



# Improving Children's Health Across North Carolina: A Collaborative Approach

April 26, 2016  
11:00 a.m. (CDT)

# Today's Moderator



## Peter Cribb, MEd

National CATCH Director  
CATCH Global Foundation



Today's webinar will be recorded and  
available online at

[www.CATCHinfo.org](http://www.CATCHinfo.org)

# About our Center



We are an international leader in conducting research and providing programs that promote healthy living for children, their families and communities.

Our work fosters improved health behaviors among youth, influences policy and environmental change to support healthy living, and advances professional education and community service.

**Our vision:** *Healthy children in a healthy world*



[www.msdcntr.org](http://www.msdcntr.org)



## Richard Rairigh

Director

Be Active Kids

[beactivekids.org](http://beactivekids.org)



# Improving Children's Health Across North Carolina: A Collaborative Approach



**Richard Rairigh**  
Director, Be Active Kids

*Dedicated to improving the health of North Carolina Children ages birth to five.*





*Dedicated to improving the health of North Carolina Children ages birth to five.*



# Who is Be Active Kids (BAK)?

- Award winning, signature program of Blue Cross and Blue Shield of North Carolina Foundation
- Started in 1999
- Dedicated to improving the health of NC children
- Be Active Kids characters – Blue, Glide, Slide, Dart, Swing
- Evidence-based and evidence-informed messages and methods



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# BAK Milestone Goals?

1. **Improving the physical activity** and nutrition practices in North Carolina child care centers, schools, homes, and communities by giving young children the tools they need to develop positive physical activity and nutrition habits for a lifetime of good health.
2. Providing the best physical activity related **resources** and professional development to individuals caring for young children in North Carolina.
3. Developing and maintaining strong **relationships** around children's health.



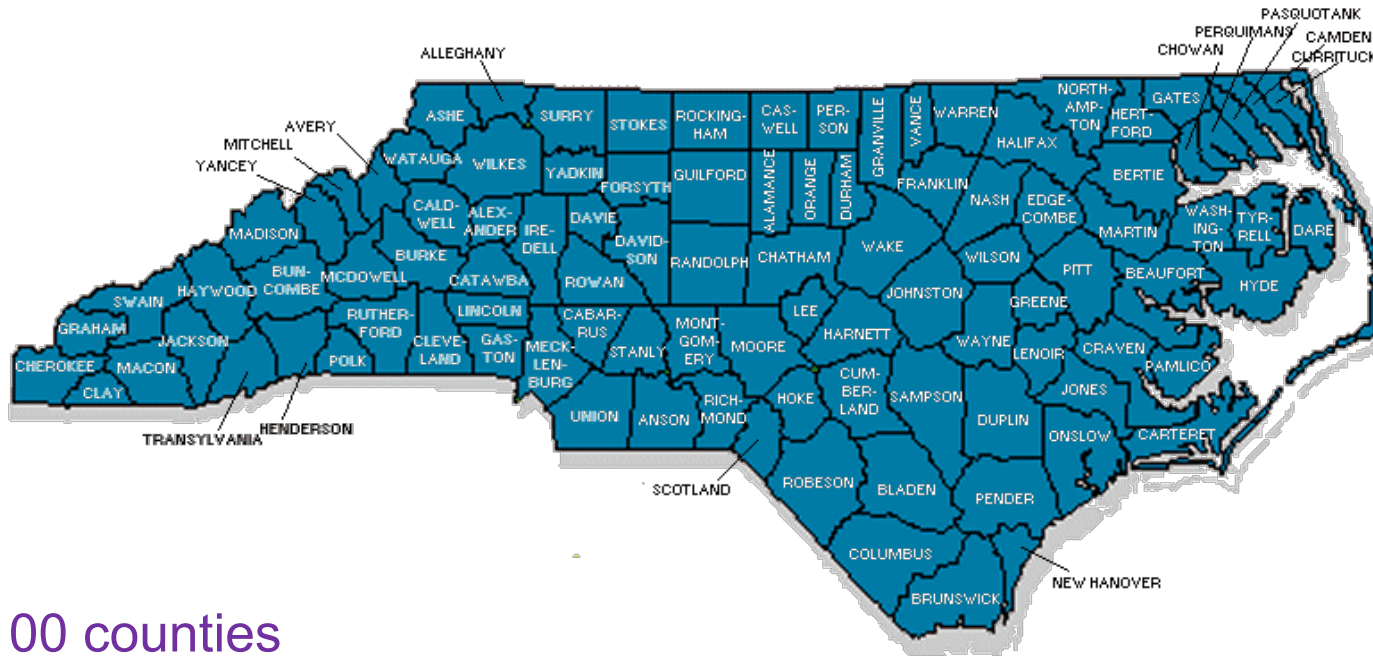


# BAK Outcomes?

- 15,000+ kits disseminated
- 100+ train-the-trainer sessions
- 1,500+ trainers – held over 750 provider trainings
- Approx. 10,000 providers trained
- Faciliated 300+ play events (PlayDaze, PlayMobile, PlayPods)
- Reaching 150,000+ children



# North Carolina?



- 100 counties
- Mild winters, long pleasant periods of spring and fall, and warm summers
- Mountains to Coast
- 28% adolescents overweight & obese

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# North Carolina ECE setting?

