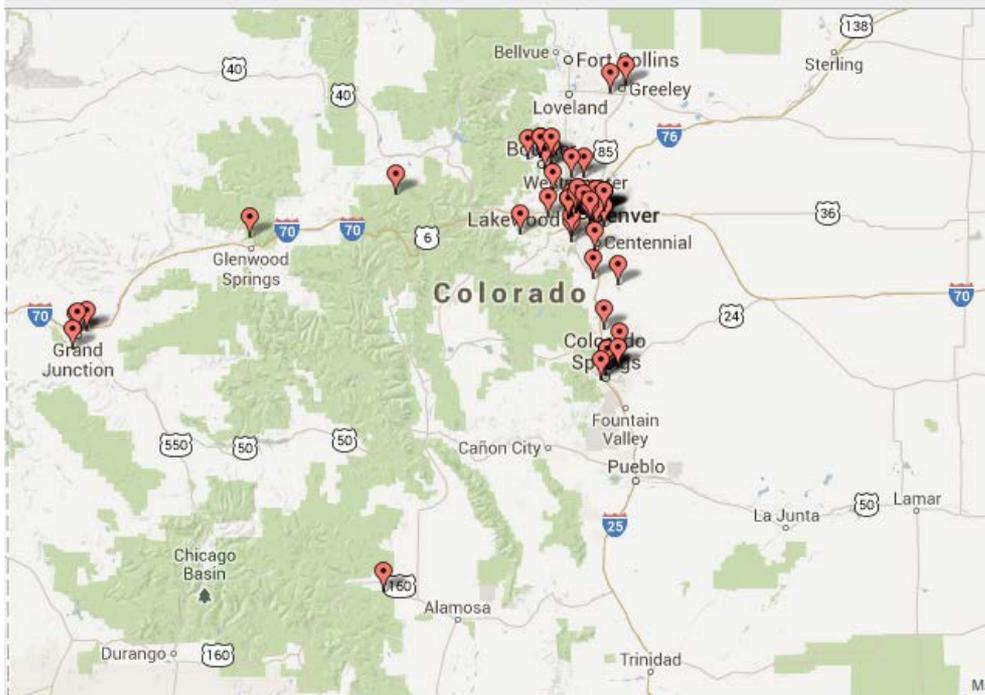


Welcome!

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!

