

I am Moving, I am Learning in Colorado

Jodi Christopfel

Early Childhood Obesity Prevention Projects Coordinator

CDPHE

jodi.christopfel@state.co.us



COLORADO
Department of Public
Health & Environment



I am *moving* A Proactive Approach for Addressing Childhood Obesity in Head Start Children



I am *learning*

- Strategy for preventing and reversing childhood obesity
- Research based
- Developmentally appropriate
- Stronger connections between physical fitness, emotional wellness, and school readiness
- Integrated into classroom and family routines
- Not a “flavor of the month”
- Not team about team sports or athletic competitions.



COLORADO
Department of Public
Health & Environment

IMIL Goals



1. Increase the quantity of time spent in moderate to vigorous physical activity (MVPA) during daily routines to meet national guidelines for physical activity.
2. Improve the quality of structured movement experiences intentionally facilitated by adults.
3. Promote healthy nutrition choices.



COLORADO
Department of Public
Health & Environment

IMIL Video



https://www.youtube.com/watch?v=23gjvoJ_KO8&list=P_L76YvrA21s_oLdc2LuLEg9ZR1fkB62Kfo&index=7



COLORADO
Department of Public
Health & Environment

How this relates to Healthy Colorado Plan

- Strategy 2. Improve nutrition and physical activity environments for children younger than 18 years via early childhood education centers and schools, especially those that serve low-income populations
- Objective 4: Objective 4: By 2017, at least 300 of the 1,190 licensed child care centers in Colorado will have physical activity as part of daily curriculum.



COLORADO
Department of Public
Health & Environment

What is CDPHE doing?

- Funding from CDC began in 2014 (5 years)
- Offered three trainings in year 1
- Denver, Fort Collins, and Colorado Springs
- Participants receive binders, continuing education hours, and IMIL Music
- Evaluation: Pre and Post Test, Post Implementation Survey, and Post Observation



COLORADO
Department of Public
Health & Environment

Year 2 IMIL Expansion

- CDPHE offered four trainings (Denver, Aurora, and Jefferson County)
- Contracted with Healthy Child Care Colorado (HCC)



- HCC offered three trainings (Denver and Commerce City)
- Training Trainers through Learning Circles
- Trainers reimbursed for trainings



