



CHOICES in Washington

Leveraging Opportunities to Address Winnable Battles

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PUBLIC HEALTH
ALWAYS WORKING FOR A SAFER AND
HEALTHIER COMMUNITY

Healthiest Next Generation

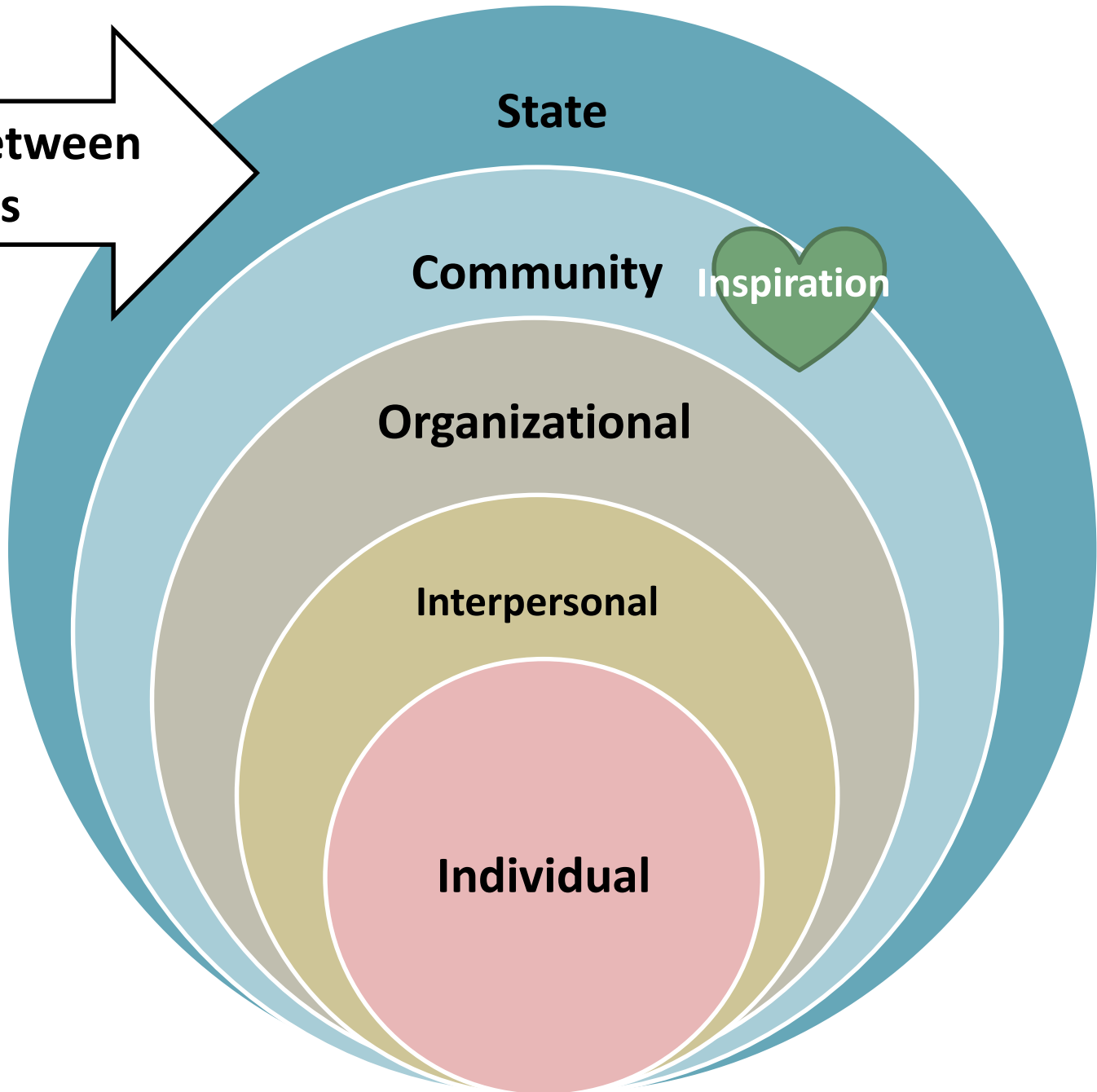
A framework for healthy kids in Washington





**What is the
Healthiest
Next Generation
Initiative?**

**Relationships between
the spheres**



Socio Ecological Model (SEM)
Urie Bronfenbrenner
Ecological Systems Theory

Initial Goal for Our Children

- Maintain a healthy weight
- Enjoy active lives
- Eat well

HNG is about Teamwork



Based on Success in Year 1

- Encouraged by partners to *expand*
- Include *other areas* of children's health
- Have a more “whole child” conversation

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State Learning Community Partnership



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Selecting Interventions

- **Selection:** collaboration with agency partners and community-based partners
- **Criteria:** link to existing recommendations for how to create the healthiest next generation

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Interventions for Modeling

Intervention	Population	Description
NAP SACC in state QRIS	2-5 years	Program incorporating Nutrition and Physical Activity Self-Assessment for Child Care in state's Early Achievers (Level 3)
Active Recess	5-11 years	Voluntary implementation of a school-level program to increase physical activity during recess
SSB Excise Tax	2-100 years	Implementing state excise tax \$0.02 per ounce for sugar-sweetened beverages

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Active Recess

Preliminary Results

Result	
Total reach	1.16 million
Cases of obesity prevented	1,100
Cost per child	~\$29

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Sugar-Sweetened Beverage Excise Tax

Preliminary Results

Result	
Total reach	7.6 million
Cases of obesity prevented	70,800
Cost per person	\$.08
Healthcare cost saved per \$1 invested	\$1,030

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Key Lessons Learned

- **Communicate**
- **Create a big tent**
- **Make a participation promise**

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**A win for
Washington's
kids!**

Thank you!