

*Measures of success:*

- » *Increase percentage of infants who breastfeed for at least six months*
- » *Increase percentage of children ages 2-4 with a healthy weight*
- » *Increase percentage of 10<sup>th</sup> graders with a healthy weight*

## The Healthiest Next Generation Initiative

*Every child deserves to grow up healthy and to have a promising future. Unfortunately, some experts believe that, for the first time in our nation's history, the current generation of children may have shorter lives than their parents. Recognizing that Washington's future depends on the health of our children, Governor Jay Inslee is launching an initiative to join with families across the state in making our next generation the healthiest ever. The goal is to help our children to maintain a healthy weight, enjoy active lives and eat well.*

**Today, too many children are overweight.** Children are more sedentary than they used to be. Over the past four decades, the number of children walking to school has dropped by more than half — estimates indicate fewer than 13 percent of kids now walk to school. Research also shows that nearly 83 percent of children younger than 6 use screen media daily, such as television, videos, computers or video games. In addition, children are consuming more calories now than they did 30 years ago.

**A child's weight is determined by many things that we can influence,** including her mother's weight before and during pregnancy, how long she is breastfed as an infant, how active she is and what she eats and drinks growing up.

**The Governor's Healthiest Next Generation** initiative is an innovative public-private partnership to improve children's health. It includes creating a multidisciplinary strategic work group focused on health, early learning and K-12 environments. The work group will address items noted on the next page and recommend state policies that support community-led changes to provide choices for encouraging children to be more active and eat better.



## Initiative Focus Areas

Breastfeeding-friendly environments	Healthy early learning environments	Healthy school environments
New mothers are supported to breastfeed by:	Children cared for in early learning environments are:	Children in school are:
<ul style="list-style-type: none"> <li>» Hospitals that follow the 10 steps to successful breastfeeding</li> <li>» Early learning facilities that safely store and use their breast milk</li> <li>» Employers that provide a safe place to pump and store breast milk</li> <li>» Health care providers that encourage breastfeeding</li> </ul>	<ul style="list-style-type: none"> <li>» Active every day</li> <li>» Playing in safe places</li> <li>» Spending less time in front of screens</li> <li>» Eating nutritious snacks and meals</li> <li>» Drinking clean water instead of sugar-sweetened drinks</li> </ul>	<ul style="list-style-type: none"> <li>» Active every day</li> <li>» Playing in safe places</li> <li>» Eating nutritious meals</li> <li>» Drinking clean water instead of sugar-sweetened drinks</li> </ul>
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**Through actions proposed by Governor Inslee and funded in the supplemental budget, the state will provide leadership and resources for the following initiatives:**

- » Support comprehensive breastfeeding policies in worksites, schools and early learning facilities.
- » Promote and expand programs that work in early learning and K-2 environments statewide.
- » Provide toolkits with strategies to ensure all children are active and consume nutritious food and clean water in early learning facilities and schools.
- » Create a mentoring program to help early learning teachers and caregivers implement these strategies.
- » Promote healthful eating and active living goals in the Early Childhood Education and Assistance Program performance standards for child care licensing.
- » Develop a system to award merit/stars credit to early learning teachers and caregivers for completing the online obesity prevention course.
- » Revise statewide health and fitness standards for schools.

**The Healthiest Next Generation Initiative will support and advance good ideas already underway, such as:**

- » Sequential start times in Skagit County's Mount Vernon School District. The bus fleet has dropped from 27 to 12 vehicles, reducing traffic congestion and emissions around schools. Along with a new 1-mile walk zone around each school, this change allows children to walk to school safely and saves the district almost \$250,000.
- » The transformation of a convenience store in the impoverished West Central neighborhood of Spokane County. Parkside Grocery now sells locally grown produce, and is the only WIC-authorized corner store in the county.
- » Improvements to school meals in King County's Auburn School District by sending more than 500 cafeteria staff to certified culinary training through the Washington School Nutrition Association.
- » YMCA's partnering with schools to install water bottle filling stations.