

EARLY CHILDHOOD OBESITY PREVENTION INITIATIVE



The Los Angeles County Department of Public Health was awarded a grant from First 5 LA in the summer of 2012. This partnership is helping to support First 5 LA's Strategic Plan Goal for children to maintain a healthy weight. The four-year initiative brings together a broad range of community partners to implement community-based public education, skills-building and environmental change to promote physical activity and healthy eating among the nearly one million Los Angeles County children ages 0-5 and their families.

The funding from First 5 LA is being used to reduce the prevalence of overweight and obesity among young children as well as their families, while addressing key gaps in early childhood interventions. The initiative is building upon previous work in LA County, complementing current and planned efforts, and reaching deeply into communities most severely impacted by the obesity epidemic. The initiative is increasing parents' knowledge of healthy eating and active living, improving the diets of young children in child care settings and helping mothers of young children to achieve a healthy body weight.





Choose Health LA Kids

Choose Health LA Kids, a community-based public education campaign, is partnering with County departments and public agencies, community and faith-based organizations, and health care providers to provide nutrition and physical activity resources to families with children ages 0-5. These efforts are concentrated in communities with childhood obesity rates above the County average and include:

Providing nutrition education and skills-building to parents at grocery stores and in community organizations serving young children and their families

Promoting Choose Health LA Restaurants through a public education campaign to disseminate nutrition messages and to encourage parents to seek out healthier children's menus at restaurants

Commissioning a report outlining local strategies to reduce unhealthy food marketing to young children

Implementing at least two Countywide public education campaigns to promote specific nutrition and physical activity related behaviors among children ages 0-5

Formalizing obesity prevention protocols in medical care settings for children ages 0-5 that include routine body mass index measurement and tracking, nutrition and physical activity education, and more intensive case management for overweight, obese, or other at-risk children



Choose Health LA Moms

Choose Health LA Moms provides resources and individual support to mothers who recently had a baby, in the areas of breastfeeding, nutrition, physical activity, and stress reduction.

Choose Health LA Moms helps mothers attain or improve their pre-pregnancy weight, increase breastfeeding and improve eating habits in both the mom and the baby.

The time between the end of one pregnancy and the beginning of the next one, known as interconception care, is an important juncture to reduce obesity in mothers.

The program helps mothers manage their weight by:

Developing and implementing an online weight management toolkit for postpartum women

Providing training to community-based agencies that serve postpartum women

Choose Health LA Child Care

Choose Health LA Child Care works with partners in early development settings to improve nutrition and physical activity, expanding upon First 5 LA's previous investment in the Sesame Street Healthy Habits for Life pilot study.

This component of the grant is:

Increasing child care providers' knowledge about nutrition and physical activity

Focusing on development, implementation and promotion of healthy policies

Changing eating habits and physical activity patterns among children in child care



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RESOURCES:

- Los Angeles County Department of Public Health:
publichealth.lacounty.gov
- Division of Chronic Disease & Injury Prevention:
publichealth.lacounty.gov/chronic
- Maternal, Child & Adolescent Health Programs:
publichealth.lacounty.gov/mch
- Choose Health LA:
choosehealthla.com
- First 5 LA:
first5la.org

Revised February 2015