

# Promoting Healthy Eating & Physical Activity In Childcare: Challenges & Opportunities

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# PRESENTER DISCLOSURES

**Lorrene Ritchie  
Kumar Chandran**

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

**“No relationships to disclose”**



## AIMS

- Describe childcare research methods
- Compare food & activity environments in childcare with and without CACFP
- Recommend 6 ways to improve nutrition and physical activity in childcare
- Summarize 4 ways to increase participation in CACFP
- Identify policy next steps



# METHODS



Statewide  
Survey of  
Providers



Observation  
of Lunch  
Service



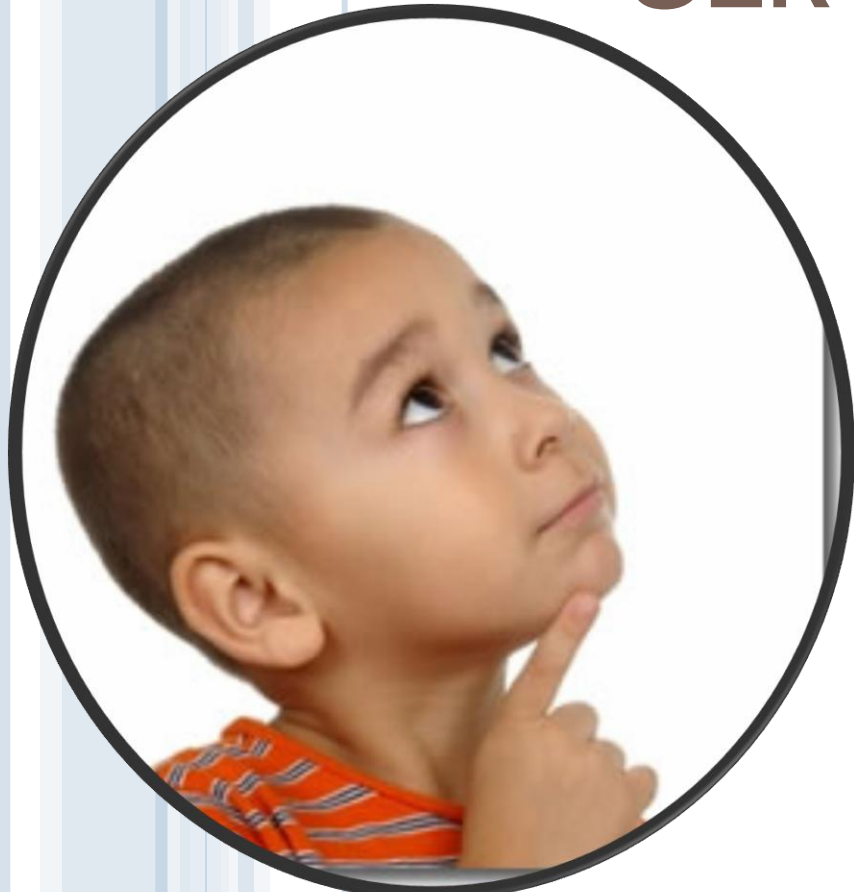
Stakeholder  
Interviews  
on Policy



Provider  
Interviews  
on CACFP

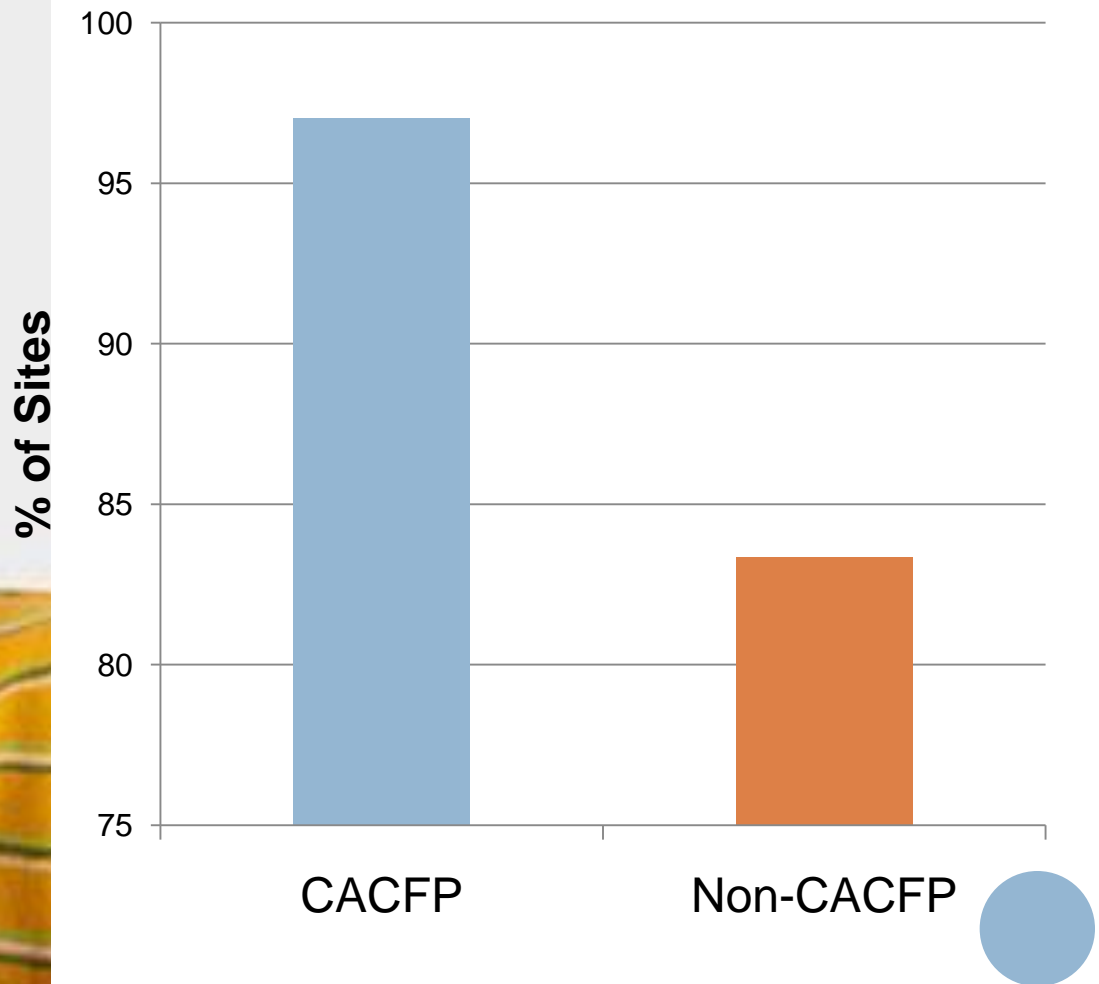


