

# Early Childhood Workgroup Goals and Objectives

July 1, 2006 - June 30, 2007

## Goal

***Increase the physical activity engagement and healthful eating behaviors of children, birth-to-5 years of age, in San Diego County as well as increase breastfeeding initiation and duration in San Diego County.***

## Objectives

Objective 1: By September 30, 2006, ensure Early Childhood Workgroup Goals and Objectives align with the San Diego Childhood Obesity Action Plan.

### Activities:

1. EC Workgroup Chair will be responsible for attending Domain Champion meetings and reporting back to workgroup and CCWSD board.

Objective 2: By Spring 2007, plan and coordinate the Early Childhood (EC) portion of the San Diego County Childhood Obesity Action Plan Summit, scheduled for Spring 2007.

### Activities:

1. Workgroup members will design EC sessions to educate and encourage various sectors of the EC community to develop and implement changes in order to increase: (1) the amount of physical activity engagement, (2) healthful eating behaviors for young children, and (3) the promotion of breastfeeding in the county.
2. Collaborate with community partners on planning the breakout, such as, but not limited to, agenda and session development, identification of speakers, moderators, and facilitators.

Objective 3: By June 30, 2007, provide five opportunities for education and resource information trainings (reaching 100+ participants or more) on physical activities and healthful eating behaviors for early childhood advocates (child care providers, preschool teachers and parents) with hopes of 10+ child care providers making a commitment to change.

### Activities:

1. Present "Raising Healthy Children", a training tool for childcare providers, to CCWSD members at a general meeting and post to CCWSD website.
2. Create a downloadable informational flyer on ways to promote physical activity and healthy eating behaviors and post to CCWSD website.
3. Assist childcare providers and early childhood teachers to implement and provide fun activities to promote physical activity and healthy nutrition with



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children via WG presentations through various venues (trainings, conferences, etc.).

Objective 4: By June 30, 2007, develop a plan to educate parents on how to assess and select childcare sites, preschools programs for their physical activity opportunities for children, as well as for their ability to involve families in physical activity and nutritional programming.

Objective 5: By June 30, 2007, increase workgroup membership by 10%.

Objective 6: By June 30, 2007, collaborate with community partners to promote breastfeeding.

### Activities:

1. Collaborate with the San Diego County Breastfeeding Coalition to build a community partnership, by attending their bi-monthly meetings involvement with the Early Childhood Workgroup and other community events.
2. Invite a representative from the San Diego County Breastfeeding Coalition to present to at a CCWSD General meeting or COAP Summit.
3. Create an informational breastfeeding flyer as a downloadable resource posted to the CCWSD web site.



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