The Promise of Prevention
2008 Annual Summary
Nemours Health and Prevention Services (NHPS), a non-profit organization based in Newark, Delaware, works with families and community partners to help children grow up healthy. Its goal is to effect long-term changes in policies and practices that promote child health and to leverage community strengths and resources to have the greatest impact on the most children.

NHPS is a division of Nemours, one of the nation’s largest pediatric health systems, operating the Alfred I. duPont Hospital for Children and outpatient facilities throughout the Delaware Valley and northern and central Florida. NHPS expands Nemours’ reach beyond clinical care to consider the health of the whole child within his or her family and community.
2008: A Year of Achievements

Through our Campaign to Make Delaware’s Kids the Healthiest in the Nation, Nemours Health and Prevention Services (NHPS) accomplished the following in 2008:

• Inspired more than 100,000 children to make healthy changes in their behavior;

• Helped set some of the country’s most progressive state child care policy standards for nutrition;

• Further developed an award-winning social marketing campaign which raised awareness and inspired action in Delaware and beyond;

• Held the third Nemours Conference on Child Health Promotion attended by nearly 400 participants.
Obesity Prevention: Promoting Healthy Eating and Physical Activity

In 2008 NHPS reached over 100,000 Delaware children in the school, child care, primary care, and community settings through a mix of interventions related to healthy eating and physical activity. The 5-2-1-Almost None healthy lifestyle message remains at the core of NHPS’ approach, the ultimate goal of which is to change children’s behaviors and realize a reduction in obesity rates as measured by body mass index (BMI).

Through a combination of training and resource-sharing, NHPS has engaged and mobilized more than 230 partners statewide to focus their staff and resources on child wellness, with a specific emphasis on healthy eating and physical activity.
In Child Care

As the result of a year-long collaboration with representatives from child care centers and family child care homes, local food vendors, and NHPS, the Delaware Child and Adult Care Food Program (CACFP) announced new food policies that affect 54,000 children in licensed child care. Children in child care are now offered a more nutritious diet, limiting fruit juice, processed meat, baked snacks high in sugar and fat, and including more whole grains. Children aged two years and older are served one-percent or non-fat milk. The new policies put Delaware on the leading edge nationally with standards for nutrition in child care.

NHPS supported these changes by collaborating with CACFP to develop and distribute Best Practices for Healthy Eating, an original toolkit to help providers carry out the guidelines for children from infancy to age twelve.

NHPS was also involved in Delaware’s adoption of licensing requirements for home-based child care to limit screen time to no more than one hour per day for educational purposes and require at least 20 minutes of moderate to vigorous physical activity per three hours of care. Nearly 11,000 Delaware children are cared for in home-based facilities.

NHPS’ work in child care supports providers in promoting healthy behaviors through policies and standards, provider training, curricula, toolkits, and hands-on assistance.

Early Childhood Provider Education Reform

NHPS collaborated with the Department of Early Childhood Education at Delaware Technical and Community College to incorporate healthy eating and physical activity into their Early Childhood Associates Degree
program. This will provide NHPS with a long-term opportunity to influence the education of child care providers to prioritize health and promote healthy eating and physical activity in centers.

**Learning Collaborative Strategy**

Leadership teams from 28 child care centers, serving more than 3000 children, were engaged in Nemours’ collaborative learning series. The four-part series was designed to bring about changes in policy and practice at the centers, as well as help center staff communicate effectively with parents. All of the teams indicated a willingness and commitment to develop healthy eating and physical activity policies and practices. Within 30 days of the first session in the series, all teams had made progress with moving these plans forward.

**In Primary Care**

At the urging of NHPS, the boards of the Medical Society of Delaware and the Delaware Chapter of the American Academy of Pediatrics, representing more than 500 physicians, officially endorsed and agreed to promote the “Expert Committee Recommendations on Assessment, Prevention, and Treatment of Child and Adolescent Overweight.” This is the strongest effort to date to ensure that obesity prevention and management is a standard of care for all pediatric health professionals in the state.