# DOES CACFP IMPACT WHAT CHILDREN ARE SERVED?





## SITE PROVISION OF MILK: CACFP > Non-CACFP\*

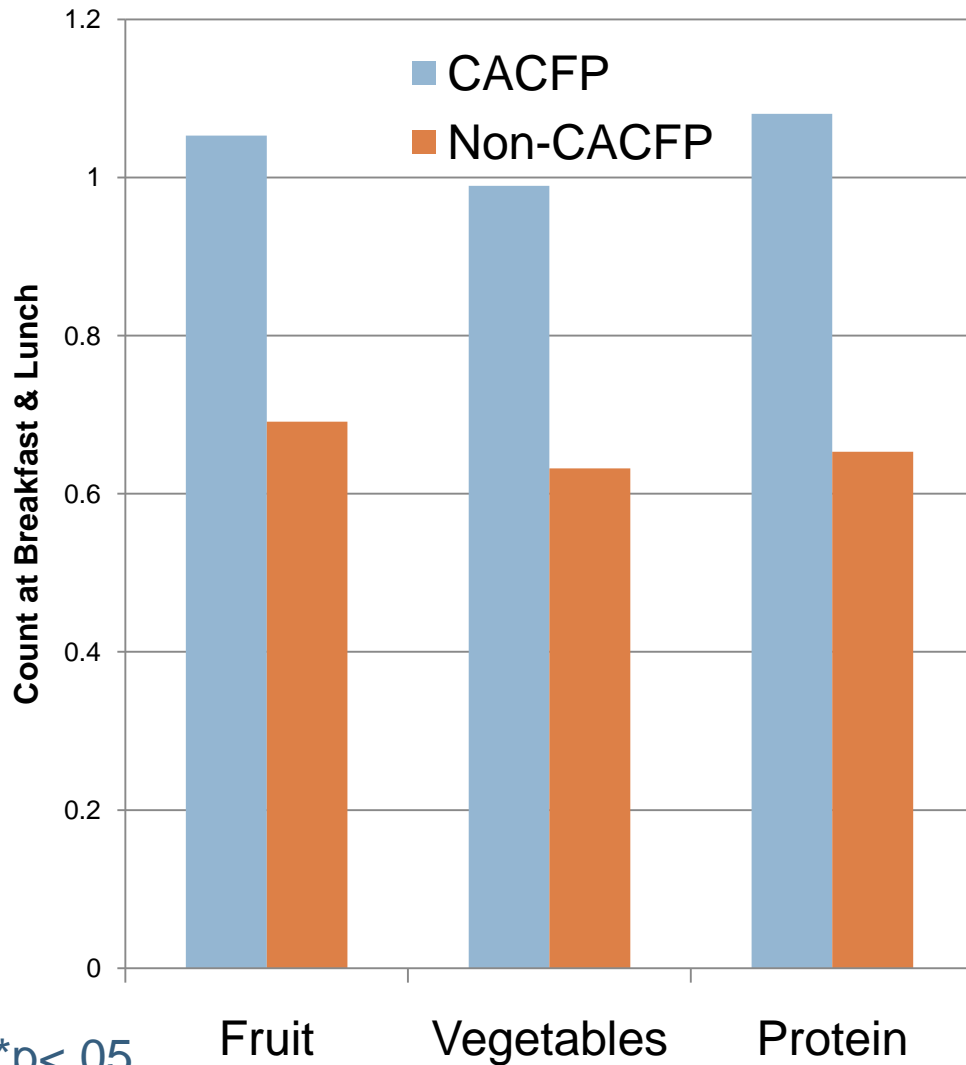


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# SITE PROVISION OF FRUIT, VEGETABLES & MEAT/PROTEIN ALTERNATIVES

BREAKFAST & LUNCH

CACFP > Non-CACFP\*

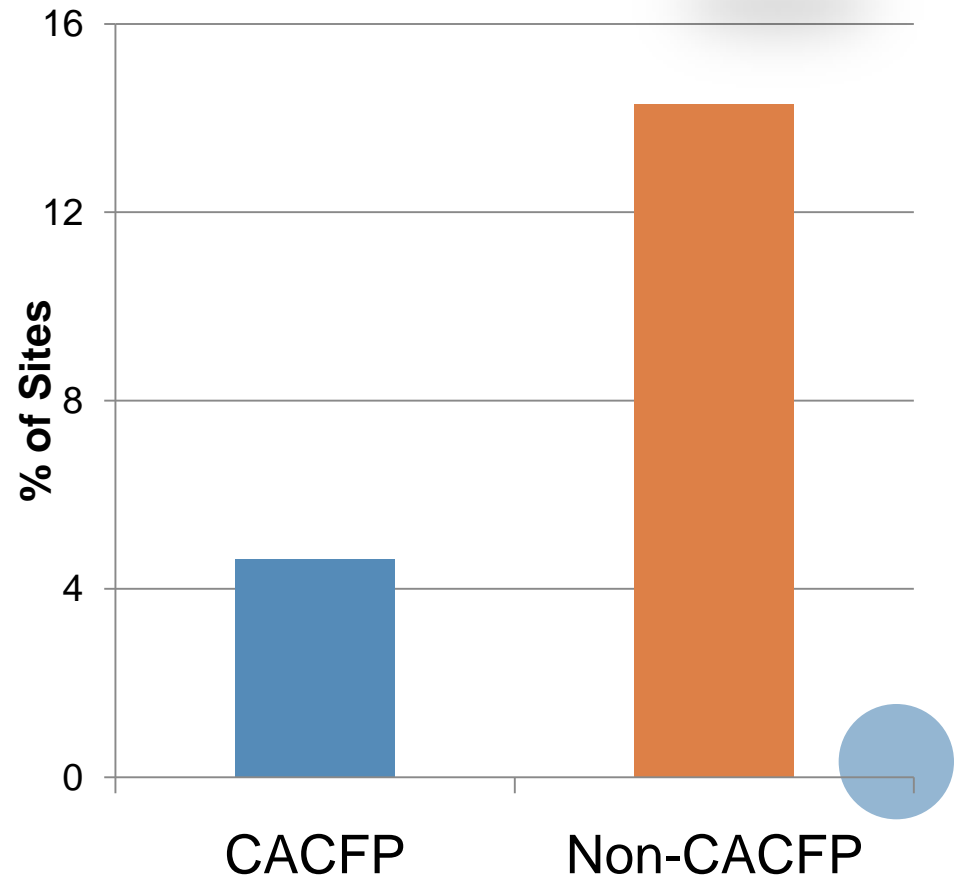
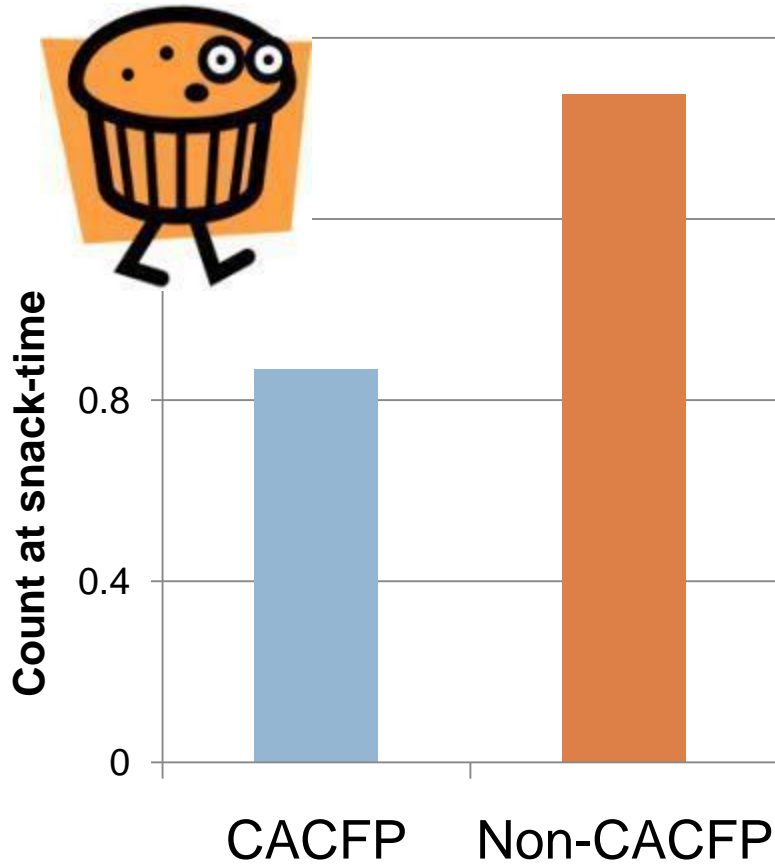


