



The Healthiest Next Generation Initiative A Call to Action

October 2015

#HealthiestNextGen

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*Photos: Students from Ilalko Elementary's PE Everyday Class,
Olympia High School's Freedom Farmers program and the
Community School of West Seattle*

Photography by Tracy Wilking, tracy.wilking@doh.wa.gov

“

Research shows that, for the first time in our history, this generation is not expected to live as long as the previous generation.¹

This should be unacceptable to us.

We need to make the next generation the healthiest generation in the history of our state.

”

—Governor Jay Inslee
2014 State of the State Address

A Call to Action

If we want the next generation to be the healthiest ever, we must take vigorous action now. The Healthiest Next Generation (HNG) Initiative is an opportunity to act on what we know works—to support families in helping their children grow up healthy and create systems in Washington that serve all children equitably.

The initial goal of the Healthiest Next Generation Initiative was to help Washington’s children maintain a healthy weight, enjoy active lives and eat well by creating healthy early learning settings, schools and communities. The initiative was the product of partners in communities across Washington, with the support and leadership of Governor Jay Inslee and First Lady Trudi Inslee and the Washington State Legislature, the departments of Health and Early Learning and Office of Superintendent of Public Instruction.

Based on [successes in our first year](#), we were encouraged by partners to expand the Healthiest Next Generation Initiative as a vehicle to improve other areas of children’s health in early learning settings, schools and communities. These are the primary places where children spend their time outside of the home and whose practices can either reinforce or inhibit the work of families and caregivers to keep children safe and healthy. Approaching these settings in a comprehensive way when it comes to health (as many communities in Washington already do) is efficient, provides optimal benefits to our children and can have additional positive impacts, such as protecting the environment.

The Healthiest Next Generation Initiative is inspired by communities that have already made improvements to support their children. Now is our opportunity to make those improvements statewide.

Creating the healthiest next generation is within our reach if we:

- Implement the state recommendations to improve healthy weight identified and prioritized by the Governor’s Council for the Healthiest Next Generation ([see page 3](#)).
- Sustain the practice of improving children’s health in all environments by dedicating ongoing funding for Healthiest Next Generation coordinators at the departments of Health (DOH) and Early Learning (DEL) and Office of Superintendent of Public Instruction (OSPI).

A five percent drop in body mass index in Washington State could potentially save \$5 billion in healthcare costs in 10 years and \$14 billion in 20 years.²

- Act on other improvements needed in children’s health:
 - Implement recommendations to prevent youth tobacco use and exposure ([see page 5](#)).
 - Align substance use prevention work and funding related to youth risk behaviors for tobacco and marijuana (such as the use of vaping devices) and alcohol.
 - Reduce barriers to ensure children get all recommended immunizations at the right time.
 - Prevent youth suicide risk upstream by adopting recommendations under Goal 5 of the State Suicide Prevention Plan: *Integrate social and emotional health education into early learning programs, community programs and K-12 schools.*
 - Address any other comprehensive health issues identified in early learning settings, schools and communities.

Updated Recommendations from the Governor’s Council

On September 18, 2014, Governor Inslee convened the first meeting of the Governor’s Council for the Healthiest Next Generation. This group of business and community leaders, representatives of the healthcare community, legislators, state agencies, tribal governments and local public health discussed their top priorities for improving children’s health and prioritized a set of recommendations.

The Governor’s Council for the Healthiest Next Generation met for the second time on July 23, 2015 to review progress made toward the original recommendations (from September 2014) and to consider new priorities. The original recommendations, along with noted achievements are featured in [Appendix D](#).

Reducing health disparities is an important aspect of the Healthiest Next Generation Initiative. Therefore, support and funding of these recommendations should include stipulations to prioritize low-income settings or those areas with the poorest health outcomes.