- **54 Best Practices** related to Physical Activity
- Categories: *8 unique*
  - Time Provided *or* Outdoor Playtime *or* Availability
  - Indoor Environment *or* Outdoor Environment
  - Teacher Practices
  - Education & Professional Development
  - Policy
- **10+ Child Care Rules** related to Physical Activity
- **32 Environment Rating Scale items** related to Physical Activity





# From this?

*Dedicated to improving the health of North Carolina Children ages birth to five.*







# Maybe this?

*Dedicated to improving the health of North Carolina Children ages birth to five.*







# To this?

*Dedicated to improving the health of North Carolina Children ages birth to five.*





# Maybe this?

*Dedicated to improving the health of North Carolina Children ages birth to five.*







# Or even this?

*Dedicated to improving the health of North Carolina Children ages birth to five.*







**And then there is this?**

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# The Why?

- Australian preschooler children spent 16% of their time being physically active.  
Hinkley, et..al (2012)..
- UK Children tend to be less sedentary and more active when in care compared to at home.  
Hesketh, et. al (2015).
- Almost three quarters of total time in child care is sedentary, with 13% spent on light activity and 14% on moderate to vigorous physical activity.  
Tandon, et. al (2015).





# Barriers?

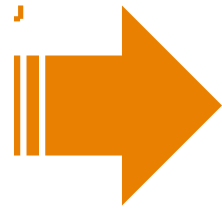
- Knowledge
- Interest
- Weather
- Technology
- Time
- Safety/Perceived Danger
- Built environments
- Etc
- Etc



# Solutions?



NC Children and Nature Coalition



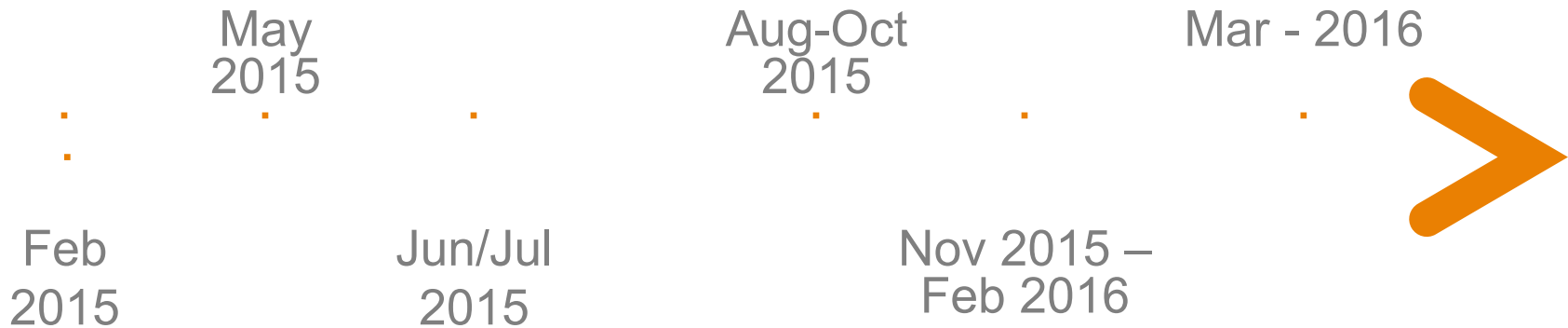
THE UNIVERSITY OF TEXAS



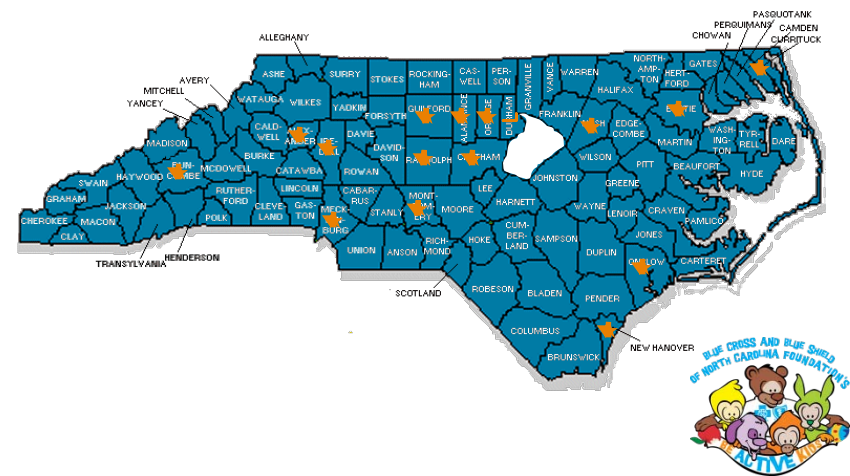
NATURAL LEARNING INITIATIVE



# Collaboration Timeline



- 20 child care centers
- 61 classrooms
- Approx. 900 children
- 16 counties – 1,800+ miles