NHPS’ policy goals in this sector focus on implementation of new national recommendations for preventing and managing childhood obesity in the primary care setting and financing for related services including lifestyles counseling, follow-up visits, and behavior change programs.
Delaware Primary Care Initiative on Childhood Overweight

This ongoing multi-year Delaware initiative involves fifteen practices, including eight Nemours practices, serving 33,400 children. The Initiative continued to focus on enhancing providers’ pediatric prevention and weight management skills through quality improvement strategies, education, and practical tools. In 2008 more than 80% of the reporting practices were measuring and counseling families about BMI routinely at well child visits.
Policy goals in schools focus on requiring all Delaware schools to provide at least 150 minutes of physical activity per week, increasing access to fruits and vegetables, decreasing access to high calorie/low nutrient foods in the environment, and collecting and reporting BMI and fitness data.

Currently 11 school districts, representing 76,400 students, are engaged in NHPS’ collaborative learning series and are actively making changes to promote and enable 5-2-1-Almost None healthy lifestyle habits.
Approximately 23,000 students in 41 schools now have 150 minutes of physical activity during the school day each week. This is due to the Physical Education/Physical Activity program in schools and the student fitness assessment legislation NHPS helped to pass in 2006. As a measure of student fitness, all Delaware students will now participate in strength and endurance testing in the 4th, 8th, and 9th or 10th grades; results are shared with parents in the Fitnessgram® (assessment) along with information developed by Nemours to help families understand the results.
NHPS’ community policy goals focus on state and community standards and incentives that increase access to healthy foods and safe physical activity sites. Policies in large community-based organizations that change food offerings and promote physical activity consistent with the 5-2-1-Almost None message is also a priority.

Promoting Healthy Eating and Physical Activity in the Built Environment

NHPS participated in “Creating a Livable Delaware: Pathways for Enhancing Prosperity and Quality of Life” hosted by the University of Delaware. Attended by more than 400 government, business, and nonprofit leaders, the seminar showed how the built environment affects physical activity and outlined the policy implications for creating more active living opportunities in Delaware.

NHPS also collaborated with the Division of Public Health to recommend ways to improve the built environment in Bridgeville, Sussex County in order to better promote healthy lifestyles in that community. In addition, NHPS provided data and research on the public health and quality of life benefits of active transportation initiatives that were included in the Case Statement for the Wilmington Metropolitan Region: Active Transportation in Northern Delaware.
Sussex Child Health Promotion Coalition

The Sussex Child Health Promotion Coalition, with 140 members, continues to spread the 5-2-1-Almost None message. It also provides opportunities for NHPS to influence policy and practice change that promote healthy lifestyles in Sussex County, with the potential to reach the county’s nearly 32,000 children.

Highlights of their work include:

- partnership with the Seaford School District (enrollment: 3300 students) and the City of Seaford to apply for and receive $20,000 in federal Safe Routes to School funding to support two elementary school projects;
- awarding seed money to coalition members to promote healthy eating and physical activity programs among children;
- partnership with the Delaware Department of Parks and Recreation for “Kids Day at Trap Pond,” an event to promote physical activity while introducing 900 students to Delaware parks.

Strategic Partnerships in Wilmington and New Castle County

NHPS has been active in developing a health promotion plan for Southbridge, a low income Wilmington neighborhood designated for revitalization by the Wilmington Hope Commission. In partnership with community-based organizations, NHPS has supported programs that encourage safe, indoor physical activity.

Promoting Healthy Activities Together (“PHAT”), an eight-week hip-hop dance-based method of engaging girls, was particularly successful. While Nemours provided seed support, this program is fully funded in 2009 by the Wilmington City Council and Henrietta Johnson Medical Center—and has increased from one site to two—leveraging 200% of NHPS’ original investment.
Communication Highlights

Social Marketing

The Campaign to Make Delaware’s Kids the Healthiest in the Nation focuses on increasing the understanding of 5-2-1-Almost None in a promotional effort featuring informational and interactive web sites, paid media, and hands-on activities. The campaign achieved:

- Six million media impressions in 2008;
- 33% increase in web hits and page views;
- 700 new Campaigners as advocates;
- A reach of an estimated 50,000 children at various family events.

