The Well Kids of Central Iowa Coalition: A Multi-Sector Approach to Children’s Health & Well-Being

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WHO’S IN THE ROOM?
Please stand up when your sector is called.

- K-12 Ed
- Private
- Early Childhood
- Public Health
- Other?
- Community
- Healthcare
- Non-Profit
WHY ARE YOU HERE?
**CURRENT STATE**

41.5% of Iowa kids watch T.V. or play video games 1 to 4 hours per day.

20% of weight increase in the U.S. between 1977 & 2007 is attributed to sugar sweetened beverages.

1/3 of American high school kids are regularly attending physical education classes.

Iowa ranks 47th lowest of the 50 states in percentage of residents who say they regularly eat fruit & vegetables.
WELL KIDS COALITION OVERVIEW

Forming

Storming

Norming

Performing

Goals
The mission of Well Kids of Central Iowa is to advance the health and well-being of Central Iowa children (prenatal to 18 years old) and their caregivers through an improvement and innovation network of public and private partnerships.
WELL KIDS COALITION OVERVIEW

PURPOSE/PRIORITIES:

- Create cohesive & common messaging to promote mission & key priorities & to be used throughout Central Iowa;

- Develop policy & advocacy strategies supporting prenatal to 18-year-old children’s health and wellness in Central Iowa;
WELL KIDS COALITION OVERVIEW

PURPOSE/PRIORITIES:

➢ Provide members with resources & tools to continue promoting the Well Kids mission & key priorities;

➢ Expand & develop members’ knowledge through professional development & educational trainings;
WELL KIDS COALITION OVERVIEW

PURPOSE/PRIORITIES:

➢ Address gaps in the health & wellness sectors by inventorying current programs/policies organizations & their role in prenatal to 18 years old children’s health and wellbeing;

➢ Determine outcome measures & benchmark success
PRIORITy – COMMON & CONSISTENT MESSAGE

The Well Kids Messaging Committee recommendation adopted by the Well Kids Coalition:
WELL KIDS POLICY PRIORITIES

Five Solutions for Improving our Communities

- Integrate Physical Activity Every Day in Every Way for Everyone
- Market What Matters for a Healthy Life for Everyone
- Strengthen Places Where Every Kid Learns and Plays
- Activate Employers and Health Care Professionals to Promote and Support Health and Well-Being
- Make Healthy Foods Available for Everyone

Adapted from the Institute of Medicine of the National Academies, Obesity: Complex but Conquerable
PRIORITY – PROVIDE PROFESSIONAL DEVELOPMENT

**Well Kids of Central Iowa**
Strategies for Engagement Training

**Strategies for Engagement Through Motivational Interviewing**

**Tuesday June, 20**
8:30 a.m. - 4:30 p.m.
Jesse Franklin Taylor Education Center
1801 16th Street, Des Moines

Registration Fee: $20

**Audience:** School nurses, physical education teachers, community health educators, child care providers, and medical providers.

**Register for Training**

**Presenter:**
Rebecca Lang, EdD, RDH,
MCHES, MINT member

Dr. Lang is the founder of LifeStrategies, a motivational interviewing training and health coach training and speaking business. She is an adjunct assistant professor of Family Medicine at Des Moines University, College of Osteopathic Medicine. She is an experienced trainer and coder in the field of motivational interviewing and behavior change strategies. She is a member of the Motivational Interviewing Network of Trainers (MINT), is certified in Brief Action Planning (BAP), and is a certified health and wellness coach through Wellcoaches. Prior to her tenure with Des Moines University, she served as a professor in Health Promotion at Grand View University specializing in health behavior change and motivational interviewing.

**Thank you to our partners for making this event possible!**

[Images of sponsors: IDPH and Blank Children's Hospital UnityPoint Health]
In process: a Well Kids webinar that addresses cross-sector strategies for awareness and avoidance of weight bias & stigma.
PRIORITY – SHARING RESOURCES AND THE 5-2-1-0 MESSAGE

Healthy Choices Count!
When kids eat healthy and play healthy, they stay healthy.

- 5 or more fruits
- 2 hours or less of
- 1 hour of physical
- 0 sugary drinks,
PRIORITY – SHARING RESOURCES AND THE 5-2-1-0 MESSAGE

www.5210dsm.org
PRIORITY – SHARING RESOURCES AND THE 5-2-1-0 MESSAGE

Over the next several months, we will be sharing a few healthy living tips and recipes from Well Kids of Central Iowa Coalition members, and UWCI staff. Our first tip comes from Well Kids Program Manager, Cindy Elsbernd: Rely on your crock pot to come through with some healthy, veggie-packed meals especially for those chilly fall and winter nights and the busy holiday season. Vegetable Chickpea Curry is a favorite that I’ve been making for years. I modify the recipe a bit by increasing the curry to 2 TBSP and using sweet potatoes in place of white potatoes. Dried ginger works as well if you don’t have fresh. And if you like it a little soupier, use the whole can of light coconut milk. Enjoy!

#Live5210dsm #healthychoicescount
http://www.myrecipes.com/recipe/vegetable-chickpea-curry
Hello Cindy,

Thank you for signing up to be a Central Iowa 5-2-1-0 Champion!

This quarterly e-news bulletin is designed to provide you information to live and promote the 5-2-1-0 Healthy Choices Count message to encourage central Iowa children and teens to lead a healthy, active lifestyle.

This nationally recognized and science-based initiative has four key components to help Iowa families make healthy choices each and every day:

- 5 servings of fruits and vegetables per day
- 2 hours or less of screen time
- 1 hour of physical activity
- 0 sugary drinks – more water!

Please enjoy and share this information with your networks!
RESOURCES YOU CAN USE
Handouts, Tool Kits, Webinars, and more!

5210dsm.org

United Way of Central Iowa

This is just the start of what’s possible when we all live 5-2-1-0. Check out tips and tools based on research on Iowa's 5-2-1-0 website:

Find 5-2-1-0 Iowa Resources

iowahealthieststate.com/resources/individuals/

iowamedical.org/iowa/Childhood_Obesity
LESSONS LEARNED
HOW CAN COALITION WORK BE DUPLICATED ELSEWHERE?

Pair and Share

Challenges?
HOW CAN COALITION WORK BE DUPLICATED ELSEWHERE?

Pair and Share

Best Practices?
HOW CAN COALITION WORK BE DUPLICATED ELSEWHERE?

Other Discussion