

Jumpstart to Good Health

A Chesterfield County partnership that teaches
the importance of good health
from the beginning!

Goal(s): Implement an evidenced-based, collaborative health prevention program that reduces the risk of childhood obesity in young children in rural South Carolina:

1. Improve health knowledge and reduce risk of obesity for 40 to 60 children 3 and 4 years old
2. Improve the nutrition & physical activity environment at 4 child care centers
3. Effect positive healthy lifestyle changes by families with young children
4. Engage the community in a health care prevention message for young children

Time Period January 1, 2008 – December 31, 2008

Geographic Area Chesterfield County

Target Population: 40 to 60 underserved children age 3 and 4 and their families being provided child care services at four child care centers in Chesterfield County.

Key Partners Chesterfield County Coordinating Council, Chesterfield County First Steps, Chesterfield Family YMCA, CareSouth Carolina, SC DHEC Region 4 Health Education Program.

Activities

Health screenings – pre and post assessments	CareSouth
Referral and follow-up, including referral into pediatric care	CareSouth
On-site activity assessments of child care centers conducted/reported	YMCA
Provision of in-service trainings on physical activity to child care directors	YMCA
“Color Me Healthy” trainings/curriculum/assistance & activity bags - child care directors	DHEC
Health education message/materials provided @ child care centers	DHEC/First Steps
Nutrition education provided to children at each child care center	Nutritionist
Nutrition assessment/education provided to child care directors	Nutritionist
One-on-One assistance improving health environment of child care center	First Steps
Mini-grants to child care centers to achieve sustainable changes in environment	CCCC/First Steps
Community art contest for children – Good Health	First Steps/CCCC
JumpStart Calender – using art contest entries – developed/distributed	CCCC
Distribution of community education – parent newsletter, newspapers, etc.	First Steps

Key Outcomes

- Percent of children identified as overweight or obese on body mass index scale dropped from 60% to 42%.
- All children assessed/participating had a medical home/remained current on well-child checkups.
- Child Care Centers made positive environmental changes to curriculum, nutrition and activities that impact the health of children served, earning 70% improvement on the ECERS – R (Environmental Childhood Environment Rating Scale –Revised) assessment tool.
- Parents reported an 8 to 23 percent improvement on the provision, access and selection of healthier foods and drinks for their children
- Healthy Kids Day & Family Fest had 290 people in attendance: 60 youth received a hearing screening; 119 youth had BMI measured, 147+ youth/adults were screened for diabetes, 66 youth prepared a fingerprint/DNA id kit; and 161 Frisbees distributed to those that watched lead poisoning prevention video.

Summary Positive and tangible clinical outcome measures showing significant improvement have been achieved in a collaborative, community-based program that targeted poor children at high risk of obesity. Second, significant improvements in the child care environment, health knowledge and lifestyle changes were also achieved. The JumpStart to Good Health program not only achieved its core measure (improving the health of children), it has potential to be spread and demonstrated on a larger scale.

1. Improve health knowledge and reduce risk of obesity for 40 to 60 children 3 and 4 years old

OVERALL BMI SCREENING RESULTS (ALL FOUR CENTERS INCLUDED)

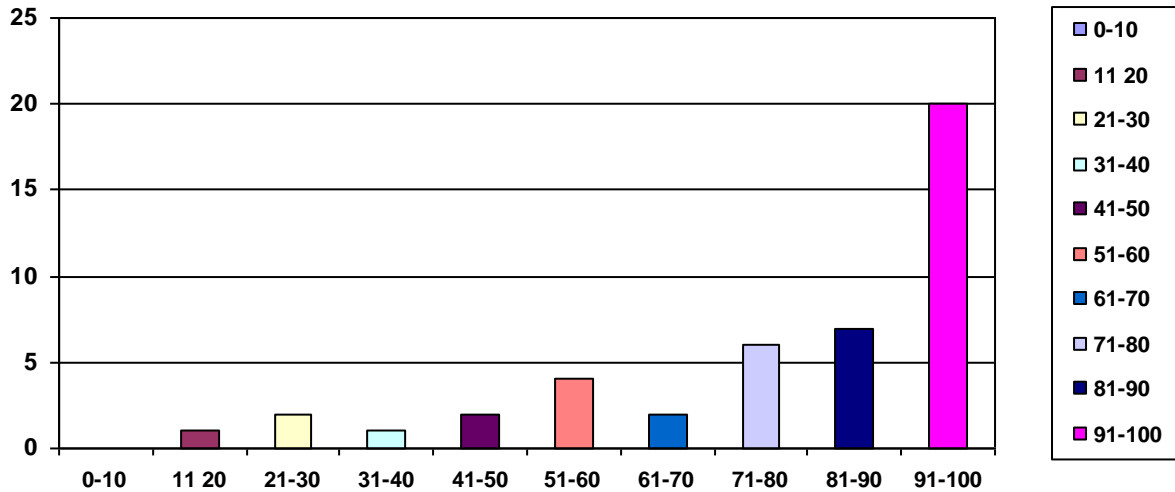
BMI less than 5th percentile = underweight

