



Eat Smart, Move More NC Leadership Team Quarterly Update

June 2015

Eat Smart, Move More North Carolina Newsletter

Message from the Chair

Dear Eat Smart, Move More NC Member:

We look forward to seeing you at the June 17th Leadership Team at, WakeMed Cary Hospital Conference Center Rooms A & D, 1900 Kildaire Farm Road, Cary NC. Our topic will focus on health equity and community engagement - areas of focus that are likely written into every one of our member agency's strategic plans or plans of work, yet somehow continues to challenge both clinical and community health practitioners, alike when it comes to implementation. I hope you can join us to see how some are making progress in this area.



Our speakers will be Cornell Wright, Executive Director, Office of Minority Health and Health Disparities, NC Division of Public Health; Sharon Elliott-Bynum, Executive Director, Healing with CAARE, Inc., & Melvin Jackson, REACH Program Coordinator, YMCA of the Triangle and Executive Director of Strengthening the Black Family, Inc.

You may have noticed that we have become more intentional about focusing our work around the North Carolina's Plan to Address Obesity: Healthy Weight and Healthy Communities 2013-2020. We have aligned our Executive Committee Members to represent each sector of the plan. In addition, the quarterly meetings are focused on different strategies and settings found in the plan. Although we are becoming more strategy and setting focused, we will continue to include cross-cutting topics throughout the year. The strategies

Next Meeting

Date:
June 17, 2015

Time:
1:00 - 3:30

Place:
WakeMed Cary Hospital Conference Center, Rooms A & D, 1900 Kildaire Farm Road, Cary, NC 27518

2015 Leadership Team Meetings - Save the Dates!

June 17th
September 15th
December 2nd

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North Carolina Senior Games

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New Initiatives from the Poe Center for

that will be addressed at each meeting are included on the agenda and in the Save the Date.

In an effort for Leadership Team members to engage more at the meetings, we will include more time for group discussion. We look forward to hearing any thoughts or feedback that you have as we move forward with this approach.

You can download highlights from previous Leadership Team meetings and access information for upcoming meetings at: www.eatsmartmovemorenc.com/AboutUs/Meetings.html.

I look forward to seeing you next week.

Sincerely,

Sheree Vodicka, Chair
Eat Smart, Move More NC Leadership Team

North Carolina Senior Games



North Carolina Senior Games is dedicated to providing year-round health promotion and education programs for adults 50 years of age and better. Senior Games is a holistic approach to body, mind and spirit for staying fit, while enjoying the company of friends, spectators and volunteers. Senior Games encourages people of ALL ages to stay active, renew old skills, learn new ones and exercise a positive outlook on life!

State Finals invites participants who have qualified to represent the "best of the best" from 53 Local Senior Games from across the state. Over 3000 athletes and artists will gather to display their many talents and celebrate the health and joy of the human spirit. Participants run, paint, swim, dance, cheer, sing, and inspire those of us who are fortunate enough to be a part of the Spirit of Senior Games.

VOLUNTEERS set up facilities, keep score, present awards, sell souvenirs, register participants, give hugs and enjoy the feelings of good health and friendship.

"We had more fun than the participants! They taught us what dedication, perseverance and pride was all about. Really an amazing experience!" - Colleen Hoetjes, Volunteer from Allscripts Healthcare Systems.

Health Education

Statewide Pioneering Healthier Communities - Two Years, Miles of Progress

Active Routes to School Supported a Successful Bike to School Day

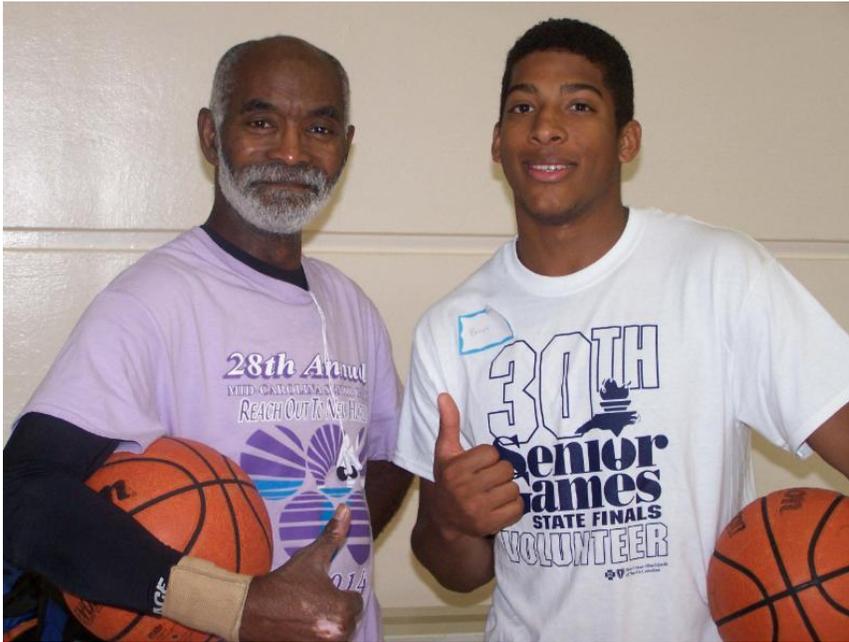
Registration Now Open for Walk to School Day 2015