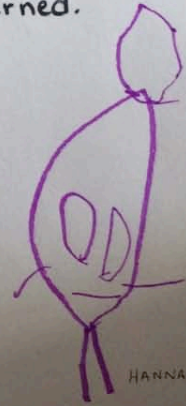








"She's wearing her hat so she don't get burned."



...rth to five.



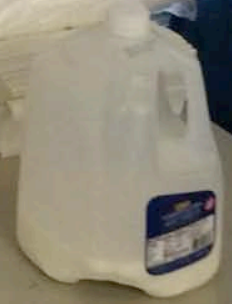




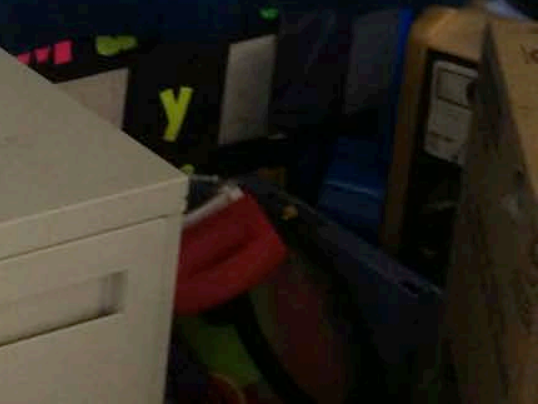


Birth to five.





Vasos







...rth to five.





Active to five.











VOICE  
LIRA  
SFP

# Can



STEFAN

HANNA has the superpower of protective hats. Wearing a hat can protect your head, eyes, ears, and face from the sun's rays. They provide shade for our heads.



HANNA



CHLOE

CHLOE has the superpower of protective clothing. Clothing can protect our skin if we are not wearing sunscreen.

# Sun

SERENA has the superpower of sunglasses. Sunscreen is important when it is hot or cold outside.



SERENA



RAY is the leader. He has the superpower of shade. He also knows when it is safe to be outdoors. Ray wears a magic watch that reminds him to be SFPD protected from 11:00 AM to 1:00 PM when children's eyes and the sun's rays are most harmful.

RAY

# We

# Be

# Safe

The Children's Center of Asheboro



Why is gardening important for children?

- Gardening helps develop life skills.
- Children become more active.
- Children explore new foods.
- Children develop self efficacy skills.
- Children explore nature.
- Children develop a love of the environment.





# SUNBEATABLES



What can  
~~you~~ wear  
to be  
SUN SAFE?



Birth to five.







Birth to five.

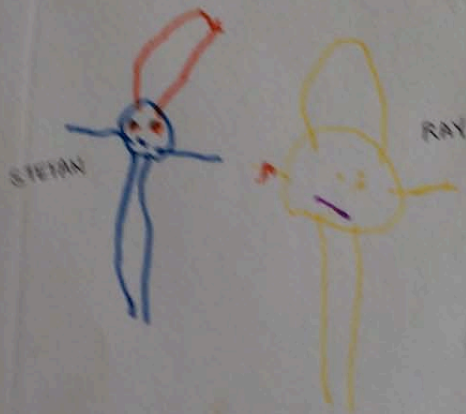




PLANNING for GROUPS

Group Time (songs, stories, games, discussions, Etc.)	Monday	Tuesday	Wednesday	Thursday	Friday
Story Time	* The Leaves on the trees * Autumn Leaves are Falling	* Ants	* Pumpkin Circle	* Too Many Pumpkins	* Pumpkins
Small-Group Activities	* -blow leaves like the wind	-talk about sun safety, characters & their powers	-cut pumpkin		
Special Activities (site visits, special events, etc.)					

Notes: (Reminders, Changes, Children to Observe)



"They keep me safe from  
the sun."

