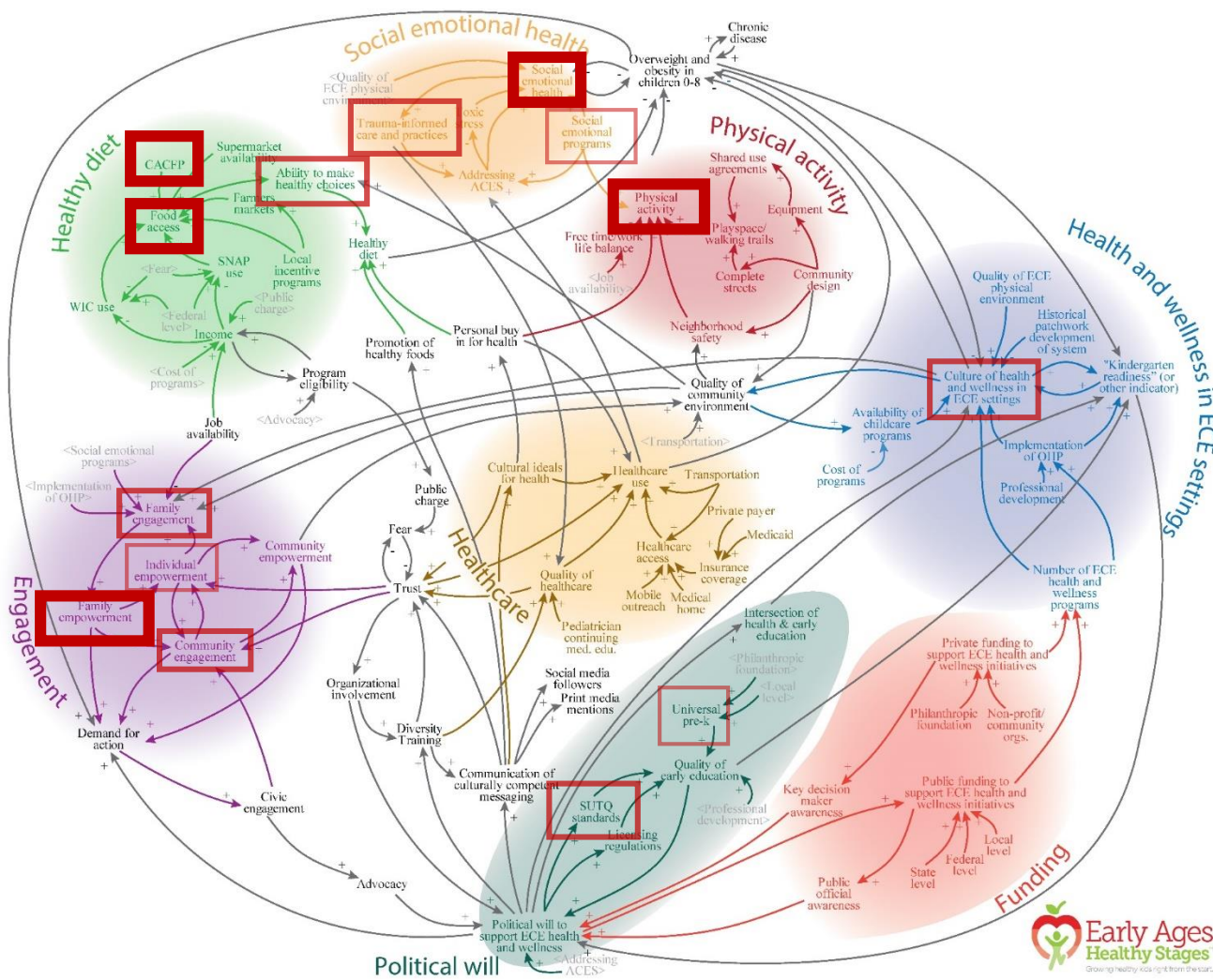
- Early childhood health national scan
 - Continued partnership with Friedman School of Nutrition Science and Policy at Tufts and Kent State University College of Public Health
 - Funded through the JPB Foundation
 - Who is addressing early childhood health and wellbeing well?
 - Focus: ECE laws, rules, and regulations for nutrition, physical activity, social emotional health, and structural racism

May 2020 Meeting

Ground the work in our “system”



