



# **NC Early Childhood Physical Activity Institute 2013**

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# **Today's Messages:**

- 1. Be Who You Were**
- 2. Try Not To Use The F Word**
- 3. Development Depends**



# PA in Early Childhood Settings





# Early Childhood: The Last Frontier of Obesity Prevention



Building preferences for healthy habits  
when preferences are first being formed




# ***Develop Healthy Learners With Physical Activity***





**I'm So Happy That I'm Healthy!**  
**I'm So Happy That I'm Strong!**

**Slide to Your Side,  
Slide to Your Side**

**Go**  **back**

**Slide to Your Side,  
Slide to Your Side**





**Now JUMP 3 times (1-2-3)**

**JUMP 3 times (1-2-3)**

**To the front  
To the back**

**To the front  
Oh Yeah...**



**I Like  
It  
Like  
That!**





**Now Move It..... Now Move It.....Now Move it....  
Now Move It.....Now Move It.....Now Move It....**




**Freeze!!!**



**I'm So Happy That I'm Healthy!  
I'm So Happy That I'm Strong!**

**Slide to Your Side,  
Slide to Your Side**

**Go**  **back**

**Slide to Your Side,  
Slide to Your Side**



**Now JUMP 3 times (unos, dos, tres)**

**JUMP 3 times (unos, dos, tres)**

**To the front  
To the back**

**To the front  
Oh Yeah...**



**I Like It  
Like  
That!**



**Now Move It..... Now Move It.....Now Move it....  
Now Move It.....Now Move It.....Now Move It....**



**Freeze!!!**



**I'm So Happy That I'm Healthy!  
I'm So Happy That I'm Strong!**

