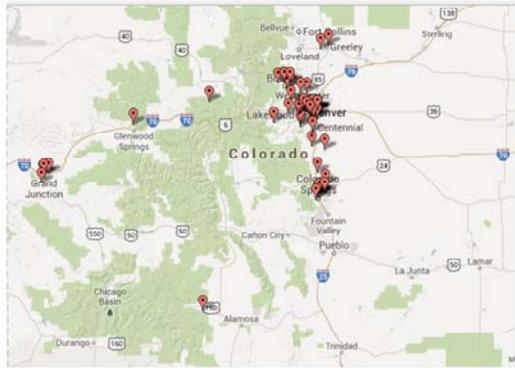


Welcome!

We are glad you've joined us for today's event about
Early Childhood Obesity Prevention Messaging!
We'll begin shortly!

See where other attendees are listening from!





- 1 Announcing...the messages
- 2 Infusing messages into practice
- 3 Joining the effort consistently & in partnership

We can **all** have
the **right**
message at
the right time!

We all know how important just the right message is.

Whether creating an attractive piece of educational material or engaging a patient or client in a counseling session, we all want our message to be accurate, consistent with others, and motivating.

Consistent messaging is an early childhood obesity prevention strategy that is part of CDPHE's broader, multi-sector initiative to prevent obesity before it begins in Colorado's youngest children.

We welcome your partnership in joining several agencies and organizations throughout Colorado in consistently promoting the messages you'll hear about today, so women and families with young children hear the same messages wherever they spend time in their communities.

Today we'll be exploring nine consumer tested messages, how to infuse them into practice, and the importance of community partnerships in this effort.

Introduce myself
What the ECOP unit does



Today we have a group of diverse partners joining our conversation.

The picture you see here is of myself, to put a face to my voice for those of you whom I haven't met.

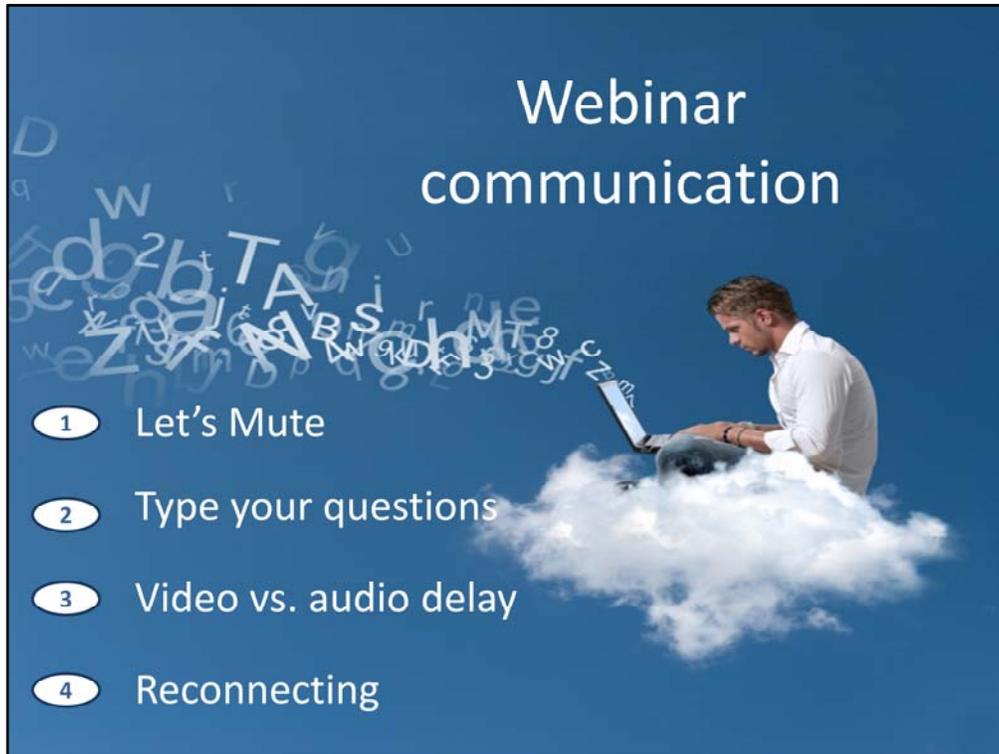
The diversity of backgrounds and roles of the listeners today demonstrates the multi-sector nature of this consistent messaging strategy.

