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The Problem:

- In 1995, 10% of NYS WIC participants age 2-5 were overweight
- Prevalence of obesity in NYS school children ranged from 13-20%



The Approach:



- Join together Division of Nutrition Programs to chart a course of action (1995)
 - WIC/Farmer's Market
 - Commodity Supplemental Food Program
 - Child and Adult Care Food Program
 - Hunger Prevention and Nutrition Assistance Program



No Money...

No Mandate...

Just resolve!



What it took:

- Development of infrastructure to support program efforts
- Series of meetings of ~ 60 nutritionists over 2 years
- Consensus around goal and core strategies
- Flexibility to allow programs to incorporate strategies in their own way



What we wanted to achieve:

- Develop positive behavioral strategies
- Establish consistent nutrition and physical activity recommendations in child nutrition and health programs
- Link and reinforce EWPH recommendations at the community level



Eat Well Play Hard Goal

To prevent childhood overweight and reduce long-term chronic disease risks through the promotion of physical activity and targeted dietary practices with children over the age of two.



Eat Well Play Hard Strategies



Increase developmentally appropriate physical activity

Increase consumption of 1% or less milk and low-fat dairy products



Increase consumption of vegetables and fruits

EWPH strategies target more than 500,000 children age two and older through Division of Nutrition programs and Schools:

- WIC Participants
- Households receiving emergency food supported by HPNAP
- CACFP Participants
- School age children



Eat Well Play Hard Implementation

1997 - EWPH incorporated into DON Programs

1999 - EWPH Community Projects initiated

2001 - Adoption of EWPH by NYS Partners for Children

2002 - Action for Healthy Kids collaboration

2003 - Incorporated into NYS Overweight & Obesity Prevention Program



Highlights of Accomplishments WIC Program

- WIC food packages specify 1% or fat-free milk for participants over age 2
 - Statewide 1% or Less goal - 40%
 - Apr '02 - 32%; Apr '05 - 37%
- NE Curriculum designed around EWPH strategies
- Annual Nutrition Services Plan focus on EWPH strategies
- Fit WIC training
- Proposed Fruit & Vegetable demonstration project



Trends in prevalence of overweight NYS WIC children ages 2 - 4



Highlights of Accomplishments Child and Adult Care Food Program

- EWPH strategies incorporated into CACFP sponsor reviews and new sponsor training
- EWPH incorporated into "*Crediting Foods Guide*" and other CACFP publications
- Day care menu database that tracks variety of vegetables and fruits and low-fat milk



Menu Review Form

Exit

Review Type

Menu Pattern

Add Record

At-Risk

Kosher

Sponsor # Center #

Menu Date

Cycle Menu Week

Reviewer

Fiscal Year

Evaluation Date

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<input checked="" type="checkbox"/> Breakfast	<input checked="" type="checkbox"/> AM Snack	<input checked="" type="checkbox"/> Lunch	<input checked="" type="checkbox"/> PM Snack	<input checked="" type="checkbox"/> Supper	<input checked="" type="checkbox"/> LN Snack	
Milk <input type="text"/>	Milk <input type="text"/>	Milk <input type="text"/>	Milk <input type="text"/>	Milk <input type="text"/>	Milk <input type="text"/>	Milk <input type="text"/>
Fruit/Veg <input type="text"/>	Fruit/Veg <input type="text"/>	Fruit/Veg <input type="text"/>	Fruit/Veg <input type="text"/>	Fruit/Veg <input type="text"/>	Fruit/Veg <input type="text"/>	Fruit/Veg <input type="text"/>
Grains/Bread <input type="text"/>	Grains/Bread <input type="text"/>	Grains/Bread <input type="text"/>	Grains/Bread <input type="text"/>	Grains/Bread <input type="text"/>	Grains/Bread <input type="text"/>	Grains/Bread <input type="text"/>
	Meat <input type="text"/>	Meat <input type="text"/>	Meat <input type="text"/>	Meat <input type="text"/>	Meat <input type="text"/>	Meat <input type="text"/>

Eat Well Play Hard Comments

- Your menu does not specify the type of milk served to children or adults in care. We suggest that the menu specify the type of milk.
- Your menu meets Eat Well Play Hard guidelines by serving 1% or fat-free milk to adults and children 2 years of age and older.

Fruit and Vegetable Tallies

Total

Fresh

Variety

Not Designated

General Comments

- CACFP recommends serving a variety of fruits and vegetables.
- Serve fresh fruits and vegetables every day. They are high in fiber.
- CACFP recommends using low-fat meats like fish, chicken and turkey without skin, beans and low-fat yogurt. Processed meats are high in fat, salt and additives.
- CACFP recommends using 1% or fat-free milk for adults and children 2 years of age and older.
- Grapes, hotdogs, nuts and raisins may cause choking in young children
- Your menus appear to meet CACFP meal pattern requirements
- CACFP recommends that you serve fewer high-sugar items. Sweet desserts and snacks like cookies, cakes and other pastries are high in sugar.

