

SNAP-Ed Toolkit

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Empower Program

Arizona Department of Health Services (ADHS)

Overview

The Empower Program is a PSE Change intervention developed by the Arizona Department of Health Services to support the efforts of licensed early care and education (ECE) facilities and certified family child care (FCC) homes to empower young children to grow up healthy. Participating facilities pledge to adopt 10 standards that encourage healthy eating, active play, and other health habits. Requirements include having a written policy and implementing each of the 10 standards. **Target Behavior:** Breastfeeding, Healthy Eating, Physical Activity
Intervention Type: PSE Change

Intervention Reach and Adoption

The Empower Program targets licensed/certified child-care facilities in Arizona. **Setting:** Child care **Target Audience:** Preschool (<5 years old), Elementary school **Race/Ethnicity:** All

Intervention Components

Facilities participating in the Empower Program pledge to adopt 10 standards that support healthy eating, encourage active play, reduce screen time, prevent exposure to second- and third-hand smoke, practice sun safety and promote good oral health habits in exchange for reduced licensing fees. Participating in Empower not only includes reduced licensing fees, but also resources and technical assistance to improve implementation of healthy habits and written policies. Resources and online courses are available on the Empower website. Facilities must implement and have a written policy for each of the 10 standards:

- Standard 1: Physical Activity and Screen Time
- Standard 2: Sun Safety
- Standard 3: Breastfeeding
- Standard 4: Child and Adult Care Food Program (CACFP)
- Standard 5: Fruit Juice
- Standard 6: Family Style Meals
- Standard 7: Oral Health
- Standard 8: Staff Training

- Standard 9: Arizona Smokers' Helpline (ASHLine)
- Standard 10: Smoke-Free Environment

Intervention Materials

- Empower Guidebook (<https://www.azdhs.gov/documents/prevention/nutrition-physical-activity/empower/resources-policies/empower-guidebook.pdf>)
- ***NEW*** Empower Out of School Time (OOST) Empower Guidebook (<https://azdhs.gov/documents/prevention/nutrition-physical-activity/empower/schools/empower-out-of-school-time-guidebook.pdf>)
 - 10 Standards Overview
 - Rationale
 - Sample Policies
- Empower Website
 - Standards & Resources
 - Why is the Standard?important??
 - How do I implement the Standard in my facility??
 - Activity Resources
 - Family Engagement
 - Training
 - Best?Practice Recommendations & Resources?
 - More Helpful Websites
 - Training and Professional Development
 - Learning Management (online source)
 - News and Publications
 - Forms & Sample Policies
 - Email Sign-Up

Intervention Costs

The program is free for child care community to access the website and technical assistance. The annual cost is approximately \$150,000 per year for the Bureau of Nutrition and Physical Activity (BNPA). Empower technical assistance and materials are provided by 1.0 FTE, Early Care and Education Manager. The Bureau of Child Care Licensing (BCCL) oversee the registration and 50% licensing fee discount for Empower enrollment for approximately 2,400 child care centers and small group homes. Annual fees, prior to discount, are as follows: \$1,000 (5-10 licensed capacity); \$4,000 (11-59 licensed capacity); \$7,800 (60+ licensed capacity).

Evidence Summary

There are some process results/ongoing program evidence presented in the periodic newsletters (<https://azdhs.gov/prevention/nutrition-physical-activity/empower/index.php#news-publications>). The program reaches more than 200,000 children in ~2100 ADHS licensed childcare centers, ~300 ADHS licensed group homes, and ~600 family child care homes, and has received multiple best practice awards. However, no rigorous evaluation results or publications are available. These two publications are available on our website:?

- Implementation of Best practices in Obesity Prevention in child Care Facilities: The Arizona Empower Program, 2013-2015 (<https://azdhs.gov/documents/prevention/nutrition-physical-activity/empower/resources-policies/implementation-best-practices.pdf>)
- Empower Implementation Report, September 2020 (<https://azdhs.gov/documents/prevention/reports/stakeholders/az-yr1-yr6-empower-implementation-report.pdf>)

Classification: Emerging

Evaluation Indicators

Based on the SNAP-Ed Evaluation Framework, the following outcome indicators can be used to evaluate intervention progress and success.

	Readiness and Capacity – Short Term (ST)	Changes – Medium Term (MT)	Effectiveness and Maintenance – Long Term (LT)	Population Results (R)
Individual				
Environmental Settings	ST5 , ST6 , ST7	MT5 , MT6	LT5 , LT6 , LT7 , LT8 , LT9 , LT10 , LT11	
Sectors of Influence				

Evaluation Materials

Each Empower facility conducts a Self-Assessment Checklist (<https://azdhs.gov/documents/prevention/nutrition-physical-activity/empower/forms-policies/empower-assessment-tool.pdf>) annually. These results are entered into a data collection repository for later analysis.

Additional Information

Website: The Empower Program website (<https://azdhs.gov/prevention/nutrition-physical-activity/empower/index.php>) includes the Empower Program guidebook and other support resources and materials. **Contact Person(s):** Bureau of Nutrition and Physical Activity 150 N. 18th Ave. Suite 310 Phoenix, AZ 85007 Phone: [602-542-1886](tel:602-542-1886) Arizona Women, Infants & Children (WIC) Phone: [800-2525-WIC](tel:800-2525-WIC) 24-Hour Breastfeeding Hotline Phone: [800-833-4642](tel:800-833-4642) Bonnie Williams Early Care and Education Manager Email: bonnie.williams@azdhs.gov Phone: 602-542-2847 (office) or 480-294-2792 (cell)