I hope you also noticed the map on the slide when you logged on to today's webinar. Several regions in the state are represented.

The publication I'll speak about during the webinar, entitled, "Speaking with One Voice" will be disseminated statewide to reach all regions of Colorado.

Thank you for your interest in this topic and taking the time to join us today.

Webinar communication

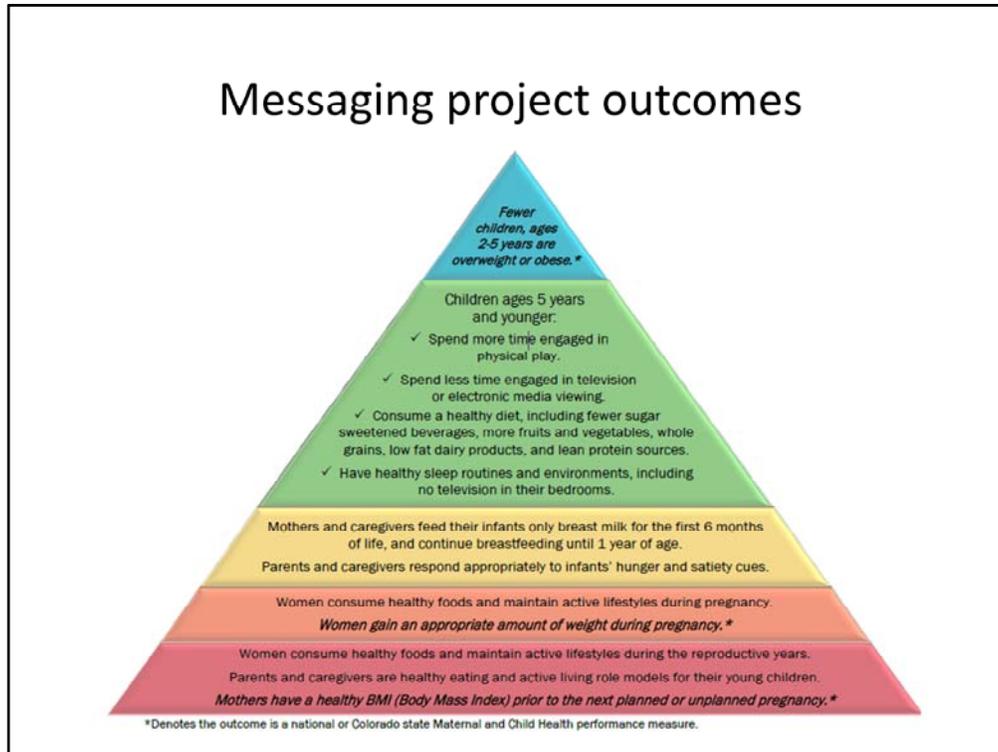


- 1 Let's Mute
- 2 Type your questions
- 3 Video vs. audio delay
- 4 Reconnecting

At this time, I'd like to introduce Sara Wargo, with our Division's Communications Unit.

She'll briefly discuss some logistics as we move ahead with our webinar today.

