

**MCH Implementation Team Action Plan**  
**Early Childhood Obesity Prevention Priority – Public Health & Health Care Systems**  
**3-Year Planning Period: January 1, 2012-September 30, 2015**

**Context**

This action plan describes the activities and timeline to achieve specific public health early childhood obesity prevention strategies.

- Preventing obesity requires collaborative, multi-sector approaches at the state and local levels. Many early childhood obesity prevention programs and initiatives exist throughout Colorado, presenting great opportunities to improve coordination and leverage resources.
- WIC services reach a large percentage of low income pregnant women and families with young children. WIC plays an essential role in addressing early childhood obesity through prevention and early intervention.
- The capacity of partners and programs to implement additional early childhood obesity prevention efforts varies widely.
- Public health and clinical setting activities (including WIC) contribute to the greater integrated early childhood obesity prevention effort at CDPHE to address obesity as one of Colorado’s 10 Winnable Battles.

**Note:** This plan refers to the Colorado WIC ECOP action plan, to minimize duplication.

<b>Goal(s)</b>		<b>Data Source(s)</b>
G1	By 2020, reduce the prevalence of overweight and obesity by 10% among children ages 2-5 years.	WIC & CHS

**Objective A: By September 30, 2014, at least one key local early childhood partner organization in at least 75% of Colorado counties are aware of ECOP initiatives that are underway within their county, presenting opportunity to align efforts for greater impact.**

**Lead: Tracy Miller**

**Target Population: Local ECOP partners: Local WIC agencies, local public health agencies, Early Childhood Councils, Live Well community coalitions, Head Start organizations, local health care providers, local coalitions**

**Criteria for Success:**

- CDPHE has a thorough understanding of local ECOP efforts.
- Local early childhood partners recognize opportunities for collaboration in their area.

**As Measured by:**

- Ongoing current CDPHE local efforts inventory and mapping
- Dissemination of individualized local inventory results with local partners

Strategy	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan
Promote local collaborative ECOP efforts by linking partners whose efforts align	Create local ECOP initiatives tracking system, including mapping capability.	December 31, 2012	Tracy Miller	Completed tracking system
	Complete current inventory of Colorado ECOP efforts using existing Colorado scan, local partner organization plans, and communication with local partners.	May 15, 2013	Tracy Miller	Updated inventory in at least 75% of Colorado counties
	Continue ongoing local inventory of ECOP efforts and disseminate information, as appropriate to at least one key partner in at least 75% of Colorado counties.	September 30, 2014	Tracy Miller	Records of local inventory dissemination

**Objective B: By September 30, 2015, 100% of local WIC agency staff members have improved competence in providing ECOP-related WIC services to WIC families and more local WIC agencies have established community partnerships to address early childhood obesity.**

**Lead: Tracy Miller**

**Target Population: Local WIC agency staff**

**Criteria for Success:**

- Local WIC agency ECOP nutrition education plans reflect collaborative, evidence-based strategies for obesity prevention in early childhood.
- WIC policies and protocols support early childhood obesity prevention.
- Local WIC agencies have ECOP-related practices integrated into WIC services to improve healthy weight practices among families.

**As Measured by:**

- Nutrition education plan evaluations
- Revised policies and protocols
- Local agency monitoring of staff competence and State agency monitoring of local WIC agency ECOP efforts

Strategy	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan
Evaluate and strengthen ECOP practices in WIC operations, protocols, policies, and local agency nutrition education plans	Complete 3-year WIC work plan with ECOP-related goals and activities.	April 30, 2012	Tracy Miller, WIC Nutrition Unit, and other WIC staff as appropriate	Written work plan
	Refer to WIC ECOP 3-year work plan for detailed Milestones/Key Activities.	September 30, 2015	Tracy Miller, Lynn Ireland	Milestones established in WIC Nutrition Unit ECOP 3-year work plan

**Objective C: By October 15, 2013, key state and local ECOP partners have knowledge of effective ECOP messages to use in programs and activities.**

**Lead: Tracy Miller**

**Target Population: Key state and local ECOP partners, including but not limited to: local WIC agencies, local public health agencies, state and local prenatal and early childhood programs, primary health care and early care and education professionals, LiveWell Colorado, and home visitors of home visitation programs.**

**Criteria for Success:**

- Key state and local partners have message testing research results for messaging related to CDPHE’s key evidence-based ECOP focus areas.
- Key state and local ECOP partners have effective messaging integrated in programs and activities.