COLORADO
Department of Public
Health & Environment

Status Update for Year 1 and 2

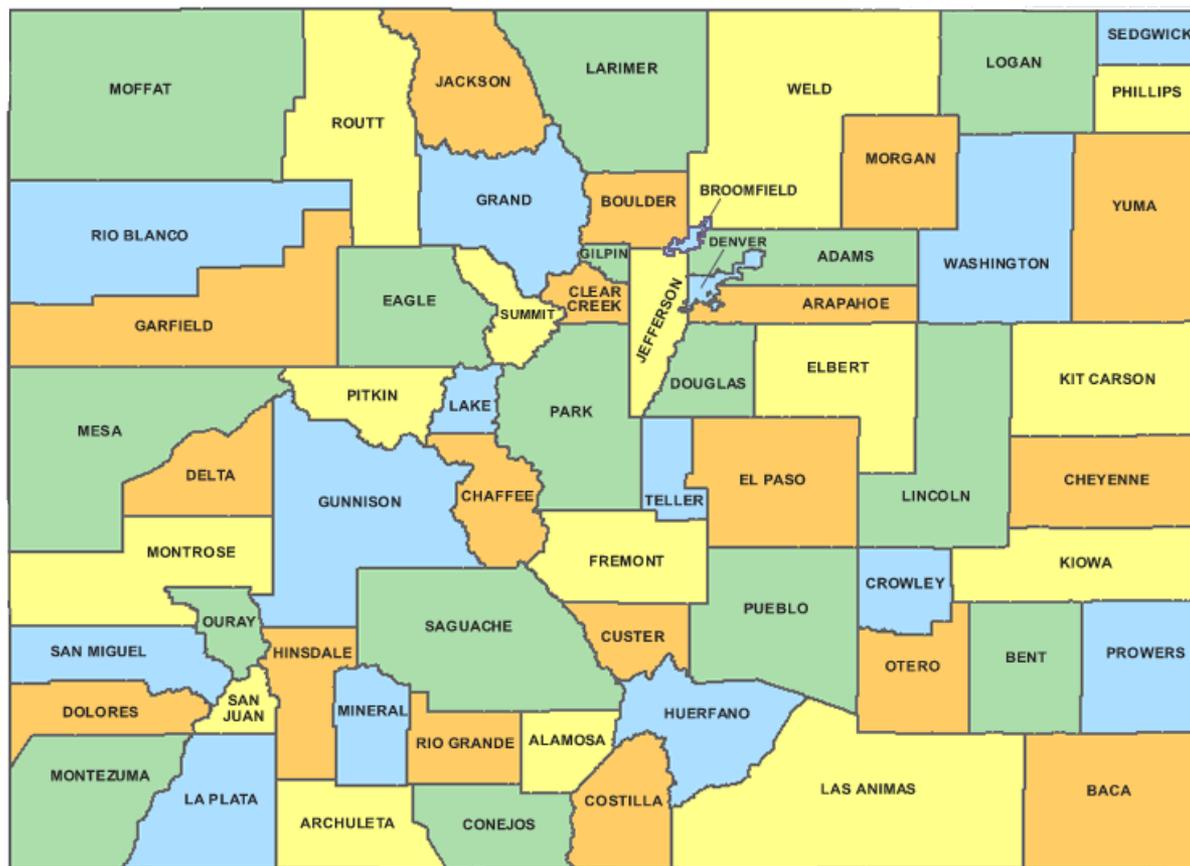
- 339 Providers trained
- 138 Centers Trained
- Finalizing Year 3 Contract
- Trainers wrapping up their trainings



COLORADO
Department of Public
Health & Environment

Year 3 starting July 1, 2015

- Contracting HCC
- Regions 2, 4, and 5
- Train the trainer
- CDPHE offering Technical Assistance



Copyright 2005 digital-topo-maps.com



COLORADO
Department of Public
Health & Environment

LPHA's Role?

- Trainers
- Quality Assurance
- Evaluation



COLORADO
Department of Public
Health & Environment

Resources

http://padlet.com/jodi_christo/2hw9urmhdb7u



COLORADO
Department of Public
Health & Environment

Questions?



COLORADO
Department of Public
Health & Environment



Jodi Christopfel
303.692.2608
Jodi.christopfel@state.co.us



COLORADO
Department of Public
Health & Environment

COLORADO BREASTFEEDING UPDATE: Colorado Baby-friendly Hospital Collaborative and Breastfeeding in Child Care Survey

State Updates

- National Immunization Survey data
- Colorado Baby-Friendly Hospital Collaborative
- Breastfeeding in Child Care survey
- CCPD grant program efforts



Breastfeeding Report Card 2014

□ Proportion of infants who are breastfed

Breastfed	U.S National	Colorado	2020 Target
Ever	79.2%	81.0%	81.9%
At 6 months	49.4%	55.2%	60.6%
At 1 year	26.7%	29.3%	34.1%
Exclusively through 3 months	40.7%	50.3%	46.2%
Exclusively through 6 months	18.8%	25.8%	25.5%



Colorado Baby-Friendly Hospital Collaborative

Year Two Updates

Baby-Friendly Hospital Initiative

- Global program by WHO and UNICEF to encourage and recognize hospitals and birthing centers that successfully implement the Ten Steps to Successful Breastfeeding
- 4-D Pathway to designation:
 - ▣ Discovery
 - ▣ Development
 - ▣ Dissemination
 - ▣ Designation

Baby-Friendly USA
The gold standard of care



Colorado Baby-Friendly Hospital Collaborative (CBFHC)