The following are the updated 2015–2016 recommendations:

EARLY LEARNING SETTINGS

- Provide greater health outreach and support on breastfeeding, nutrition, physical activity and screen time to providers of informal child care (Family, Friend and Neighbor Care).^{2a} In addition, using an equity lens, provide outreach to other community based programs, such as libraries, play and learn groups, museums and parent support groups.
- Partner with local public health and community health organizations in high need communities to:
 - conduct limited health and developmental screenings in child care and preschool settings;
 - assure that children have medical/dental providers for ongoing preventive care.
- DEL supports consultation to child care providers caring for infants and toddlers in order to improve the quality of program practices. DEL will expand the current Infant/Toddler Consultation³ to include activities that support breastfeeding, nutrition, physical activity and screen time.
- Work towards integrating national *Caring for Our Children*⁴ standards, including those on breastfeeding, nutrition, physical activity and screen time into DEL aligned program standards under the alignment work being done as part of the [Early Start Act of 2015](#).
- Increase the number and quality of comprehensive health trainings, as well as specific trainings on breastfeeding, nutrition, physical activity and screen time offered through Early Achievers.⁵

SCHOOLS

- Sustain and expand [Healthy Kids–Healthy Schools Grants](#); funding to make changes to the school environment so children eat healthier, choose water and have more opportunities for physical activity. Grants can be used for improvements such as school kitchen equipment, kitchen remodeling, garden-related structures, greenhouses, water bottle filling stations, playground and other physical education equipment. Support schools to equitably engage in current grant process.

- Encourage schools to implement a minimum of 30 minutes of active daily recess. Encourage recess before lunch.
- Feed all children well by increasing voluntary participation in breakfast programs such as *Breakfast After the Bell*,⁶ eliminating the co-pay for school lunch in grades 4-12 and supporting the Summer Food Service Program (expand to include after-school programs).
- Promote and support school districts to adopt and/or revise health and physical education curriculum aligned to the new K-12 Washington State Health and Physical Education⁷ Learning Standards.
- Support and encourage schools to increase year-round fresh fruit, vegetables and healthy food by offering more fruits, vegetables and minimally-processed foods, by sustaining and expanding Farm to School at Department of Agriculture and by expanding *Backpacks for Kids*.
- Support the *Governor's Blue Ribbon Task Force on Parks and Outdoor Recreation* by promoting outdoor recreation in schools.

COMMUNITIES

- Increase access to fruits and vegetables and other healthy foods by promoting participation in Washington's Supplemental Nutrition Assistance Program (SNAP/Basic Food/food stamps) and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), while supporting efforts that make high-quality healthy foods more affordable, accessible and convenient for program clients and all families in Washington.
- Integrate health equity into Washington State Department of Transportation (WSDOT)'s overall agency plan. Particularly focus on health equity when planning, investing in and implementing comprehensive *Safe Routes to School*⁸ programs and Complete Streets⁹ and Active Transportation projects.
- Encourage breastfeeding by fully implementing *Breastfeeding Friendly Washington* in hospitals, early learning settings, worksites and clinics; funding Medicaid to reimburse for breastfeeding education and lactation counseling; and assuring breastfeeding support is defined and covered by insurance.

- Implement Healthy Communities¹⁰ programs statewide.
- Fund the Youth Athletic Facilities grant program which provides grants to nonprofits and local municipalities to support indoor and outdoor youth athletic facilities (including playground equipment and outdoor fitness zones).
- Invest in local and state parks to help ensure families and children can enjoy the outdoors.

RECOMMENDATIONS FOR TOBACCO USE PREVENTION IN YOUTH

The following policy recommendations were not officially discussed at the Governor’s Council meeting; however, many council members raised these issues as important to creating the healthiest next generation because they will help reduce access to and use of harmful products:

- Fund a comprehensive tobacco prevention program, that includes e-cigarette and vapor product prevention.
- Increase regulation on vaping devices to match regulation on tobacco products.
- Raise the age for purchase and use of tobacco and vaping products to 21.



Community School of West Seattle

Update on Proviso Activities

Overview: July 1, 2014 to June 30, 2015

See [Appendix A](#) in the full report for the text from Engrossed Substitute Senate Bill 6002, Section 219. A detailed update on proviso activities is also included in the full report.

Item	Status	Expected Impact
Expansion of programs across Washington that have demonstrated success in increasing physical activity, access to healthy food and drinking water.	Identification complete	Statewide implementation of recommendations that can improve health of all children.
Provide toolkits and mentoring for early learning and school professionals to encourage children to be active, eat healthy food and have access to drinking water.	Toolkits identified; mentoring ongoing	Resources and mentoring will be available to the staff in 295 school districts and to over 6,000 child care programs.
Enhance performance standards for the Early Childhood Education and Assistance Program (ECEAP).	ECEAP contract language enhanced as of July 2015	Increase the healthy eating and physical activity of over 8,300 children.
Revise statewide guidelines for quality health and fitness education in schools.	Revision complete	Potential increase in the health of over 1 million students annually.
Establish performance metrics.	Complete	Ability to measure progress toward goal of creating healthiest next generation.