Next Meeting Date: June 17, 2015

Quick Links

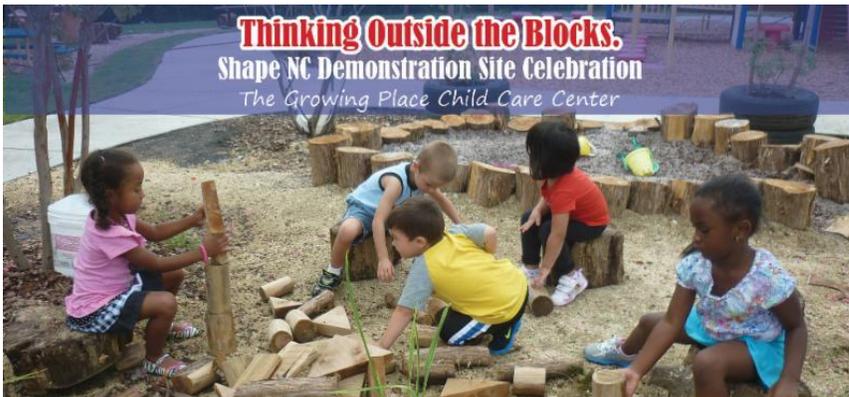
[Eat Smart, Move More, NC Leadership Team](#)

Whatever your age or specialty, there is a way that you can be a part of the fun. Many positions and times fill early, so volunteer soon to get your first choices.



Visit www.ncseniorgames.org to Volunteer Online or Call (919) 851-5456 or Email ncsq@ncseniorgames.org.

First Shape NC Demonstration Sites





The Growing Place in Asheboro, NC became the first of six Shape NC child care centers in North Carolina to officially be named a Shape NC Demonstration Site.

Shape NC: Healthy Starts for Young Children is a six-year, \$6 million initiative of Blue Cross and Blue Shield of North Carolina (BCBSNC) Foundation and The North Carolina Partnership for Children, Inc. (NCPC) created to increase the number of children starting kindergarten at a healthy weight and ready to learn.

The Growing Place has been participating in Shape NC for five years, their staff receiving continuous technical assistance through the Smart Start Local Partnership to create a health-promoting child care environment. Becoming a Shape NC Demonstration Site means that The Growing Place has achieved a level of excellence for best practices. The center will provide on-site tours to see the nutrition, physical activity and outdoor learning environments in action and learn about how these improvements are accomplished.

The designation as a Demonstration Site was celebrated on May 22nd outside of the center with parents, children and the media present. The other five Demonstration Sites will be celebrated in June. These centers range in location from Greensboro to Charlotte to Asheville.

Shape NC assists communities across the state to promote healthy eating and active play among North Carolina's youngest children, from birth through age five. The initiative works with child care programs to instill healthy behaviors early on, creating a solid foundation for a healthy life.

In Phase 1 (the first three years), Shape NC engaged communities spanning 27 counties to improve healthy eating and active play for over one thousand of our state's children. The goal for Phase 2 is to bring the program to scale and engage 240 additional child care centers. After the first year of Phase 2, Shape NC has already

engaged 130 centers reaching over 7,000 children.

For more information on Shape NC, please visit: www.smartstart.org/shape-nc.

New Initiatives from the Poe Center for Health Education

Active Routes to School

Active Routes to School is a NC Safe Routes to School Project supported by the NC Department of Transportation and the NC Division of Public Health. Through this project, coordinators across North Carolina are working to make it easier for elementary and middle school students to safely walk and bike to school and be physically active at school. Project coordinators work with partners in their communities to increase:

- Awareness of the importance of having safe routes to school.
- The number of programs that encourage walking and biking to or at school.
- The number of trainings on how to implement Safe Routes to School.
- The number of policies that support walking and biking to and at school, such as early arrival and departure for walkers and bikers.
- The number of safety features near schools, such as sidewalks, cross walks and bike lanes.

The Poe Center partnered with Active Routes to School by providing nutrition education during "bike rodeo" events, held in Clayton and Rocky Mount, which encourage bicycle safety. Additionally, the Poe Center is collaborating with Active Routes to host a "Bike and Walk to School" event at Powhatan Elementary in Johnston County. Poe Center is proud to support Active Routes to School with promoting policy change and nutrition and physical activity education across the state of North Carolina.

Cooking Matters: New Programs for Adults



Participants in Cooking Matters tour a grocery store and learn how to read unit pricing and nutrition labels to help shop for healthy options when on a budget.

Through a partnership with the Inter-Faith Food Shuttle, the Poe Center is now offering Share Our Strength's "Cooking Matters Program." "Cooking Matters for Adults" engages adults in a series of participatory cooking classes designed to empower them to get the most nutrition out of limited budgets.

Poe Center staff is offering a luncheon and a dinner series of "Cooking Matters for Adults" starting this spring. Each series will be held at Hammond Hills Community Center in Fort Bragg, **(910) 436-4066**. Go to poehealth.org for dates and details.