- Goal to increase breastfeeding supportive maternity practices throughout Colorado
- State level support system of training, technical and financial assistance towards Baby-Friendly Designation
- MCH and CDC grants fund CBFHC activities
- 2014 birth certificate data:
 - Baby-Friendly Designated – 9.4% of live births
 - CBFHC – 49% of live births

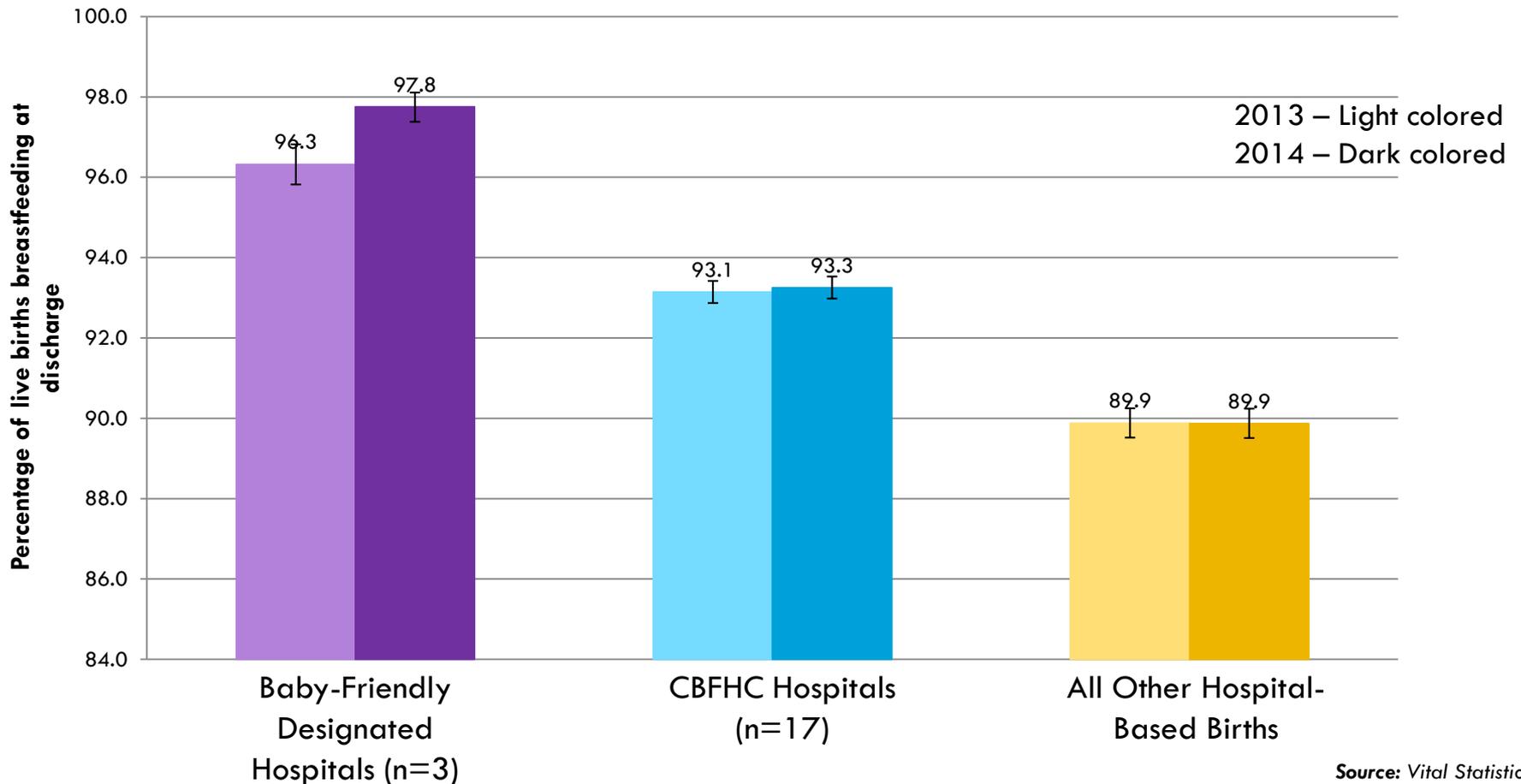
Colorado Baby-Friendly Hospital Collaborative

