

EMPOWER



EMPOWER PROGRAM: SUPERHERO POWERS FOR CHILD CARE FACILITIES

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Overview

- ★ What is the Empower Program?
- ★ Review of the Physical Activity, Nutrition and Breastfeeding Standards.
- ★ Questions



The Birth of the Empower Program...

- 2009 budget short fall: Governor of Arizona proposed removing all general funds from the Arizona Department of Health Services (ADHS) Licensure Services
- Licensing fees increase
- BCCL would offer childcare providers a 50% discount on their licensing fees for participating in a new voluntary prevention program entitled “EMPOWER.”
- Empower...empowering children to make good choices around physical activity, nutrition, and exposure to smoking.



Empower!

★ Childcare providers implement 10 nutrition, physical activity, oral health, and tobacco prevention standards to become “Empower” facilities in exchange for licensure fee reduction. ★

Background...

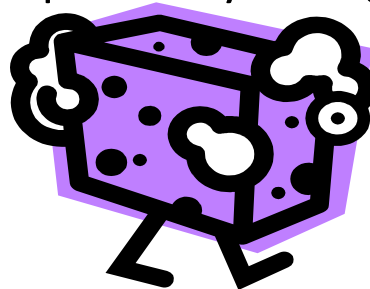
- ✓ Childhood Obesity in America has tripled over the past three decades
- ✓ One in five children are overweight or obese by the time they reach their 6th birthday.
- ✓ Over half of obese children first become overweight at or before age two.
- ✓ One third of all children born in 2000 or later will suffer from diabetes at some point in their lives. Others will face chronic health problems resulting from obesity such heart disease, high blood pressure, cancer, and asthma.
- ✓ Preschool children spend **over four hours** a day watching television and videos, including time in child care.



Background...



- ✓ 60% of children under 5 are in some form of child care, spending an average of 29 hours/week in that care.
- ✓ The first few years of a child's life are critical years for growth & brain development. It is also a time when children begin forming eating and exercise habits that last a lifetime.
- ✓ Children in care settings may receive half or more of their daily nutritional needs while in care.
- ✓ Childcare providers can create environments to help children develop healthy eating and physical activity behaviors.





Inspiring role models...

<http://www.cdc.gov/CDCTV/ChildObese/index.html>



What are the 10
Golden
standards?

Superhero powers: The 10 Golden Empower Standards!



EMPOWER

10 Ways to Empower Children to Live Healthy Lives

- ★ **Standard 1:** Provide at least 60 minutes of daily physical activity (teacher-led and free play) and do not allow more than 60 minutes of sedentary activity at a time, or more than three hours of screen time per week.
- ★ **Standard 2:** Practice "sun safety."
- ★ **Standard 3:** Provide a breastfeeding-friendly environment.
- ★ **Standard 4:** Determine whether site is eligible for the United States Department of Agriculture (USDA) Child and Adult Care Food Program (CACFP), and participate if eligible.
- ★ **Standard 5:** Limit serving fruit juice to no more than two times per week.
- ★ **Standard 6:** Serve meals family style and do not use food as a reward.
- ★ **Standard 7:** Provide monthly oral healthcare education or implement a toothbrushing program.
- ★ **Standard 8:** Ensure that staff members receive three hours of training annually on Empower topics.
- ★ **Standard 9:** Make Arizona Smokers' Helpline (ASHLine) education materials available at all times.
- ★ **Standard 10:** Maintain a smoke-free campus.

Empower child care facilities will develop and implement a written policy for each standard that meets the needs of all children served.

Policies should be effective no later than July 1, 2013.





Why Policy?

- Provide clear and consistent messaging
- Provide guidance
 - How do I reach this goal?
 - What exactly do I have to do?
- Policies support and sustain the changes/standards you want in your center




Standard 1



Physical Activity & Screen Time!





Provide physical activity
(teacher-led and free play) &
do not allow more than 60 min.
of sedentary activity at a
time and no more
than 3hrs. of
screen time/week



Why is this standard important?

Health Benefits

- ✓ Healthy weight
- ✓ Strong bones
- ✓ Strong muscles
- ✓ Prevention of “adult” conditions
- ✓ Improved gross motor and fine motor function
- ✓ Brain development





Standard # 1 Policy...





- ✓ Daily physical activity in curriculum with the following guidelines:
- ✓ **Time:** At least 60 minutes per day for children one year and older
- ✓ **Type:** Must include both free-play and teacher-led physical activities that are age-appropriate
- ✓ - Every child should have the opportunity to participate in outdoor physical activity.
- ✓ - Physical activity should NEVER be used or withheld from children as punishment.





Policy # 1 cont.