The TV commercial won three Telly Awards; the Mighty Timoneers web-based animated series won an Accolade Award; and the Mighty Timoneers parent’s pocket guide and kids’ activity book won a silver National Health Information Award for providing engaging educational information for children.

Throughout ten days at the Delaware State Fair, NHPS reached nearly 50,000 children with its healthy eating and physical activity messages. This was particularly true on “Healthy Kids Day,” a day set aside to educate and engage families via participatory activities such as meeting the Mighty Timoneers, making fruit smoothies, spinning the “veggie trivia wheel,” and watching the sugary drink demonstration.

Through partnerships with Delaware Greenways, Delaware Department of Parks and Recreation, and the University of Delaware, NHPS helped launch the “No Child Left Inside” campaign, aimed at increasing the use of trails, parks, and playgrounds for active recreation in northern Delaware.
Media Coverage

Earned media impressions doubled over 2007 figures.
Some highlights included:

- The sugary beverage demonstration, based on the “almost none” component of 5-2-1-Almost None, became a summer media magnet, featured in a five-minute segment on WHYY-TV12; a three-minute piece on Comcast News’ “Your Morning;” three separate three-minute segments broadcast live from Newark on Fox-TV’s “Good Day Philadelphia” program; and a front page article in the News Journal Health section.

- Press coverage of the NHPS policy agenda included front page articles in The Leader and State Register (western Sussex) and The Seaford Star, articles and an editorial in the Cape Gazette (eastern Sussex), television appearances on Comcast Delmarva and Delaware Perspectives on 6ABC (Philadelphia) and a radio interview on Q105 (Kent/Sussex).

- Delaware Business (the State Chamber of Commerce publication) and Delaware Today magazines featured articles describing Nemours’ approach to obesity prevention and 5-2-1-Almost None.
Emotional and Behavioral Health Promotion

Emotional and behavioral health, the second major area of interest for NHPS, is focused on nurturing children and youth to be healthy and resilient, as well as supporting families, caregivers, and systems that promote children’s social and emotional well-being.

The effort will build on NHPS’ obesity prevention work and will benefit from existing evidence-based strategies, established community partnerships, and expertise in children’s behavioral health at the Alfred I. duPont Hospital for Children.
State and National Reputation

Nemours Conference on Child Health Promotion

The 2008 Nemours Conference on Child Health Promotion: Advocacy, Policy and Progress in the Fight Against Childhood Obesity was held in Wilmington in October, attracting nearly 400 attendees from across the country. The two-day event featured nationally renowned speakers, including Angela Blackwell of PolicyLink, journalist Sally Squires, author Dan Heath, and Geoffrey Canada of Harlem Children’s Zone.

The Vision Awards for Excellence in Child Health Promotion and Disease Prevention were presented to the Vegetables Growers Association of Delaware and the Health Promotion Council of Southeastern Pennsylvania. Of conference attendees who completed evaluations, 76% judged it to be “excellent.”

“Healthy Youth for a Healthy Future”—Recognition by the Acting U.S. Surgeon General

To promote the U.S. Department of Health and Human Services’ “Healthy Youth for a Healthy Future” initiative, then Acting U.S. Surgeon General Rear Admiral Steven K. Galson, M.D., M.P.H., visited with Nemours and community leaders to discuss current efforts in reducing childhood obesity in Delaware. Dr. Galson recognized the dedication of NHPS and its community partners by granting a special award for The Campaign to Make Delaware’s Kids the Healthiest in the Nation.