17 Hospitals members

- Aspen Valley Hospital
- Boulder Community Hospital
- Delta County Memorial Hospital
- Denver Health Medical Center
- Estes Park Medical Center
- Littleton Adventist
- McKee Medical Center
- Memorial Hospital University of Colorado Health
- Parker Adventist Hospital
- Parkview Medical Center
- Penrose Saint Francis Medical Center
- Saint Anthony North
- Saint Joseph Hospital
- Saint Mary's Hospital
- Sky Ridge Medical Center
- University of Colorado Hospital
- Valley View Hospital

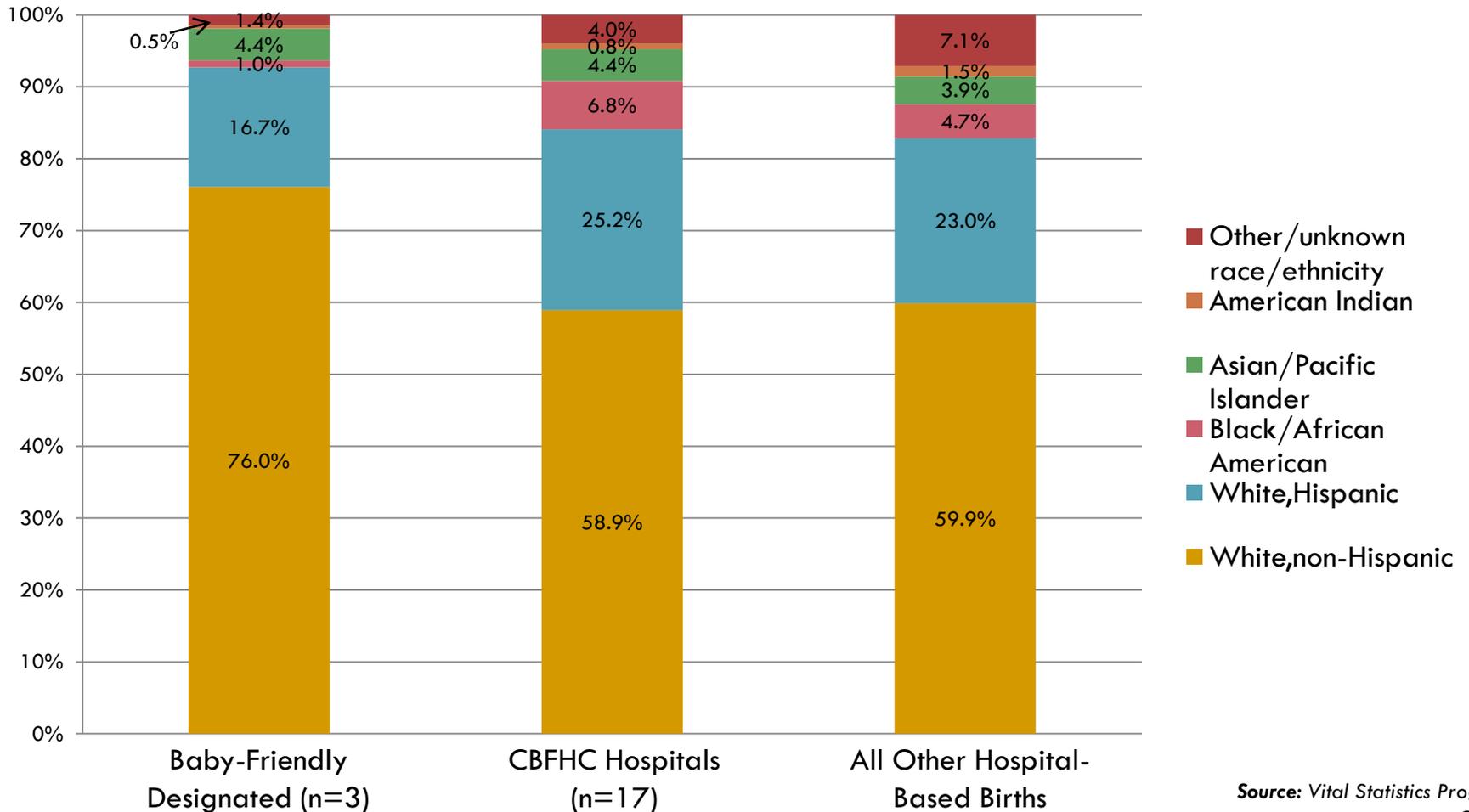
2013 and 2014 Birth Certificate Data

Percentage breastfeeding at discharge by hospital group in 2013 and 2014 live births



