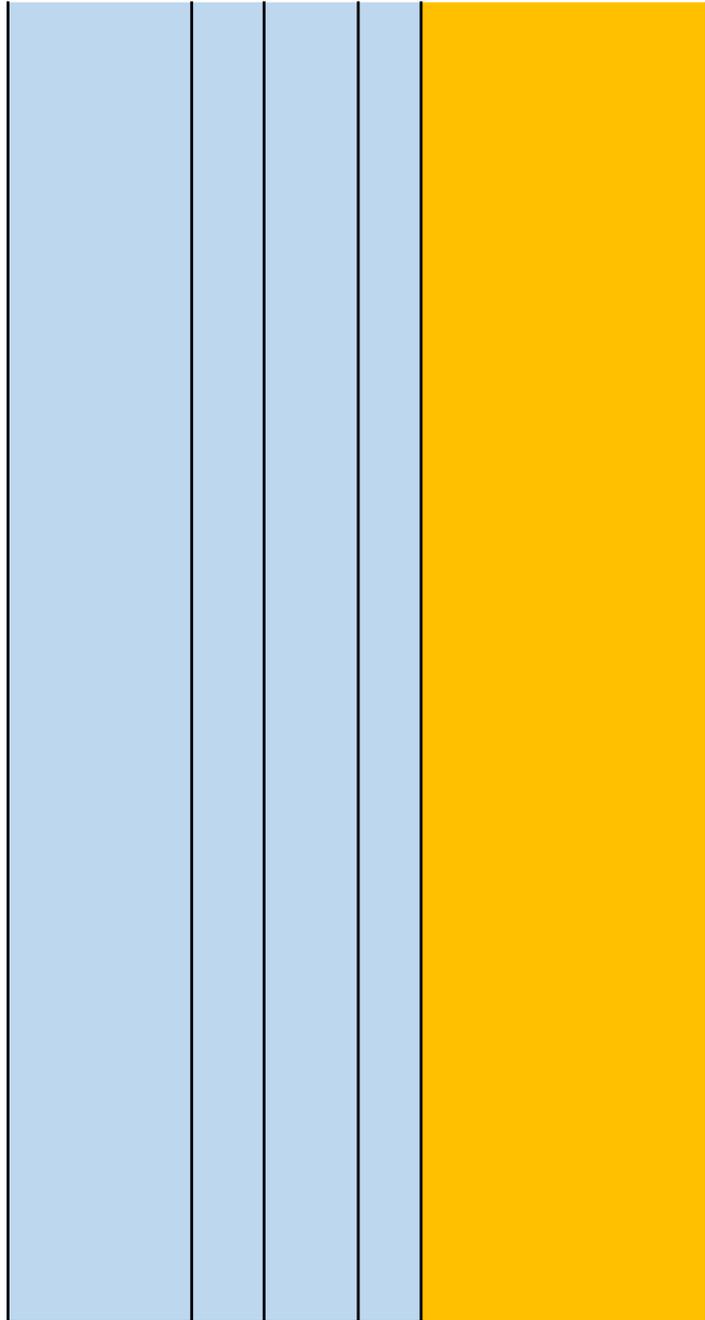# 2015 EARLY CHILDHOOD DOMAIN WORKPLAN

Vision: We envision healthy kids and healthy options for all families no matter where they live work, play, or go to school.

Mission: The San Diego County Childhood Obesity Initiative is a public-private partnership with the mission of reducing and preventing childhood obesity through policy, systems, and environmental change.