Messaging project outcomes



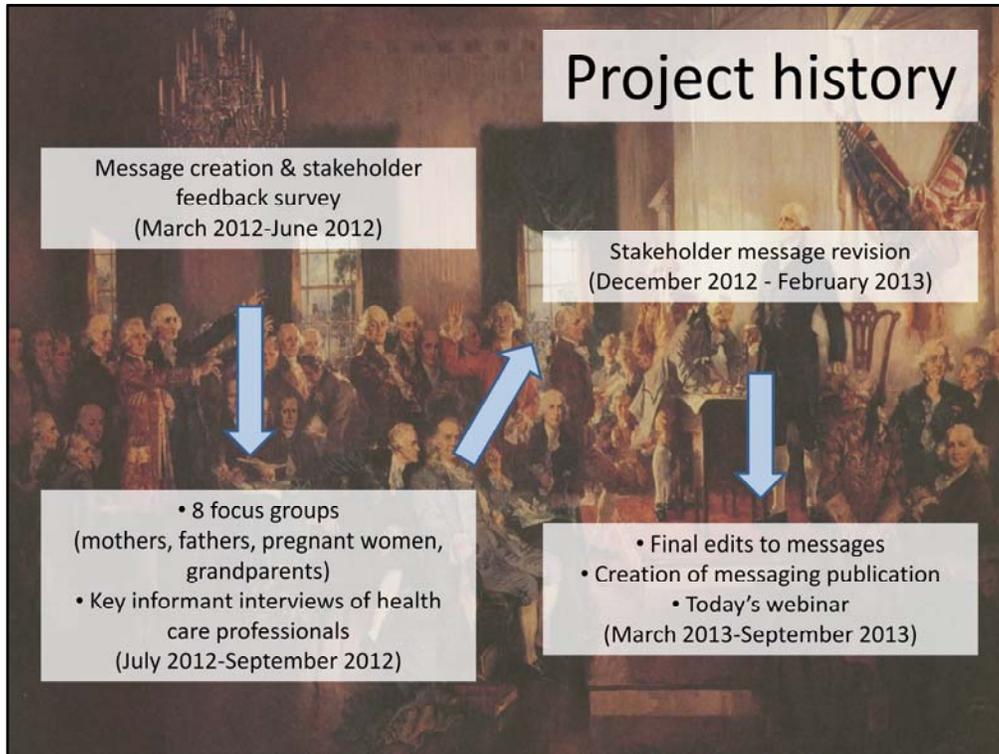
The desired behavioral and health outcomes of the nine messages you're about to hear span critical phases of the life course, including the period prior to a woman's pregnancy and during pregnancy, and during the first five years of a child's life.

These messages address a total of eight early childhood obesity prevention focus areas, or factors, determined by evidence to hold the most promise in preventing obesity. These focus areas include pre-pregnancy BMI, gestational weight gain, breastfeeding, screen time, infant feeding practices (responsive feeding), sleep duration, physical activity and nutrition.

This graphic displays several behavioral and health outcomes related to the messages. CDPHE continues to formally measure the following outcomes for Colorado:

- Percentage of children, ages 2-5 years who are overweight or obese
- Percentage of mothers who gain an appropriate amount of weight during pregnancy
- Percentage of mothers who were overweight or obese before pregnancy

Many of the outcomes you see in the pyramid are intermediate outcomes that lead to these broader outcomes that we measure.



Briefly, I'd like to describe the major phases of the messaging project that began about 18 months ago.

Throughout the project many stakeholders representing several fields of practice were involved.

We began in March 2012 with a stakeholder group charged with creating, or in some cases borrowing messages. We surveyed health care providers, WIC staff, and other public health professionals to obtain feedback on this initial set of messages. The messages were revised in preparation for the focus group project.

Between July 2012 and September 2012, CDPHE's contractor, JVA Consulting, completed 8 focus groups across the state of mothers, fathers, pregnant women, and grandparents. These focus groups provided great insight about the messages, some of which you'll hear today. The contractor also conducted ten key informant interviews with health care professionals. The report of findings and methodology for these research projects are available for your review at the One Stop ECOP Shop website, which I'll display later in the webinar.

After the research projects were complete a second voluntary stakeholder group convened to revise the messages and provide recommendations to CDPHE about the dissemination process. This workgroup met between December 2012 through February 2013.

Beginning in March 2013, CDPHE's core messaging project team completed final edits to the messages and created a publication entitled, "Speaking with One Voice", which is also available for your review at the One Stop ECOP Shop website. I'll be sending weblink information for these resources to all of you following this webinar.



Now I'd like to share each of the nine messages with you and some insight about our focus group reactions and recommendations for each message. Please note that the images I used for today's presentation were not tested in the focus groups. Only the messages and supporting content (which I'll discuss in a bit) without the images were tested. The images I've included are simply to keep you engaged and thinking of possibilities as we talk today.

Our first message is really intended to be an interconception healthy weight message.

There's no power like Parent Power! Eat well and move more to care for yourself and your family.

- The original version of this message referred only to "Mom power", therefore, it was explored only in focus groups of mothers. "Mom power" was changed to "parent power" to encourage healthy role modeling and lifestyles among both parents. So, if it is more appropriate to change parent to "mom" depending upon your situation, do know that "Mom power" was tested with mothers and the message tested well.
- Recommended the addition of the benefits of taking care of yourself in the supporting content and suggestions and tips to do this.
- Message is concise and empowering.



