

Strategic Planning Map for Early Childhood Healthy Activity in Cuyahoga County

Local Conditions: Why Here?	Root Causes: Why?	What If?	How do we know?	What will we do?	
<p>1a. Children and adults are overscheduled and have limited time for active play.</p> <ul style="list-style-type: none"> 31% of child care centers and 40% of family child care homes say that parent interest is “very important” in determining actual physical activity. (USDA, 2015) <p>1b. Adults who care for young children are not always educated in ways to incorporate physical activity in smaller spaces.</p> <ul style="list-style-type: none"> Focus group interviews with early care and education providers found that some providers were not aware of what activity children are capable of at different ages. (USDA, 2015) <p>2a. Playgrounds and other equipment for young children are outdated and/or unsafe for young children.</p> <ul style="list-style-type: none"> Cuyahoga County YRBS found that, “Distressed neighborhoods lack financial resources needed to invest in playgrounds and green spaces.” (PRCHN, 2014) <p>2b. Crime is prevalent in and around community spaces where young children play.</p> <ul style="list-style-type: none"> The national benchmark for violent crime per 100,000 is 73. In Cuyahoga County, the violent crime rate is 663 per 100,000; in Cleveland, 1,507 per 100,000. (HIP-Cuyahoga, 2013) <p>3a. Screens are used to keep young children occupied.</p> <ul style="list-style-type: none"> Lack of parental involvement in limiting screen time use is seen as a barrier by early care and education providers. (USDA, 2015) <p>3b. Screen time activities and devices are seen as desirable to young children.</p> <ul style="list-style-type: none"> Cuyahoga County YRBS data found that 32% of middle schoolers watch TV for 3 hours or more a day, 47% play video games for 3 hours or more, and 47% use a computer for things other than school. (PRCHN, 2014) 	<p>1. Adults who care for young children do not have favorable attitudes to support physical activity.</p> <ul style="list-style-type: none"> 49% of childcare centers and 58% of family child care homes say that staff interest is “very important” in determining actual physical activity. (USDA, 2015) <p>2. Many communities lack access to safe spaces for active play for young children.</p> <ul style="list-style-type: none"> The national benchmark for recreation facilities is 16 per 100,000. In Cuyahoga County, the rate is 10 per 100,000. (HIP-Cuyahoga, 2013) <p>3. Young children in Cuyahoga County are getting more than the recommended amount of screen time</p> <ul style="list-style-type: none"> The American Academy of Pediatricians recommends no screen time for children younger than 2, and 2 hours for children older than 2. In the child care setting, recommendations are 30 minutes per week. Only one in three US children are physically active every day. (HHS U. D.) 	<div style="border: 1px solid black; padding: 10px; margin-bottom: 10px;"> <p>The Problem</p> <p><u>Young children in Cuyahoga County are not getting the recommended amount of physical activity.</u></p> </div> <div style="border: 1px solid black; padding: 10px;"> <p>Data Supporting the Problem</p> <ul style="list-style-type: none"> 51.2% of Cuyahoga County adults and 58.1% of Cleveland adults do not get the recommended amount of physical activity. (HIP-Cuyahoga, 2013) The 2014 Youth Risk Behavior Study found that 51% of Cuyahoga County 7th and 8th graders get the recommended amount of physical activity per week. (PRCHN, 2014) Fifty-nine percent of child care centers and 52% of family child care homes reported that preschoolers ages 3 to 5 years were active between 60 and 120 minutes per day; 27% and 28 were active less than 60 minutes per day; 14% and 18% were active for the recommended 120 minutes per day. (USDA, 2015) </div>	<ul style="list-style-type: none"> With increasing prevalence of childhood obesity, clinicians are now beginning to identify many chronic diseases previously found solely in adult patients in pediatric patients (Gungor, 2014). Unlike national obesity trends, Ohio is not seeing a decline in obesity among children 2 to 5 years olds (ODH, 2016). Excessive time spent sedentary has been shown to have negative impacts on health, specifically associated with elevated cardiometabolic disease risks (Wilson, Haegele, and Zhu, 2016) 	<p>Early Ages Healthy Stages Coalition will utilize the following evidence base and promote strategies to increase physical activity opportunities for young children in Cuyahoga County:</p> <ul style="list-style-type: none"> Health communication and social marketing campaigns that combine mass media with health services are recommended strategies to improve health behaviors and increase health knowledge. (CPST C. P., Health Communication and Social Marketing, 2011) Behavioral interventions that aim to reduce sedentary screen time have been shown to decrease obesity. (CPST C. P., Obesity Prevention and Control, 2014) Interventions focused on building community capacity using urban design have been shown to be effective in improving physical activity among residents. (CPST C. G., 2014) Interventions focused on creating or enhancing places for physical activity have been shown to be effective in increasing activity and improving fitness. (CPST C. P., Environmental and Policy Approaches to Increase Physical Activity:, 2014) Interventions focused on providing access to existing spaces for physical activity have been shown to be effective in increasing activity and improving fitness. (CPST C. P., Environmental and Policy Approaches to Increase Physical Activity:, 2014) 	<p>By December 31st, 2020, Early Ages Healthy Stages Coalition will:</p> <p>1. Coordinate a county-wide social marketing campaign and event series that coincides with National Screen Free Week to improve community-level awareness of the importance of active play.</p> <ul style="list-style-type: none"> Promote National Screen Free Week, collecting outcomes and input from multiple coalition members during the first year. Plan and orchestrate events for National Screen Free Week for the following 2 years. <p>2. Collaborate with community partners to modify shared used agreement toolkits for use between early childhood providers and community organizations that can provide safe places for active play.</p> <ul style="list-style-type: none"> Identify strategic partners and institutions throughout Cuyahoga County that are interested in establishing shared use agreements for early childhood activity Develop a model in collaboration with these institutions and current toolkits for shared use “Partnership Agreement” that is specific to early childhood wellness Sites that are available to children, families, and early care and education providers will be collected in an ongoing bases. Generate an updated map of early childhood shared use sites and collect data on use. <p>3. Provide tools, technical assistance, and seek financial/volunteer support for communities and organizations to update spaces to make them conducive to early childhood play.</p> <ul style="list-style-type: none"> Hold town hall forums and community meetings within different neighborhoods throughout Cuyahoga County to identify people and places that would have a desire to improve existing spaces. Seek funding for a mini-grant program for which community organizations, recreation centers, and community development corporations may apply. Distribute funding and evaluate short and long term use patterns.
Context	Current Scope	Consequences	Intervention		