



March 2012

Child Care/Preschool

Move More

Goal 1:

Provide an environment supportive of physical activity and active play.

Objectives:

- Implement the Nutrition and Physical Activity Self Assessment for Child Care Centers (NAP SACC) process to determine priority areas for improvements related to physical activity.
- Provide structured and unstructured opportunities for physical activity, to include active play.
- Incorporate movement activities into the curriculum.
- Provide developmentally appropriate toys and equipment for physical activity and active play.
- Teachers and staff model healthy behavior by participating in physical activity and play time with children.
- Limit sedentary time for children to include screen time.

Eat Smart

Goal 2:

Provide an environment supportive of healthy eating.

Objectives:

- Implement the Nutrition and Physical Activity Self Assessment for Child Care Centers (NAP SACC) process to determine priority areas for improvements related to healthy eating.
- Use mealtimes to introduce a variety of different healthy food options to include fresh fruits and vegetables, low-fat and fat-free dairy, whole grains, and lean proteins.
- Provide healthy snacks.
- Make drinking water easily visible and available for self-serve both indoors and outdoors.
- Serve appropriate portion sizes.
- Teachers and staff model healthy behavior by participating in meal and snack time with children.
- Establish guidelines on the storing, handling, and feeding of human milk.
- Establish a farm to child care/preschool program.
- Establish a vegetable and/or fruit garden.
- Develop and implement guidelines for all foods and beverages served for meals, snacks, parties, and celebrations.
- Develop and implement guidelines to eliminate the use of food as a reward.
- Promote nonfood or healthy food fundraisers such as flowers, gift-wrap, fresh fruit, and plants.

Educate Staff

Goal 3:

Provide learning opportunities to staff about healthy eating, active living, and obesity prevention.

Objectives:

- Implement the Nutrition and Physical Activity Self Assessment for Child Care Centers (NAP SACC) process to determine training needs.
- Provide training on the role of child care/preschool in obesity prevention.
- Provide training on physical activity, healthy food options and the importance of modeling positive eating and activity behaviors.
- Provide training on and implement developmentally and culturally appropriate physical activity and nutrition curricula and educational programs.
- Provide training on the importance of breastfeeding and supporting breastfeeding mothers.
- Provide training on the storing, handling, and feeding of human milk.

Educate Parents/Families

Goal 4:

Provide learning opportunities to parents/families about healthy eating, active living, and obesity prevention.

Objectives:

- Provide families with tools and resources for healthy eating, active living, and obesity prevention.
- Provide consistent messaging utilizing the Eat Smart, Move More SC 7 Healthy Tips.
- Integrate the topics of healthy eating, active living, and obesity prevention into existing parent education programs.
- Implement family activities that encourage healthy eating and active living, such as cooking demonstrations, school gardens, and family fun runs.
- Include healthy eating and active living information through school communications, such as monthly meal calendars, newsletters, and back-to-school nights.

Community

Establish/Sustain Local Coalition

Goal 1:

Establish and/or sustain a local coalition to address healthy eating, active living, and obesity prevention.

Objectives:

- Convene a diverse group of community stakeholders and champions.
- Establish a local Eat Smart, Move More chapter.
- Participate in the asset mapping process to determine current community resources and gaps for addressing healthy eating, active living, and obesity prevention.
- Use local data sources to identify specific community priorities regarding healthy eating, active living, and obesity prevention.

- Develop a plan of action to address healthy eating, active living, and obesity prevention through policy, systems, and environmental change.

Move More

Goal 2:

Provide an environment supportive of active living.

Objectives:

- Conduct a community physical activity policy, systems, and environmental assessment to determine priority areas for improvements related to physical activity.
- Advocate for community planning and development that support regular physical activity opportunities in a safe environment.
- Establish local Complete Streets policies.
- Develop or maintain community parks and multi-use trails.
- Support local Safe Routes to School Programs to improve safety and promote walking and biking to school.
- Maintain and develop programming and facilities, such as park and recreation programs, for physical activity for all age groups.
- Develop and implement guidelines for providing physical activity opportunities in afterschool program.

Eat Smart

Goal 3:

Provide an environment supportive of healthy eating.

Objectives:

- Conduct a community food policy, systems, and environmental assessment or use county specific data from the Food Environment Atlas to determine priority areas for improvements related to healthy eating.
- Advocate for community planning and development that provide access and availability to healthy foods.
- Advocate for the placement of grocery stores in underserved areas.
- Establish community-supported agriculture initiatives, such as CSAs, co-ops, mobile markets, and processing facilities.
- Establish a community farmer's market or enhance an existing market to include acceptance of EBT cards and vouchers.
- Establish a community vegetable and/or fruit garden.
- Establish breastfeeding-friendly community environments.
- Establish a process for including fruits and vegetables in emergency food programs.
- Encourage small food storeowners in underserved areas to carry healthier, affordable food items.
- Assist local restaurants in supporting healthy eating practices to include nutrition labeling, healthy children's meals, and appropriate portion size options.
- Work with retailers to develop point of purchase prompts to promote healthy eating.
- Provide healthy food and beverage options at community programs, festivals, and special events.
- Develop and implement guidelines for providing healthy food and beverages in afterschool programs.