Leveraging the Proviso: Creating the Initiative

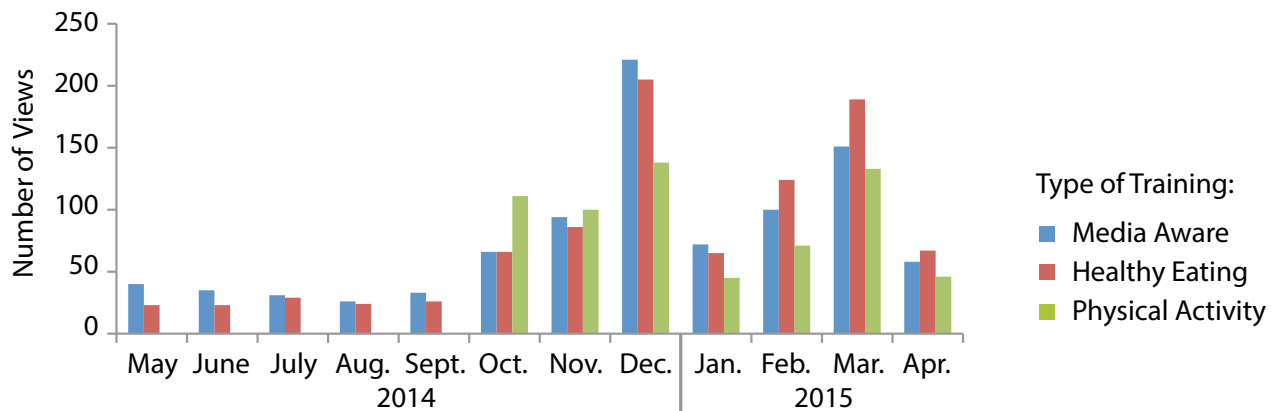
In addition to the outlined activities in the proviso, the following work was accomplished under the umbrella of the Healthiest Next Generation Initiative between July 1, 2014 and June 30, 2015. This work was carried out by staff members at DOH, DEL, OSPI and other state agencies in collaboration with community partners. It was supported by proviso funding (for HNG coordinators at DOH, DEL and OSPI), in-kind resources and federal funding from the Centers for Disease Control and Prevention (CDC) and the United States Department of Agriculture (USDA).

EARLY LEARNING SETTINGS

- DEL *Child Care Basics* curriculum revised to include content on the national best practice standards for healthy eating, infant feeding, physical activity and screen time reduction. This is the curricula approved by the Washington State Training Registry System (STARS) as the initial professional development training for all new child care center directors, supervisors and lead teachers and all family home child care providers and must be completed within 6 months of employment. A re-launch of the curriculum is scheduled to happen before the end of 2015.
- DEL and Child Care Aware of Washington are developing a proposal to fund the creation of Professional Learning Communities in two regions of Washington State to focus on improving the quality of care in licensed early learning centers with respect to nutrition, physical activity, screen time reduction and breastfeeding support. This project will be modeled on the National Early Care and Education Learning Collaborative (ECELC), a five-year, CDC-funded effort, implemented by Nemours, a nationally-recognized leader in children's health care and their partners. The project is an intervention aligned with Preventing Childhood Obesity in Early Care and Education Programs,¹¹ selected standards from *Caring for Our Children* (3rd ed.)¹² and the goals of [Let's Move! Child Care](#) (LMCC).
- DEL and Washington Dental Service Foundation are partnering to create and distribute kits to early learning programs to promote consumption of tap water rather than sugar-sweetened beverages or juice. Exploring distribution options.