# I Cover My Cough



**Agh.....Agh**

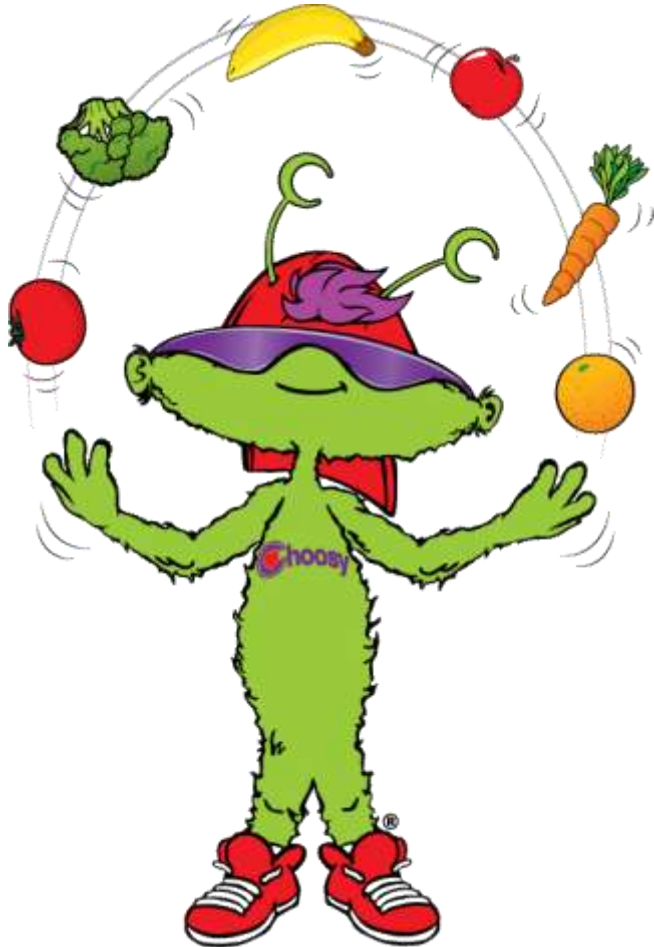


# I Brush My Teeth





# I Eat My Fruits and Veggies



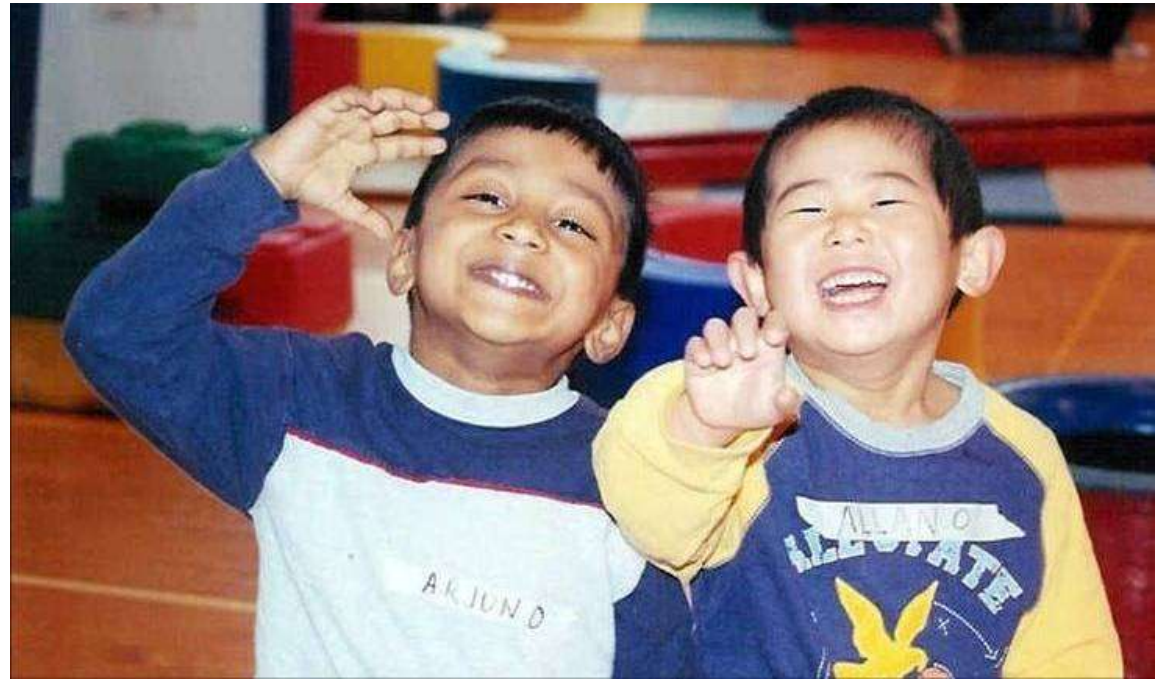
**Like Choosy! Like Choosy!**

# I Eat My Grains and Beans



**M-m-m-m, M-m-m-m, M-m-m-m**

# Show Your C's If You're Down With Me (x4)





**Let's dance.... Let's sing.....  
Let's do our thing!**







**I'm So Happy That I'm Healthy  
I'm So Happy That I'm Strong!**

Music Makes Me Feel Good!

Moving Exercises My Brain!

Moving Energizes My Body!

Moving Gets Me Ready to Learn!

**I Am Ready to Learn!**

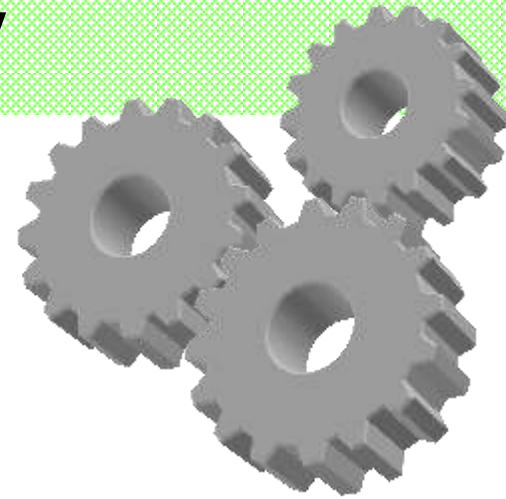
**We have finally learned enough  
from studying disease**



**to understand health**

# **Your Body Is Designed To Be Healthy**

- **Designed to Move  
(5-10 miles a day)**
- **Designed to be Nourished  
(by Fruits, Vegetables  
and Grains)**
- **Designed to be Hydrated  
(by Water)**





# BE WHO YOU WERE





**Survival Of Fittest Was A Reality  
And Still Is Today**

**You Have the Biology of Survivors**

**You Have The DNA of Your Ancestors**

# **Over the last 30 years, obesity has increased for:**

- **Both Genders**
- **All Age Groups**
- **All Income Levels**
- **All Racial and Ethnic Groups**



# North Carolina

- For children ages 2 to 4 years, prevalence of overweight increased by 45% between 1984 and 2009.
- Prevalence for obesity in 2-4 year olds increased by 149% during this same time period.

Source:

CDC, Overweight and Obesity.