Educate Community and Decision Makers

Goal 4:

Provide learning opportunities to community members and decision makers about healthy eating, active living, and obesity prevention.

Objectives:

- Provide education on policy, systems, and environmental strategies to address healthy eating, active living, and obesity prevention.
- Promote consistent messaging throughout the community utilizing the Eat Smart, Move More SC 7 Healthy Tips.
- Establish and promote programming to address healthy eating, active living, and obesity prevention for all age groups.

Faith

Establish/Sustain Health Ministry

Goal 1:

Establish and/or sustain a health ministry to address healthy eating, active living, and obesity prevention.

Objectives:

- Convene stakeholders and champions.
- Identify specific priorities regarding healthy eating, active living, and obesity prevention.
- Develop a plan of action to address healthy eating, active living, and obesity prevention through policy, systems, and environmental change.

Move More

Goal 2:

Provide an environment supportive of active living.

Objectives:

- Create a trail or walking/bicycling route adjacent to the place of worship.
- Provide developmentally appropriate toys and equipment for physical activity and active play for use in youth programming.
- Establish guidelines for providing physical activity opportunities at faith-based gatherings and events.
- Sponsor physical activity opportunities such as recreational sports teams, sports tournaments, and walking clubs for all age groups.

Eat Smart

Goal 3:

Provide an environment supportive of healthy eating.

Objectives:

- Establish healthy eating policies to include healthy food and beverage options during faith-based gatherings and events.
- Establish a farm to faith program.
- Establish a vegetable and/or fruit garden.
- Establish and support a breastfeeding-friendly environment.

Educate Congregation and Decision Makers

Goal 4:

Provide learning opportunities to congregation members and decision makers about healthy eating, active living, and obesity prevention.

Objectives:

- Provide education on policy, systems, and environmental strategies to address healthy eating, active living, and obesity prevention.
- Promote consistent messaging utilizing the Eat Smart, Move More SC 7 Healthy Tips.
- Establish and promote programming to address healthy eating, active living, and obesity prevention for all age groups.
- Integrate the topics of nutrition, physical activity, and obesity prevention into existing programs.

Health Care

Educate and Support Patients

Goal 1:

Provide screening, education and support to patients for healthy eating, active living, and obesity prevention.

Objectives:

- Provide routine screening of Body Mass Index (BMI) and BMI-for-age.
- Provide routine assessment regarding patients' activity and eating behaviors.
- Provide guidance to pregnant women and new mothers on the benefits of breastfeeding.
- Provide guidance on healthy eating, active living, and obesity prevention.
- Provide patients with community resources on healthy eating and active living.
- Establish hospitals and birthing centers as baby-friendly or implement the UNICEF/WHO Ten Steps to Successful Breastfeeding.

- Provide onsite lactation support and consultation and/or refer pregnant women and new mothers to breastfeeding support programs in the community.
- Establish a referral system of physicians, registered dietitians, counselors, and certified exercise specialists that specialize in overweight and obesity.
- Promote consistent messaging utilizing the Eat Smart, Move More SC 7 Healthy Tips.
- Provide an office or facility environment that supports and promotes healthy eating, active living, and breastfeeding.

Advocate

Goal 2:

Advocate for healthy eating, active living, and obesity prevention.

Objectives:

- Serve as an advocate for ESMMSC, a local ESMM chapter, or other local and/or statewide efforts to highlight the need for policy, systems, and environmental changes to address healthy eating and active living.
- Educate policy makers and decision makers on the burden of obesity and obesity- related chronic diseases to the health care system.
- Advocate for baby-friendly hospitals and/or the incorporation of the UNICEF/WHO Ten Steps to Successful Breastfeeding.

School

Move More

Goal 1:

Provide an environment supportive of physical activity and active play.

Objectives:

- Complete the “Physical Education and Other Physical Activity Programs” module of the School Health Index or the Alliance for a Healthier Generation’s Healthy Schools Program Framework Inventory to determine priority areas for improvements related to physical activity.
- Provide daily opportunities for structured and unstructured physical activity, to include physical education and active play.
- Provide developmentally appropriate toys and equipment for physical activity and active play.
- Devote the majority of physical education class time to moderate or vigorous physical activity.
- Provide various physical activity options that reflect the interests and diversity of students.
- Teachers and staff model healthy behavior by participating in physical activity and play time with children.
- Limit sedentary time to include screen time.
- Implement a comprehensive Safe Routes to School Program.
- Develop Joint Use Agreements to allow for the use of school facilities for physical activity programs outside of school hours.