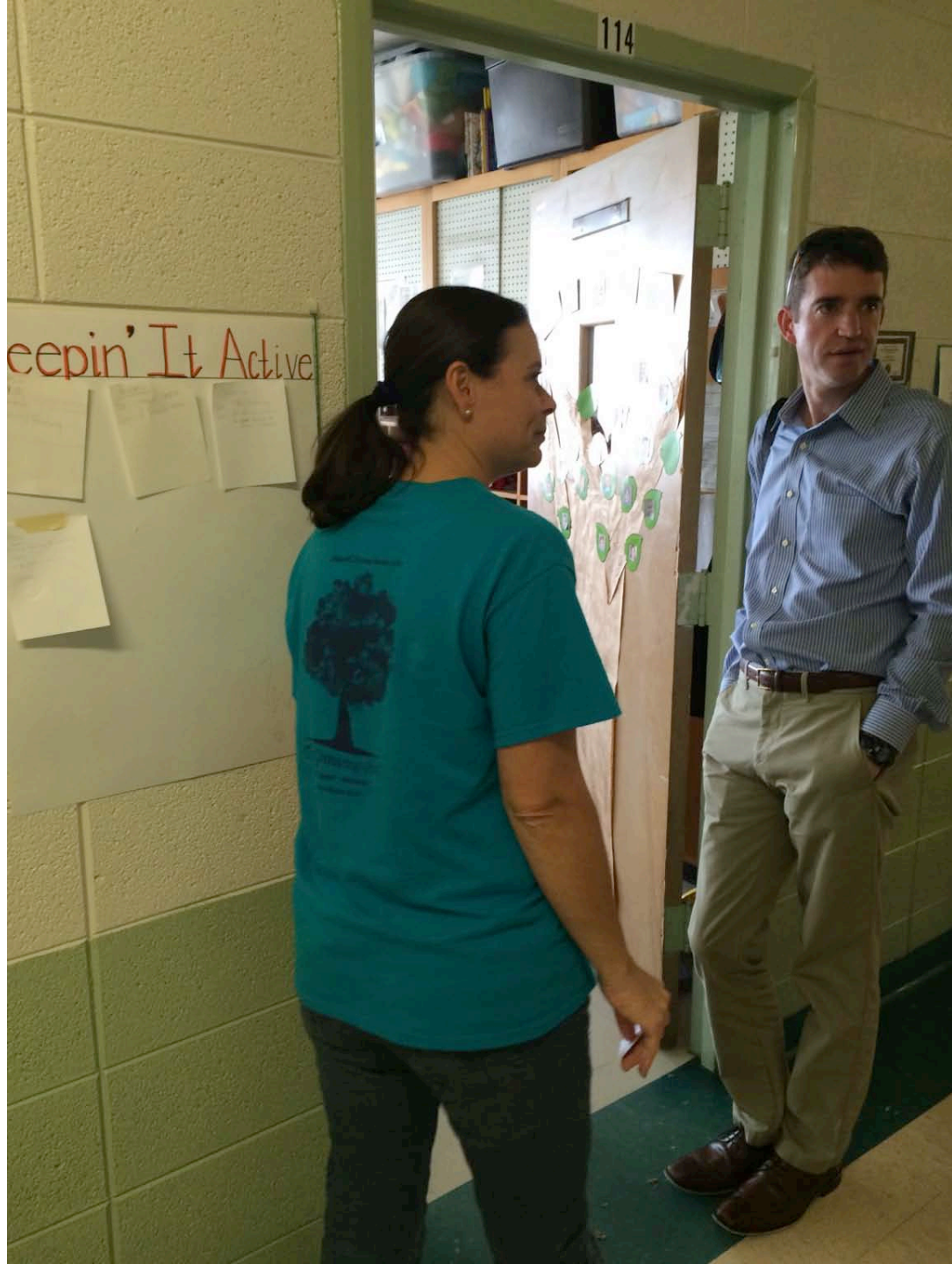
w 12



rth to five.







irth to five.







...rth to five.









Edu



Geo



Melanie





"Serena fly up in the sky  
to the sun."



arth to five.





# Feedback

- “Loved the Head Start Alignment.”
- “The training materials were well organized and easy to implement. Totally doable.”
- “The activities are so much fun do (for both adults and children).”
- “The parent sections help us spread the messages to the homes.”
- “I cant believe it takes that much sunscreen!”
- “Our kids need to be spending more time outside playing but need to stay safe and healthy.”



# Next Steps

- Continue to work with CATCH and MD Anderson
- Follow-up with trained centers/schools:
  - Curriculum and kit usage
  - Impact on outdoor physical activity times and levels
  - Changes in attitudes and behaviors (children, teachers, parents)
- Continue to recruit and train across NC







DON'T FORGET THE  
SUNBLOCK!,, STAY  
HYDRATED!,, DON'T  
BREATHE THE SMOG!,,  
WATCH FOR E-COLI WARNINGS!  
- DO YOU HAVE YOUR CELL?

PLAYING  
OUTSIDE  
AIN'T  
WHAT IT  
USED  
TO BE,,,

NEASE

# Questions?

[info@beactivekids.org](mailto:info@beactivekids.org)

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# Thank You!



## Peter Cribb, MEd

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CENTER *for* HEALTHY LIVING

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