<http://www.cdc.gov/obesity/index.html>

NC Pediatric Nutrition Surveillance System, Summary of Trends in Overweight and Obesity Indicators



# Obesity Is...

**A biological response  
to the environment**

**A biological response  
to our policies  
and practices**



NC Child Care Commission (NCCCC) created licensing requirements to increase physical activity in child care facilities



# Policies That Promote Healthy Eating and PA

## ***Early Childhood Obesity Prevention Policies***

(Institute of Medicine)

Examines the evidence and provides guidance on policies for children up to age 5

## ***Preventing Childhood Obesity in Early Care and Education Programs in Caring for Our Children***

(American Academy of Pediatrics)

Best practices in nutrition, physical activity, and screen time for ECE settings



# American Academy of Pediatrics



**Eat. Reduce. Play. Limit.**

Lee County WIC,  
Lee County Health Department, FL



# Let's Move



No screen time for children  
under age 2

30 minutes or less weekly  
for ages 2 and up during  
child care

No more than 1-2 hours  
of screen time daily at home



[healthykidshealthyfuture.org](http://healthykidshealthyfuture.org)

# 60 Minutes of WHAT?



# National Association for Sport and Physical Education (NASPE, 2009)

- 60 minutes or more STRUCTURED PA
- 60 minutes or more of unstructured PA
- Develop movement skills and concepts





# Increased Quantity **AND** Quality







## **Physical Activity in Early Childhood**

**Pre school children are**

- 1. *Not* miniature adults**
- 2. *Not* miniature athletes**

# Try NOT To Use The F Word

Fitness is a by-product of Play,  
Adult Guided  
Movement Activities,  
and Ample Time  
For Practice of  
Motor Skills



**Maturation**

**Development**

**Development  
Depends  
On  
YOU!**



# **Measuring Physical Activity in Early Childhood is Not Enough**

We have been measuring PA in children without considering the role that learning to move and refining motor skills have on physical activity

**Stodden, et al, Quest, 2008**

# Motor Skill Competence

One of the most powerful underlying mechanisms influencing engagement and persistence in physical activity

Stodden, et al, Quest, 2008



# Increase the Quality of Movement Experiences with Skill Practice



If children can't jump, hop, catch, and throw, etc, they may have limited interest and opportunities for engagement in childhood games, recreational activities, and sports later on in life.

# The Body Builds the Brain!

Build and connect neural networks with **variety**.

Strengthen neural networks with **repetition**.

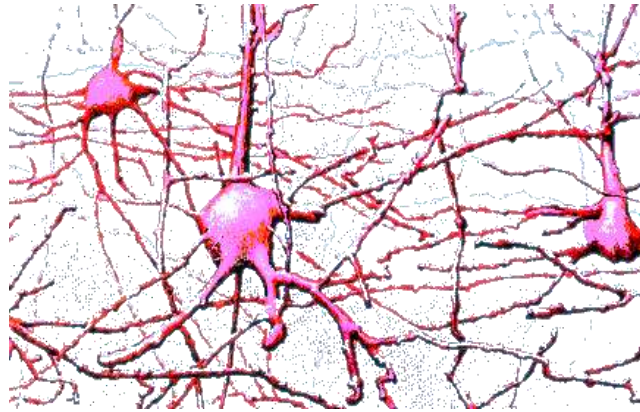




# Brain networks are strongest in early childhood.



Developing brains use incoming sensory, perceptual, and movement information to define and “wire” the brains of young children.



***“Physical activity is like Miracle Gro for the brain!”***

John Ratey, Harvard Psychiatrist

# Executive Function

- Describes the cognitive processes that support adaptive, goal directed learning



**Should also be used  
to describe  
motor competence**

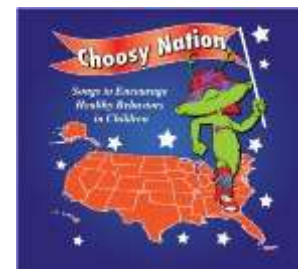
# Tell Your Body What To Do

- Motor Planning
- Self Regulation
- Controlled Movements
- Self Confidence
- Body Management
- Skill Competence