CACFP Team Nutrition Grant

- Promote EWPH strategies in after-school programs
 - Increase children's ability to make healthy food choices
 - Improve quality of foods offered
 - Increase opportunities for PA
- Sub-awards to 12 after-school programs
- Training on TN curriculum
 - The Power of Choice
 - Fruits and Vegetables Galore



Highlights of Accomplishments Hunger Prevention and Nutrition Assistance Program

- "Just Say Yes...to Fruits and Vegetables"
Food Stamp Nutrition Education Program (1996)
- Minimum nutrition standard for emergency meals
requires vegetables and fruits (1997)
- EWPH "seed grants" (1999 - 2003)
- United Way EWPH mini-grants support community
gardens, CSAs, and physical activity initiatives
- Nutrition Policy Workgroup (2004/05)
 - Fresh produce
 - Low-fat dairy products
- Special Nutrition Projects grants (2005)

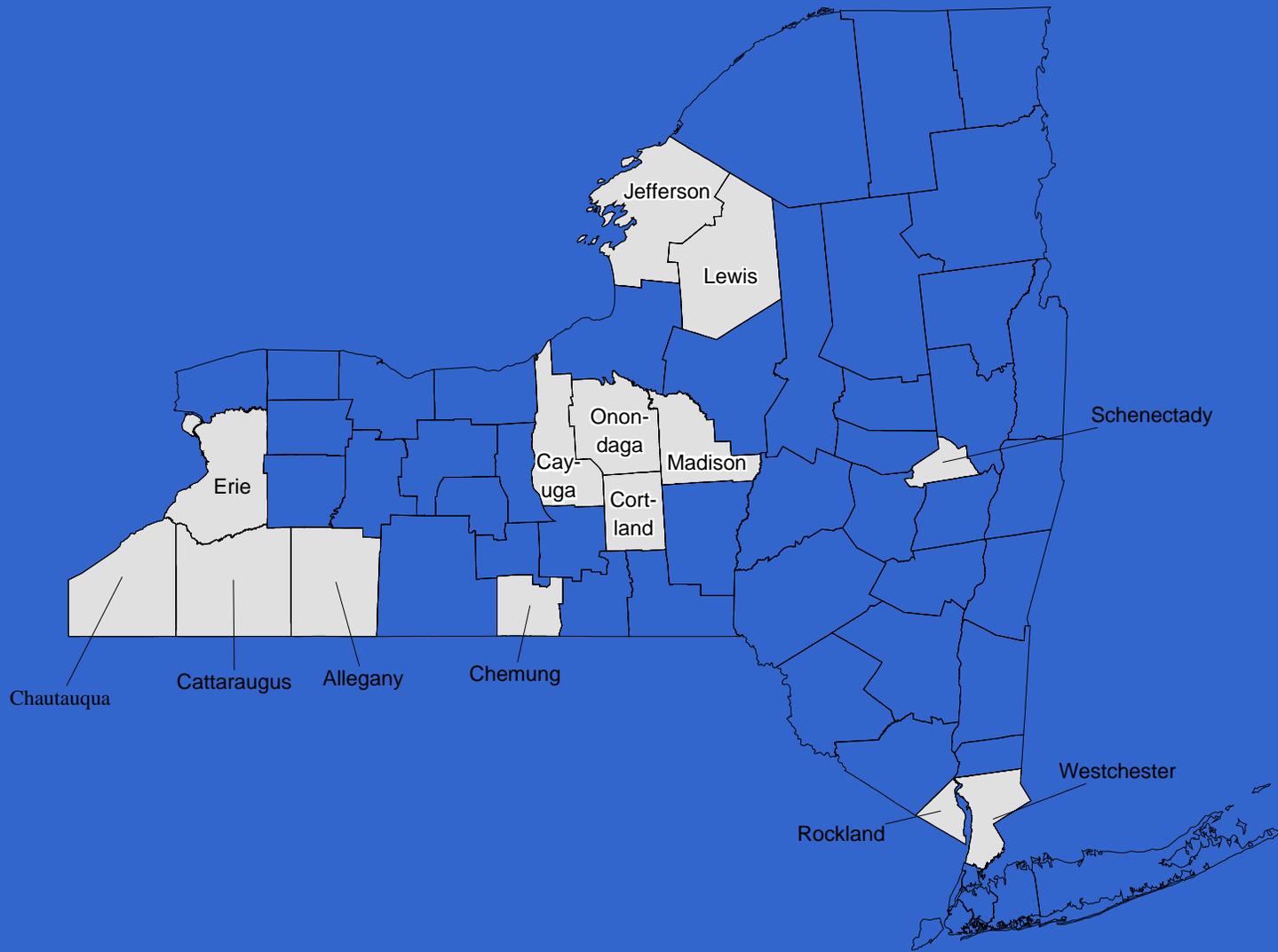




Eat Well Play Hard Community Projects

- Funding 10 projects covering 14 counties to:
 - Successfully partner with community stakeholders
 - Identify priority EWPH-related issues through community assessment
 - Incorporate EWPH strategies into key programs and venues to successfully influence nutrition and physical activity behaviors





Eat Well Play Hard Community Project Interventions

- Walk Our Children To School programs
- Community Walking Programs
- TV Turn Off Week
- WIC 1% or Less (taste testing, participant incentives)
- Media campaigns - 5 A Day, 1% or Less
- Mini-grants to schools & day care centers
- Day care: staff training, nutrition and PA environmental assessment
- Fit WIC
- Community gardens/CSAs



**Parents, are
you leading
the way?**



Lead The Way

Choose fruits, vegetables and physical activity.

NATIONAL 5 A DAY MONTH SEPTEMBER

Sponsored by : The Eat Well Play Hard Partnership of Chemung Co.

Collaboration with NYS Action for Healthy Kids



- Partnership between Dept. of Health, Education Dept., Statewide Center for Healthy Schools, Cornell University, NYS Dietetics Association
- 12 trainings (June '04- May '05)
- 685 nutrition professionals trained; 281 signed on
- 12 NPs matched with schools so far

Partnerships.....

“We don’t accomplish anything in this world alone...and whatever happens is the result of the whole tapestry of one’s life and all the weavings of individual threads from one to another that creates something.”

Sandra Day O’Connor

