HEALTHIER BEVERAGES
IN VIRGINIA’S EARLY CARE SETTINGS

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Nemours Childhood Obesity Project

- 2014-2018: ~16,000 children
- Learning Collaborative model
- Evaluation + Systems Changes
- State partners
  - Child Care Aware of Virginia
  - Dept. Social Services (VQ, ITSN)
  - Dept. Health (Nutrition, Obesity Prevention)
  - Virginia Foundation for Healthy Youth
  - Virginia Head Start Association
Early Care as Priority Setting

• Dietary patterns begin early
• 60-75% children birth to 5 in early care
  • ~75% daily calories
• Family-provider relationships
Nemours & CDC Obesity Prevention Priorities
ECE Policy and Practice Improvements

• Improve Meals and Snacks
• Eliminate SSB, promote water
• No Screen time
• More Physical Activity
• Promote Breastfeeding
Engaging for Beverage Changes

• Educate ECEs - SSBs & water
• Recommended beverages practices
• Support/equip for change
Sugar-sweetened beverages

- Displace other nutritious intake
  
  *Young are children more likely to have a daily sugar-sweetened beverage than a vegetable!*

- Contribute to childhood obesity, diabetes, fatty liver

- Increase dental cavities

- Since 1970, sugar-sweetened beverage sales up ~500%
Beverages Recommendations

- Milk (low fat/non-fat) up to 2 cups daily
- Juice up to 4-6 ounces
- No sugar-sweetened beverages
- No artificially sweetened beverages
- Water

Best Practice: Limited 100% Juice

- No juice served to infants
- Up to 4-6 ounces, 100% juice, daily for children over 1 year
- Juice is not nutritionally necessary in ECEs - most children consume juice and other drinks at home

*These recognized best practice guidelines do not supersede advice from a doctor for a specific child.*
Best Practices: Actively Promoting Water

- Visible, available, accessible
- Self-service preferable
- *Offer* water
- Make Water Fun!
- Adult leadership
- Plain water and infants

*These recognized best practice guidelines do not supersede advice from a doctor for a specific child.*
Program-level Implementation

- Directors’ resources
- Families and staff
- Practical solutions
- Classroom materials
- $
# Choosing Water Checklist for Early Care and Education

See how your program is promoting water using recommended best practices!

<table>
<thead>
<tr>
<th>Recommended Practices for Promoting Water-drinking in Early Care</th>
</tr>
</thead>
<tbody>
<tr>
<td>We make sure water is visible and available to children, indoors and outdoors. Great examples:</td>
</tr>
<tr>
<td>• Water fountain or faucet in classroom and/or outdoors, cups nearby as needed</td>
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<tr>
<td>• Water bottles/sippy cups for each child refilled with fresh water daily</td>
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<tr>
<td>• Child-sized water pitchers and cups are set up at a “water station”</td>
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<tr>
<td>• Teachers bring water and cups outside (water wagon, cooler, etc.)</td>
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<tr>
<td>We offer children water at least twice a day. Great examples:</td>
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<tr>
<td>• Teachers ask children if they would like some water</td>
</tr>
<tr>
<td>• “Water time” is part of the daily routine</td>
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<tr>
<td>We only serve healthy beverages, and never serve sugary drinks to children. Great examples:</td>
</tr>
<tr>
<td>• No sports drinks, juice-drinks, flavored milk, or sodas are served</td>
</tr>
<tr>
<td>• If served, limit 100% fruit or vegetable juice to single serving daily</td>
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<tr>
<td>Children who are developmentally ready are able to serve themselves water. Great examples:</td>
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<tr>
<td>• Child-sized pitchers of water are also on the table during meals/snacks</td>
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<tr>
<td>• Water container with spigot is at a level children can reach</td>
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<tr>
<td>• Water is offered to toddlers in a cup when they are ready</td>
</tr>
<tr>
<td>Teachers role model and encourage water drinking. Great examples:</td>
</tr>
<tr>
<td>• Teachers only drink healthy drinks in front of children</td>
</tr>
<tr>
<td>• Teachers explain why water is important</td>
</tr>
<tr>
<td>• Teachers help children practice pouring water, and praise successful efforts</td>
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<tr>
<td>We offer education about water. Great examples:</td>
</tr>
<tr>
<td>• Curriculum and/or supports such as books and posters for children</td>
</tr>
<tr>
<td>• Staff training about beverage best practices for teachers</td>
</tr>
<tr>
<td>• Newsletters, social media, and events to share information with parents</td>
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<tr>
<td>We have a written policy about our water promotion practices</td>
</tr>
</tbody>
</table>

For sample policies and other resources to support water promotion in early care, visit RevYourBev.com - and sign up for Rev Your Bev Day of Action!
Early Care & Beverages Today

- Hundreds of ECE programs impacted
- ECE training & support systems engaged
  - CCAVA commitment
- VHSA - Head Start prioritizing beverage best practices
- Rev Your Bev tripled last year for ECE
- Community college coursework opportunities
Resources for Continued Improvement

- Rev Your Bev annual day of action
  - www.revyourbev.com

- Healthy Kids, Healthy Futures
  - www.healthykidshealthyfutures.org

- Child Care Aware of Virginia
  - http://va.childcareaware.org/
Thank you!

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