2020 Survey – where is working happening?

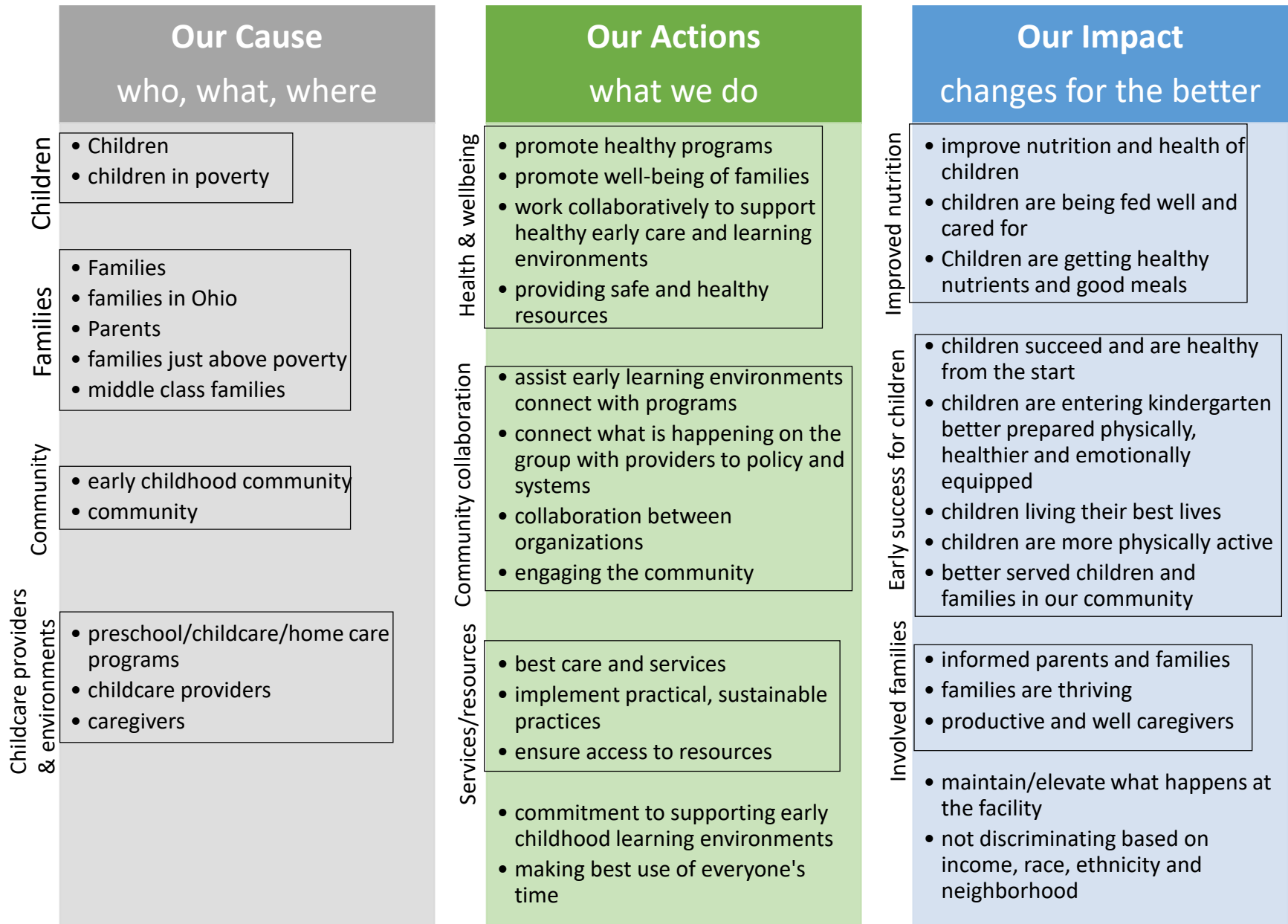


Top Selected Variables	
Variable	# of Selections
Physical Activity	19
Family Engagement	18
Food Access	15
Social Emotional Health	15
CACFP	12
Community Engagement	8
SUTQ Standards	8
Trauma-informed Care	8
Ability to Make Healthy Choices	7
Family Empowerment	7
Culture of Health and Wellness in ECE Settings	7
Social-emotional Programs	6
Universal Pre-K	6
Individual Empowerment	6

n=250 selections made

High Level Takeaways

- **Strong ongoing work:** A lot of ongoing work is happening in the *engagement, healthy diet, social emotional health, and physical activity* sub-systems.
- **Potential for action:** There is still a lot of potential to increase the efforts in the *political will, funding, and health and wellness* sub-systems, which may in turn enhance capacity for work everywhere else in the map.
- **Strength of Ohio Healthy Program (OHP):** OHP is integrated into many of the selected variables and actions described.