Measurable Outcome	Goal	AP Strategy	Key Indicator	Objective	Activity	Activity Lead	Action Steps	Responsible	Timeline	Status Update
		EC2.-EC4. EC8. EC10.-EC15. EC18.-EC22.	TBD	Objective 1: Improve healthy eating and physical activity environments in childcare as measured by an increase in the number of Wellness Champion-recognized early childhood providers to 200 over 3 years.	1. Confirm the current number of early childhood providers designated as Wellness Champions	YMCA	1. Identify the current number of Wellness Champions to determine baseline	YMCA	May-15	Completed - 27 Wellness champions completed the program (3 in Mid City and 24 in Lemon Grove)
							2. Provide site information to CHIP for inclusion on COI website	YMCA, CHIP	May-15	Completed
					2. Track the number of Wellness Champion site referrals provided by CRS childcare consultants to callers on a monthly basis	YMCA	1. Set up mechanism for tracking Wellness Champion site referrals	YMCA	May-15	Completed
							2. Report monthly referrals at monthly COI Early Childhood domain workgroup meetings	YMCA	Ongoing	YMCA CRS made a total of 2890 referrals to Wellness Champions through 2/29/16.
					3. Conduct outreach campaign to promote Wellness Champion-recognized sites	YMCA	1. Develop marketing materials to foster early childhood provider interest and participation in Wellness Champion program	YMCA	May-15	Completed
							2. Develop marketing materials to foster parent interest and child enrollment in Wellness Champion-recognized sites	YMCA	Jun-15	Completed
							3. Distribute early childhood Wellness Champion marketing materials to 1,000 providers	MAAC, AKA, CDA, ECS, NHA, QPI	Ongoing	415 materials have been distributed. There is currently a waitlist for the training so YMCA is holding off on promoting materials to providers. As of 3/31, there are 8 providers signed up for the next workshop and the waitlist has been eliminated.
							4. Distribute Wellness Champion materials to 1,000 parents	WIC, County HHSA/UCSD Lactation, Breastfeeding Coalition	Ongoing	Materials were distributed to 19,922 people via the YMCA newsletter in September.
							5. Develop marketing material distribution and tracking log	CHIP	May-15	Completed

			Objective	Strategy	Lead	Activity	Partners	Date	Status/Notes
						6. Report material distribution at monthly COI Early Childhood domain workgroup meetings; track in distribution log	MAAC AKA, CDA, ECS, NHA QPI WIC, County HHSA/UCSD Lactation, Breastfeeding Coalition	Ongoing	Due to the high demand of wellness champions and limited resources, on 7/28 material distribution was placed on hold until further notice. As of 3/31, there is still a waitlist for the Wellness Champion program.
						7. Future Activity (2016 or later): Survey CRS referral callers about the selection criteria they used to pick an early childhood provider for their child (based on available resources)		Sep-16	
	EC6.	TBD	Objective 2: Increase the number of early childhood providers who participate in healthy eating and physical activity trainings by 25% over 3 years.	1. Conduct a scan to determine the current number of healthy eating and physical activity training opportunities and a baseline number of early childcare providers who participate annually.	CDA	1. Survey EC domain partners to determine number of trainings currently being provided	CDA, WIC, MAAC, AKA	Mar-16	Completed: 3/31/16 - Results of the survey were presented to the Early Childhood workgroup on 3/22/16.
						2. Identify additional organizations providing trainings	CDA, WIC, MAAC, AKA	Mar-16	Completed: 3/31/16 - Results were presented at the Early Childhood Domain workgroup on 3/22/16.
						3. Collect information regarding the number of early care providers who participate in identified trainings	CDA, WIC, MAAC, AKA	Mar-16	Completed: 3/31/16 - Results were presented at the Early Childhood Domain workgroup on 3/22/16.
				2. Create a 3-year plan for analyzing, prioritizing and addressing healthy food/PA education gaps identified in the local needs assessment of higher educational curricula for early childhood providers	NHA	1. Aggregate needs assessment data; create summary report of needs assessment findings-	NHA	Jun-15	Completed
						2. Identify post-secondary education providers that provide early care education	NHA	Jun-15	Completed: 5/26 - Completed a scan 17 colleges and universities within San Diego County and presented the results at the 9/22 workgroup meeting.

3. Identify key healthy food/PA elements that should be included in early childhood education curricula	YMCA, NHA, Workgroup	Jul-15	3/31/16: A higher education strategy taskforce was formed 9/22 to use the college scan document and identify activities to strengthen elements in curricula. The taskforce has met prior to every EC Domain Workgroup meeting since September. The taskforce has has been successful and it ending the additional meetings. CHIP is identifying interns to do outreach to each individual institution to identify which elements of the curriculum is being implemented.
4. Create a spreadsheet with needs assessment data that identifies key healthy food/PA elements addressed by local higher education curricula	CHIP, NHA	Mar-16	3/31/16: A higher education strategy taskforce was formed 9/22 to use the college scan document and identify activities to strengthen elements in curricula. The taskforce has met prior to every EC Domain Workgroup meeting since September. The taskforce has has been successful and it ending the additional meetings. CHIP is identifying interns to do outreach to each individual institution to identify which elements of the curriculum is being implemented.