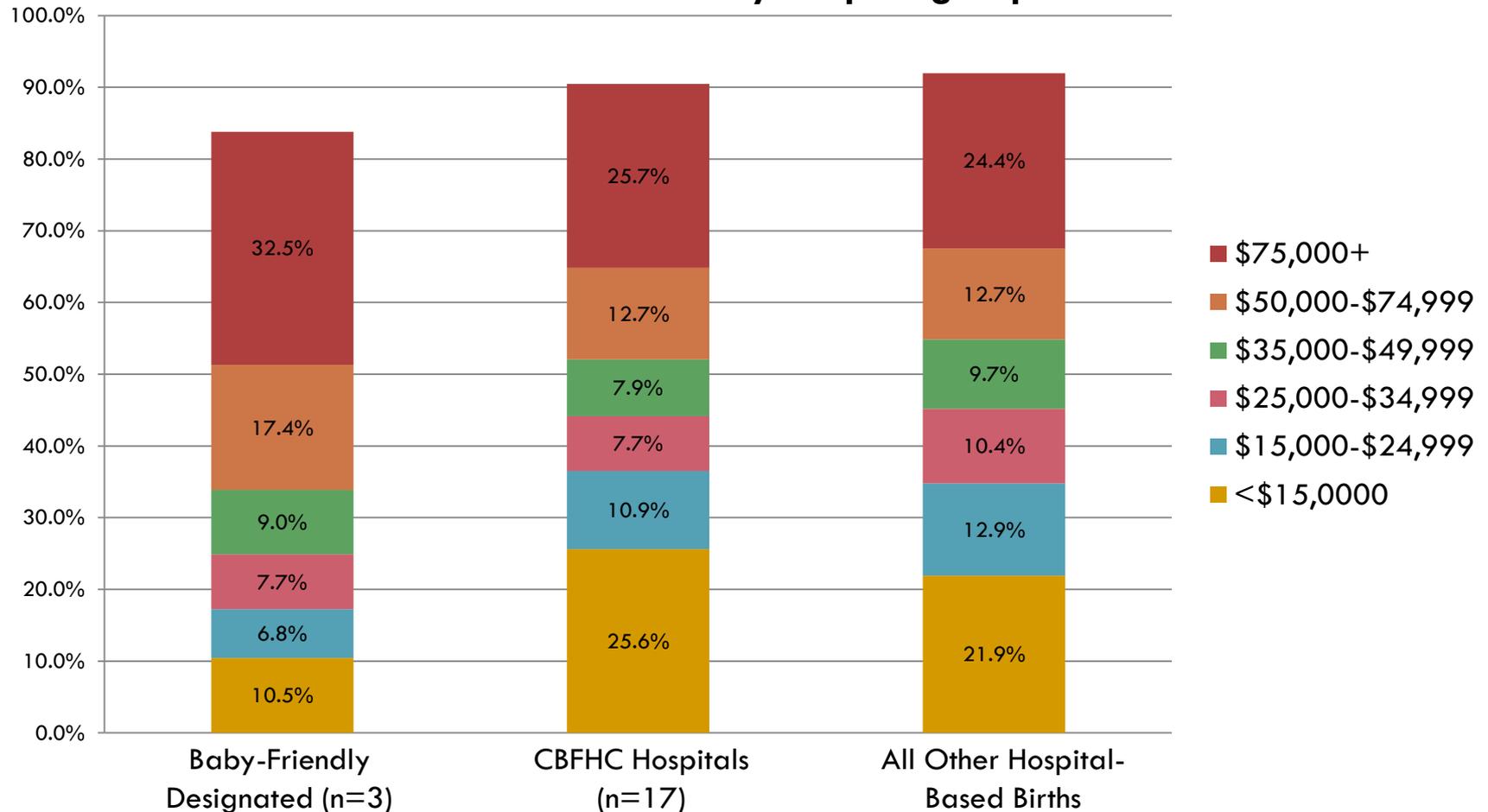
Birth Certificate 2010-2014

Mother's ethnicity by hospital group 2010-2014



Birth Certificate 2010-2014

Mother's household income by hospital group 2010-2014