# I'm The Boss!

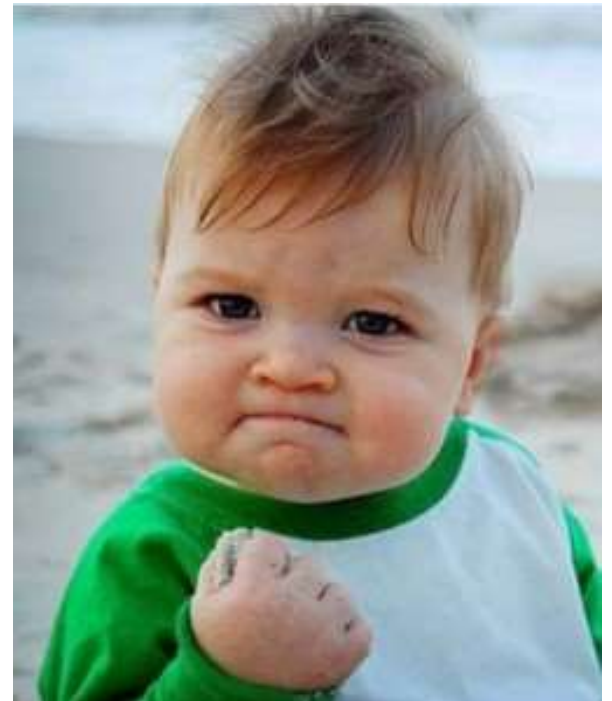


**I'm the Boss**  
**Track #14: Choosy Nation CD**



**I'm the boss of my body,  
I tell it what to do  
I'm in charge like Choosy,  
and here's how I move**

**'Cause I'm the boss...yeah  
I'm the boss...yeah (x3)  
Now chill...**



**I boss my arms**  
**high to low (x3)**

**I boss my legs**  
**jump side to side (x3)**



**I boss my hands**  
**raise the roof (x3)**

**And then I stretch myself**  
**big and tall (x3)**



**I'm the boss of my body,  
I tell it what to do**

**I'm in charge like Choosy  
and here's how I move**

**'Cause I'm the boss, yeah  
I'm the boss, yeah (x4)**

**Now chill...**



**I boss my tummy**  
**twist yourself**

**I boss my feet**  
**march in place**

**I boss my fingers**  
**touch the ground**

**And then I boss myself**  
**turn around**





**I'm the boss of my body,  
I tell it what to do**

**I'm in charge like Choosy,  
and here's how I move**

**'Cause I'm the boss, yeah  
I'm the boss...yeah (x3)**



# Body Language



# **Rate of word acquisition explodes during early childhood**

- By the age of three, most children have acquired nearly 850 words. By the age of six, they have acquired nearly 10,000 words (Fenson, et al, 1994).
- The opportunity for those working and living with children between the ages of 3 and 6 is very significant



# Concrete Experiences With Objects

Playing with props that relate to words:

- 1) assists with retention,
- 2) increases use of words, and
- 3) increases use of words in appropriate context.



# Experiencing Text Enriched Environments

**OVER**  
**THROUGH**  
**UNDER**



# Music: The Universal Teaching Tool

- Elevate heart rates
- Cross midlines
- Teach school readiness skills
- Help children perform and practice motor skills
- Embedded messages about healthy bodies and habits



# Characters Influence Children

Children preferred the taste of foods and selected foods for snacks more often when a character appeared on the packaging.

**The President's Task Force Report on Childhood Obesity recommends using children's characters to promote healthy options, rather than attracting children to unhealthy food and beverages.**

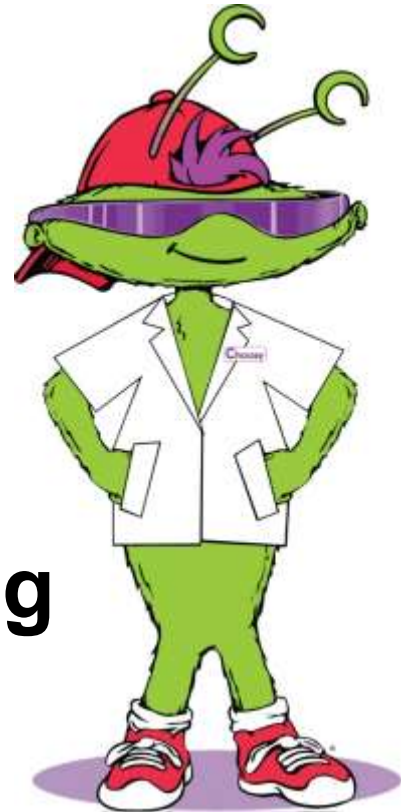


**Kotler , et al *Journal of Health Communication* (2012)**

**Roberto, et al *Pediatrics* (2010)**



# Health Needs a Hero!



## Consistent Health Messaging



Lanigan, J.D. *Child: Care, Health and Development* (2010)