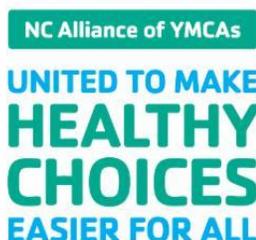
I Will Move More Social Media Campaign - Floor Graphics



Visitors to the Poe Center's PlayWELL Park will see the "I Will Move More" message when they enter the park.

The Poe Center will be distributing floor graphics with the "I Will Move More" message in Bladen, Columbus, Halifax, Johnston, Sampson, Vance, East Wake, and Warren counties. Health Educators will place the graphics in public health departments and schools to promote physical activity.

Statewide Pioneering Healthier Communities - Two Years, Miles of Progress



The [NC Alliance of YMCA's Statewide Pioneering Healthier Communities](#) Network Coalition's 25 members have been hard at work on their four policy, systems and environmental change initiatives to contribute to all that's going on in North Carolina to support childhood obesity prevention.

Increasing opportunities for physical activity in communities: On June 3rd, Senate Bill 315 - School Playgrounds Available to Public, a bill that will give school districts the opportunity to open their playgrounds to public use after school hours, passed the House and is now headed to the Governor for his signature! Advocating for this bill was the first step. Next, the SPHC Network Coalition will work with the NC Division of Public Health staff to support policy implementation with a toolkit and model policy language.

Increasing opportunities for healthy eating: The SPHC Network Coalition is also actively supporting the work being spearheaded by the [NC Alliance for Health](#) to pass [House Bill 250 and Senate Bill 296 - Healthy Small Retailer/Corners Stores Act](#). Advocacy work continues to get \$1 million in appropriations - now in the House

budget - to stick when the Senate announces its budget, and the two chambers negotiate the final 2015-2017 biennium budget.

Healthy Eating and Physical Activity Standards in Child Care and After School: The SPHC Network Coalition is planning two Summits - one for internal staff of the YMCA and the NC Recreation and Parks Association on September 29th, and the second for out of school time and child care stakeholders on October 28th - to support the implementation of [Healthy Eating and Physical Activity \(HEPA\) Standards](#) in child care and out of school time programs. The team has also been advocating for a statewide, voluntary recognition program to allow healthy out of school time programs gain recognition for HEPA Standards adoption. [House Bill 474 - Healthy Out of School Time Recognition Program](#), would provide the opportunity for out-of-school-time programs to assess their compliance, and download a certificate demonstrating their compliance with the Standards. HB 474 made crossover, and is awaiting a hearing in the Senate before the end of the session.

Healthy Eating and Youth Sports: The SPHC Network Coalition convened stakeholders and collected policy endorsements from eight statewide youth sports partners to ensure that healthy food and drinks are available to youth in all sports practices, games, concessions and fundraising. In March, the team launched a social media campaign called #Eat2WinNC on Twitter and Facebook, aimed at raising awareness about the importance of good nutrition for all youth sports programming. Over the next two months, toolkits to support youth sports nutrition policy implementation will be developed and piloted at YMCAs across the state, and eventually disseminated to the eight organizations that have officially endorsed the [youth sports nutrition policy](#).

You can read more about this work at www.NCYMCAAlliance.org, or contact Sherée Vodicka at sheree.vodicka@ymcatriangle.org.

Active Routes to School Supported a Successful Bike to School Day

Active Routes to School helped to get children and adolescents moving - 110 schools registered for National Bike to School Day events across North Carolina compared to 41 schools in 2014. Active Routes to School Project Coordinators played an integral role in helping some of these schools gear up for their various activities. Bike to School Day is a national event that gives communities across the country an opportunity to be active on the way or at school on the same day. To learn about how Active Routes to School is working with partners across the state to make it easier for students to safely walk and bike to school, visit www.communityclinicalconnections.com/ActiveRoutes.

Registration Now Open for Walk to School Day 2015

Registration is now open for the 19th annual Walk to School Day on October 7th, 2015. Families nationwide will come together on this day to celebrate more walkable and active communities. This annual event in the United States is a part of an international effort to celebrate the many benefits of walking and bicycling to school. Event registration reached a record high in 2014 with more than 4,700 registered U.S. events and participation is expected to rise once again in 2015.



Walk to School Day event registration is free and open to individuals and organizations holding an October event in the United States. Events that register on the Walk to School website, www.walkbiketoschool.org, will be displayed on an interactive U.S. map, where neighboring communities, media and other organizations can identify who is walking in their area.

Registering a Walk to School Day event provides organizers access to free, downloadable materials including stickers, certificates and customizable fliers. Registrants also receive a weekly e-newsletter for four weeks in September and October with tips and resources for organizing a Walk to School Day event.

International Walk to School Day is a global event that involves communities from more than 40 countries walking and bicycling to school. It began in the United States in 1997 as a one-day event. Over time, it has become part of a movement for year-round safe routes to school. Today, thousands of schools across America - from all 50 states, the District of Columbia and Puerto Rico - participate every October.

For more information on Walk to School Day activities, visit www.walkbiketoschool.org. To see who walked in 2014, visit <http://www.walkbiketoschool.org/who-walked/2014>.