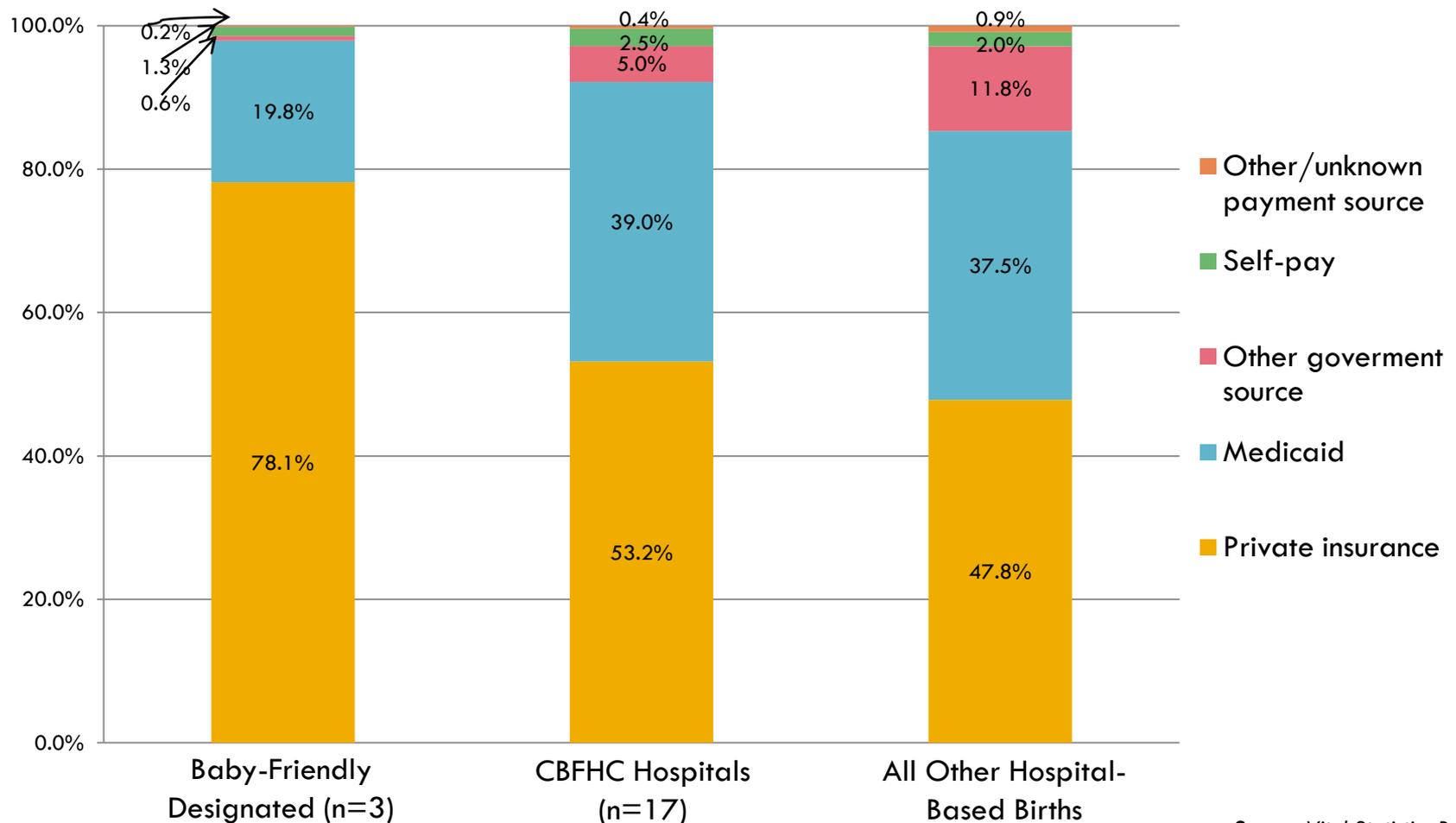


Note: percentages do not total 100%
due to missing data

Source: Vital Statistics Program, CDPHE

Birth Certificate 2010-2014

