

Let's Move! Child Care

February 9, 2010 - First Lady Michelle Obama announced a national goal of solving the challenge of childhood obesity, and a nationwide campaign called Let's Move!

The campaign was designed to combat childhood obesity through a comprehensive approach that would engage every sector that impacts the health of children, building on already effective strategies and resources, and providing simple and effective tools for schools, families and communities to help children be more active, eat better and get healthy.

On June 8, 2011, the First Lady launched Let's Move! Child Care, as part of the effort to help the nation's youngest children get off to a healthy start.

According to the White House Task Force on Childhood Obesity, the risk of obesity starts early in life. Over half of obese children become overweight by the age of 2, and approximately one in five children are overweight or obese by their 6th birthday.

As a child care provider, you have the opportunity to help turn these statistics around. The five goal areas of Let's Move! Child Care (infancy through preschool) are:

1) Physical Activity: Provide 1 to 2 hours of physical activity throughout the day, including outside play when possible.

2) Screen Time: No TV or media screen time for children under 2 years. For children age 2 and older, strive to limit screen time to no more than 30 minutes per week during child care, and work with parents and caregivers to ensure children have no more than 1-2 hours of quality screen time per day overall (as recommended by the American Academy of Pediatrics).

3) Food: Serve fruits and vegetables at every meal, eat meals family-style whenever possible, and don't serve fried foods.

4) Beverages: Provide access to water during meals and throughout the day, and don't serve sugar-sweetened drinks. For children age 2 and older, serve low-fat (1%) or non-fat milk, and no more than one 4- 6 ounce serving of 100% juice per day.

5) Infant Feeding: For mothers who want to continue breastfeeding, provide their milk to their infants and welcome them to breastfeed during the child care day. Support all new parents' decisions about infant feeding.

Join other family child care providers who have committed to Let's Move! Child Care. Sign-up at www.healthykidshealthyfuture.org get updates, webinar information, and share your success stories. Take the free

checklist quiz about the physical activity and nutrition in your child care home and build your own action plan based on your answers to the quiz.

You'll find resources there to help you implement your action plan to meet the Let's Move! Child Care goals, including website listings of nutrition and physical activity guides, an online resource center with useful articles on healthy eating and activity, and stories and testimonials from other child care providers.

To find more information on the Let's Move! initiative go to www.letsmove.gov.

Sources: www.letsmove.gov
www.healthykidshealthyfuture.org

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