BMI between 85th and 95th percentile = at risk for overweight

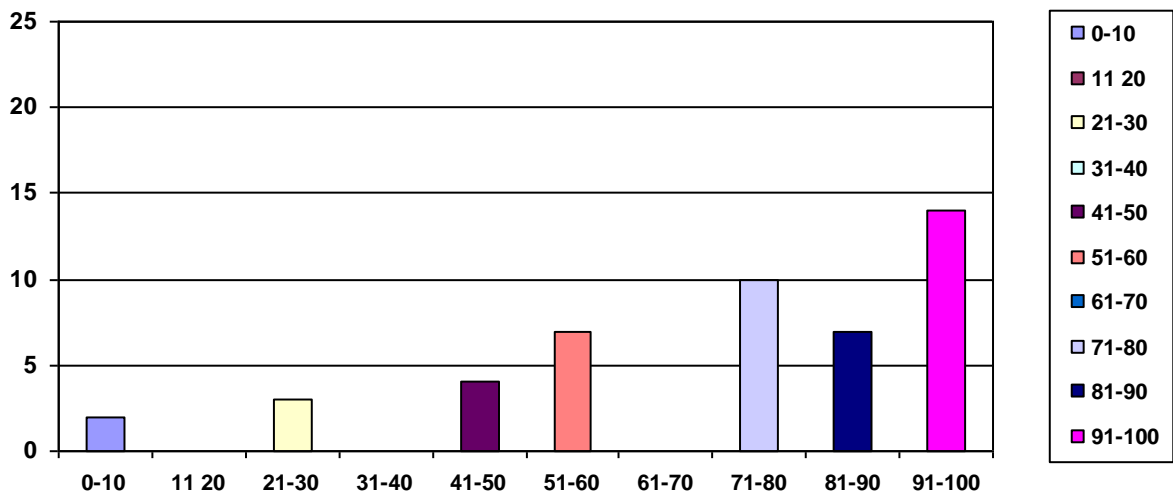
BMI equal to or greater than 95th percentile = overweight

Source: Centers for Disease Control and Prevention (CDC), U.S. Department of Health and Human Services, www.cdc.gov/growthcharts

Initial BMI Screenings - Growth Weight Percentiles



Post BMI Screenings - Growth Weight Percentiles



2. Improve the nutrition and physical activity environment at 4 child care centers in Chesterfield County.

Center Name	Pre-Assessment Score	Post-Assessment Score	Gain in Overall Score	Loss in Overall Score
Center A	1.00	4.00	3.00	
Center B	2.00	2.5	.50	
Center C	3.1	4.0	.90	
Center D	1.00	2.00	1.00	

- The program exceeded the projected outcome: making environmental changes to facility, program processes, curriculum, nutrition and other activities that impact the health environment of the children at the centers. Using the ECERS –R (Environmental Childhood Environment Rating Scale –Revised) assessment tool, all four centers significantly improved on the Meal and Snack section of the assessment. See chart above. (.5 is significant on the ERS)
- The following statements were reported by the participating child care centers when responding to the program evaluation survey question:
What is the one most important change you have implemented at your center as a result of the Jumpstart to Good Health program?:
 Center A: Starting the morning with an exercise routine
 Center B: All of us getting more exercise
 Center C: Menu changes, more physical activity, educating parents on food groups
 Center D: Making sure our children get the required amount of fruits and veggies and are moving more

Goal C. Effect positive healthy lifestyle changes by families with young children.