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# SITE PROVISION OF FOODS OF MINIMAL NUTRITIONAL VALUE CACFP < Non-CACFP\*

Frozen desserts, candy, sweet baked goods, sweet cereals, chips... at snack-time

Sweetened drinks

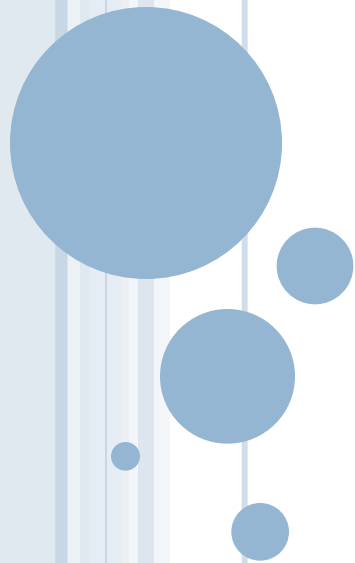


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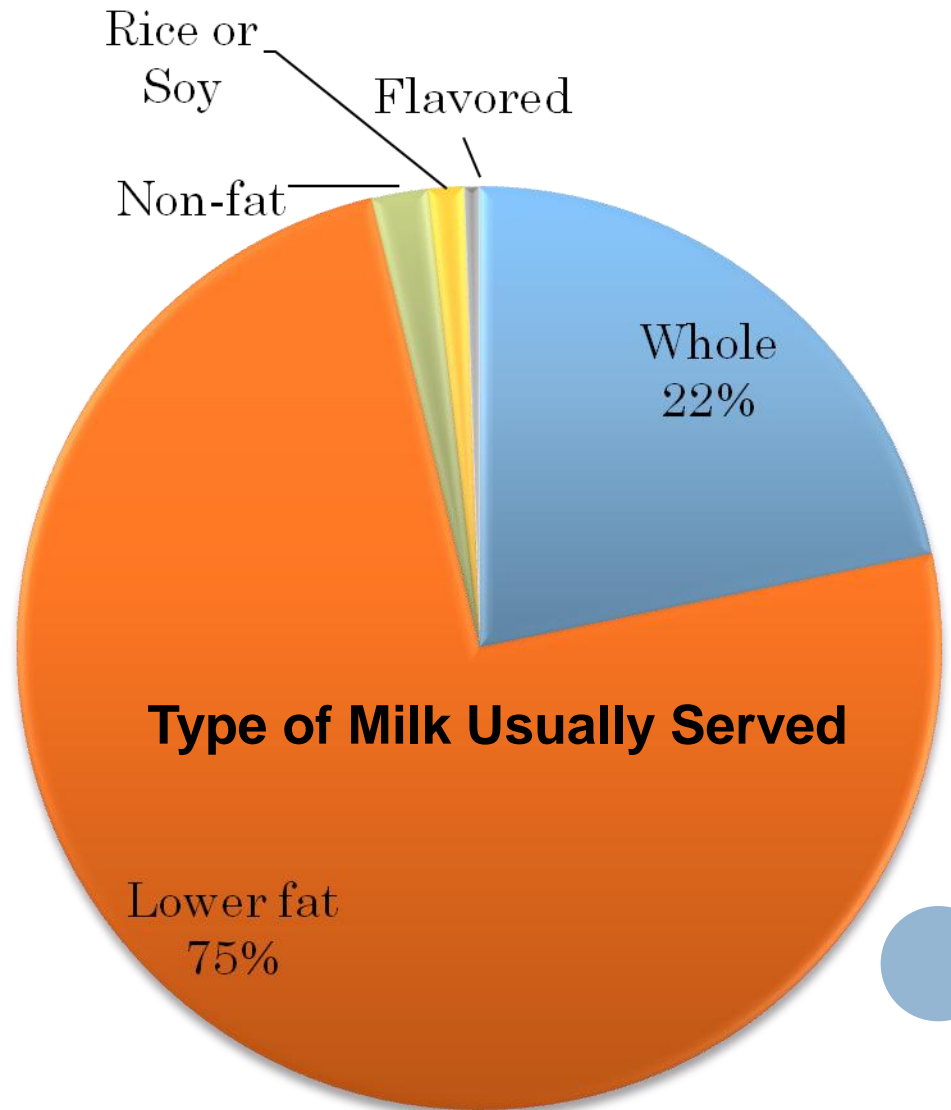


**HOW CAN NUTRITION & PHYSICAL  
ACTIVITY IN CHILDCARE BE  
IMPROVED?**





# 1. SERVE ONLY LOW OR NON-FAT MILK (TO CHILDREN 2 AND UP)



## 2. INCREASE ACCESS TO DRINKING WATER

- 22% of sites **rarely or never serve water** at meal or snack time
- 31% of sites do not have water easily and visibly available **inside** for kids to self-serve