Our Cause who, what, where	Our Actions what we do	Our Impact changes for the better
<ul style="list-style-type: none"> • Children • Families • Community • Childcare providers & environments 	<ul style="list-style-type: none"> • Health & wellbeing • Community collaboration • Provide services & resources 	<ul style="list-style-type: none"> • Improved nutrition • Early childhood success • Involved families

Next: create high level statements describing the work of EAHS using the above

Example

We help children and families **achieve early childhood success** by addressing **health and wellbeing** through childcare environment

Strategic Planning: Setting the Stage

Align and Leverage

- Political Will
- Social Climate
- Funding
- Create a culture of health and wellbeing

Health and Wellbeing

- **Healthy Foods**
- **Safe Places to Play**
- **Social Emotional Health**
- Health Care Access
- Family Engagement

EAHS New Vision

All early care and education programs are healthy.

EAHS New Mission

EAHS helps children and families achieve early childhood success by addressing health and wellbeing through childcare environments and community collaborations.

Pillars of Work

- Training and technical assistance
- Research and evaluation
- Community collaboration
- Advocacy and communication

Results Based Accountability (RBA)

- Getting to the “is anyone better off” statement
 - Ultimately, what are we trying to achieve?
 - Starts with the ends and works backward to the means
- Designed to use plain language
 - Simple enough for the community to understand

Population Accountability

EAHS *contributes* to moving these markers

Performance Accountability

EAHS is *responsible* for moving these markers

What results want to receive?

How do we measure our results?

Where are we now?

What will we do to help turn the curve?

How will we measure what we do?

RESULTS

HEADLINE INDICATORS

SECONDARY INDICATORS

BASELINE DATA

STRATEGIES

PROGRAMS

PERFORMANCE MEASURES

Phase 1

Phase 2

RBA Framework

- Population Accountability:
 - Recognizes that EAHS alone is not responsible for improving early childhood health and wellbeing outcomes.
 - Will organize our work as equal partners to promote the work
 - How does EAHS *contribute* to moving early childhood health and wellbeing markers in Cuyahoga County?

RBA Framework

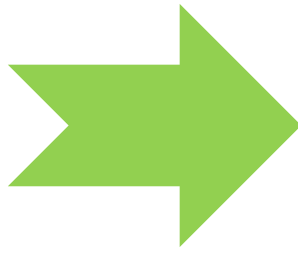
- Performance Accountability:
 - Gives us an opportunity to organize our work to have the biggest impact on our “customers”
 - Recognizes that what impacts our customers impacts our community.
 - What work does EAHS do that is *responsible* for moving early childhood health and wellbeing outcomes?

EARLY AGES HEALTHY STAGES

2017

CUYAHOGA COUNTY
EARLY CHILDHOOD WELLNESS PLAN

www.earlyageshealthystages.org



5 BREASTFEEDING | THE GOAL

By 2025, increase to at least 50% the rate of exclusive breastfeeding in the first six months

WHY IT MATTERS

BENEFITS OF BREASTFEEDING

- 1 Babies who are fed **nothing but breastmilk** from birth through their first 6 months of life get the **best start**
- 2
- 3
- 4
- 5
- 6

Exclusive breastfeeding provides babies:

- the **perfect nutrition** & everything they need for healthy growth and brain development
- Protection** from respiratory infections, diarrhoeal disease, and other **life-threatening ailments**
- Protection against **obesity & non-communicable diseases** such as asthma and diabetes

RECOMMENDED ACTIONS

LIMIT FORMULA MARKETING

WHAT? Significantly limit the marketing of breastmilk substitutes

HOW? Strengthen the monitoring, enforcement and legislation related to the International Code of Marketing of Breastmilk Substitutes

SUPPORT PAID LEAVE

WHAT? Empower women to exclusively breastfeed

HOW? Enact six-months mandatory paid maternity leave and policies that encourage women to breastfeed in the workplace and in public

STRENGTHEN HEALTH SYSTEMS

WHAT? Provide hospital and health facilities-based capacity to support exclusive breastfeeding

HOW? Expand and institutionalize the baby-friendly hospital initiative in health systems

SUPPORT MOTHERS

WHAT? Provide community-based strategies to support exclusive breastfeeding counselling for pregnant and lactating women

HOW? Peer-to-peer and group counselling to improve breastfeeding rates, including the implementation of communication campaigns tailored to the local context

SCOPE OF THE PROBLEM

Globally, only **38%** of infants are exclusively breastfed

Suboptimal breastfeeding contributes to **800,000** infant deaths

Strategic Planning: Progress to Date

Results Based Accountability

Population Accountability

EAHS *contributes* to moving these markers

What results want to receive?

How do we measure our results?

Where are we now?

Results

Headline Indicators

Secondary Indicators

Baseline Data

Performance Accountability

EAHS is *responsible* for moving these markers

What will we do to help turn the curve?

How will we measure what we do?

Strategies

Programs

Performance Measures

Phase 1 EAHS Representatives

- Dan Cohn
- Adam Nation
- Angela Newman-White
- Abbie Klein
- Liza Ickes
- Holli Ritzenthaler
- Jodi Mitchell

Phase 1 Activities

- Results Statement
- Why is this important?
- How are we doing?
- What will it take to do better?

