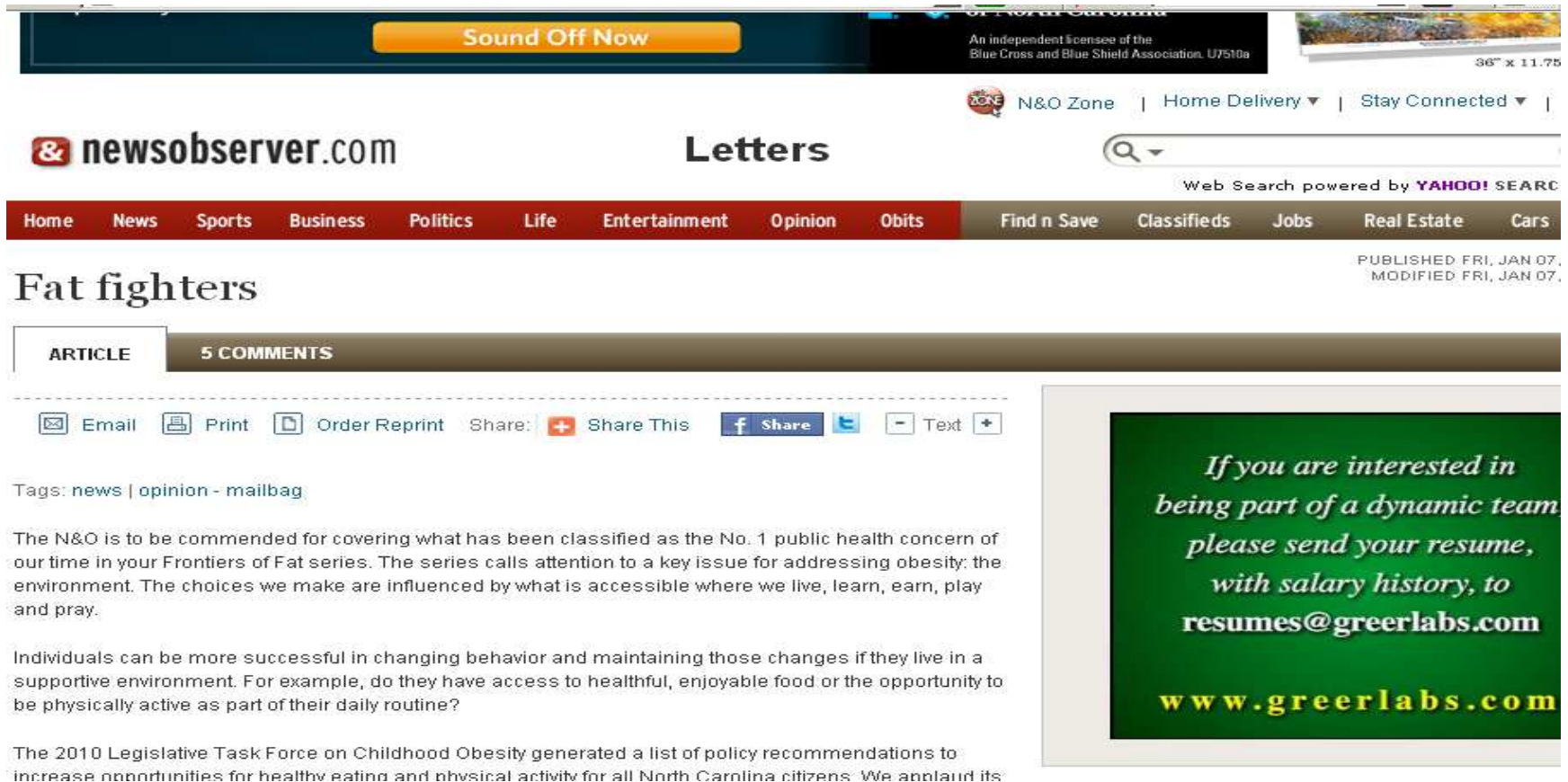


Welcome to the Eat Smart, Move More North Carolina Leadership Team Meeting



March 14, 2011

Letter to the Editor



The screenshot shows a news website interface. At the top, there is a navigation bar with a "Sound Off Now" button and a search bar. Below the navigation bar, the website logo "newsobserver.com" and the page title "Letters" are visible. A horizontal menu contains various categories: Home, News, Sports, Business, Politics, Life, Entertainment, Opinion, Obits, Find n Save, Classifieds, Jobs, Real Estate, and Cars. The main article title is "Fat fighters". Below the title, there are tabs for "ARTICLE" and "5 COMMENTS". A sharing section includes options for Email, Print, Order Reprint, and social media (Share This, Facebook Share, Text). The article text discusses the N&O's coverage of obesity as a public health concern and mentions a 2010 Legislative Task Force on Childhood Obesity. On the right side, there is a green advertisement for Greer Labs with the text: "If you are interested in being part of a dynamic team please send your resume, with salary history, to resumes@greerlabs.com www.greerlabs.com".