### 3. INCREASE AMOUNT AND QUALITY OF FRUITS AND VEGETABLES; LIMIT FRUIT JUICE TO 1 SERVING/DAY

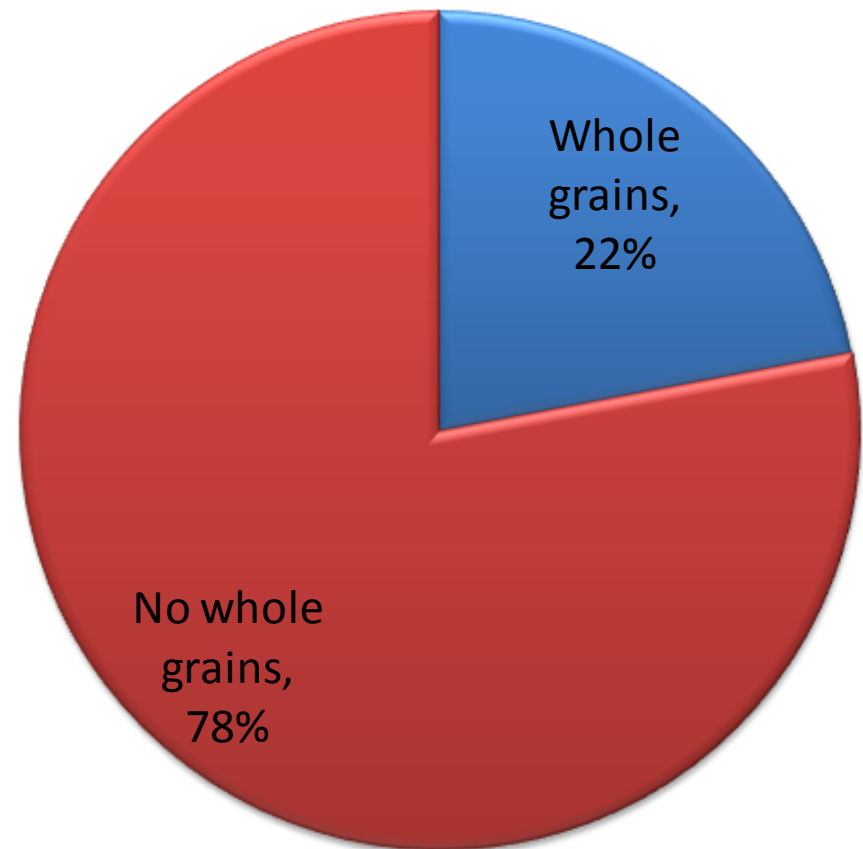
- 25% of sites served fried potatoes
- 1% provided no fruit or vegetable of any kind
- Half of the sites provided fruit canned in syrup
- Nearly two-thirds provided 100% juice