Source of payment for birth by hospital group 2010-2014





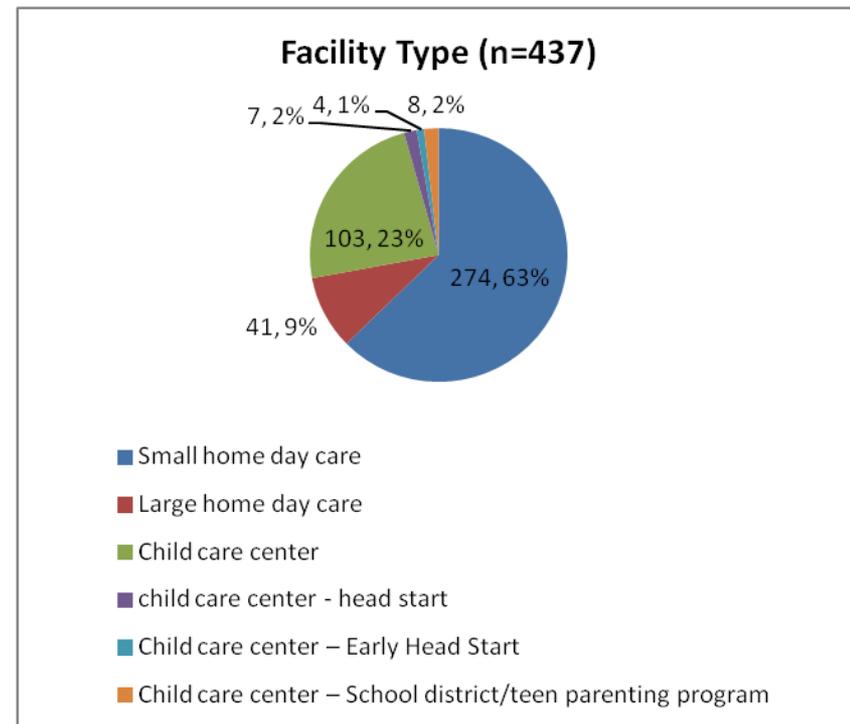
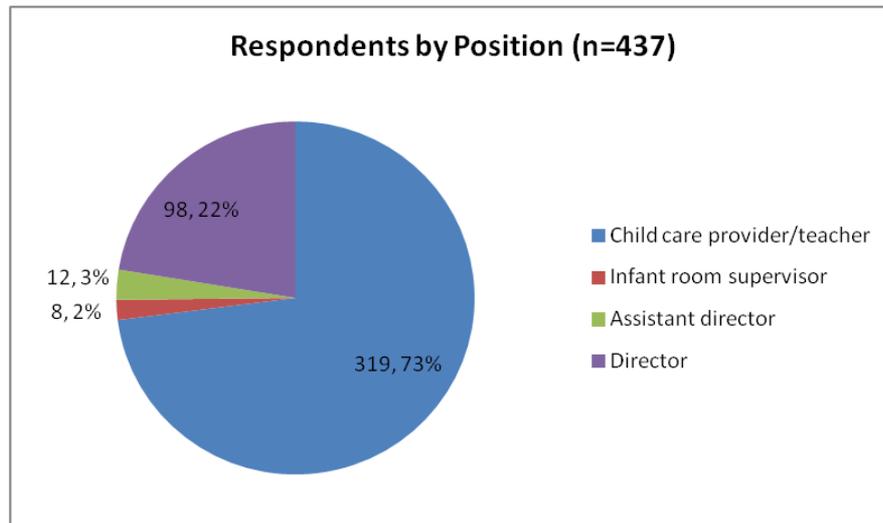
Breastfeeding in Child Care Survey

