

Healthy Children, Strong Families:

Addressing early childhood obesity using novel family-based approaches



Early childhood is critical for healthy weight

- Childhood obesity most rapidly increasing pediatric health issue
 - Highest in AI children and no signs of slowing
- Obesity tracks into adulthood
 - Increased risk for chronic diseases-diabetes, cancer and heart disease
- Early childhood important to establish healthy weight trajectories
- Formation of diet and activity behaviors



Why do Some Kids Gain Weight Too Fast? Determinants of Weight Gain

Genetics

Early Life (Premature birth)

Gestational Diabetes

Smoking during Pregnancy

Not breastfeeding

Chronic Illnesses



Diet

Exercise

Screen Time

Stress

Sleep (< 8 hours)

Medications

Sensory Issues

Healthy Children, Strong Families

- Family-based, wellness-focused toolkit for 2-5 year-olds
 - Based on the model of elders (e.g., caregivers/parents) teaching life skills, instilling values of wellness to the next generation
- Successful pilot testing in 4 Wisconsin communities
 - 57% of overweight/obese children ↓ BMI (63% of adults)
 - Improvement in adult & child behaviors
 - ↑ fruit/vegetable intake (children), ↓ screen time (adults & children)
 - Improved adult self-efficacy for health behavior change
- Current expanded project in 5 communities nationwide
 - 2-year randomized cross-over design with “safety journey” control group developed with community partners





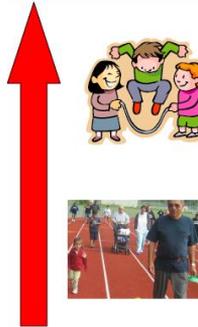
Wellness Journey

HEALTHY CHILDREN, STRONG FAMILIES Six Targets to Reach a Healthy Life Balance

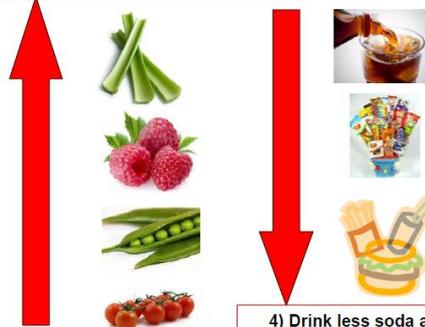


As part of the Healthy Children Strong Families program, you and your children will learn about six targets to help bring your lives into a healthy balance. These six lifestyle targets are based on traditional values of healthy eating, lots of activity, stress management and good sleep habits with the goal of preventing future disease. A key part of making changes is tracking your progress – both through goal setting and in pictures! Throughout the year, grab your camera and snap photos of your family being active and enjoying time together! These photos will come in handy at the end of the program....wait and see!

1) Be more active



3) Eat more fruits and vegetables



2) Reduce screen time



5) Manage Stress



6) Improve Sleep

4) Drink less soda and sugary beverages, eat less candy and other "junk" foods

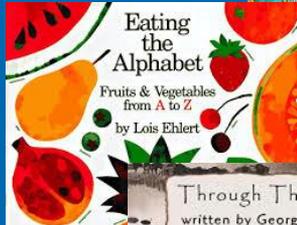
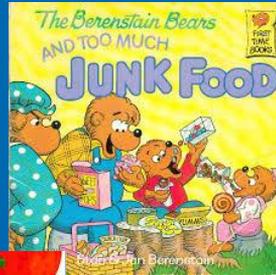
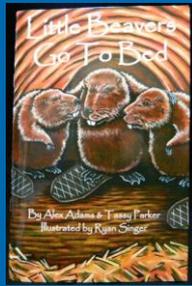


Wellness Journey Toolkit

- Families learn through **monthly** interactive lessons (designed for both adult & child)
 - 2-page lessons and materials (e.g., exercise DVD, apple corer) addressing the 6 targets
 - A 'Cook With Your Kids' Cookbook to get the whole family cooking together
 - Text message coaching
 - Private Facebook group (one per site)

Wellness Lessons

- Starting the Journey
- Naturally Sweet & Nutritiously Delicious
- Fun Family Fitness
- Sleep Tight
- Maintaining Harmony
- On Track Snacks
- Suspending Screen Time
- Juicing the Benefits
- Healthy Adventures
- Gifts from the Land
- Fruitful Foods
- Fast Lane to Health
- Maintaining a Healthy Balance



Critical Program Components

- High risk population
- Targets a critical age (2-5 years)
- Based in the home
- Addresses both adult and child health
- Wellness focused (4 targets)
 - Increase fruit/veg, decrease sugar
 - Increase physical activity, decrease screen time



Where are we in our “Journey”?

- Completed recruiting in March (450 families)
- Analyzing baseline data
- Factors of interest:



- Rural vs. urban
- Relationship between child/adult factors
- Baseline stress and sleep measures (little is known)
- Food security issues
- Participant feedback

Next steps: how can we reach the most families?

Current Partners



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