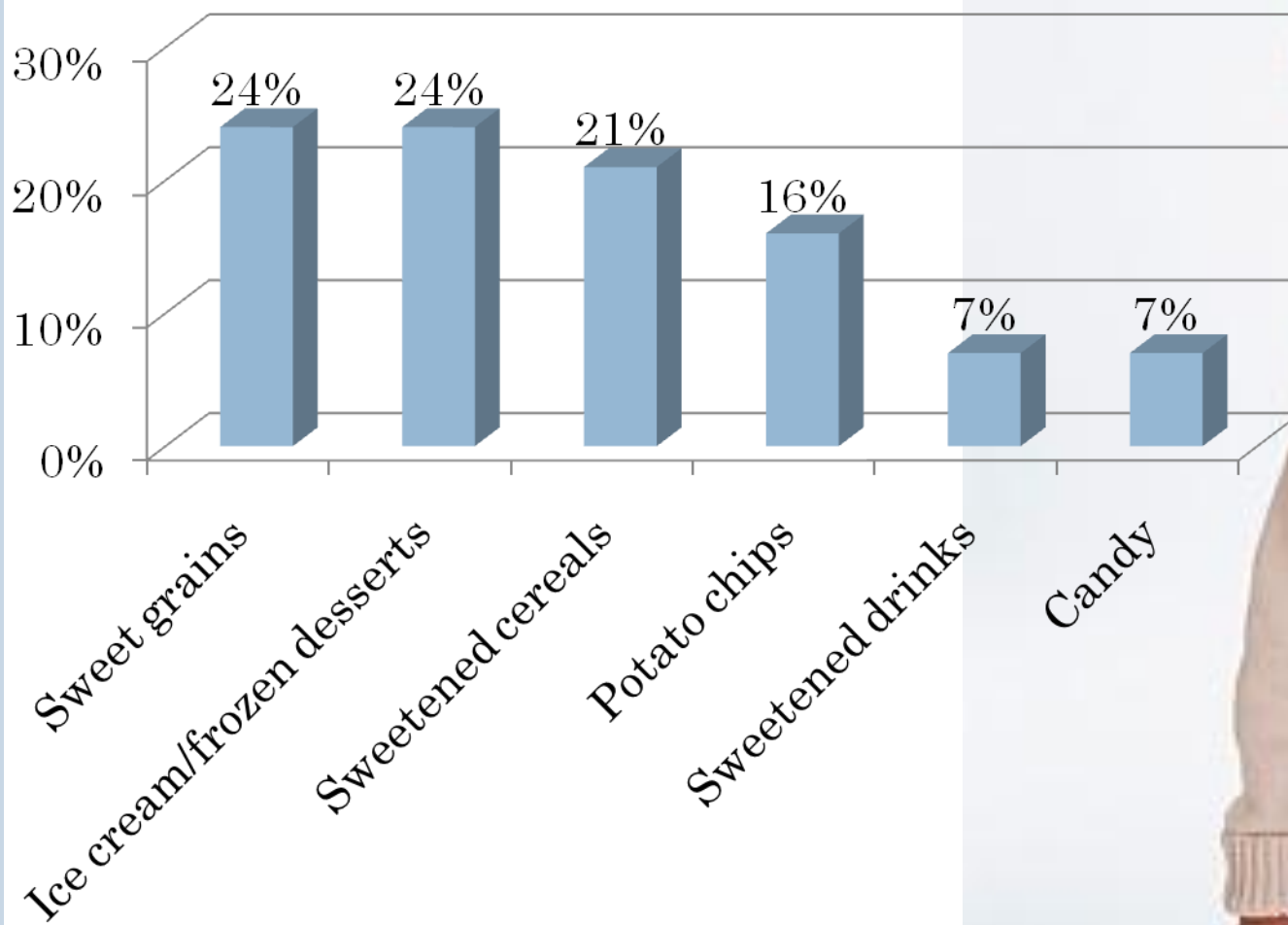


## 4. INCREASE WHOLE GRAINS

### Lunch Observation



## 5. REDUCE OR ELIMINATE FOODS OF MINIMAL NUTRITIONAL VALUE





## 6. INCREASE PHYSICAL ACTIVITY TIME

- 47% offered < 2 hours/day
- 65% offered < half of activity as structured
- 35% offered < half of activity outdoors





**HOW CAN  
CACFP PARTICIPATION  
BE INCREASED?**



# 1) REDUCE PAPERWORK



## 2) PROVIDE TECHNOLOGY SOLUTIONS

- Software to simplify menu production & accounting
- Acceptable format to state auditors
- No or low cost
- Better internet access



### 3) PROMOTE CACFP

- Campaign on healthy eating & how CACFP improves food
- Send CACFP reps to sites
- Train on paperwork
- Train on meal planning and nutrition



## 4) INCREASE REIMBURSEMENT

- Even if increased reimbursement meant stricter meal standards and had to prepare healthier foods
- Funding for staff person to administer program



## NEXT STEPS:

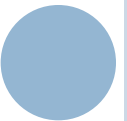
THE GOOD NEWS IS THAT RESEARCH SHOWS...

### Childcare Providers

- Nutrition is of primary importance

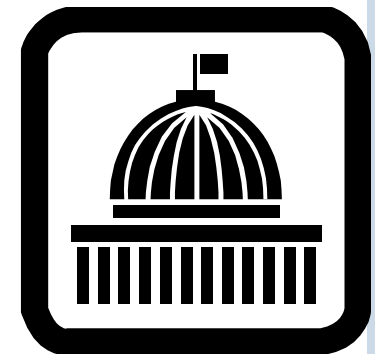
### Childcare Sites

- Would recommend CACFP to others



