Health Leaders for Healthy Kids

Presented by NaDa Shoemaker

Advocacy Partnership Manager

August 2022

American Heart Association.



voicesforhealthykids.org | @voices4hk



Voices for Healthy Kids strives to make every day healthier for every child

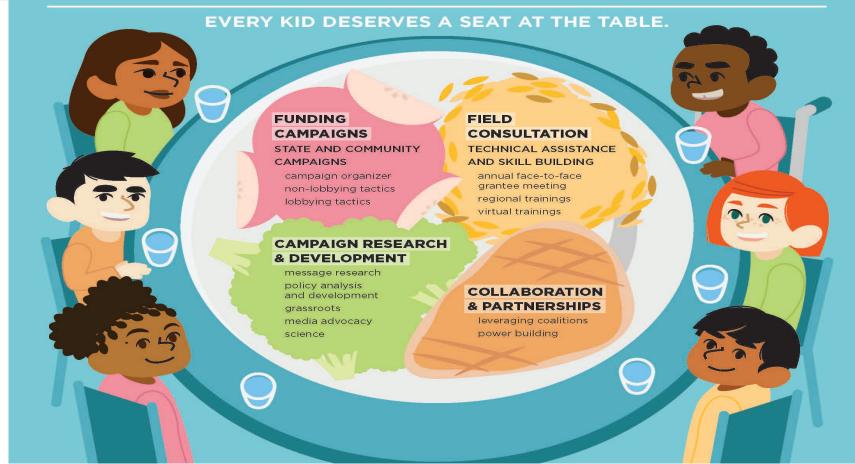


We want every child in every community to have access to affordable healthy foods and beverages, safe places to play and get active, and more. We work around the country to improve or create equitable policies that will make the places kids, live, learn, and play healthier



HOW WE WORK

ADVOCATING FOR HEALTH EQUITY IS NOT OPTIONAL. IT'S OUR MISSION.





Purpose of Health Leaders

Create a program model sharing the truth about health risks related to medical and oral health topics

Engage national, state, local and tribal organizations who want to support goals, message and tools development, and assist with volunteer recruitment

Change the narrative with media, legislators and community advocates

Training Health Leader volunteers to provide key messages through effective message delivery

Centered in Equity



Leading with equity



Participation to build relationships in communities



Understanding need for authentic engagement



Seeking health leader volunteers who represent communities of lives affected

Who We Are

- Network allies National, State, Tribal and Community organizations
- Health Leader medical and oral health volunteers and issue experts
- Building resources messaging guides, fact sheets, training content
- Media and Policymaker influence

Health Leader Network Members

American Academy of Pediatrics American Dental Hygienist Association American Network of Oral Health Coalitions Beyond Type One Public Health Law Center American Academy of Pediatric Dentistry American Heart Association American Osteopathic Association Taking Control of Your Diabetes Urban Indian Health Institute

National Association of Pediatric Nurse Practitioners National Association of Community Health Workers National Association of County Health Officials National Coalition of Dentists for Health Equity Oral Health Progress & Equity Network Dr. Maria C. Dolce, PhD, RN, CNE of Tufts University School of Dental Medicine State of Alaska's Dept. of Chronic Disease and Prevention

Network Membership Benefits

- Encourage the network to connect with multi-disciplinary health organizations for future networking
- Learn from each other to better understand health inequities and support equitable practices
- Share information, training opportunities and connections to other health expertise
- Exchange ideas and data to amplify goals and missions

Health Leader Volunteers

- Medical, oral health and diabetes related professionals who care for patients in diverse communities in locations across the country
- Committed individuals who want to change the narrative on sugary drink consumption and infant, toddler and maternal health outcomes in communities
- Connected to Voices for Healthy Kids policy campaigns or community advocates in collaboration with our policy engagement managers
- Represent the four pillars of health
 - Oral, diabetes, obesity and cardiac health

How We Speak Up

Training Commitment

- Sharing stories about short- and long-term health impacts of sugary drink consumption and infant, toddler and maternal health outcomes
- Motivating and supporting people to make healthy choices to improve health outcomes
- Take action and support community advocates
- Share health stories with advocates and media, write letters-to-the-editor, testify at public hearings, and co-create new ways to raise awareness

Connecting the Dots

Voices for Healthy Kids will:

- Connect trained Health Leader volunteers to priority policy campaign grantees or community advocates in specific locations
- Provide technical assistance to campaign leads and Health Leader volunteers through planned activities
- Provide additional resources and information to help Health Leader volunteers stay informed and up-to-date
- Connect Health Leader volunteers to media opportunities

Why Sugary Beverage Consumption?

- Consumption of added sugars, esp sugary drinks, pose a health threat to children
- Disproportionately affect children of color and low-income communities who are targeted
- Access and affordability affecting healthy drink choices at restaurants and neighborhood markets

Kids have enough sugary drinks each year to <u>fill a bathtub.</u>

On average, children are consuming over **30 gallons** of sugary drinks every year.



Health Effects of Sugary Drink Consumption Science shows sugary drinks specifically increase health risks relating to

- Increased risk of obesity
- Increased risk of Heart Disease
- Increased risk of Type 2 Diabetes
- Increased risk of Oral Health Disease

What's Next in 2022-2023

- Continue sugary beverage healthy hydration advocacy support
- Identify key priorities for infant, toddler and maternal health advocacy support
- Train and co-create resources for Health Leader volunteers to be community advocates for infants, toddlers and mothers' health

Why Infant, Toddler and Maternal Health?

- Children's experiences, including early years and during prenatal periods can have short-and long-term health outcomes, including healthier drink options
- Hardships and trauma people experience in childhood can impact their health as adults, appearing as chronic illnesses including heart disease, type 2 diabetes and depression
- A child's race, ethnicity and location influence the quality of care they receive



What Can You Do

- Commit to educating patients and advocates to make positive health choices
- Share about the Health Leaders program with colleagues in professions of focus
- Identify interested health professionals who have a passion for helping communities have a voice
- Contact Voices for Healthy Kids for more information and interest at <u>nada.shoemaker@heart.org</u>
- Sign up for our communications at https://voicesforhealthykids.org/take-action/sign-up

Thank You

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