						5. Identify 1-2 activities to strengthen or increase healthy food/PA elements in local higher education curricula	YMCA, NHA, Workgroup	Mar-16	3/31/16: A higher education strategy taskforce was formed 9/22 to use the college scan document and identify activities to strengthen elements in curricula. The taskforce has met prior to every EC Domain Workgroup meeting since September. The taskforce has has been successful and it ending the additional meetings. CHIP is identifying interns to do outreach to each individual institution to identify which elements of the curriculum is being implemented.
		EC5.	TBD	Objective 3: Strengthen the COI Early Childhood Domain Workgroup as measured by at least 15 new organizations engaged in the workgroup (e.g., regularly participating in workgroup meetings, conducting presentations, providing resources, etc.) over 3 years.	1. Develop a list of key providers serving the 0-5 population and/or new domain workgroup partners (potential members: Chicano Federation, Cuyamaca College, Grossmont College, military, Cal-Safe , PCI Healthy Start, Dental Society, AAP).	CHIP	1. Identify strategic partners who would enhance current workgroup activities	Workgroup	Ongoing	3/31/16: Complete. The original list was completed in June. The Domain workgroup identified 26 potential partners or prividers that would enhance workgroup activities. Outreach with prospective partners to encourage future participation in the workgroup meetings is ongoing.
							2. Identify community partners serving families with children aged 0-5	Workgroup	Ongoing	3/31/116: Complete. Original list was completed in June. The Domain workgroup identified 26 potential partners or prividers that would enhance workgroup activities. Outreach with prospective partners to encourage future participation in the workgroup meetings is ongoing.

			Responsible	Timeline	Status
3. Create a list of strategic partners and service providers			CHIP	Ongoing	3/31/2016: Complete. Original list was completed in June. The Domain workgroup identified 26 potential partners or prividers that would enhance workgroup activities. Outreach with prospective partners to encourage future participation in the workgroup meetings is ongoing.
4. Update list with service providers and contacts			CHIP	Jul-15	Completed - Initial list completed 5/26 and ongoing updates are completed as needed.
5. Prioritize opportunities for service providers to present information and resources to the workgroup			Workgroup	Aug-15	3/31/2016: PCI presented on 2/23/16 and the Five and Fit Program presented on 3/22/16. Presenters are scheduled on 4/26, 5/24, and 6/28.
6. Create a timeline for inviting new workgroup partners			CHIP	Aug-15	Completed
7. Contact potential partners, introduce them to the COI, and invite them to future workgroup meetings			CHIP, domain champions	Ongoing	Outreach by workgroup members and CHIP staff is ongoing. Potential partner list reviewed and updated at 2/23/16 workgroup meeting.
8. Add new partners to workgroup distribution lists			CHIP	Ongoing	Outreach by workgroup members and CHIP staff is ongoing. Potential partner list reviewed and updated at 2/23/2016 workgroup meeting.
9. Include reasearch updates on monthly agenda to monitor evidence-based and promising practices			CHIP	Ongoing	3/31/2016 - Jamie Moody is no longer available to provide research updates. Kathleen Merchant has expressed interest in this role.

Health Equity: 1) Objective 1: The Wellness Champion program is targeted to early childcare providers in communities of need and under-resourced neighborhoods. 2) Objective 3: Organizations that provide

Instructions

Goal(s): The COI goals include:

   1. Increase opportunities for all children and families to access and eat healthful foods in a culturally appropriate manner.

🏃	**2. Increase opportunities for all children and families to engage in physical activity in an inclusive and culturally appropriate manner.**
🏘	**3. Increase other opportunities to enhance economic, social, service, and built environments.**
👪	**4. Promote operational excellence of the public private partnership.**

Identify and group domain objectives and their associated activities by the respective COI goals they help achieve using the corresponding icons.
Action Plan (AP) Strategy: Identify the specific Action Plan strategy or strategies aligned with your domain's objectives.
Key Indicator: Identify the specific key indicator(s) aligned with your domain's objectives (if applicable).
Objectives: Objectives should be written to reflect the specific outcome you plan to accomplish within a specific timeframe. Objectives should follow SMART criteria: Specific, Measurable, Assignable, Realistic,
👶 **0-5 activities: Indicate activities that focus on the 0-5 population by placing the icon in the Objectives box.**
Overarching Strategies: Objectives should be color coded by the overarching strategy they help achieve, if applicable. Shade the objective box green when it ties to reducing Sugar Sweetened Beverage (SSB)
Activities: Activities are the specific actions you plan to take to achieve your objective. Activities should follow SMART criteria: Specific, Measurable, Assignable, Realistic, and Time-related. Each domain objective
Status Update: Regular and ongoing status updates should include any progress on the identified activity and action steps associated with the implementation of that activity, including unexpected outcomes and