Two of our messages specifically target pregnant women. This message, “**Healthy eating and staying active while you are pregnant matters for you and your baby's health**” was perceived by the focus groups as effective and a good message.

They suggested additional information to support the message in a positive manner, focusing on what to do rather than what not to do, and describing the good results for mom and baby.



The second of our messages targeting pregnant women reads,

“Gaining the right amount of weight during pregnancy helps you have a healthy baby. Talk to your healthcare provider to find out how much weight gain is best for you and your baby.”

- Focus groups of pregnant women and women who recently delivered a baby expressed agreement about the importance of healthy weight during pregnancy.
- They considered the supporting information helpful, specifically the weight gain charts (see Appendix). However, they recommended clarity about how to use the charts.



Our breastfeeding message is intended to promote exclusive breastfeeding.

“Give yourself and your baby all the benefits of breastfeeding” is the primary main message with the following also as part of the main message:

Doctors recommend:

- For the first 6 months, feed your baby *only* breast milk, even if it is offered by bottle.
- Aim to continue breastfeeding while offering solid foods until your baby is at least 1 year old or older.

Focus groups of mothers and pregnant women expressed agreement with the intent of the message to promote breastfeeding.

Recommendations for changes to the message were:

- Reduce possible feelings of guilt with a better word choice
- Eliminate confusion reported about the length of time women should breastfeed
- Include potential community support resources for mothers



Your baby will show you signals of hunger and fullness, and will trust you to respond.

Trust your baby to know how much she needs to eat.

A second infant feeding message reads, “**Trust your baby to know how much he needs to eat.** Your baby will show you signals of hunger and fullness, and will trust you to respond.”

- Focus group participants felt this message is effective and an important reminder.
- They agreed that this message is clearly for parents and caregivers of infants.
- This message was left unchanged after hearing from the focus groups.
- Descriptions of signs of hunger and satiety were added to the supporting points.



The “Rethink your drink” message is one that is already in use in our state and nationally. Since it has not been tested with target audiences in Colorado to my knowledge, we chose to include it in our testing. And we added “Choose water” to the message.

We added this statement as a sub-message: “Extra calories from sugar sweetened beverages may lead to weight gain.”

Focus groups thought the message was simple and to the point. They recommended adding ways to make water more tasty, which is actually illustrated well in the graphics on the slide, and some instruction of how much water should be consumed daily.



The next message addresses nutrition and physical activity as critical solutions to prevent obesity in young children. It reads, **“Give your child nutritious food and active play for a healthy future.”**

Focus group discussions were interesting about this message.

- First impressions were positive among grandparents and mothers.
- The original message which read, *“Give your child/grandchild gifts for a bright future: Healthy foods and active play.”* generated mixed impressions from the focus group of fathers.
- Mothers and fathers both suggested to move healthy foods and active play to the beginning of the statement and de-emphasize the word “gifts”.
- Fathers who participated in focus group noted that a bright future cannot necessarily be guaranteed by a healthy lifestyle, which prompted a revision from healthy foods to nutritious foods, and a healthy future instead of a bright future.

Considering these view points, our final message reads, **“Give your child nutritious food and active play for a healthy future.”**

Help your child **sleep** better in a **TV-free** space.