Proclamation

State of North Carolina



BEVERLY EAVES PERDUE
GOVERNOR

GOOD NUTRITION MONTH AND EAT SMART NORTH CAROLINA AWARENESS DAY

2011

BY THE GOVERNOR OF THE STATE OF NORTH CAROLINA

A PROCLAMATION


A PROCLAMATION

WHEREAS, developing healthy eating habits and participating in physical activities from the start are critical to overall health and physical fitness throughout life; and

WHEREAS, good nutrition begins with knowing which foods and how much to eat to sustain a healthy and balanced diet; and

WHEREAS, obesity and other chronic diseases can often be addressed by positive changes in diet and lifestyle, as well as by adding regular exercise and physical activities; and

WHEREAS, tangible ways to begin eating right include preparing more meals at home, eating smaller portions, eating more fruits and vegetables, avoiding sugary drinks, and whenever possible, mothers choosing to breastfeed their babies; and



WHEREAS, the State of North Carolina joins the North Carolina Dietetic Association, Eat Smart, Move More North Carolina, the North Carolina Department of Public Health, the North Carolina Cooperative Extension and other interested agencies and organizations dedicated to improving the eating habits of North Carolinians, in recognizing the importance of nutrition education and eating smart to the well-being of our State and nation;

NOW, THEREFORE, I, BEVERLY EAVES PERDUE, Governor of the State of North Carolina, do hereby proclaim March 2011, as “**GOOD NUTRITION MONTH**,” and March 9, 2011, as “**EAT SMART NORTH CAROLINA AWARENESS DAY**” in North Carolina, and commend its observance to all citizens. I further encourage citizens to speak with a registered dietitian, health care professional or local health educator about ways to eat smart, move more and live a more healthy life.

By-Laws

Add:
Coalition



ARTICLE II: Membership

Section 1: Eligibility

Membership shall be open to any organization, business, agency, or non-profit that supports the mission and purpose of the Eat Smart, Move More NC movement. All representatives from member entities are invited to attend Leadership Team meetings. One designated representative from each member entity will serve as the voting member of the Leadership Team.

Section 2: Membership

Entities wishing to become members of the Leadership Team shall submit a Membership Application to the Coordinator. The applications will be reviewed by the Executive Committee. The applicant shall receive a copy of these bylaws upon membership. Membership will not be denied because of race, color, sex, religion, ethnic background, national origin, or sexual orientation, and will be open to all who share in the purpose of the Leadership Team.

Section 3: Membership Rights

Each member entity shall designate one member to serve as the voting member of the Leadership Team. Although the Leadership Team will strive to make decisions by consensus, when a vote is needed, each member entity shall be entitled to one vote at any Leadership Team meeting or by mail or email ballot. A proxy vote can be assigned by the member entity if the designated voting member is unable to attend a meeting at which a vote will be taken. Members will be notified that a vote will be taken at a Leadership Team meeting at least fifteen (15) days in advance. A vote by the member entities at Leadership Team meetings shall be constituted to be a majority of the voting members of member entities present. All representatives from member entities are invited to attend Leadership Team meetings.

By-Laws

Section 1: Eligibility

Membership shall be open to any organization, business, agency, **coalition** or non-profit that supports the mission and purpose of the Eat Smart, Move More NC movement.



2010 Annual Report

I SUPPORT



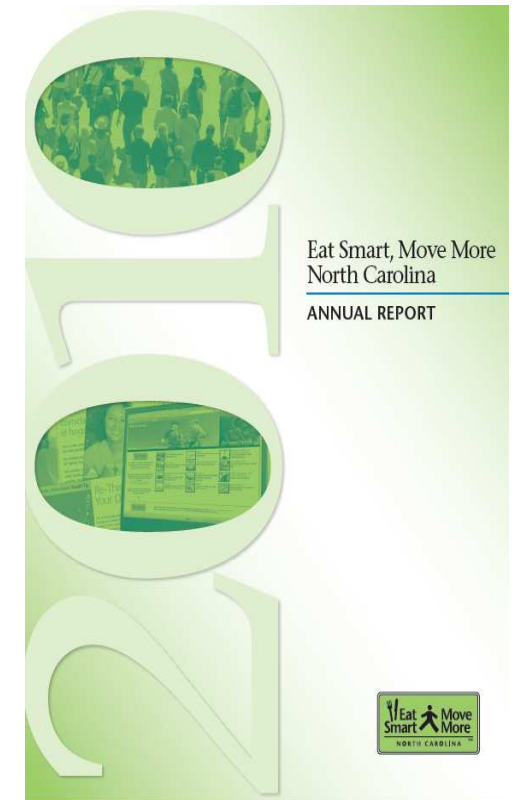
www.EatSmartMoveMoreNC.com

Check out the 2010 Eat Smart, Move More North Carolina Annual Report.