Breastfeeding in Child Care

- 57.3% of new mothers in the workforce, an increase of 80% in the past 20 years US Dept Labor Women's Bureau. 2014.
- Most employed mothers return to work during the infant's first year of life
- Child care providers can play a critical role in helping mothers to initiate and sustain breastfeeding
- **Survey Goal:** to identify child care staff knowledge, attitudes and practices involving breastfeeding within a child care facility
 - ▣ Identify gaps and needs to provide future focus areas

Breastfeeding in Child Care Survey

- 437 respondents:
 - ▣ 72% home child care, 28% child care center
 - ▣ 75% child care provider, 25% directors/assistant directors



Breastfeeding in Child Care Survey

- Overall positive attitude towards breastfeeding and breast milk in child care
 - 81% would want their own baby to get breastmilk
 - 69% felt it was important for babies in their child care to receive breast milk during the day
- Gaps:
 - Handling and preparing breast milk versus formula
 - Knowledge of breast milk health benefits for infants
 - Infant feeding cues and practices
 - Belief that could not influence mother's feeding decision



Next Steps

We're
Breastfeeding
Friendly!



- Future focus area
- Develop an action plan based upon survey results for work to begin in July 2015
 - ▣ Address knowledge gaps through trainings/education
 - ▣ Influence attitudes and beliefs – reinforce how important a role child care providers have in promoting and continuing breastfeeding
 - ▣ Develop Breastfeeding-Friendly child care designation/recognition
- Advisory Committee will be essential to successfully developing and completing all goals and plans

CCPD Grants

Cancer, Cardiovascular and Chronic Pulmonary
Disease grant program

CCPD Grants

- CCPD grants: Amendment 35 – tobacco taxes
- Three year grant cycle
- Strategy 2 = Breastfeeding
 - ▣ Workplace lactation accommodation
 - ▣ Breastfeeding-friendly child cares
 - ▣ Local resource/referral lists
 - ▣ Continuity of care development



**Breastfeeding
Welcome Here**

CCPD Grants

- Four new grantees:
 - Boulder County
 - Chaffee County
 - Delta County with West Central Public Health Partnership (6 counties – Delta, Gunnison, Hinsdale, Montrose, Ouray, and San Miguel)
 - Northeast Colorado Health Department with Rocky Mountain Center Health (6 counties – Logan, Morgan, Phillips, Sedgwick, Washington and Yuma)

Workplace Lactation Accommodation

- Webinar July 16th 10-11 am
 - ▣ Colorado state laws
 - ▣ Approaching employers to comply and accommodate breastfeeding women
 - ▣ Tips and resources
 - Quarterly conference call sharing:
Thursdays 11-12 pm
 - June 18th
 - September 17th
 - December 17th
 - Interested in participating???
- Email me!

stacy.miller@state.co.us

Thank you!

Resources available at www.breastfeedcolorado.com



Questions?
Suggestions?

stacy.miller@state.co.us