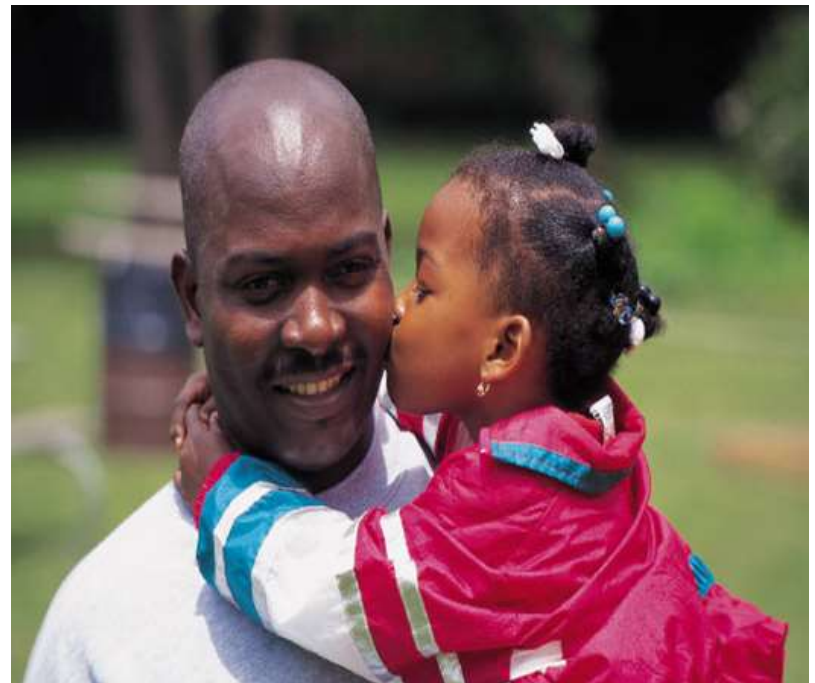
# Knowledge is NOT power



To be powerful, we must  
translate knowledge into action

# Today's Messages:

1. Be Who You Were
2. Try Not To Use The F Word
3. Development Depends





# Feed Them Well Move Them More





**Feed Them Well  
Move Them More**



**Healthy Children  
North Carolina  
Proud Traditions  
In Our Homes and Schools**



Health Is Wealth Here  
Move Them Every Day  
Choosy's Here  
To Help Them  
Move And Learn And Play



Choosy Says  
Health Is Wealth  
Make Them Rich  
And Fit For Life  
In North Carolina  
Mountain Healthy  
Feed Them Well™  
Move Them More





All Our Memories  
Of Our Childhood  
Go to Play Time  
What We've Learned  
We Cherish...