JumpStart to Good Health

Pre-Survey – Parents – Total (96 Surveys)

1. My child eats 5 or more servings of fruit and vegetables every day.				
	Always	Usually	Sometimes	Never
#	5	32	49	10
%	5%	33%	51%	11%
2. My child eats dinner at the table with the family 5 times a week or more.				
	Always	Usually	Sometimes	Never
#	50	31	14	1
%	52%	32%	15%	1%
3. My child watches TV/videos or plays computer games 2 hours or more every day.				
	Always	Usually	Sometimes	Never
#	6	17	47	26
%	6%	18%	49%	27%
4. My child does some type of physical activity for 1 hour or more every day.				
	Always	Usually	Sometimes	Never
#	56	30	9	1
%	58%	31%	9%	1%
5. My child drinks fruit drinks (other than 100% fruit juice), sports drinks, soda or punch once a day or more.				
	Always	Usually	Sometimes	Never
#	20	30	37	9
%	21%	31%	39%	9%
6. My child drinks low fat or 1% milk every day.				
	Always	Usually	Sometimes	Never
#	35	18	14	29
%	36%	19%	15%	30%
7. My child is willing to try new fruits and vegetables.				
	Always	Usually	Sometimes	Never
#	26	36	31	3
%	27%	38%	32%	3%

Post -Survey – Parents – Total (109 Surveys)

1. My child eats 5 or more servings of fruit and vegetables every day.				
	Always	Usually	Sometimes	Never
#	19	44	42	4
%	17%	40%	39%	4%
2. My child eats dinner at the table with the family 5 times a week or more.				
	Always	Usually	Sometimes	Never
#	55	39	11	4
%	50%	36%	10%	4%
3. My child watches TV/videos or plays computer games 2 hours or more every day.				
	Always	Usually	Sometimes	Never
#	9	20	50	30
%	8%	18%	46%	28%
4. My child does some type of physical activity for 1 hour or more every day.				
	Always	Usually	Sometimes	Never
#	58	37	12	2
%	53%	34%	11%	2%
5. My child drinks fruit drinks (other than 100% fruit juice), sports drinks, soda or punch once a day or more.				
	Always	Usually	Sometimes	Never
#	17	31	45	16
%	16%	28%	41%	15%
6. My child drinks low fat or 1% milk every day.				
	Always	Usually	Sometimes	Never
#	43	32	16	18
%	39%	29%	15%	17%
7. My child is willing to try new fruits and vegetables.				
	Always	Usually	Sometimes	Never
#	49	38	20	2
%	44%	35%	18%	2%

Comparison Highlights

- Question 1 - 38% responded that their children always or usually eat 5 or more servings of fruits and vegetables a day compared to 61% of parents after JumpStart program.
- Question 2 – No Significant Change
- Question 3 – No Significant Change
- Question 4 – No Significant Change
- Question 5 – 52% of parents reported that their children always or usually consumed sugar drinks on a daily basis compared to 44% at the end of the program.
- Question 6 – 55% of parents reported that their children always or usually drank low fat or 1% milk compared to 68% at end of the JumpStart program.
- Question 7 – 65% of parents reported that their children always or usually were willing to try new fruits and vegetables compared to 79% at end of the JumpStart program

4. Engage community in a health care prevention message for young children

- Healthy Kids Day & Family Fest was held on Saturday, 8/9/08 at the Pageland Community Center. It was very successful with **290** people from the community attending: 60 youth received a hearing screening, 119 youth had their BMI measured, 147+ youth and adults were screened for diabetes, 66 youth prepared a fingerprint/DNA id kit, and 161 Frisbees were distributed to those that watched the lead poisoning prevention video. Parent counseling and referrals were provided.
- Art Contest –29 children ages 2-5 participated
- Throughout the project year, press releases were submitted to each of the three local papers on a monthly basis. More than 7 were published. During the third and fourth quarter, these articles were supplemented with printing of the parent newsletter in the newspapers as full page color features. The entire community benefited from the education and tips that reinforced the messages parents at the participating centers had been receiving through the project.
- More than 1,100 JumpStart to Good Health 2009 Calendars (displaying the results of the art contest) to participating children, centers, families and through community partners such as the YMCA afterschool program, pediatricians and others.
The content of the calendars include health messages, the children's art work, emergency contact information, section for instructions for babysitters.