



State of California—Health and Human Services Agency
Department of Health Care Services



ARNOLD SCHWARZENEGGER
Governor

September 8, 2008

CHDP INFORMATION NOTICE: 08-E

To: ALL CHILD HEALTH AND DISABILITY PREVENTION (CHDP) PROGRAM DIRECTORS, DEPUTY DIRECTORS, NUTRITIONISTS, HEALTH EDUCATORS, STATE CHILDREN'S MEDICAL SERVICES (CMS) BRANCH STAFF

Subject: CHDP/Kaiser Permanente Childhood Obesity Poster, "Little Changes. Big Rewards. Are you Ready?" is free and available for distribution.

The purpose of this CHDP Information Notice is to provide you with a poster description, recommendations for use in provider offices, local program distribution and ordering information for the CHDP/Kaiser Permanente Childhood Obesity Poster, "Little Changes. Big Rewards. Are you Ready?" Children's Medical Services collaborated with Kaiser Permanente in the development of a healthy lifestyle poster for childhood obesity to be used by the CHDP program. The poster is intended for CHDP providers to use during a CHDP health assessment; it will assist the provider with brief counseling regarding healthy family lifestyle changes. The poster serves as an educational "platform" for local programs and providers because it identifies the evidence-based lifestyle messages for childhood obesity. These messages should represent the prevention and primary intervention focus for childhood obesity.

The 24x17 inch poster "Little Changes. Big Rewards. Are you Ready?" poster has colorful child photos reflecting California's diverse pediatric population and is designed with evidence-based healthy lifestyle messages for children and their families:

- Get Moving
- Eat Smart
- Pull the Plug
- Drink Well

The health messages are simple, culturally appropriate and easy for the provider to convey. The poster is available in both English and Spanish. The Spanish version is culturally modified with slightly different photos and messages.

Poster Use in Provider Offices

The poster is designed for use in the CHDP provider office and is intended for posting in exam rooms to facilitate brief counseling and negotiation when providers disclose Body Mass Index (BMI) Percentile. The “standardized” messages will assist the provider with efficient and evidence-based counseling.

The messages on the poster are consistent with the 2007 American Medical Association Expert Committee Recommendations on Childhood and Adolescent Overweight and Obesity. In October 2007, the Branch sent distributed CHDP Provider Notice 07-13 that detailed the Committee’s recommendations.

Local Program Role and How to Order

Local programs will need to order the poster and distribute the posters to CHDP providers in their jurisdictions. Distribution of the poster should include education regarding the use of the poster and it is important to remind providers that verbal communication between the provider and family regarding lifestyle messages enhances the importance of the message and increases family compliance.

The CMS Branch received a limited supply of the posters from Kaiser Permanente and they are currently available for ordering from the DHCS Warehouse. At this time, we are not sure if we will have access to additional posters once this supply is exhausted. The goal is to distribute the posters statewide and ensure equal access for all local programs. In keeping with this broad distribution, please keep your initial order to less than 200 posters per language. Small and medium-sized counties will most likely order less than 100 posters at a time. Please use the following publication numbers and titles when ordering. (Note: the title that the DHCS Warehouse uses for this poster does not match the heading of the poster.)

Language	Publication	Title	Cost
English	Pub 157	CHDP Childhood Obesity Poster	Free
Spanish	Pub 158	CHDP Childhood Obesity Poster	Free

Orders of 100 Posters or more

The DHCS Warehouse will only mail posters in 100 unit (boxed) shipments. For large local programs, mailing in bulk may match the number of posters needed for provider offices. 100 unit boxes will not be broken down to accommodate orders less than the box equivalent. When ordering, local programs must use the Warehouse Order Form (DHS 2031) and fax the form directly to the DHCS Warehouse.

Orders of Less than 100 Posters

For orders of less than 100 posters, please fax your request to Judy Sundquist, CMS Statewide Nutritionist @ 916-327-5743 using the DHCS Warehouse form. The Branch will mail the posters in mailing tubes to the local program.

To facilitate quick distribution of smaller orders, posters will be distributed at CHDP Deputy Director and Provider Relations meetings in Northern California during the month of August.

Other Materials

1. The smaller 8X11 inch PDF versions (English and Spanish) of the poster are attached to the Information Notice and can be readily downloaded and printed in color by local programs to use adjunctively with the larger poster.
2. The CHDP Statewide Nutrition Subcommittee is developing a PowerPoint training tool "Counseling the Overweight Child, A Training for CHDP Providers". This 50 minute training tool will be posted on the CHDP webpage, December 2008 for local programs to use for provider training. The CHDP "Little Changes. Big Rewards." poster will be described and showcased as a tool that facilitates brief counseling.

If you have questions, please contact Judy Sundquist, CMS Nutrition Consultant @ 916-327-1400.

Marian Dalsey, M.D., M.P.H., Chief
Children's Medical Services Branch

Enclosures



SBP0329757_VEER_RF_HIRES



CBP1013648_VEER_RF_HIRES



DVP0752059_VEER_RF_HIRES



SMP0000301_VEER_RF_HIRES

Little changes. Big rewards. Are you ready?



IMP9020237_VEER_RF_HIRES

Every body needs a balance of nutritious foods and active living to achieve a healthy weight and prevent problems such as diabetes and heart disease. As a parent, you have the power to teach your children healthy habits that will last a lifetime.

Here are some simple steps that can bring big rewards for your entire family.

Get moving

- Aim for at least 60 minutes of activity a day.
- Escape the pull of the couch—get up and get moving.

Pull the plug

- Limit screen time (TV, computers, and video games) to 1 to 2 hours a day.
- Move the TV out of the bedroom.

Eat smart

- Aim for 5 to 9 servings of fruits and vegetables a day.
- Fuel up with breakfast every morning.

Drink well

- Choose water or non-fat milk.
- Limit soda, sports drinks, juice, and sweetened drinks—one can is equal to drinking a candy bar!



Child Health and Disability Prevention Program
Children's Medical Services, California Department of Health Care Services



KAISER PERMANENTE®



Los cambios pequeños producen recompensas grandes. ¿Están listos?

Todos necesitamos un equilibrio de alimentos saludables y actividades físicas para tener un peso sano y evitar problemas como la diabetes y las enfermedades del corazón. Como madres y padres de familia, ustedes tienen el poder de enseñar a sus hijos a tener hábitos saludables para toda la vida. Recuerde que los cambios pequeños pueden brindar grandes recompensas para toda su familia.



¡Muévanse todos!

- Pónganse como meta realizar por lo menos 60 minutos de alguna actividad física al día.
- Levántense del sofá y ¡muévanse!

¡Apaguen la tele!

- Limiten el tiempo que pasen frente a las pantallas de televisión, computadora o videojuegos a 1 ó 2 horas por día.
- Saquen la tele de la recámara.

Coman bien

- Procuren comer de 5 a 9 porciones de frutas y verduras todos los días.
- Recuerden que el desayuno les da una fuente de energía. ¡Desayunen todas las mañanas!

Elijan sus bebidas

- Opten por tomar agua o leche descremada (*non-fat*).
- Limiten el consumo de sodas, bebidas deportivas, jugos y bebidas endulzadas. ¡Ojo que tomarse una lata de soda equivale a comerse una barra de chocolate!

