

Using *Promoting Healthy Weight and Development in Early Childhood* In your Community

1. Showcase the recommendations on your county website.

Sample Language:

The [redacted] County Public Health Department, in partnership with the Oregon Public Health Division, Center for Prevention and Health Promotion, is pleased to announce the release of a collaborative action plan to promote healthy weight and development in early childhood. This plan focuses on preventing obesity before it starts by addressing critical life stages including preconception, pregnancy and early childhood by working in critical settings such as childcare and worksites. The plan describes behaviors that support healthy weight and development, public health strategies for action, and examples of how to get started in your community. The plan is intended for public health program staff to use in developing, supporting, and enhancing partnerships in their communities. There is a companion website with additional information about health indicators, examples of activities, and links to the evidence base. We hope that this document will help kick start conversations, creative thinking, and collaborative opportunities in communities across Oregon.

a. Include a quote in the description. A quote might be from:

One or more representatives from your agency

- This can be the health officer, the nursing director, Healthy Communities coordinator or the WIC coordinator.

A pediatrician from your community

- The pediatrician's quote could be about the importance of maintaining a healthy weight during pregnancy, exclusive breastfeeding or limiting screen time.

A collaborating agency or division

- This could be Parks and Recreation, Planning, local non-profits, the local Coordinated Care Organization (CCO) or local leadership.

Sample quotes:

For name and title of staff person, "It is very gratifying to work with breastfeeding mothers and babies. I feel good knowing I am not just helping them to be healthy today, I am helping them to be healthy throughout life. It is so amazing that what a mother and family does for the first years of her baby's life can help prevent obesity, diabetes, and other chronic diseases later on."

-Or-

According to *name and title of staff person* "Mothers really like our breastfeeding discussion groups. They get the opportunity to talk to each other and support each other while they are breastfeeding. A lot of fathers come to the sessions, too."

b. Use local data when possible.

Include local data from your county on the website. For example:

- County obesity rate
- Low birth weight
- Children eligible for free lunch
- Access to parks
- Miles of trails and bikeways
- Availability of breastfeeding accommodations in local worksites, such as government buildings or health care facilities
- Availability of model breastfeeding policies in local hospitals or child care settings

2. Host an event related to Healthy Weight and Development.

- a. Host a screening of the HBO series *The Weight of the Nation*. The Center for Prevention and Health Promotion created a toolkit for local public health departments to use as a screening guide. Visit <http://public.health.oregon.gov/PREVENTIONWELLNESS/OBESITYPREVENTION/Pages/WeightoftheNationToolkit.aspx> to download the materials.
- b. Convene a workshop or brown bag discussion at your health department to explore how different agencies, departments, and organizations are working to prevent obesity before it starts.
- c. Present the recommendations to the local Board of Health and/or County Commissioners and invite their support for specific actions in your community.

Check the website www.healthoregon.org/chc for tools and resources.