

ABSTRACT

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Oregon's Public Health Initiative for Childhood Obesity Prevention ...v.3

Background

A public health action agenda specific to prevention of childhood obesity (0-8 yrs) was identified as a priority from Oregon's Maternal and Child Health leadership retreat in March 2010. The vision for this state-local partnership was increased collaboration, local MCH staff identified as experts in their communities, and inclusion in the planning and policy development work related to childhood obesity. The learning community of state and local MCH leaders have developed a framework and action plan, *Promoting Healthy Weight and Development in Early Childhood*, which received endorsement from key stakeholders, and a web page with downloadable brochure and supporting resources including communication tools. This resource has been widely disseminated across the state to diverse stakeholders.

Project Goal

Develop a framework and action plan for childhood obesity prevention for public health agencies and partners across the state.

Methods

Childhood obesity prevention was identified as a top priority at the MCH leadership retreat. A work group of state and local staff convened to develop a framework and action plan with an MCH perspective for local public health. The work group functioned as a learning collaborative. Key stakeholders were recruited for endorsement of the framework, including the Council of Local Health Officials. Promotion of *Promoting Healthy Weight and Development in Early Childhood* was conducted through presentations and mailings to diverse stakeholders. Communication tools, including talking points, were developed and included in mailings. A website page www.healthoregon.org/chc was developed which includes Stories from the Field collection tool for evaluation and sharing purposes.

Results

The work group finalized *Promoting Healthy Weight and Development in Early Childhood* to include a modified 10 essential services of public health framework, background and values in a very attractive tool. This tool can be used for collaboration and communication. Presentations to key stakeholders, such as Oregon Childhood Care and Education Coordinating Council, have been overwhelmingly positive, with the audience identifying additional uses for the tool. Total reach via presentations and mailings is estimated to be greater than 500 individuals. Other uses have included health department strategic planning, development of talking points for news media, coordination between local MCH and Healthy Communities programs at the local level and planning for CDC 1305 grant funding.

Summary

Through a state and local partnership, a timely and evidence-based resource was developed that has potential to reach broad and diverse needs. The partnership increased understanding of issues and capacity at state and local levels. Challenges will be continuing momentum and capturing Stories from the Field so that this work can be evaluated.