Physician Assistants

State & Local Public
Health Agencies

Early Childhood Systems
Professionals

Registered Dietitians



Health
Educators

Family Leaders

Registered Nurses

**Joining the messaging
conversation today:**

Government
Agencies

WIC professionals

Marketing Specialists

Physicians

Nurse Practitioners

Communications
Specialists

Program Administrators and
Planners

Webinar communication

1

Let's Mute

2

Type your questions

3

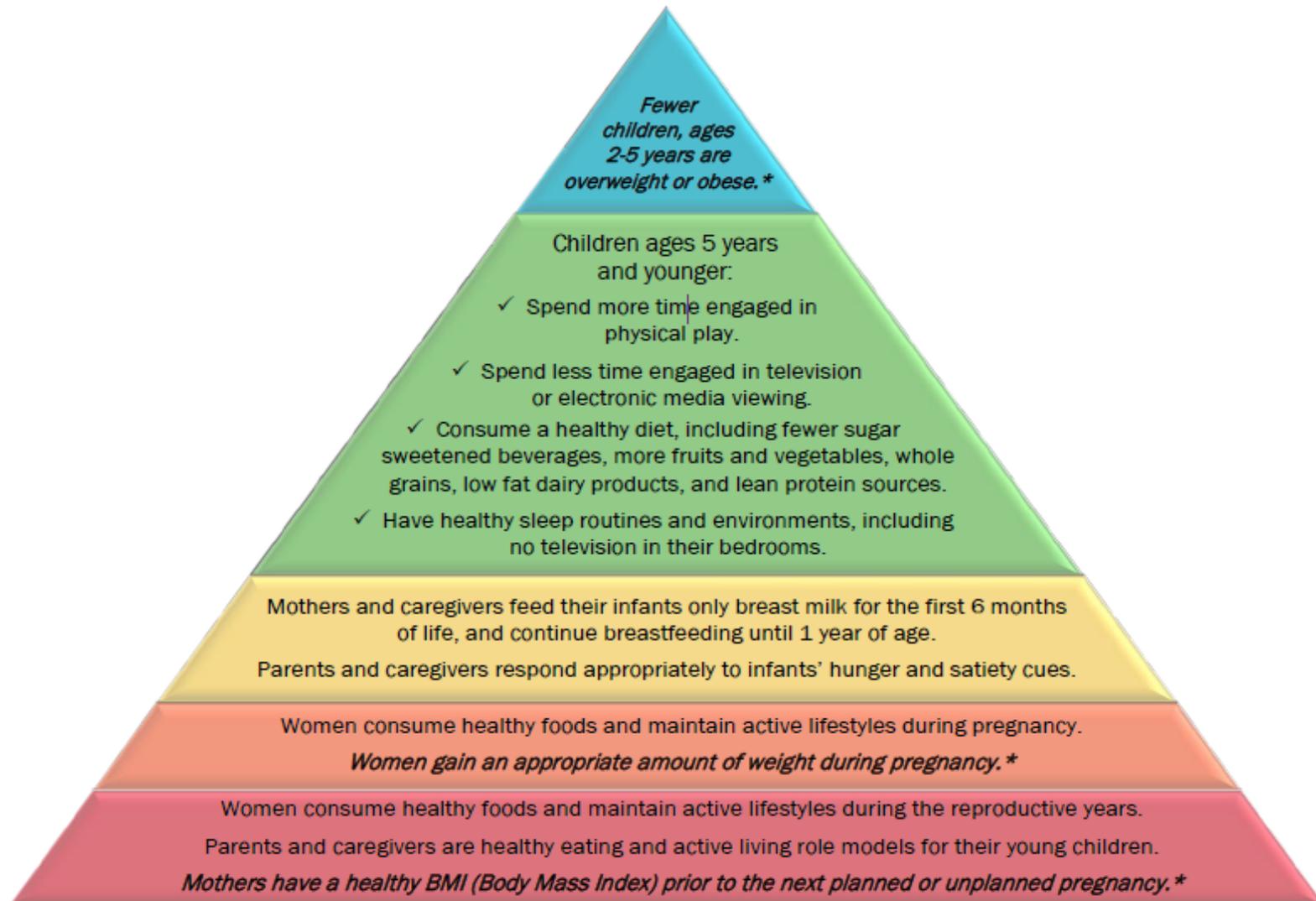
Video vs. audio delay

4

Reconnecting



Messaging project outcomes



*Denotes the outcome is a national or Colorado state Maternal and Child Health performance measure.

Project history

Message creation & stakeholder
feedback survey
(March 2012-June 2012)

Stakeholder message revision
(December 2012 - February 2013)

- 8 focus groups
(mothers, fathers, pregnant women,
grandparents)
- Key informant interviews of health
care professionals
(July 2012-September 2012)

- Final edits to messages
- Creation of messaging publication
 - Today's webinar
(March 2013-September 2013)

There's no power like
parent power!



Eat well and
move more
to care for
yourself and your
family.

**Healthy eating
and
staying active** while you are
pregnant **matters** for you and
your baby's health.



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.



Give **yourself** and **your baby** all the **benefits** of breastfeeding.

Doctors recommend:

1

For the first 6 months, feed your baby *only* breast milk, even if it is offered by bottle.

2

Aim to continue breastfeeding while offering solid foods until your baby is at least 1 year old or older.





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.



Rethink Your Drink – Choose Water!

Give your child **nutritious food** and **active play** for a healthy future.



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



Turn off the TV
and **play together**
as a family.