One person can make a difference.
Together, we can make our state
a healthier place. Go to

www.EatSmartMoveMoreNC.com

to see how North Carolinians like you
are making a difference in reducing
obesity and related chronic diseases.



What can your Organization do to Support Eat Smart, Move More NC?

Eat Smart, Move More North Carolina Leadership Team Member Benefits

What can your organization do to support Eat Smart, Move More NC?

Eat Smart, Move More North Carolina (ESMM NC) is a statewide movement that promotes increased opportunities for healthy eating and physical activity wherever people live, learn, earn, play and pray. Listed below are actions that your organization can support this movement. Choose two or more actions to take over the next year.

- Review the ESMM NC Plan, identify how your organization contributes to obesity prevention, and communicate this with pride to your employees and others.
- Attend ESMM NC Leadership Team meetings to network with other organizations in the area of obesity prevention.
- Contribute your success stories to the ESMM NC Leadership Team e-letter. Email: Communications@EatSmartMoveMoreNC.com.
- Promote the ESMM NC key messages with your employees as part of your wellness program.
- Co-brand relevant messages with the ESMM NC logo.
- Use the ESMM NC Partner Presentation when presenting about obesity. Download the presentation at www.EatSmartMoveMoreNC.com.
- Provide a link to www.EatSmartMoveMoreNC.com on your Web site and download tools and resources for your organization.
- Add the tag line: "[Organization name] is proud to partner with Eat Smart, Move More NC partner organization: www.EatSmartMoveMoreNC.com" to your email.
- Recruit new partner organizations to join the ESMM NC Leadership Team. Email Lori.Rhew@EatSmartMoveMoreNC.com.
- Support ESMM NC with a donation to the Leadership Team.
- Educate decision makers about the need for obesity prevention.
- Encourage members of the public to support ESMM NC.
- Improve your organization's interest in physical activity among employees, consumers, and the community.

Eat Smart, Move More North Carolina Leadership Team Member Benefits

The purpose of the Eat Smart, Move More North Carolina Leadership Team is to provide a venue where partners across North Carolina working in physical activity and nutrition collaborate to promote, support and provide guidance to the Eat Smart, Move More NC movement. The Leadership Team works to change policies, practices and environments to make the healthy choice the easy choice.

Benefits of Membership:

- Network with colleagues—meet people, have fun!
- Have a voice with key state decision makers on important obesity-related issues.
- Contribute to this statewide movement by bringing your expertise to the table.
- Learn from state and national speakers.
- Stay "in the know" with the Leadership Team e-letter delivered to your inbox quarterly.
- Use the Eat Smart, Move More NC branded materials—logo, advertisements and more!
- Provide input into the development of the new state plan for 2013–2020.
- Receive policy updates and use the Eat Smart, Move More NC Policy Strategy Platform.

To get more information or to join the Eat Smart, Move More North Carolina Leadership Team contact Lori Rhew at Lori.Rhew@EatSmartMoveMoreNC.com or 919-707-5224.

For more information visit www.EatSmartMoveMoreNC.com.

Updating Membership Applications



Eat Smart, Move More NC Leadership Team Annual Membership Application

Application Term Begins April 1 of Each Year

The mission of the Leadership Team is to guide the Eat Smart, Move More NC movement in reversing the rising tide of obesity and chronic disease among North Carolinians by helping them to eat smart, move more and achieve a healthy weight. The purpose of the Leadership Team is to serve as the organization where partners across North Carolina working in physical activity and nutrition collaborate to promote, support and provide guidance to the Eat Smart, Move More NC movement.

Date:

Name of Organization:

Mailing address of Organization:

Organization Mission Statement: _____

Organization Web Site:

Voting Designee*:

Voting Designee Email:

Voting Designee Phone Number:

Eat Smart, Move More
North Carolina



Policy Strategy Platform 2011

February 2011

Background

Eat Smart, Move More North Carolina is a statewide movement that promotes increased opportunities for healthy eating and physical activity wherever people live, learn, earn, play and pray. This movement is guided by the Eat Smart, Move More NC Leadership Team, composed of over sixty member organizations. The Leadership Team works to implement *North Carolina's Plan to Prevent Obesity, Overweight and Related Chronic Diseases*.

The choice of what we eat and how much we move is influenced by the environment in which we live. Often, that environment is shaped by policies. Therefore, policy is a cornerstone of environmental and behavior change. The Leadership Team has compiled this Policy Strategy Platform as a centralized location for policy recommendations that help to meet the goals in North Carolina's Obesity Prevention Plan.



Policy Strategy Platform

<http://EatSmartMoveMoreNC.com/PolicyStrategy/PolicyStrategy.html>