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| **Title of Research Presentation**  Building early child education and care workforce capacity: The case of Healthy Kids |
| **Background/Objectives**  The early years are a critical time period for child growth and development. Maximising opportunities for children during this period is critical for enabling positive child development and improving outcomes for children later in life. The early child education and care workforce plays a significant role in shaping children’s health and development. However, research suggests there is a need to build capacity, knowledge, skills and resources within this workforce. In response, the Centre for Children’s Health and Wellbeing has implemented ‘Healthy Kids’, an innovative strategy for building the early childhood education workforce in Queensland. This paper reports on the implementation process and outcomes of Healthy Kids.  **Methods**  Healthy Kids incorporates a quarterly newsletter sent to 844 subscribers working in the early childcare sector, and quarterly professional development (PD) sessions delivered via webinar, including a reflective practice component, to 10 communities experiencing vulnerabilities in a number of areas. A survey was conducted with Healthy Kids participants. Quantitative data was analysed using descriptive statistics to determine frequencies with responses to open ended questions used to explain the quantitative data.  **Results**  Survey responses were obtained from 65 Healthy Kids participants in 2017, the majority (86%) of whom attended at least one PD session as well as receiving the newsletter. The overwhelming majority (96%) of respondents indicated that they read, understood and often shared the newsletter with others. Survey respondents indicated that the PD sessions and newsletters were highly relevant, useful and convenient, and perceived the use of webinar to deliver the PD sessions as effective. The majority of respondents felt confident to apply information from the PD sessions and newsletter to their work, with many reporting they had implemented strategies and ideas in their practice.  **Discussion**  Healthy Kids has been successful in delivering highly relevant and useful information to early child education and care workers. Through the use of innovation and technology, the strategy is able to reach a geographically dispersed population in a cost effective yet engaging format. Such innovative approaches can effectively increase the impact and reach of health promotion strategies and maximise limited available resources.  **Keywords**  Early childhood, workforce capacity, innovative health promotion, webinar/newsletters |