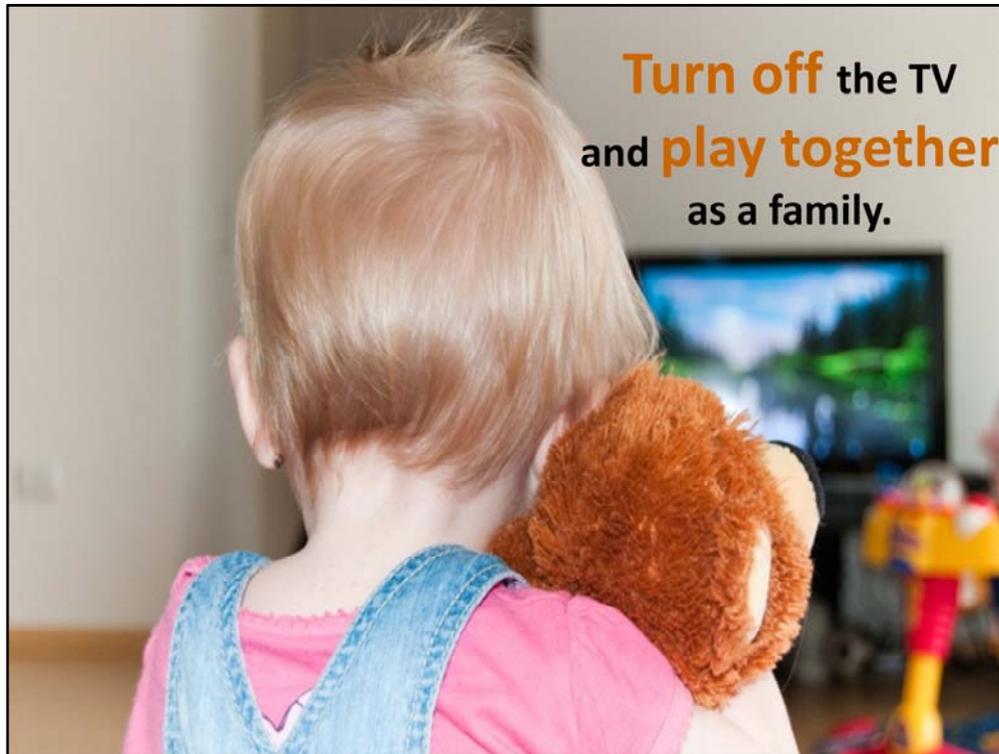


Sleep duration is one of our ECOP focus areas. We know that many sleep practices influence the quality and duration of sleep. In this message we chose to focus on removing television from the bedroom as one of many aspects of good sleep “hygiene”.

This message reads, **“Help your child sleep better in a TV-free space.”**

This message sparked heated discussion among the focus groups, which was quite interesting.

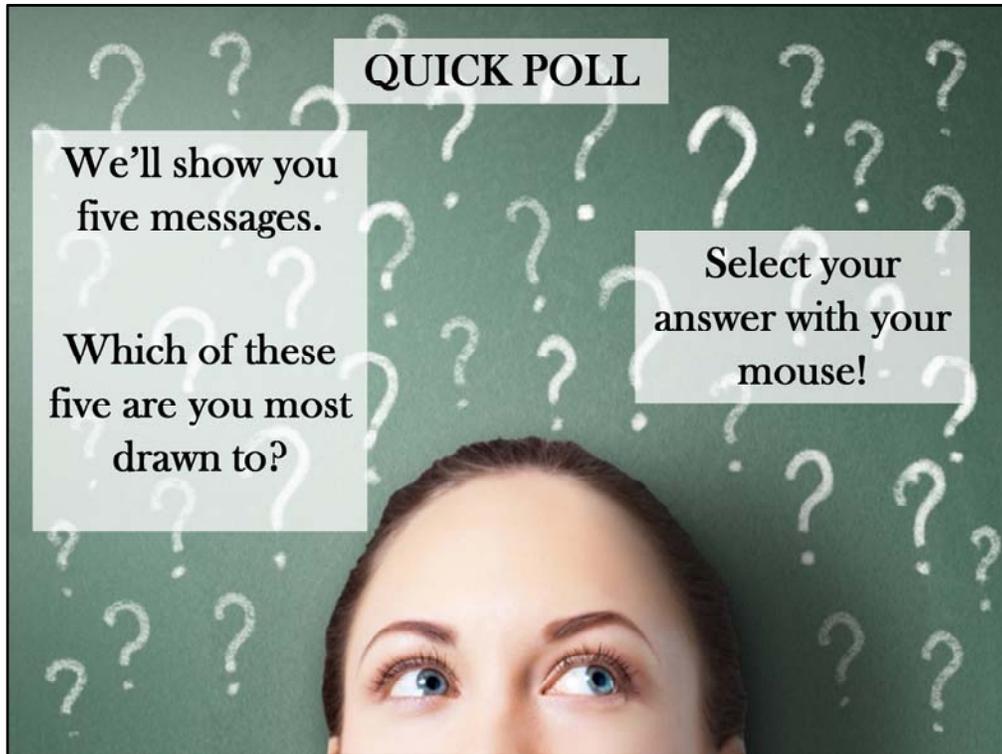
- There was disagreement as to whether or not a TV in the bedroom matters and the conditions that should be present for children to fall asleep.
- Researchers conducting the focus group concluded that the message is worthy of generating thoughts and feelings, though some may struggle to believe and implement it.
- Small word changes resulted from these conclusions to add clarity that removal of the TV may help children sleep better.



