



IMIL

Lays the Foundation for Early Childhood Obesity Prevention

Most of the current early childhood obesity prevention initiatives stand on the shoulders of the pioneering awareness campaign, *I Am Moving I Am Learning* (IMIL), introduced by Head Start. The unique approach, designed to complement school readiness efforts, encouraged the implementation of customized strategies for increasing the amount and quality of physical activity, as well as promoting healthy food choices every day.

Choosy Kids, LLC was honored to be part of the training effort for all 12 federal regions. We've been embraced by the Head Start community and are pleased to continue developing resources, music, and training to support the diverse ways that Head Start and Child Care implement IMIL. Choosy Kids is committed to continuing and expanding IMIL to early care and education, as well as to allied health agencies.

LEADING THE NATION IN CHILDHOOD OBESITY PREVENTION



I Am Moving, I Am Learning (IMIL) is a proactive approach for addressing childhood obesity launched initially by the Federal Office of Head Start. IMIL is a selection of active learning strategies that promote healthy behaviors and integrate with existing school readiness efforts. The goals of IMIL are to: increase moderate to vigorous physical activity everyday, improve the quality of movement activities intentionally planned and facilitated by adults, and promote healthy food choices every day.

- 2004, Amy Requa, Health Content Specialist, Region III Head Start TA System, ICF International was selected to organize the IMIL initiative.
- 2004, Dr. Linda Carson, Ware Distinguished Professor at West Virginia University (WVU), was selected as trainer and content expert for IMIL.
- 2004, the West Virginia Head Start Association was the first Head Start organization to deliver statewide training focused on the IMIL childhood obesity prevention initiative.
- 2004-2005 IMIL was introduced by Region III as a childhood obesity prevention pilot project in West Virginia and Virginia.
- 2006 Dr. Linda Carson of WVU and Amy Requa, Region III Head Start TA System, ICF International accepted the ACF Partnering for Excellence Award, a national DHHS Honor Award, on behalf of IMIL.
- 2007/2008 Choosy Kids, LLC provided the IMIL training team to support the national launch and to raise awareness of IMIL strategies in all 12 federal Head Start regions.
- 2007 Mathematica Policy Research, Inc released a preliminary report summarizing the successful implementation of IMIL in federal Region III.
- 2008 All Head Start Regions were introduced to IMIL strategies. The Regional training events between 2004 and 2008 reached over 2000 Head Start trainers, teachers and technical support personnel with a potential final impact of over 250,000 Head Start children being introduced to the goals and strategies of IMIL with the initial launch.
- 2008 Teams of IMIL previously trained facilitators from each region were selected to participate in an intensive training event in an effort to bring IMIL to every Head Start program bringing the potential reach to nearly one million children and their families.
- 2010 Additional IMIL facilitators were trained to extend the reach of IMIL beyond Head Start and to expand sustainability.
- 2010 IMIL was listed as one of three innovative obesity prevention models in the President's Task Force Report on Childhood Obesity.
- 2012 IMIL listed as a resource for training and age appropriate activities in *Preventing Childhood Obesity in Early Care and Educational Programs: Selected Standards from Caring for Our Children*, (AAP, APHA, NRC)
- 2014/2019 American Academy of Pediatrics, The Head Start National Center on Early Childhood Health and Wellness, and Choosy Kids, LLC conduct national IMIL training events with revised and enhanced resource materials.

Little Voices for Healthy Choices

- *Little Voices for Healthy Choices* is an Early Head Start pilot initiative focusing on healthy movement and nutrition with Infants and Toddlers designed by Early Head Start National Resource Center (EHS NRC).
- EHS NRC partnered with Choosy Kids, LLC and the Wolf Trap Institute for Early Learning Through the Arts to train and facilitate the implementation of *Little Voices for Healthy Choices*.
- 2008 The 24 selected programs experienced a comprehensive training with strategies designed for healthy movement experiences and nutrition specifically for infants and toddlers.
- 2010 The EHS NRC released a *Little Voices* DVD for programs to use in staff training.