

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

- World Health Organization. (2015). *Guideline: Sugars intake for adults and children*.
- Heyman, M. B., Abrams, S. A., Section on Gastroenterology, H., & Nutrition, C. O. (2017). Fruit Juice in Infants, Children, and Adolescents: Current Recommendations. *Pediatrics*, e20170967.

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!

| Recommended Practices for Promoting Water-drinking in Early Care | Always | Sometimes | Not yet! |
|--|--------|-----------|----------|
| <p>We make sure water is visible and available to children, indoors and outdoors. Great examples:</p> <ul style="list-style-type: none"> • Water fountain or faucet in classroom and/or outdoors, cups nearby as needed • Water bottles/sippy cups for each child refilled w/fresh water daily • Child-sized water pitchers and cups are set up at a “water station” • Teachers bring water and cups outside (water wagon, cooler, etc.) | | | |
| <p>We offer children water at least twice a day. Great examples:</p> <ul style="list-style-type: none"> • Teachers ask children if they would like some water • “Water time” is part of the daily routine | | | |
| <p>We only serve healthy beverages, and never serve sugary drinks to children. Great examples:</p> <ul style="list-style-type: none"> • No sports drinks, juice-drinks, flavored milk, or sodas are served • If served, limit 100% fruit or vegetable juice to single serving daily | | | |
| <p>Children who are developmentally ready are able to serve themselves water. Great examples:</p> <ul style="list-style-type: none"> • Child-sized pitchers of water are also on the table during meals/snacks • Water container with spigot is at a level children can reach • Water is offered to toddlers in a cup when they are ready | | | |
| <p>Teachers role model and encourage water drinking. Great examples:</p> <ul style="list-style-type: none"> • Teachers only drink healthy drinks in front of children • Teachers explain why water is important • Teachers help children practice pouring water, and praise successful efforts | | | |
| <p>We offer education about water. Great examples:</p> <ul style="list-style-type: none"> • Curriculum and/or supports such as books and posters for children • Staff training about beverage best practices for teachers • Newsletters, social media, and events to share information with parents | | | |
| <p>We have a written policy about our water promotion practices</p> | | | |
| <p>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!</p> | | | |

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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