**As Measured by:**

- Dissemination of research results to partners
- Survey results
- Partners’ ECOP-related work plans (WIC & local public health agencies)

Strategy	Milestones / Key Activities	Target Completion Date	Responsible Persons/Group	Monitoring Plan
Promote cross-sector consistent messaging related to ECOP evidence based practices	Complete scope of work for message testing research contractor.	March 30, 2012	Tracy Miller, ECOP MIT	Development of scope of work
	Complete bid process and hire contractor.	June 1, 2012	Tracy Miller, MCH fiscal contact	Activities and timelines in bid process
	Complete message testing research.	September 30, 2012	Tracy Miller	Timelines and deliverables in the scope of work, final report and presentation
	Disseminate research findings to key state and local ECOP partners.	October 15, 2012	Tracy Miller	Dissemination by deadline
	Convene stakeholders in a temporary workgroup to revise messages and inform message dissemination plans.	March 1, 2013	Tracy Miller	Documentation of workgroup conclusions
	Release revised messages to LPHAs and Colorado WIC.	April 30, 2013	Tracy Miller	Documentation of release

Promote cross-sector consistent messaging related to ECOP evidence based practices	Hold periodic learning circles with LPHAs regarding the consistent messaging strategy in their communities.	December 31, 2014	Tracy Miller	Recordings of learning circles
	Create and disseminate publication for statewide partners including final messages, background, and instructions for incorporating them into practice.	August 31, 2013	Tracy Miller	Dissemination of publication

<b>Objective D: By October 30, 2013, health professionals have access to a package of online tools and resources, relating to identifying risk and preventing obesity in early childhood by intervening during the preconception, prenatal, and early childhood periods of the life course.</b>				<b>Lead: Colleen Kapsimalis</b>
<b>Target Population: Health professionals working in clinical settings and public health direct service programs.</b>				
<b>Criteria for Success:</b>				<b>As Measured By:</b>
<ul style="list-style-type: none"> <li>Tools and resources for obesity prevention during the preconception, prenatal, and early childhood periods are accessible online for the target population.</li> <li>Link is disseminated through relevant networks.</li> </ul>				<ul style="list-style-type: none"> <li>Posting of resources and tools on PSD's website</li> <li>Documentation of dissemination of link</li> </ul>
Provide ECOP tools and resources related to the life course approach to ECOP	Evaluate existing ECOP professional development opportunities that are appropriate for the target population, and explore preferred modes of learning.	May 31, 2012	Colleen Kapsimalis	Report of findings
	Complete a professional development needs assessment for health professionals to identify preferred topics and modes of learning.	September 30, 2012	Colleen Kapsimalis	Needs assessment report
	Complete a professional development plan to meet one or more needs identified in the needs assessment in addition to consistent messaging efforts.	November 30, 2012	Colleen Kapsimalis	Written professional development plan
	In addition to messaging activities (objective C), complete professional development plan by providing online resources and tools for health professionals.	October 30, 2013	Colleen Kapsimalis	Posting of tools and resources and dissemination of the link
	Collaborate with the CDPHE Health Systems Unit to apply future health systems improvement efforts to the life course approach for ECOP.	TBD	Tracy Miller	Identification of alignment with the Health Systems Unit and written action plans for future years.
<b>Budget Information</b>				

<b>Program Budget – Optional</b>	<b>Data and Evaluation Budget - Optional</b>
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**General Information**

<p><b>Primary Contact:</b> Tracy Miller</p> <p><b>Phone Number:</b> (303) 692-2347</p>	<p><b>Integration Points:</b> Optional</p> <p><b>Link with Health Equity:</b> Optional</p> <p><b>Strategic Partner(s):</b> Optional</p> <p><b>Key Stakeholders:</b> Optional</p>
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