Gubernatorial Debate on Children’s Issues

In May NHPS co-hosted a gubernatorial candidates’ debate on children’s issues between then Lt. Governor John Carney and State Treasurer Jack Markell. Nearly 200 people attended the only debate to focus exclusively on children’s issues. Both candidates voiced their unsolicited support for Nemours and 5-2-1-Almost None.
Strategic National Partnerships

Nemours’ national reputation is enhanced by its representation on several national and local committees and task forces, including the National Institute for Children’s Healthcare Quality’s (NICHQ) Policy Advisory Committee, Grantmakers in Health’s Board, and The Healthy Eating and Active Living Convergence Partnership’s Steering Committee. Additionally, NHPS Associates hold more than 100 appointments on national, regional, and local committees.

National Child Health Advocacy Work: Becoming a Preeminent Voice for Children

NHPS has raised the Nemours profile at the national level.

- **Development of a National Agenda to Transform the Child Health System**, a small group of child health experts who drafted a document that outlines the values, principles, processes, and outcomes for an effective U.S. child health system.

- **ABCD (Assuring Better Child Health and Development)** is a national effort that encourages routine developmental and behavioral screening of young children as well as screening for parental depression with the goal of improving care in these areas. The project in Delaware is a collaboration between the Delaware Medicaid office, the Delaware Autism Society, and Nemours, in which Nemours physicians are piloting a screening tool using the electronic medical record.

- **National Initiative for Children’s Healthcare Quality (NICHQ) Accelerating Obesity Prevention Project: Childhood Obesity Action Network** is an initiative in which NHPS worked with NICHQ to develop the policy arm of the Childhood Obesity Action Network, with an initial focus on reimbursement and Medicaid.
• The Healthy Eating-Active Living Convergence Partnership brings together funders to accelerate and support changes that promote healthy people in healthy places, with an emphasis on environmental and policy change. Members include Nemours, The California Endowment, Kaiser Permanente, Centers for Disease Control and Prevention, Robert Wood Johnson Foundation, Kresge Foundation, and W.K. Kellogg Foundation.

External Funding Awards for 2009

Florida Blue Foundation Grant

NHPS was awarded a $100,000 grant from the Florida Blue Foundation to begin child health promotion and obesity prevention work among preschool-aged children in Orlando using the Healthy Habits for Life™ nutrition and physical activity curriculum developed by Nemours, KidsHealth®, and Sesame Workshop®.

Robert Wood Johnson Foundation Evaluation Grant

NHPS received high marks from RWJF for its first annual report as a grantee, especially for its original toolkits for schools and child care providers. RWJF officials stated that “NHPS has one of the most comprehensive and exciting childhood obesity approaches.” Grantees from other states were particularly interested in NHPS’ work in the child care sector in Delaware, asking to review materials and methods and to potentially pursue collaboration. The evaluation grant totals $2 million over 60 months.
We Are Nemours: The Legacy of Alfred I. duPont

“It has been my firm conviction throughout life that it is the duty of everyone in this world to do whatever is in his power to alleviate human suffering.”
– Alfred I. duPont

Orphaned at 13 and thrust into a role of responsibility for his family, Alfred I. duPont put his family’s wealth to work, creating a legacy of caring for children suffering from disabling illness.

Upon his death in 1935, Alfred left his family fortune to ensure that his mission to alleviate the suffering of children would continue.

Honoring this legacy, Nemours is dedicated to improving the lives of children – now and for future generations.
The Nemours Child Health Care System

Nemours Health and Prevention Services is the child health and prevention division of Nemours, one of the nation’s premier pediatric health systems. Nemours operates the Alfred I. duPont Hospital for Children and outpatient practices throughout the Delaware Valley and northern and central Florida.
In closing…

At the five-year mark, Nemours Health and Prevention Services has made considerable progress in its quest to improve the health and well-being of children through community collaboration, education, advocacy, and research. Continued success depends on further developing our relationships with organizations and people who serve children, monitoring progress and trends, and motivating families to pursue healthy lifestyles. It is within our grasp to create a healthier state for children!