A Healthy Library can Lead to a Healthy Community

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Outline & Objectives

Healthy eating and active living:
- State level support and resources.
- District level strategy and approach.
- Local level implementation and promotion.

Audience will:
- Understand the important role libraries play in fostering healthy communities.
- Learn ways to incorporate healthy eating and active living strategies into their library programming.
- Receive messaging materials to display at their facility.
Health Equity:

- All people deserve to live healthy lives.
- Barriers exist.
- Community involvement.
Predictors of Early Childhood Obesity

Before Birth • At Birth • Early Life • Disparities
Multi-generational impact
Declining Childhood Obesity Rates

Colorado WIC Children
Ages 2 through 4 Years Combined Overweight and Obese Rates

Percent of children

Year

2012  2013  2014  2015  2016  2017
ECOP Strategies

1. Breastfeeding
2. Consistent Messaging
3. Healthy Behaviors
9 Ways to Grow Healthy Colorado Kids

**English**

1. Healthy eating and staying active while you are pregnant matters for you and your baby’s health.

2. Gaining the right amount of weight during pregnancy helps you have a healthy baby.

3. There’s no power like parent power.

**Spanish**

1. Comer sano y mantenerse activa durante el embarazo es importante para usted y su bebé.

2. Ganar el peso adecuado durante el embarazo te ayuda a tener un bebé sano.

3. ¡Usted es el mejor ejemplo!
9 Ways to Grow Healthy Colorado Kids

**English**

- Give yourself and your baby all the benefits of breastfeeding.
- Trust your baby to know how much she needs to eat.
- Rethink your drink, choose water.

**Spanish**

- Amamante a su bebé y se beneficiarán los dos.
- Confie en su bebé, él sabe cuanto necesita comer.
- ¡Tiene sed? ¡Tome agua!
9 Ways to Grow Healthy Colorado Kids

**English**

1. Help your child sleep better in a TV-free space.
2. Give your child nutritious food and active play for a healthy future.
3. Turn off the TV and play together as a family.

**Spanish**

1. Ayude a su niño a dormir mejor en un espacio libre de TV.
2. De a su hijo comida nutritiva y juegos activos para un futuro sano.
3. Apague la TV y juegue en familia.
Collaborating with Partners

**STEP 1**
- Present to community partners
- Engage in marketing/outreach (e.g. social media, newsletter articles)
- Share messaging materials

**STEP 2**
Partner organization:
- Child care providers
- Primary care providers
- Libraries
- WIC
- Food banks

**STEP 3**
- Parents
- Caregivers
- Pregnant moms
- Grandparents
Thriving Weld partners are building a healthier, better educated, more prosperous community by setting goals and continuously tracking progress.

LEARN MORE ABOUT

HEALTHY EATING

ACTIVE LIVING

HEALTHY MIND & SPIRIT

EDUCATION

LIVELIHOOD

ACCESS TO CARE

http://thrivingweld.com/
Healthy Beverage Policy

The Make TODAY Count! campaign is encouraging local businesses and organizations to adopt healthy beverage policies that help staff and clients decrease sugary drink consumption. By adopting healthy beverage policies, local agencies can be role models for our children and set a positive example for our community.

A healthy beverage policy ensures that all beverages provided by an agency to their staff and clients are healthy, and that water is freely available at all times.

CHANGING THE LIBRARY NORMS

- Snacks at meetings and programs
- Options in the vending machines
Formalizing what normally happens in the library...
Mothers and their babies share a special bond of health. If possible, breastfeed your baby for the first year of their life to give them a healthy start—and don't miss out on this upcoming event at Island Grove Park this Friday 😊
Toss and Catch
Practical Implementation

9 Ways to Grow Healthy Colorado Kids

- Healthy Eating
- Nutritious Food
- TV Free Space

* Teens cooking at Upgrade Your Ramen, Heartwarming Soups, and Superfoods and You programs
Practical Implementation

9 Ways to Grow Healthy Colorado Kids
- Staying Active & Healthy Eating
- TV Free Space
- Play Together
- Parent Power
- Choose Water

* Teens, parents, and caregivers working together at the Bike Broomfield program.
Practical Implementation

9 Ways to Grow Healthy Colorado Kids

- Healthy Eating
- Nutritious Food
- TV Free Space

* Teens getting active at the Quidditch and Stilt Walking programs
Practical Implementation

9 Ways to Grow & I am Moving, I am Learning (IMIL) Programs in Action

- Outdoor Neighborhood Games
- Activities with Preschool and Elementary Age Groups

* Preschoolers playing with their parents!
* Elementary age kids running and having fun!
Resources

- Downloadable posters and handouts.
- Newsletter templates.
- Provider talking points.
- Social media toolkit.
- Poster presentation.
- Outreach flyer.
- Video.
- Electronic order form.

Google: One Stop ECOP Shop
THANKS!

More questions?

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