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- ✓ **Intensity:** Physical activity should include both moderate and vigorous physical activity.
 - Different children may find different activities more vigorous. If children are greatly fatigued by an activity, redirect them to a less intense activity or modify the activity.
 - Limiting sedentary time to less than 60 minutes at a time, except when sleeping.
 - ✓ Limiting screen time to three hours or less per week (see Table 2).
 - No screen time during meal or snack time.
 - Children under age two should have no screen time.
 - ✓ Information on screen time (in English and Spanish) will be made available to families at least once per year (see family handouts).
- 

Modifications for Children with Special Health Care Needs



Children with Special Health Care Needs –

- ✓ Children with Special Health Care Needs (CSHCN): Children with Special Health Care Needs have, or are at increased risk for, a chronic physical, developmental, behavioral, or emotional condition and also require health and related services of a type or amount beyond that required by children generally.
- ✓ Special health care needs include but not limited to asthma, diabetes, epilepsy, food allergies, and more...



When considering modifications

- ✓ Don't stick too strictly to the activity. Keep the primary goal of the activity in mind
- ✓ Check with the family first
- ✓ Every child is unique. Incorporate IEP objectives and ensure materials, time, and space are appropriate.
- ✓ Office of Children with Special Health Care Needs
: <http://www.azdhs.gov/phs/owch/ocshcn/>



**TIME TO
MOVE!**

**Jill Jam: I like to do
Jumping Jacks!**



STANDARD #3

BREASTFEEDING!

BENEFITS TO BREASTFEEDING: BABY



- Reduces risk of SIDS
- Reduces risk of childhood leukemia
- Reduces risk of obesity and diabetes
- Transmits mother's immunities to baby
- Provides baby with most easily digested food
- May give a higher I.Q –especially preemies



BENEFITS TO BREASTFEEDING: MOM

- Saves money in formula and healthcare costs
- Provides a special bond between mom and baby
- Burns up to 600 calories a day
- Releases hormones that relax mom
- Uses a natural resource
- Makes traveling easier
- Makes diapers less stinky
- Protects mom against cancer and diabetes

BENEFITS TO BREASTFEEDING: CHILDCARE CENTERS



- Infants are more resistant to illness
- Diapers have less odor
- Baby is happier
- Breastfed baby spits up less

BENEFITS TO BREASTFEEDING: SOCIETY



- Breastfed children are healthier, which makes for a more productive workplace in the future
- Decreased tax dollars spent to subsidize dairy farming, free formula, and health care programs
- Potential for reduced health insurance premiums
- Decreased social costs of morbidity and mortality
- Reduced waste of natural resources and water, and decreased garbage and pollution



EMPOWER POLICY STANDARD #3

1. Provide breastfeeding mothers a place to breastfeed or express their milk.
2. Provide a refrigerator for storage of breast milk.
3. Reassure nursing mothers that they are welcome by displaying breastfeeding promotion information.
4. Information on breastfeeding will be available to families at least once a year.



#1

Provide breastfeeding mothers a place to breastfeed or express their milk.



ACCEPTABLE?



ACCEPTABLE?



ACCEPTABLE?





ACCEPTABLE VS. NOT

Acceptable

- Electrical Outlet
- Comfortable Chair
- Running Water (nearby)

Not

- Bathroom



#2



Provide a refrigerator
for storage of breast
milk.



According to OSHA's and CDC's definitions, breast milk is classified as "food" and does not require universal precautions for handling body fluids.

Storage Guidelines for Term Healthy Infants



Arizona Department of Health Services Breastmilk Storage Guidelines			
Location	Temperature	Duration	Comments
Countertop, table	Room temperature (up to 77°F or 25°C)	6–8 hours	Containers should be covered and kept as cool as possible; covering the container with a cool towel may keep milk cooler.
Insulated cooler bag	5-39°F or -15-4°C	24 hours	Keep ice packs in contact with milk containers at all times, limit opening cooler bag.
Refrigerator	39°F or 4°C	5 days	Store milk in the back of the main body of the refrigerator.
Freezer			Store milk toward the back of the freezer, where temperature is most constant. Milk stored for longer durations in the ranges listed is safe, but some of the lipids in the milk undergo degradation resulting in lower quality.
Freezer compartment of a refrigerator	5°F or -15°C	2 weeks	
Freezer compartment of refrigerator with separate doors	0°F or -18°C	3–6 months	
Chest or upright deep freezer	-4°F or -20°C	6–12 months	

Source: American Academy of Pediatrics



#3

Reassure nursing mothers that they are welcome by displaying breastfeeding promotion information.





— Welcome to our —
**breastfeeding
friendly facility**

— Feel free to breastfeed anywhere you wish —



If you would like a more private place, please let us know. We are happy to help.





#4

Information on
breastfeeding will
be available to
families at least
once a year.





INFORMATION OPTIONS

- Topics
 - Benefits
 - Mom
 - Baby
 - Pumping
 - Tips for returning to work
- Modes
 - Posters
 - Bulletin Boards
 - Books
 - Websites
 - Pamphlets



Breastfeeding Questions?

Arizona Department of Health
Services Pregnancy and
Breastfeeding Hotline
1-800-833-4642

(24 hours a day, 7 days a week, Multilingual)



**Standard 4:
Determine whether your
site is eligible for Child
and Adult Care Food
Program, and participate
if eligible**





What is CACFP?