- In partnership with other state and local agencies and organizations, including DOH, DEL prepared an overview document to assist in preparing for responses to the USDA's open comment period for proposed rule changes for the [Child and Adult Care Food Program \(CACFP\)](#). Document compared: current CACFP program standards, best practice standards and proposed CACFP changes. DEL submitted comments to the USDA in support of the changes and provided suggested improvements to the proposed revisions. Because child care regulations and ECEAP Performance Standards in Washington State require programs to follow CACFP guidelines, this rule revision will have a significant impact on the healthfulness of foods served in early learning settings.
- DEL, DOH and OSPI are working with Public Health–Seattle & King County to engage a major retailer in ongoing conversations about ways to make it easier for child care providers to select and buy food and beverages that would meet and exceed the proposed USDA CACFP guidelines. Planning to hold several focus groups with early learning professionals to inform conversations.
- DEL and Thrive Washington, the merged organization of Thrive by Five Washington and the Foundation for Early Learning, are partnering to begin conversations with the Health Care Authority (HCA) to explore potential partnerships between Thrive Washington's Early Learning Regional Coalitions and the HCA's Accountable Communities of Health, part of the Healthier Washington initiative which will bring multiple sectors together to work on shared health goals within designated regions. The goal of this partnership is to develop shared priorities and strategies for promoting and improving the health of young children in early learning settings and in communities throughout the state.
- Developed success story: [Camas Early Learning Center](#)
- Increased use of University of Washington Center for Public Health Nutrition's STARS accredited (online) trainings (Media Aware, Healthy Eating, Physical Activity) based on launch of DEL's Healthiest Next Generation Toolbox.

- **September/October:** Trainings added to Public Health–Seattle & King County website.
- **December:** Early learning professionals must complete STARS classes by December 31 each year.



- **March:** Launch of DEL’s Healthiest Next Generation Toolbox with inclusion of trainings.

SCHOOLS

- OSPI staff began promoting [Let’s Move! Active School](#) in October 2014 and by the end of May 2015, there were 1,450 schools registered as a Let’s Move! Active School from 109 school districts in Washington State. Before OSPI began promoting, 334 schools were registered, resulting in an increase of 1,116 schools! There are 295 school districts which encompasses over 2,300 schools in Washington State.
- OSPI staff attended the *Comprehensive School Physical Activity Program (CSPAP) Training-of-Trainers* at Society of Health and Physical Educators (SHAPE) America in August 2014. Training was utilized through several professional development opportunities during 2014–2015 school year.
- Developed success stories on:
 - [Mount Vernon School District](#)’s student transportation program,
 - [Highline Public School](#)’s alternative breakfast programs, and
 - [Tumwater School District](#)’s expanded and improved physical education program.

- OSPI staff presented an overview of the Healthiest Next Generation Initiative at OSPI's Student Support Conference to school nurses, administrators, teachers and support staff on May 14, 2015 in Wenatchee.

COMMUNITIES

- DOH and over 60 multi-sector public and private partners were awarded a \$5.86 million highly-competitive USDA grant to promote the purchase of fruits and vegetables by Supplemental Nutrition Assistance Program (SNAP/Basic Food/food stamps) recipients through supermarkets, farmers markets and health systems. The project period is 2015-2019.
- DOH partnered with the Washington State Hospital Association to launch [Breastfeeding Friendly Washington Hospitals](#), a voluntary recognition program to recognize the time, effort and cost hospitals have dedicated to the importance of breastfeeding.
- DOH collaborated with the Department of Transportation to create an [issue brief](#) on the safety, health and environmental impacts of the Safe Routes to School Program.
- Developed success story: [Confluence Health](#)

Agency Communications

- Healthiest Next Generation webpages are now available from the [Department of Health](#), [Department of Early Learning](#) and [Office of Superintendent of Public Instruction](#).
- Agencies and partners are continuing to post on Twitter through hashtag #HealthiestNextGen.

Media Coverage

- [Closing the Broccoli Gap](#) (*The New York Times*, June 5, 2015)
- [Nutrition wins with new \\$5.86 million grant for SNAP participants in WA](#) (DOH, April 2, 2015)
- [Healthiest Next Generation Program Tackles Child Health](#) (NPHIC, February 2015)
- [Rise of Bike Trains a Win for Children's Health, Environment](#) (Huffington Post, December 22, 2014)

- [Childhood obesity prevention: Let's all help Washington kids to get moving!](#) (DOH, October 7, 2014)
- [Gov. Inslee launches Healthiest Next Generation Initiative to reduce childhood obesity](#) (GOV, September 18, 2014)
- [Drop in youth obesity epidemic tied to public health investments](#) (DOH, February 20, 2014)

