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Initiating C.H.E.W. at Maternity Care Coalition

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Background: Obesity in Philadelphia

- Increased chronic diseases such as cardiovascular disease and diabetes
- Philadelphia 24th highest obesity rate among nations largest cities
- 1942.0 zip: High risk vulnerable Philadelphia neighborhood
- Why? The barriers the population faces
  - Access to healthy food
  - Being able to afford the food
- We are focused on changing the diets of children:
  - Children who are overweight by age 5 are 52 more likely to be overweight or obese as an adult, putting them at increased risk of early onset of associated diseases such as cardiovascular disease, diabetes, and hypertension.  
- Obesity in children ages 2-5 = 8.9%
- Obesity in WIC children ages 2-4 = 14.5%

How does implementing a C.H.E.W. at an Early Head Start program impact the health and dietary practices of families and staff participating in the program?

Methods: Pre-Test Survey

Objectives

SMART objectives were discussed and established to create a set of goals in place that the project could advance towards. A logic model was then developed as a visual path on how these objectives would plan to be met.

Logic Model

Objective: To implement a Cultivating Healthy Eating and Wellness (C.H.E.W.) program to Early Head Start Program, for 0-3 aged children, focuses on pregnant women and young families.

Potential local food sources were assessed for affordability, convenience, and food variety. Assessment results were shared during a MCC parent advisory group meeting and with MCC staff to gain input about preferences and likelihood of success.

Next Steps

- Development of the requested workshops
- Data expansion for all MCC families participating

The C.H.E.W. program will be expanded to the community in proximity to the MCC Early Head Start site in South Philadelphia and to other MCC Head Start programs.

Results:

Content Feedback

The majority of the pre-test results provided that the participant found themselves not “buying fruits and vegetables because they cost too much”.

Formatting Concerns

The places for improvement stemmed from formatting confusion.

There was confusion switching between “past week” questions and “past 24 hour” questions as well as confusing switching between Yes/No styled questions and Likert scale styled questions.

Discussion:

Conclusions

This project has illustrated that the MCC/TJU team is on the correct path, but improvement is still necessary in some places. The feedback given explained that the survey was understandable, culturally appropriate, and easy to complete.

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