Preventing Childhood Obesity through WATCH

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Bringing Nutrition and Physical Activity Education to American Indian Communities
Partnerships
21% of American preschoolers are overweight
31% of Oklahoma preschoolers are overweight
Native American children are 19% more likely to be obese
38% of Native American preschoolers in OK are overweight

(Ogden et al. 2014; Weedn et al. 2011; Weedn et al. 2014; Sisson et al. 2017)
60 Formative Interviews

**Pre-School Teachers:**
- Value role as caregiver, not as health educator or role model
- Struggle with personal health
- Limited interaction with health care but welcome that opportunity
- Parents have barriers for health

**Parents:**
- Acknowledged their importance is creating health for family
- Time and community barriers
- Children already sufficiently active
- Value personal connection
- Distrust for clinic; trust for ECE

**Health Care Providers:**
- Importance of working with family
- Felt ECE was logical place for health education
- Notable disconnect in understanding this environment
- Parents have barriers for health

(Kracht et al. 2018; Kracht et al. 2018; Kracht et al. in review)
Goal

Develop and evaluate a culturally-relevant, multi-stakeholder intervention including tribal early care and education programs and clinics to:

- **Create** healthy spaces for young children to learn and grow
- **Enhance** communication and relationship between and across parents, preschools, and health care providers
- **Reduce** body mass index of Native American preschool children
- **Increase** health behaviors in Native American preschool children
Branding: Health, Wellness and Community

- Branding began with the creation of WATCH logo
- Purpose and meaningful design structure
- Capture physical activity and nutrition
- The Parents, Preschool teacher and their Provider at the clinic
Implementation
Partnerships:
Communication

• Strengthens buy-in
• Gives the 3Ps a lead role in voicing their needs and wants
Baseline Measures

- DOCC/ EPAO training
  - Dietary/ Environment and Policy Assessment
- 2-day observations at each center

Menu Modifications

- Recommendations provided by OUHSC
Training and Resources

**Learning Centers**
- Lesson Plans
- OrganWise Guys curriculum
- Foods of the Month
- Responsive Feeding Training
- Menu Modification

**Medical Provider**
- Obesity sensitivity training, clinic efficiency, and motivational interviewing
- OrganWise Guys education materials

**Parent Toolkit**
- Nutrition and Physical Activity Guides
- Picky Eater Guide
- Newsletter with OWG
- CDC Milestone Infographic
- WATCH Work
Empowering Kids to be Healthy and Smart From the Inside Out!
Sesame Street Meets Healthy Learning

ABCs and 1,2,3  =  Nutrition and Exercise
Four healthy habits:

1. Healthy Foods
2. High-Fiber
3. Lots of Water
4. Exercise
Evaluations

Weekly process evaluations for the learning centers

Monthly evaluations for the clinic
Lessons Learned

In working with centers, they have different internal structures.

Learning to adapt to their needs.

During implementation to be flexible and sensitive to their needs.
THANK YOU & SAFE TRAVELS!