Community Engagement

- A thank you letter went to all success story submitters from Governor Jay Inslee, Secretary John Wiesman (DOH), State Superintendent Randy Dorn (OSPI) and Director Elizabeth “Bette” Hyde (DEL).
- An update on the initiative was sent to all success story submitters with links to communication materials in February 2015.
- Secretary Wiesman and Director Hyde celebrated the return of local fruits and vegetables by opening the [Port Townsend Farmers Market](#) (April 4, 2015).
- First Lady Trudi Inslee, Secretary Wiesman and Director Hyde [promoted healthy early settings](#) while visiting West Olympia’s Sound to Harbor Head Start/Early Childhood Education and Assistance Program (ECEAP) (April 16, 2015).
- Department of Transportation Secretary Lynn Peterson was joined by Deputy Secretary for Public Health Operations Dennis Worsham and several dozen students from Pioneer Elementary in Olympia for [National Bike to School Day](#) (May 6, 2015).



Heart of Healthiest Next Generation Initiative

During summer 2014, we invited early learning settings, schools and communities in Washington to tell us about efforts to support breastfeeding and to help children enjoy active lives and eat well.

We received over 200 stories about what is working in local communities. These stories became the foundation for the statewide recommendations ([page 3](#)) and, in essence, the heart of the Healthiest Next Generation Initiative.

Thank you to the agencies and organizations that responded and gave us permission to recognize them in this report.

Those who responded only represent a portion of the great work being done across the state to create the healthiest next generation. Join us at hashtag #HealthiestNextGen to share what you are doing.



Early Learning Settings

Camas Early Learning Center • Central Christian Childcare • Community School of West Seattle
Green Lake Preschool • Seattle Children's Research Initiative • The Shyne School •
Skagit/Island Head Start • SNAP-Ed Island County • University of Washington School of Medicine •
Washington Chapter of the American Academy of Pediatrics • YMCA of the Inland Northwest



Schools

Apollo Elementary School • Auburn High School • Bellingham Public Schools • Bethel School District
Black Hills High School • Blaine Elementary School • Bremerton School District •
Broadview Thomson K-8 School • Carbonado Historical School District • Cascade Christian Academy •
Cheney Public Schools • Chief Kanim Middle School • Cle Elum-Roslyn School District
Columbia Valley Garden Elementary School • Concrete Elementary School •
Cottonwood Elementary • Decatur High School • Eatonville School District • Edmonds School District
Ellensburg Christian School • Epiphany School • Everett Public Schools • Evergreen Public Schools
(Clark) • First Place • Freeman School District • Griffin School District • Hamilton Elementary School
Heritage High School • Highline Public Schools • Ilalko Elementary School • The Island School
Jefferson Elementary School • Kent School District • Lafayette Elementary School • Lake Grove
Elementary School • Langley Middle School • Larson Heights Elementary School • LaVenture
Middle School • Lower Columbia School Gardens • Mark Morris High School • Mount Erie
Elementary School • Mount Vernon School District • Olympia High School's Freedom Farmers •
Omak School District • Orcas Island Farm to Cafeteria Program • Park Orchard Elementary School
Pioneer Elementary • Prairie High School • Roosevelt Elementary School • Seattle Public Schools
St. George School • Steilacoom High School • Stillpoint School • Summit School • Tahoma High
School • Tahoma Junior High School • Three Cedars Waldorf School • Todd Beamer High School
Toppenish High School • Tumwater School District • Walla Walla Public Schools



