



Building on the ROCK

Promoting Healthy Eating and Physical Activity in
Out-of-School Time

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Nemours Health &
Prevention Services

NHPS Strategy in Out of School Time

- Collaborate with youth serving organizations, independently or through networks, to create healthy environments where children spend their “out of school” time.
- *5-2-1-Almost None* Social Marketing
- Policy and practice change
- Training and technical assistance
 - *5-2-1-Almost None* Backpack
 - CATCH Kids Club



5-2-1-Almost None Social Marketing

- **Goal**

- To increase awareness and knowledge of the 5-2-1-Almost None message in the DE population

- **Behavior Change**

- Targeting moms and kids aged 8-11 to change behavior focused on 5-2-1-Almost None

- **Mechanisms**

- Print ads; TV commercials; experiential marketing; PIMP out schools/afterschool organization sites



Policy for Child Care & Afterschool

- Policy change at the Office of Child Care Licensing (state-level) to impact all licensed child care providers
- Focused on supporting *5-2-1-Almost None* behaviors
 - Changes to CACFP: limit juice, no sugar sweetened beverages, low-fat or fat-free milk, whole grains, no fried foods
 - Limited screen time to none for children under two; 1hr for children over two and only for educ. programming
 - 20 min of physical activity for every 3 hours in care



Evidence-Based Practices

- Support at least one element of *5-2-1-Almost None*
- Have been evaluated and show behavior change or change in BMI
- Include a toolkit or boxed curriculum
- Are tailored for a specific audience
 - CATCH Kids Club
 - Stanford S.M.A.R.T.
 - Media Smart Youth
 - Take 10!
 - P.H.A.T.
 - Planet Health
 - Eat Well & Keep Moving
 - Best Practices for Healthy Eating: A Guide to Help Children Grow Up Healthy



Promising Practices

- Support at least one element of *5-2-1-Almost None*
- Are tailored for a specific audience
- Either do not include a toolkit or boxed curriculum OR are not evidence-based*.
 - Students Taking Charge
 - BodyWorks
 - We Can! Parent Curricula
 - Girls on the Run

*Meaning that it is currently under evaluation or has not been evaluated



Where we are now?

Supporting policy & practice change

- **Over 38 organizations with over 120 sites throughout DE implementing CATCH Kids Club**
- **Training supporting practice change—*We Can!* in 2010**
 - CATCH Kids Club
 - We Can! Parent Curriculum
 - Media Smart Youth
 - Stanford SMART
- **Tools for practice change and policy implementation**
 - Healthy Eating & Physical Activity in Out of School Time Guide and Brochure
 - 5-2-1-Almost None Backpack
 - Best Practices for Healthy Eating: A Guide to Help Children Grow up Healthy



Questions?

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Discussion Questions

1. **What is happening here in Florida?**
2. **What are your opportunities?**
 - Environment change?
 - Policy change?
 - Practice/program change?
3. **What are your challenges/ barriers?**
4. **What could be a path forward?**
 - What would you like to accomplish?
 - How do you build support?