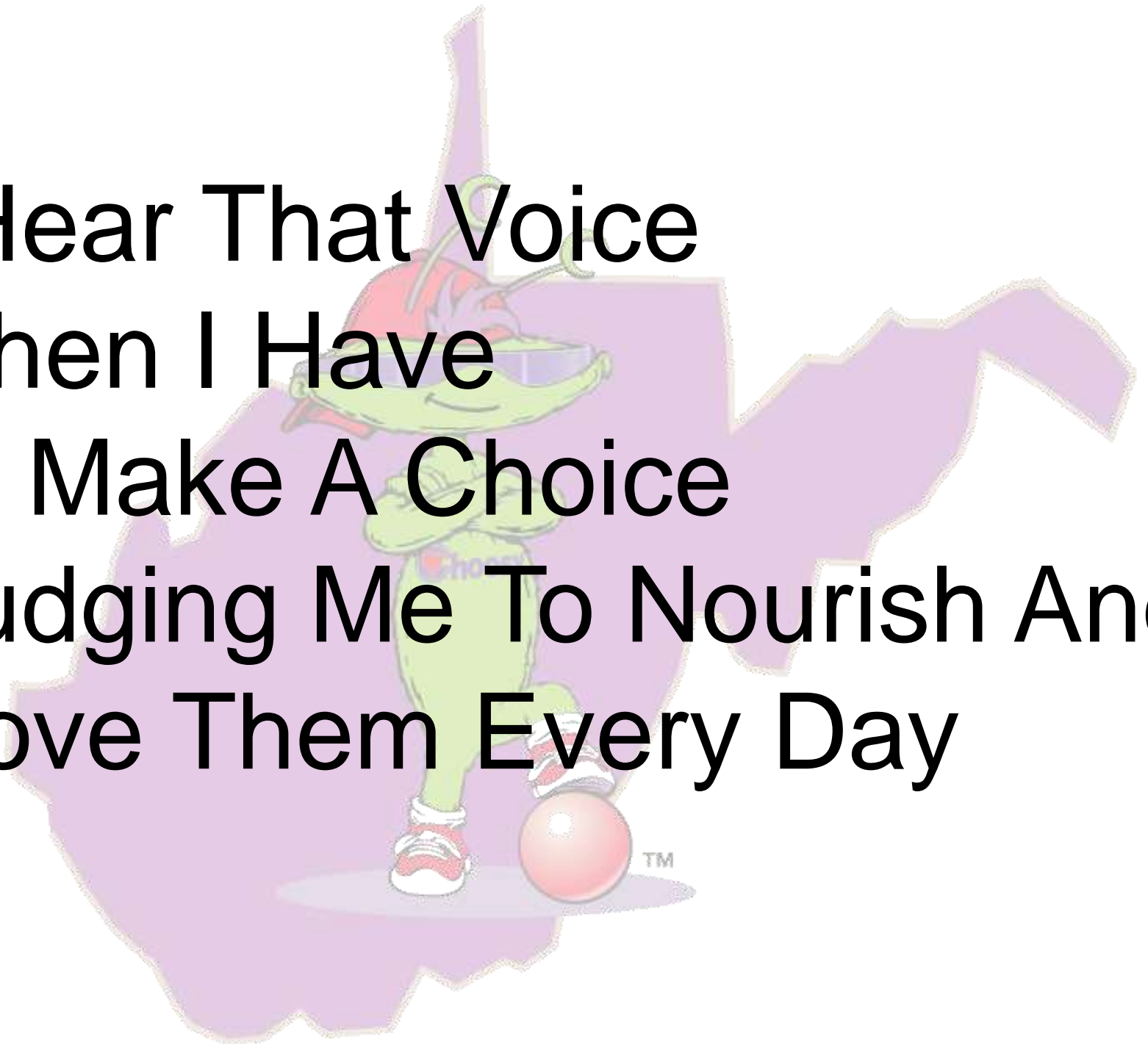
Make Those Memories  
Cheer Them When They Try  
Bonds Made In Childhood  
Put Tear Drops In Our Eyes



A purple silhouette of the state of North Carolina is centered in the background. Inside the silhouette is a cartoon character of a green bean wearing a red baseball cap, a green jersey with a heart and the word "CHOOSY" on it, and red sneakers. The character is holding a red ball with its right hand.

Choosy Says  
Health Is Wealth  
Make Them Rich  
And Fit For Life  
In North Carolina  
Mountain Healthy  
Feed Them Well  
Move Them More

I Hear That Voice  
When I Have  
To Make A Choice  
Nudging Me To Nourish And  
Move Them Every Day





Choosy Says, Let's Go  
We Need To Move And Learn  
And Learn And Move, And  
Play, Play, Play  
Everyday...



A purple silhouette of the state of North Carolina is centered in the background. Inside the silhouette is a cartoon character of a green bean wearing a red baseball cap, a green jersey with a heart and the word "CHOOSY" on it, and red sneakers. The character is holding a red ball with its right hand and has its left arm raised.

Choosy Says  
Health Is Wealth  
Make Them Rich  
And Fit For Life  
In North Carolina  
Mountain Healthy  
Feed Them Well  
Move Them More