Communities

American Heart Association • Asia Pacific Cultural Center • Austin Foundation • Beecher’s Pure Food Kids Foundation • Bike Clark County • Cascade Bicycle Club • Christ Lutheran Latchkey • City of Des Moines • City of White Salmon • Clallam County Health & Human Services WIC Nutrition Support • Clark County Public Health • Committee for Children • Empire Health Foundation • Family Education and Support Services • Food Access Coalition for Kittitas County • Got Green • Grays Harbor County Breastfeeding Coalition • Group Health • Healthy Living Collaborative of Southwest Washington • Hidden Creek Community Church • Jefferson County Public Health/WIC • Jefferson County YMCA • Kitsap Public Health District • Klickitat County Health Department • Lincoln County Health Department • Lummi Nation • Lummi CEDAR Project • Matt Griffin YMCA • MultiCare Health System/Mary Bridge Children’s Hospital • Public Health-Seattle & King County • Providence Mount Carmel Hospital • Safe Routes to School Working Group of White Salmon • Salishan Community Health Advocates • School’s Out Washington (SOWA) • Seattle Children’s Hospital • Seattle Indian Health Board • Snohomish County Health Leadership Coalition • South Sound Breastfeeding Network • Spokane Regional Health District • St. Joseph Medical Center • Tacoma-Pierce County Health Department • Thurston County Safe Kids • University of Washington School of Nursing • Washington State Alliance of YMCAs • Whatcom Council of Governments • Whatcom County Health Department • Whidbey Island Nourishes (WIN) • Yakima Pediatric Association • Yakima Valley Memorial Hospital • YMCA of Greater Seattle • YMCA of Snohomish County • YMCA at Washington State University

Endnotes

1. Pam Belluck, “Children’s Life Expectancy Being Cut Short by Obesity,” The New York Times, March 17, 2005, http://www.nytimes.com/2005/03/17/health/17obese.html?_r=2& accessed on October 30, 2014.
2. “Bending the Cost Curve in Washington,” Trust for America’s Health and Robert Wood Johnson Foundation, Washington, DC, September 2012, <http://healthyamericans.org/assets/files/TFAH2012FasInFatFnlRv.pdf> accessed on October 8, 2015.
- 2a. **Family, friend and neighbor** providers include grandparents, aunts and uncles, elders, older siblings, friends, neighbors and others who help families take care of their kids on an informal basis.
3. **Infant-toddler child care consultations** are delivered in licensed child care settings by trained consultants to help support the needs of infants and toddlers.
4. American Academy of Pediatrics, American Public Health Association, National Resource Center for Health and Safety in Child Care and Early Education, “Caring for our children: National health and safety performance standards; Guidelines for early care and education programs. 3rd edition,” Elk Grove Village, IL: American Academy of Pediatrics; Washington, D.C.: American Public Health Association, 2011.
5. Early Achievers, Washington’s voluntary quality rating and improvement system, gives participating child care professionals free access to coaching, professional development and a tangible way to demonstrate their commitment to providing quality care and education for young children. **Early Achievers** rates the quality of child care and early education programs on a scale of 1 to 5. Higher ratings demonstrate a track record of delivering high-quality care. Providers can move up the rating scale by completing milestones and gaining points through an evaluation.
6. *Breakfast After the Bell* is any school breakfast program that provides students an opportunity to eat breakfast after the start of the instructional day.
7. The standards were previously known as the K-12 Washington State Health and Fitness Learning Standards.
8. *Safe Routes to School* programs work to improve safety and accessibility and reduce traffic and air pollution near schools. As a result, these programs help make bicycling and walking to school safer and more appealing transportation choices thus encouraging a healthy and active lifestyle from an early age.
9. Complete streets are for pedestrians, bicyclists, motorists and transit riders. They allow people of all ages and abilities the opportunity to move safely along a street. A complete street may include sidewalks, bike lanes, bus shelters, pedestrian signals, median islands and more.
10. Local collaboratives throughout the state work together to improve health outcomes through community-wide strategies increasing access to healthy food, physical activity opportunities and tobacco-free living.
11. An early care and education (ECE) learning community brings groups of early education professionals together to learn with and from each other and to use what they learn to make quality improvements in a focused area of their programs. This empowerment model is designed to support the growth of leadership and efficacy of ECE providers as they learn, change, grow and become champions for children’s health, development and learning. The learning community model brings together a large number of early care and education (ECE) programs to participate in a learning system to make quality improvements in a focused area making it an excellent opportunity to share information and demonstrate best practices Early Achievers (WA State QRIS) coaches and child care health consultants from the designated region will be trained to lead the Learning Communities.
12. American Academy of Pediatrics, American Public Health Association, National Resource Center for Health and Safety in Child Care and Early Education, “Caring for our children: National health and safety performance standards; Guidelines for early care and education programs. 3rd edition,” Elk Grove Village, IL: American Academy of Pediatrics; Washington, D.C.: American Public Health Association, 2011.



DOH 120-037 October 2015

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