- ✓ The Child and Adult Care Food Program (CACFP) is a federally funded program which is administered and funded by the United States Department of Agriculture (USDA), Food and Nutrition Service (FNS).
- ✓ The purpose of the program is to ensure that eligible children and adults who attend qualifying care facilities receive nutritious meals.
- ✓ Reimbursement is provided for up to 2 meals (breakfast, lunch, and/or supper) and a snack per day per enrollee. This monetary supplement can help balance your meal service costs.



Standard 4: CACFP

- Can Empower Facilities participate in CACFP and:
 - Serve Family Style Meals?
 - **YES!**
 - Limit fruit juice and still meet CACFP meal requirements?
 - **YES!**
 - Include breast milk as part of a reimbursable meal?
 - **YES!**



Standard # 4 Policy...

- ✓ Checking eligibility of the children in your care for the Child and Adult Care Food Program by:
- ✓ Visiting CACFP's website at: www.azed.gov
- ✓ Calling 1-800-352-4558 to consult with CACFP staff to determine if the program is a good fit for your facility.
- ✓ If eligible, participate in the CACFP program.
- ✓ Document eligibility and participation status.



**Standard 5: Limit serving
fruit juice to no more
than two times per week**



So, what is the big deal with Fruit Juice?

Whole fruits and vegetables are preferred because :

- ✓ Have more nutrients
- ✓ Have more fiber
- ✓ Have LESS Calories
- ✓ Fruit juice is linked to increased risk of obesity and overweight in children
- ✓ Fruit juice can cause tooth decay
- ✓ I am full!



Standard# 5 Policy



- ✓ Fruit juice will not be served to infants (0-11 months).
- ✓ Fruit juice will not be served more than two times per week to children one year of age and older.
- ✓ No more than ½ cup (or four ounces) of fruit juice will be offered at one time for enrolled children younger than six years of age.
- ✓ No more than six ounces of fruit juice will be offered at one time for children six years of age or older
- ✓ 100% fruit juice with no added sugar
- ✓ Information on fruit juice (in English and Spanish) will be available to the families at least once per year .



- Offer water for thirst
 - Children should have access to drinking water
 - Drinking fountains
 - Self-help pitchers of water available





Standard 6: Family-Style Meals!





Why it's important?

- The family-style meal service offers many advantages to children's development process by enhancing:
 - Motor skills
 - Language
 - Self-esteem
 - Social skills
 - Table manners
 - Independence

Standard # 6 Policy

Child care staff will:

- Participate, sit and interact with children at mealtime(s).
- Let kids learn by serving themselves and place nutritious food options within reach, utilizing child-friendly serving utensils and containers.
- Let the children choose what to put on their plates and let the children decide how much to eat.
- Use encouraging words and avoid negative facial expressions, body language or verbal cues in regards to the food being served.





Standard 6

- Talk to the children about the food and encourage them to discuss the food texture, taste, color, shape, size, quantity, number, temperature, etc.
- Ensure that food is not used as a reward or punishment, which may result in negative and unhealthy eating behaviors in the future.
- Healthy eating handouts (in English and Spanish) will be made available for the families at least once per year.

Be Ready for Spills





Food From Home

- What if you do not provide meals? How can you provide family style meals?
- How do you help families bring healthy food from home?



Zapping through the Website

www.theempowerpack.org

Empower Pack

- “How-To” Book: Overview; Teacher Resources; Parent Resources
- Prevention Music CD
- Window Cling Logo
- “Breastfeeding Welcome Here” and storage magnet
- AshLine Resources
- Family-Style Meals Book
- And more..





Powering up Our ★ Superheroes! ★

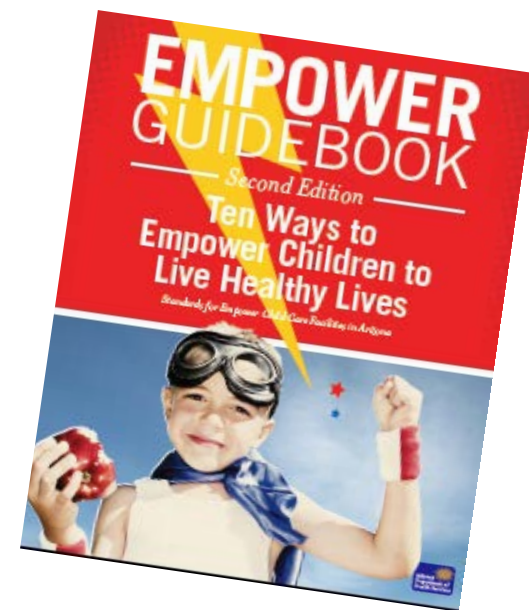
Technical Assistance and support from the Empower Program:

1- The Empower Guidebook: Policies, Teacher Resources, and Parent Handouts (Spanish)

2- Annual Conference

3- The Empower Website:
www.theempowerpack.org

4- On going support...





Questions?

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