# NEXT STEPS: TRANSLATING RESEARCH INTO POLICY

- Strengthen CACFP nutrition standards & increase reimbursements
- Include nutrition and PA requirements as part of state licensing rules
- Limit or prohibit unhealthy items including food brought from home
- Provider and parent training on nutrition & PA



# NEXT STEPS: FEDERAL ACTIONS AND OPPORTUNITIES



- Federal CACFP Reauthorization
  - Opportunity to discuss research results with key Congressional staff
    - Provisions included in pending legislation to ensure lowfat/nonfat milk, water, and consistency with DGAs
- White House Task Force on Childhood Obesity
- Institute of Medicine CACFP Review



# NEXT STEPS: STATE ACTIONS



- State policy change
  - CA: AB 2084, Julia Brownley, D-Santa Monica
    - Nutrition standards for beverages
  - NYC, DE, FL and other states have made changes to child care licensing and/or CACFP to promote healthier diets
- Incorporating nutrition standards into child care quality improvement systems





# THANKS TO ALL PARTNERS AND FUNDERS



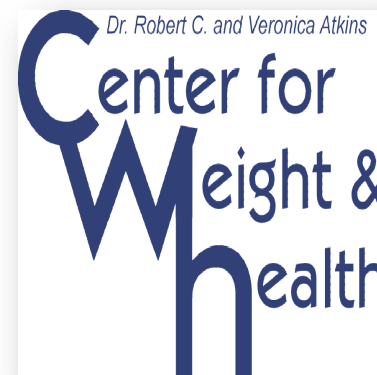
(Ken Hecht)



(Sarah Samuels & Maria Boyle)



(Paula James)



(Barbara Green,  
Pat Crawford,  
Phil Spector)



(Shannon Whaley)