1. Results Statement

- A quality of life statement
- Part of the mission

EAHS Results Statement

All children in early care and education are healthy in
Cuyahoga County.

2. Why is it important?

- Brief explanation, so that anyone can understand, why this quality of life condition is important

EAHS – It Is Important Because

- EAHS aims to provide children with the best possible foundation in their early years. This leads to children who are more prepared to learn and who have lifelong health and wellness.

3. How are we doing?

- Identify 3-5 indicators that support the quality of life condition
- If data not available, a data development agenda can be used

Indicator Discussion

- % of Step Up to Quality programs that have the OHP designation
- % of programs with the OHP designation
- Rate of childhood obesity
- % of programs increasing healthy foods
- % of programs using the DECA assessment
- % of programs decreasing unhealthy foods
- % of programs using a physical activity curriculum
- # of social emotional support services utilized by programs
- % of programs using a social emotional health curriculum

4. What will it take to do better?

- No/low cost solutions
- Off the wall ideas
- What does research say about what works?
- Information and research agenda

Strategy Discussion

- Inclusion of health and wellness criteria into Step Up to Quality
- Add/improve education materials and information sharing
- Increase overall communication with programs
- Physical activity audits
- Physical activity requirement in Step Up to Quality
- Resources for programs to build physical activity spaces

Prioritization Exercise

Strategies	Leverage	Feasibility	Values	Specificity
Inclusion of health & wellness criteria into Step up to Quality	H M L	H M L	H M L	H M L
Add/improve education materials and information sharing	H M L	H M L	H M L	H M L
Increase overall communication with programs	H M L	H M L	H M L	H M L
Physical activity audits	H M L	H M L	H M L	H M L
Physical activity requirement in Step up to Quality	H M L	H M L	H M L	H M L
Resources for programs to build physical activity spaces	H M L	H M L	H M L	H M L

Performance Measures	Communication Power	Proxy Power	Data Power
#/% of Step up to Quality programs that also have the Ohio Healthy Program designation	H M L	H M L	H M L
#/% of programs with the Ohio Healthy Program designation	H M L	H M L	H M L
Rate of childhood obesity	H M L	H M L	H M L
% of program increasing healthy foods	H M L	H M L	H M L
% of programs decreasing unhealthy foods	H M L	H M L	H M L
% of program using a physical activity curriculum	H M L	H M L	H M L
# of support services utilized by programs	H M L	H M L	H M L
% of programs using a social emotional health curriculum	H M L	H M L	H M L
% of programs using the DECA assessment	H M L	H M L	H M L

Mission

EAHS helps children and families achieve early childhood success by addressing health and wellbeing through childcare environments and community collaborations

Result

All Cuyahoga County children in early care and education are healthy

Strategies

Inclusion of health & wellness criteria into
Step up to Quality
Nutrition Physical activity Social-emotional health

Increase overall communication and
education with care programs

Performance Measures

% of Step up to Quality
programs that have the Ohio
Healthy Program designation

Rate of childhood obesity

% of programs increasing
healthy foods

% of programs using social
emotional curriculum
(data agenda)

% of programs using a
physical activity curriculum
(data agenda)

Next Steps – Phase 1

- Start gathering data for Performance Measures
 - How is data gathered for each
 - At what time interval is it available
 - Ideally, 3 data points for each (3 quarters, 3 years, etc.)
- Identify the curve for historical data and trajectory
- Begin working through Strategies
- Come back to Performance Measures – has the trajectory changed? Have you “turned the curve”?

Next Steps – Phase 2

- Beginning January 2021
- Participate in 2 to 3 1 to 1 ½ hour virtual discussions

Population Accountability
EAHS *contributes* to moving these markers

What results want to receive?	How do we measure our results?		Where are we now?
Results	Headline Indicators	Secondary Indicators	Baseline Data

Performance Accountability
EAHS is *responsible* for moving these markers

What will we do to help turn the curve?		How will we measure what we do?
Strategies	Programs	Performance Measures

Next Steps – Phase 2

- Volunteer for the working group most closely aligned with your interest
 - Nutrition
 - Physical Activity
 - Social Emotional Health
- Consider strategies and programs using our 3 pillars
 - Training and technical assistance
 - Research and evaluation
 - Community collaboration

Mission

EAHS helps children and families achieve early childhood success by addressing health and wellbeing through childcare environments and community collaborations

Result

All Cuyahoga County children in early care and education are healthy

Strategies

[Three empty blue boxes representing strategies]

Programs

[Three empty blue boxes representing programs]

Performance

[Three empty blue boxes representing performance metrics]