TV is present in another one of our messages, specifically relating to recommendations to limit screen time for young children.

This message reads, **“Turn off the TV and play together as a family.”**

- The original message read a bit differently. It was *“Take a break from screen time and play together as a family”*.
- Focus group participants agreed with the original message, however, several were confused the “screen time” reference.
- To simplify this message, the message revision work group removed the reference to screen time and chose to focus on the television and promote turning it off.
- Focus groups also recommended adding supporting content to define the maximum amount of time children should spend viewing television.



So let's take a brief poll.

I'll introduce five of the nine messages. Of these five, decide which message you are most drawn to? Select the radio button corresponding to that message with your mouse!



**Supporting
YOU with
supporting
points!**

Visit the appendix of the
CDPHE's publication,
Speaking with One Voice

Supporting content for each message

- What's in it for them
- Tips and examples to illustrate what we mean
- Resources

You have heard me make reference to supporting points for the messages.

The appendix of our messaging publication, entitled, *“Speaking with One Voice”* includes each of the messages and supporting information for each message. The supporting points are intended to provide talking points for conversation related to the message. The points aren't all inclusive of all information related to the message, but enough to stimulate thought about what types of information can be included in the discussion, or in some sort of written media.

Overall, the supporting points for most messages include:

- The benefits or reasons why the message is important.
- Examples to illustrate what we mean in the message. For example, if we are talking about healthy eating in the message, the supporting points intend to describe what we mean by eating healthy.
- Resources. The breastfeeding message is a good example of one that includes community resources in Colorado that might be helpful for a breastfeeding mother.

Infusing messages into practice

- Parent engagement
- Messaging campaign
- Counseling



So what do we do with these messages? What does it mean to my practice?

The messaging publication, *“Speaking with One Voice”* includes a section about how these messages can be a part of the work you do daily or part of special projects.

The section addresses how health care providers, communications teams, public health programs, and early care and education providers can use these messages.

Early care and education providers can infuse messages into parent engagement and education activities. These can be built around messages.

Organizations and agencies engaging in messaging campaigns can develop materials or revise existing materials with new messages. Because we only tested the content (message and supporting points) with focus groups, and not within any sort of material or images, we’d recommend that any materials revised or created with these new messages be tested with the target population.

Specifically for health care providers and direct service public health professionals, these messages can fit nicely into the counseling process, including Motivational Interviewing techniques and the delivery of anticipatory guidance.

Finally, organizations or programs that provide group discussions and interactive classes can focus on messages related to the topic of interest and build curriculum around the message.

Please refer to our messaging publication, which includes specific examples of how to build messages into practice.



Collaboration is critical to consistent messaging. As I mentioned earlier, the goal of this project is for families to hear the same message from their health care provider that they hear during their WIC visit, and they see the same messages at the store or recreation center. This type of approach takes collaboration among many partners.

Several partners in Colorado are already using these messages. Throughout the state, Colorado WIC will be using select messages in their activities and counseling sessions with WIC families. Some of Colorado's large local public health agencies are also working to promote these messages consistently within their communities, as part of their Maternal and Child Health work for the early childhood obesity prevention priority.

We invite you to join CDPHE and these local partners in promoting messages consistently. Together we can:

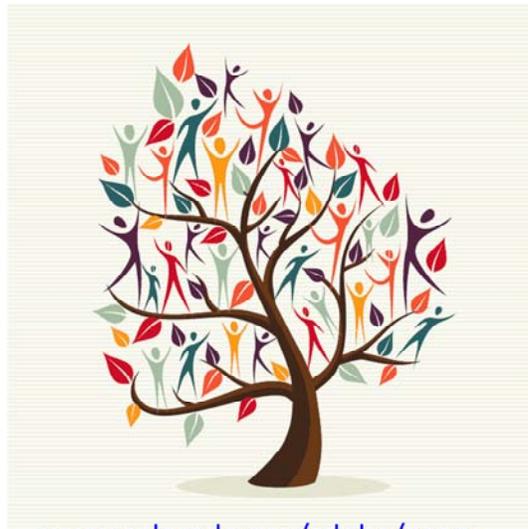
- increase access to the target audience
- create synergy
- expand the credibility of our messages and approaches.