Eat Smart

Goal 2:

Provide an environment supportive of healthy eating.

Objectives:

- Complete the “Nutrition Services” module of the School Health Index or the Alliance for a Healthier Generation’s Healthy Schools Program Framework Inventory to determine priority areas for improvements related to healthy eating.
- Provide healthy food options to include fresh fruits and vegetables, low-fat and fat-free dairy, whole grains, and lean proteins.
- Adopt policies to support healthy eating, such as providing healthy food and beverage options in vending, school stores, and other competitive food outlets.
- Make drinking water easily visible and available for self-serve both indoors and outdoors.
- Serve appropriate portion sizes.
- Use point of decision prompts to encourage healthy food purchases.
- Enhance school breakfast programs by offering alternative meal options such as breakfast in the classroom.
- Provide an adequate amount of time for students to eat school meals.
- Establish a farm to school program.
- Establish a vegetable and/or fruit school garden.
- Develop and implement guidelines for all foods and beverages served for meals, snacks, parties, and celebrations.
- Develop and implement guidelines to eliminate the use of food as a reward.
- Promote nonfood or healthy food fundraisers such as flowers, gift-wrap, fresh fruit, and plants.

Educate Students/Staff

Goal 3:

Provide learning opportunities to students and staff about healthy eating, active living, and obesity prevention.

Objectives:

- Complete the “Health Promotion for Staff” module of the School Health Index or the Alliance for a Healthier Generation’s Healthy Schools Program Framework Inventory to determine priority areas for improvements related to healthy eating, active living, and obesity prevention.
- Provide training to staff on physical activity, healthy food options, and the importance of modeling positive eating and activity behaviors.
- Provide training on developmentally and culturally appropriate physical activity and nutrition curricula, to include breastfeeding education.
- Implement developmentally and culturally appropriate physical activity and nutrition curricula, to include breastfeeding education.
- Provide training on and implement a BMI-for-age screening program.

Educate Parents/Families

Goal 4:

Provide learning opportunities to parents/families about healthy eating, active living, and obesity prevention.

Objectives:

- Provide families with tools and resources for healthy eating, active living, and obesity prevention.
- Provide consistent messaging utilizing the Eat Smart, Move More SC 7 Healthy Tips.
- Integrate the topics of healthy eating, active living, and obesity prevention into existing parent education programs.
- Implement family activities that encourage healthy eating and active living, such as cooking demonstrations, school gardens, and family fun runs.
- Include healthy eating and active living information through school communications, such as monthly meal calendars, newsletters, and back-to-school nights.

Worksite

Establish/Sustain Wellness Committee

Goal 1:

Establish and/or sustain a wellness committee to address healthy eating, active living, and obesity prevention.

Objectives:

- Convene a diverse group of stakeholders and champions.
- Identify specific priorities regarding healthy eating, active living, and obesity prevention.
- Develop a plan of action to address healthy eating, active living, and obesity prevention through policy, systems, and environmental change.

Move More

Goal 2:

Provide an environment supportive of active living.

Objectives:

- Conduct a physical activity policy, systems, and environmental assessment to determine priority areas for improvements related to physical activity.
- Adopt policies to promote physical activity among employees, such as providing flex time for physical activity, establishing physical activity breaks during meetings, and reimbursement or reduced cost of fitness center membership or activity fees.
- Implement incentive-based physical activity programs.
- Promote programs to encourage modes of alternative transportation.

- Implement a stairwell campaign to include point of decision prompts.
- Enhance the worksite and surrounding area to encourage physical activity.
- Sponsor physical activity opportunities and events such as walking clubs, sports tournaments, and recreational sports teams.

Eat Smart

Goal 3:

Provide an environment supportive of healthy eating.

Objectives:

- Conduct a food policy, systems, and environmental assessment to determine priority areas for improvements related to healthy eating.
- Adopt policies to promote healthy eating among employees, such as providing healthy food and beverage options in the cafeteria and vending, and at meetings and catered events.
- Establish pricing strategies to promote the purchase of healthy food items.
- Use point of decision prompts to encourage healthy food purchases.
- Establish policy, systems, and environmental supports to create a breastfeeding-friendly worksite.
- Establish a farm to worksite program, to include an onsite farmer's market.
- Establish a vegetable and/or fruit garden.

Educate Employees and Employers

Goal 4:

Provide learning opportunities to employees and employers about healthy eating, active living, and obesity prevention.

Objectives:

- Provide education on policy, systems, and environmental strategies to address healthy eating, active living, and obesity prevention.
- Promote consistent messaging utilizing the Eat Smart, Move More SC 7 Healthy Tips.
- Establish and promote programming to address healthy eating, active living, and obesity prevention.
- Provide training on the return on investment associated with comprehensive worksite wellness.
- Provide education on the economic costs of obesity and obesity-related chronic diseases.