Childhood Feeding Collaborative
Supported and funded by

FIRST 5 SANTA CLARA COUNTY
Santa Clara Family Health Plan
KAISER PERMANENTE®
Choices for Children
HEALTHTrust
CITY OF SAN JOSE CAPITAL OF SILICON VALLEY
VALLEY HEALTH PLAN
Steps to a Healthier CA Santa Clara County

Public Health Department
Chronic Disease and Injury Prevention
Eating is a skill children learn.
Improve parenting skills around feeding at the earliest opportunity to reduce known risk factors for obesity.
Spectrum of Prevention

Going beyond the dinner table to influence child feeding practices

6. Influencing Policy and Legislation
5. Changing Organizational Practices
4. Fostering Coalitions and Networks
3. Educating Providers
2. Promoting Community Education
1. Strengthening Individual Knowledge and Skills
The Division of Responsibility

The focus for change is on parenting & family practices instead of fixing the child

Developed over 30 years ago by Ellyn Satter, MS, RD, LCSW
Studied and supported by peer reviewed cross sectional research

www.ellynsatter.com
5 Keys to the Division of Responsibility

Parents take leadership over:

**KEY 1** What is served

**KEY 2** When eating is allowed

**KEY 3** Where eating is allowed

Children have autonomy over:

**KEY 4** How much to eat

**KEY 5** Whether or not to eat
The Division of Responsibility

Considered *best practice* by policy making organizations and expert committee reports on child obesity

- American Academy of Pediatrics
- American Dietetic Association
- Head Start Program
- WIC
- Bright Futures

2007 AMA Recommendation for the Assessment, Prevention and Treatment of Childhood Obesity
Childhood Feeding Collaborative

supports coordinated communication among organizations that serve families

- Pediatric health care providers 30,000
- 5Keys Class 2,000
- Pediatric Healthy Lifestyle Center 200
- Managed care plans 33,000
- WIC programs 250,000
- Speciality referral resources 1,000
- Community based organizations 1,800
- Child care providers 300
Childhood Feeding Collaborative

supports coordinated communication by health care providers

County and community pediatric clinics
County and community obstetric providers
Managed care plans network providers
Pediatric Healthy Lifestyle Center
5Keys Class
Childhood Feeding Collaborative supports coordinated communications by public health and nutrition programs.

- WIC programs
- Public health nurses
- Adolescent Family Life program
- Black Infant Health
- Breast feeding promotion project
- Mental health providers
- Comprehensive Perinatal Services program
- 5Keys Class
Childhood Feeding Collaborative

supports coordinated communications
by child development providers

Community based organizations
Child care providers
Family wellness court home visitors
5Keys Class
Health care provider outcomes

*Results at two month follow-up*

- Significant increases in confidence
- Fewer perceived barriers to addressing feeding and weight issues
- Greater perception of having an effective intervention

2008 pilot of county pediatricians; pre-test n = 50; post-test n=29
Health care provider outcomes

Follow-up interviews at 6-12 months

10 OF 12 feel their guidance is highly consistent with parents’ responsibilities

8 OF 12 feel their guidance is highly consistent with child’s responsibilities

11 OF 12 feel their guidance is highly consistent with supporting family mealtimes.

2010 random sample of 12 county, community, and private practice pediatricians; one hour, in-person interviews.
Health care provider outcomes

Follow-up interviews at 6-12 months

The Division of Responsibility gives providers an easy-to-understand way to discuss feeding and improve the consistency and effectiveness of their message.

2010 random sample of 12 county, community, and private practice pediatricians; one hour, in-person interviews.
Health care provider

Barriers to success

Time constraints
Competing priorities
Ineffective communication style
Reaching parents

5Keys to Raising a Healthy, Happy, Eater

ASK QUESTIONS—GET ANSWERS
• Should I make my child eat veggies?
• My child won’t eat enough. What can I do to get him to eat?
• How can I get my child to set and eat at the table?
• My child’s doctor says she is too heavy. What shall I do?

CALL 1-800-260-2055 to register or for more information on the next class.
Classes are located throughout Santa Clara County

Parenting class is two hours
Learner-centered curriculum
Free to all parents with a child under 6 years old
Offered at health clinics, childcare centers, public libraries, First 5 Family Resource Centers
Parents receiving 5Keys education

Sources
- 5Keys class
- WIC programs
- Community organization
- Clinical dietitians
- Public health programs
- Childcare programs
Impact of 5Keys Classes

90% of families attempt to change two or more behaviors

2010 comparison of post-test to follow-up interview; n = 95
Impact of coordinated communication

*Parents’ awareness increases with exposure*

Percentage of participants who heard similar feeding messages from other sources

post-test

follow-up
Impact of coordinated communication

Consistent, best practice feeding messages

- Doctor
- WIC nutritionist
- Family member or another parent
- Health professional
- Community agency
- Child care provider
- None of the above

Percentage of participants who heard similar feeding messages from other sources

2010 comparison of pre-test and post-test; n = 220
Barriers to reaching parents

Low attendance rates at 5Keys class
Childcare at classes is costly
Additional/multiple language support is necessary

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sponsored by

Free parenting class
Coordinated communication

Facilitation between day-care providers and parents

**PHASE ONE** Engage and train family and center-based day care providers in 5Keys at San Jose training center

**PHASE TWO** Day care provider implements best practice feeding environment

**PHASE THREE** Connect provider and parent by conducting 5Keys class for parents at provider’s home
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