You can establish your own partners in your community by sharing the messages with them and explaining their purpose, audience and potential uses. Engage them in collaborative activities relating to the messages and explore opportunities and barriers with partners.

The messaging publication also includes suggestions of how partners can work together to promote consistent messages, as well as who your potential partners might be in this effort.

One Stop ECOP Shop

- Messaging publication
- Online resources for health care professionals
- Messaging research report
- And more...

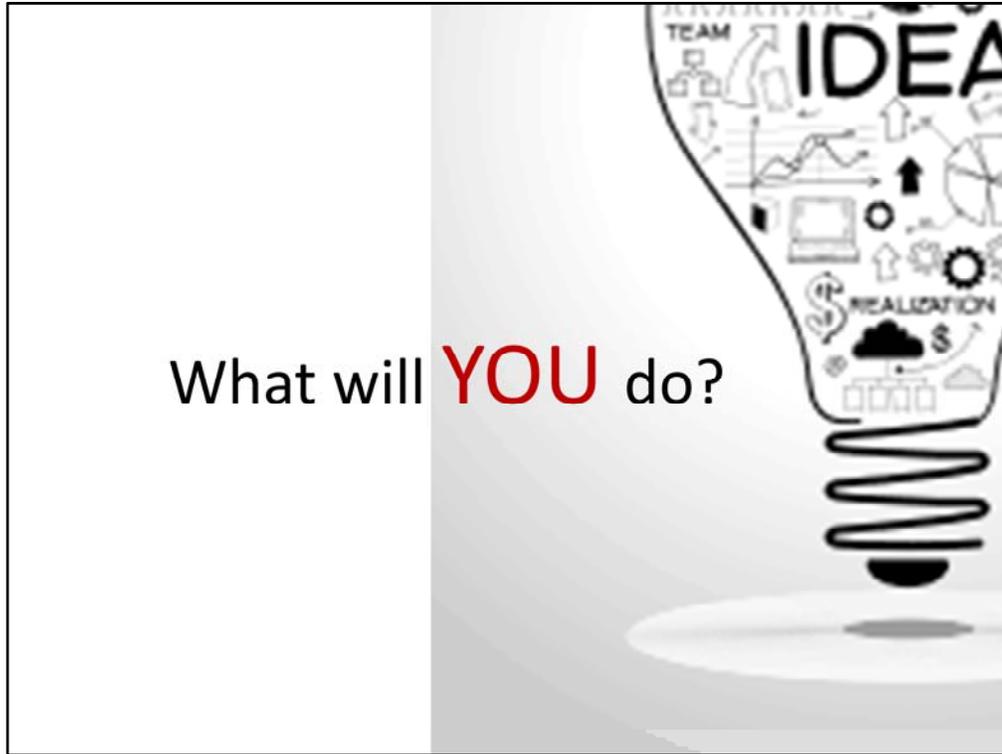


www.colorado.gov/cdphe/ecop

The CDPHE Early Childhood Obesity Prevention Team has established a website devoted to early childhood obesity prevention. The website on your screen includes:

- The messaging publication I've talked about today, "Speaking with One Voice".
- The messaging project research report.
- A collection of tools and resources for health care providers and public health professionals that span phases of the life course that are critical for obesity prevention in early childhood.

We encourage you to explore this website and share it with your colleagues. I'll send an email with the link to the site following this webinar.



So let's take a quick moment to self reflect upon what you've heard today, and identify one thing that you will do to take messaging to the next step in your work. Please find a piece of paper and something to write with. Take a moment to write down your next step to bring these messages to life.

JUST

Pick one message.
Engage one parent.
Talk to one colleague.

START.

THANK YOU!

Tracy Miller, MSPH, RD
Early Childhood Obesity
Prevention Specialist
Tracymarie.miller@state.co.us
(303) 692-2347

What you've written on your paper may be just a baby step and this is just fine. Selecting just one message, engaging one parent around that message, and talking to one colleague about consistent messaging is a great start to join Colorado's early childhood obesity prevention messaging effort that all of us have a role in.

Thank you for joining us today. I hope what you've heard has been informative and inspiring. At this time we'll take some questions that have been typed in for us. If I'm unable to get to all of them or don't have the answer on hand, I'll send the answers along with the post webinar correspondence.