



### Weighing In Early Childhood Working Group

April 25th, 1-2:30 p.m.

#### **Welcome and Introduction of Attendees**

##### **Partner Spotlights**

- i. Double Up Food Bucks- Donna Martin, Mid-America Regional Council

The [Double Up Food Bucks program](#) is a program for SNAP recipients. For every \$1 spent at participating farmers markets and grocery stores in Kansas and Missouri, participants will get with another \$1 FREE to buy more fruits and vegetables, up to \$25 more per day.

There are 35 farmers markets across Kansas and Missouri that participate. SNAP recipients bring their SNAP EBT Card to the farmers market office or info booth before they shop and exchange for tokens, for every SNAP \$1 they will also receive a \$1 token for Double Up Food Bucks- to \$25, every market day. Participants can buy any SNAP-eligible foods at the market with their EBT Card dollars/token; they can buy any fruits and vegetables with the Double Up Food Bucks tokens.

The program is available at ALL Price Choppers in Kansas City area, as well as Rollin Grocer and Harvest Learning store and other grocers! At grocers, when SNAP recipients use their EBT Cards to buy locally grown fresh fruits or vegetables they can earn Double Up Food Bucks rewards. For every \$1 spent on LOCAL foods, SNAP recipients earn \$1 FREE Double Up Food Bucks, up to \$25 per day. The Double Up rewards can be spent on any fresh fruits or vegetables from the same retailer at any future time.

There are flyers available for the Kansas City area as well as throughout Missouri and Kansas. Flyers will be mailed to SNAP recipients in June as well. Visit the website <http://www.doubleupheartland.org> or contact Donna Martin, [dmartin@MARC.ORG](mailto:dmartin@MARC.ORG), for flyers and additional information.

- ii. KCK HeadStart – Tory Anderson, Health Services Coordinator

As part of their existing requirements for HeadStart nutritional standards, KCK HeadStart incorporated the Fit-Tastic! assessment questions into their process. As requirements

changed, they now use just the Fit-Tastic! assessment questions and ask these of most families during current enrollment (translated into Spanish and Burmese). They are working on studying the data related to these questions. They've also worked to incorporate the 12345 Fit-Tastic! messaging into programming. Last year they hosted a Fit-Tastic! family night at one of the preschools, using the message and Fit-Tastic! event kit as a guide. They are working from a policy perspective on adding school gardens. Tori has worked with KC Community Gardens, as well as partners within the district to get the garden beds added. Teachers are excited to use the garden theme/incorporate within the classroom curriculum.

### **Weighing In/Healthy Lifestyles Initiative Updates- Emily Meissen-Sebelius**

#### **i. HLI in Early Care and Education Toolkit- *Coming Soon!***

Weighing In has been working in partnership with The Family Conservancy, ChildCare Aware and Healthy Way to Grow to survey childcare provider partners to learn more about what would be most helpful in terms of family education, policy implementation next steps and connection the the Fit-Tastic! message.

Last meeting Emily shared results of a brief survey. One of the things we asked about was need and what would be most useful in these areas. The highlights (which are online from last meeting) were the following areas of need/utility:

1. Newsletters or newsletter material; handouts for families
2. Handouts, materials posters, that support wellness policies; sample family letters about policies
3. List of 12345 Fit-Tastic! materials; sample wellness policies that fit with 12345 Fit-Tastic! message

With those results in mind, we have created a few new 12345 Fit-Tastic! resources specifically for early childhood programs, as well as a toolkit that provide more explanation about the different materials available, examples for using the materials and more connection to wellness policies;

We want to roll this out to Early Childhood Working Group first, as trainers and specialists who are working with providers directly. We are hoping it makes it easier to share the Fit-Tastic! message and materials and better connect it to the work that you are doing in terms of health and wellness policies and practices. And we want to get your input and see how you think you might use it in your work with early childhood providers.

Please look for emails with dates in late May-early June to do a mini- workshop on these resources.

**ii. TMC-WIC and Fit-Tastic! – TMC Mobile Market and new materials**

- a. Weighing In is working in partnership with TMC-WIC on a project which aims to increase access to healthy foods and also improve connections b/w healthcare and community resources.
- b. See [new handout](#) for TMC Mobile Market and new stop at the Linwood YMCA! If you are interested in helping promote this new stop or partnering on fruit and veggie promotion, contact Emily.
- c. Brochures available for fruit and veggie of the month coming SOON! Recipes, storage and prep tips and other fun information! Could be used by grocers, as parent handouts or within early childhood settings as well.
- d. Other project objectives include working with Rollin Grocer on becoming WIC approved; Fit-Tastic! marketing campaign; co-location and training for Children's Mercy Primary Care and WIC; fruit and vegetable prescription at two WIC clinics and one CMH clinic

**Structured Networking and Resource Sharing- Working Group**

Announcements:

- National Screen Free Week is May 1-5<sup>th</sup>; Resources at <http://www.screenfree.org/> and locally <http://talkreadplay.org/>; <http://fittastic.org/get-fit/step-2-unplug>
- American Heart Association has new infographics for recommendations on sugar for kids; Emily will post on [Early Childhood Page](#)
- MU Extension provided information about professional development for childcare providers; Emily will post on [Early Childhood Page](#)

**Next Meetings**

Early Childhood Working Group:

*4<sup>th</sup> Tuesdays; once/quarter from 1-2:30 p.m.*

**July 25th, Oct. 24th.**

Emily will send out location; either Family Conservancy or American Heart Association

**Weighing In Quarterly Meetings:**

**June 1<sup>st</sup>, 9-11 a.m. Kauffman Conference Center**