Feed Them Well  
Move Them More

Feed Them Well  
Move Them More



# Well Done NC!





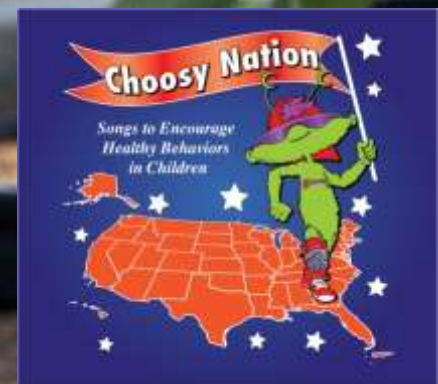
**When I get home I will.....**





# ♪ Be Choosy Outside ♪

**YEE-HAW!**



**Track #2**  
**Choosy Nation CD**

**Let's play, lets play.....outside**  
**Let's learn, let's learn..... outside**

**Let's learn in nature**  
**And we can make sure**

**We're Choosy,**  
**We're Choosy outside**





**Narration: Let's learn and move outside!**

**Gallop like a pony**

**Jump up as high  
as the tallest tree**

**Climb the ladder to the  
top of the slide**



**March in the tall grass**

**Can I get a “Yee-Haw!?”**

**Hop on one foot across  
small puddles**

**Row, row, row your boat**

**Leap across big puddles**

**Swim in the water**



**Let's play,  
lets play outside**

**Let's learn,  
let's learn outside**



**Let's learn in nature  
and we can make sure**

**We're Choosy,  
We're Choosy outside**



**Dig in the dirt with your shovel**

**Bend down to smell the flowers**

**Walk across a log**

**Buzz from flower to flower like a bee**

**Can I get a “Yee Haw!?”**





**Pull the weeds in the garden**

**Make your arms be the big sun**



**Water your pretty plants**

**Grow taller and taller like  
a sunflower**



**Let's play, lets play.....outside**  
**Let's learn, let's learn..... outside**

**Let's learn in nature**  
**And we can make sure**  
**We're Choosy, we're Choosy outside**

**Can I get a “Yee-Haw!?”**



# Parents and Grandparents: Valued Play Partners







# This is **My** Body!



**This Is My Body  
I'm Going To Treat It Right  
My Bones & Muscles  
My Heart & My Mind**

**This Is My Body  
It's Mine, All Mine  
My Arms & My Legs  
My Ears & My Eyes**



# Parents Are The First & Most Influential Teacher



# Parents and Grandparents: Valued Play Partners





# **“Influential Others” for Preschool Children**

Child Care/Preschool

Children’s Characters

Health Care Providers

Family

Church

**Consistent Health Messaging**

**Motivation Modification**

**Continuity Across Influential Others**



# Developing Healthy Children



**This Is My Body  
I'm Going To Treat It Right  
My Bones & Muscles  
My Heart & My Mind**

**This Is My Body  
It's Mine, All Mine  
My Arms & My Legs  
My Ears & My Eyes**

# Informing Families With Consistent Health Messaging



**Health  
Needs A Hero**

# Policies That Promote Healthy Eating and PA

## ***Early Childhood Obesity Prevention Policies***

(Institute of Medicine)

Examines the evidence and provides guidance on policies for children up to age 5

## ***Preventing Childhood Obesity in Early Care and Education Programs in Caring for Our Children***

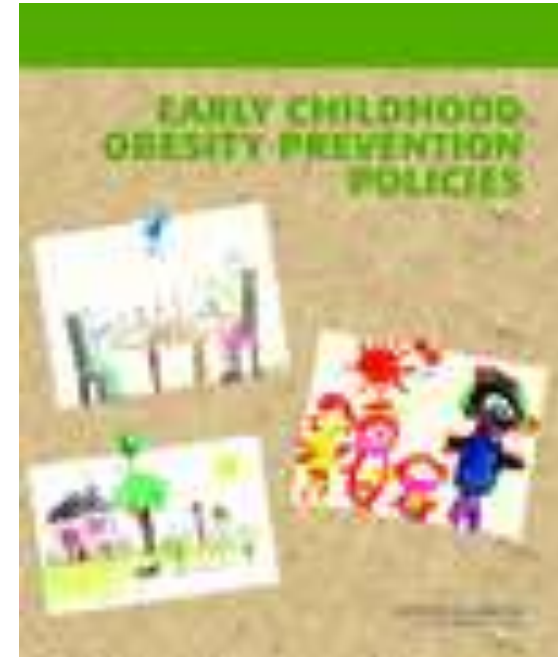
(American Academy of Pediatrics)

Best practices in nutrition, physical activity, and screen time for ECE settings

# **Early Childhood Obesity Prevention Policies**

## **IOM Policy Recommendations**

- 1. Healthcare providers make parents aware of their child's excess weight early on**
- 2. Parents and child care providers keep children active throughout the day, provide them with healthy diets, limit screen time, and ensure children get an adequate amount of sleep.**



**Institute of Medicine Report  
June 2011**





**Do WV Infant Toddler Leaders  
Like to Move It?**