QUICK POLL

**We'll show you
five messages.**

**Which of these
five are you most
drawn to?**

**Select your
answer 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

Infusing messages into practice

- Parent engagement
- Messaging campaign
- Counseling



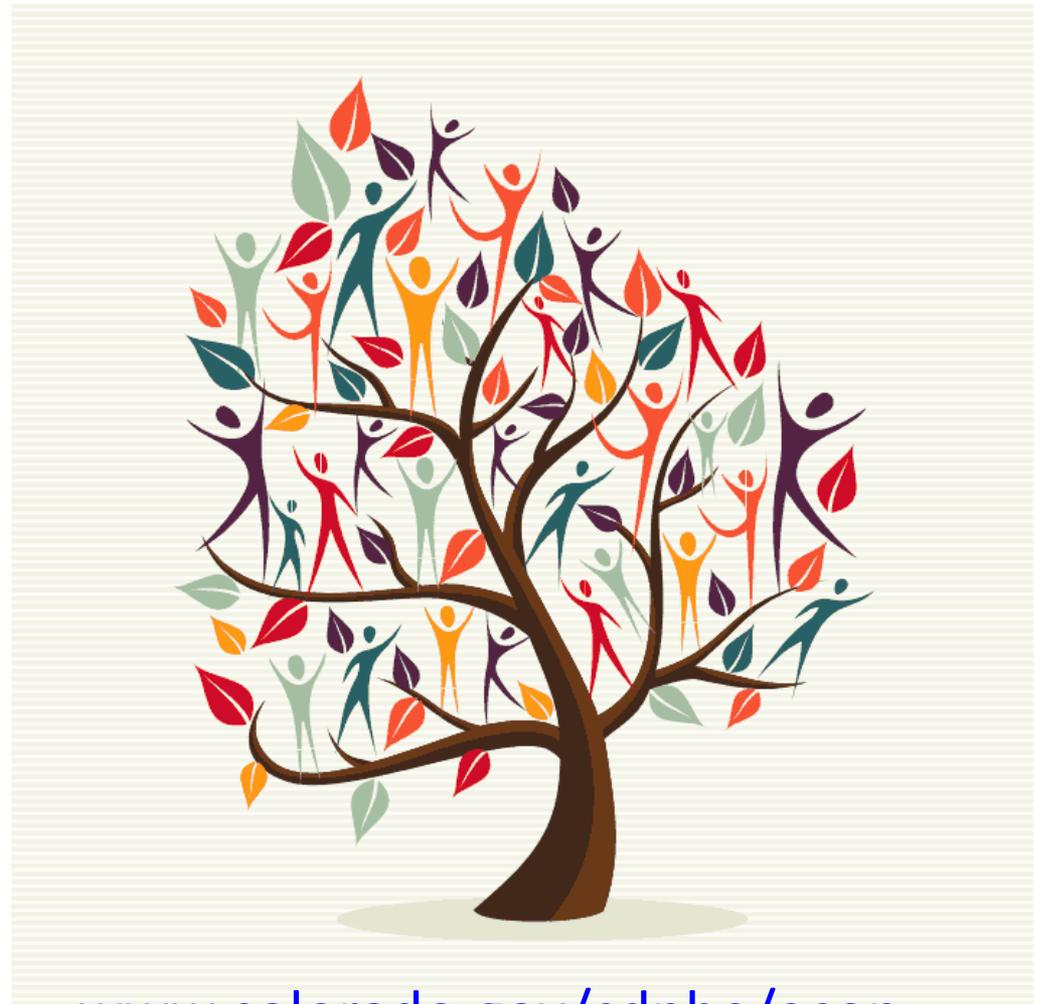
A top-down view of a diverse group of people's arms and hands stacked in a circle, symbolizing teamwork and collaboration. The hands are of various skin tones and some have colorful nail polish. The background is a plain, light-colored surface.

Collaborate for consistent messaging!

Increase reach, create synergy, expand credibility

One Stop ECOP Shop

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



www.colorado.gov/cdphe/ecop

What will **YOU** do?



JUST

START.

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

THANK YOU!

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Prevention Specialist
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