



Eat Smart, Move More NC Leadership Team Quarterly Update

September 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 September 15th Leadership Team meeting at the Cabarrus Health Alliance, 300 Mooresville Rd., Kannapolis, NC 28081. Our topic will be on healthy food access.

Our speakers will be Aaron Newton, Lomax Incubator Farm Coordinator, Carolina Farm Stewardship Association; Jennifer Newton, Owner, Peachtree Market and Jessica Castrodale, Community Outreach Coordinator for Carolinas HealthCare System North East.

The topic of healthy food access is applicable across settings. We look forward to hearing from these speakers and discussing how we might apply these strategies across a variety of settings.

If you are a new member and want to learn more about the Leadership Team or an existing member that wants to be reminded of how the Leadership Team operates and all of the resources that are available through Eat Smart, Move More NC, please join us for a New Member Webinar on September 24th from 10:00 - 10:45. See the article in this E-letter to register for the Webinar.



Next Meeting

Date:
September 15, 2015

Time:
1:00 - 3:30

Place:
Cabarrus Health Alliance, 300 Mooresville Road, Kannapolis, NC 28081

2015 Leadership Team Meetings - Save the Dates!

September 15th
December 2nd

In this Issue

SAVE THE DATE:
Join Us for a New Member Webinar -

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,

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

**SAVE THE DATE:
Join Us for a New Member Webinar
September 24, 2015 10:00 - 10:45 A.M.**

Welcome, new members of the Eat Smart, Move More NC Leadership Team!

Please save the date and register to join our New Member Orientation Webinar hosted by Eat Smart, Move More NC Chair, Sherée Vodicka on September 24th from 10:00-10:45 AM. Any Leadership Team member is welcome to join the webinar. The webinar will provide an overview of the Eat Smart, Move More NC Leadership Team, the North Carolina Plan to Address Obesity and how to access the various resources on the Eat Smart, Move More NC Web site. The registration information is posted below.

Eat Smart, Move More NC New Member Webinar

Join us for a webinar on Sep 24, 2015 at 10:00 AM EDT.

Register now!

<https://attendee.gotowebinar.com/register/7500145214519311362>

A webinar to orient new members to the Eat Smart, Move More NC Leadership Team

After registering, you will receive a confirmation email containing information about joining the webinar.

[View System Requirements](#)

**SAVE THE DATE:
2015 Active Routes to School Conference
November 18, 2015
Chapel Hill, North Carolina**

Be a part of the 2015 Active Routes to School Conference - Creating More Choices for Safe Walking and Bicycling in North Carolina,

[September 24,
2015 10:00 - 10:45
A.M.](#)

[SAVE THE DATE:
2015 Active Routes
to School
Conference -
November 18,
2015](#)

[North Carolina
Citizens for Public
Health \(NCCPH\)](#)

[Heart Walk](#)

[Eat Smart, Move
More NC
Membership
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Updates](#)

[Maintain, Don't
Gain This Holiday
Season](#)

[Updates from the
Inter-Faith Food
Shuttle \(IFFS\)](#)

[Oh - Those Lazy
Busy Summer
Days! Summer
2015 at the Poe
Center](#)

[SAVE THE DATE:
Action for Healthy
Kids and Game On
Webinar - October
21, 2015 3:00 -
4:00 P.M.](#)

[Kate B. Reynolds
Charitable Trust
Update](#)

[The Catalyst for
Healthy Eating and
Active Living](#)

sponsored by the North Carolina Department of Transportation and the North Carolina Division of Public Health.

Learn about successful Active Route to School activities across the state, how data can be used to inform and evaluate these efforts, new resource and partner ideas, and engagement strategies. Leave feeling inspired, with concrete ideas for ways to expand and grow partnerships and walking and bicycling to and at school activities.



Registration is \$35 and is now open.

Please register at www.activeroutestoschoolconference.org. For questions, please contact Colleen Oliver, Communications Manager at the UNC Highway Safety Research Center, at oliver@hsrc.unc.edu or 919.962.7769.

North Carolina Citizens for Public Health (NCCPH)

North Carolina Citizens for Public Health (NCCPH) is a non-partisan association of citizens of North Carolina who advocate for strong public health policies that have a direct impact on protecting the health of the public of our state. As such, the advocacy efforts of its members often complement those of the Eat Smart, Move More program. For example, during this legislative session, the membership actively supported the Healthy Corner Store Initiative, as well as efforts to retain funding levels local health departments. Regular updates have been provided to members so that they can serve as informed citizen advocates on pending legislation and public health issues as well as better collaborators with their community and other organizations in striving to improve public health.

We encourage ESMM supporters to "like" the North Carolina Citizens for Public Health Facebook page where they can obtain updates on recent NC legislation, research results, and other public health news. Please take particular note of the map posted to this page that depicts the current NCCPH membership. Consider joining - *particularly* if your county is not currently represented! Local citizen advocates are often the most influential with local legislators and public health officials. Membership is free.

The NCCPH website, nccph.com, is currently being redesigned to offer additional up-to-date information about the association's values, membership and activities. This redesigned site will be launched sometime after the NCCPH's next semi-annual meeting, which is being held Sept. 15, 2015, in conjunction with the Fall Educational Conference of the NC Association of Public Health.

Expands

[Wilkes County Determined to Turn the Curve on Childhood Obesity](#)

[North Carolina's Fourth Round of Breastfeeding-Friendly Designations Go To Seven Child Care Centers](#)

[SAVE THE DATE: Policies, Practices & Promises: Ensuring the Health of NC's Kids \(Hosted by the NC Alliance of YMCAs\) - October 28, 2015 9:00 A.M. - 4:00 P.M.](#)

[Miles for Wellness](#)

[Next Meeting Date: September 15, 2015](#)

Quick Links

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

Heart Walk



2014 Triangle Heart Walk

The Heart Walk is the American Heart Association's premiere event for raising funds to save lives from this country's No. 1 and No. 5 killers - heart disease and stroke. Designed to promote physical activity and heart-healthy living, the Heart Walk creates an environment that's fun and rewarding for the entire family. When you join Heart Walk, you join more than a million people in 300+ cities across America in taking a stand against heart disease and helping save lives. The funds that are raised at Heart Walk provide research to better prevent and treat heart disease among patients, including groundbreaking pediatric heart and stroke research. These funds also provide life-saving information to those who need it most-information that can save a life, like how to eat better, how to recognize the warning signs of heart attack, and how to talk to a doctor about critical health choices. Find a Heart Walk to join near you by visiting www.heartwalk.org.

Eat Smart, Move More NC Membership Application Updates

The Eat Smart, Move More NC Executive Committee is updating membership records for the Leadership Team. The Voting Representative from each member organization should have received and email with their membership application attached to review and update. Thank you for responding and helping to keep records up to date. If you did not receive an email, or if you have any questions about your organization's membership on the Eat Smart, Move More North Carolina Leadership Team, please contact Lori Rhew at Lori.Rhew@EatSmartMoveMoreNC.com.

Maintain, Don't Gain This Holiday Season



Eat Smart, Move More...
Maintain, don't gain!

HOLIDAY Challenge

Sign up at www.esmmweighless.com

Last year's Holiday Challenge was the biggest and best ever. We had over **12,500** participants from across the state and country. Now it's time for the 2015 *Eat Smart, Move More, Maintain, don't gain! Holiday Challenge!*

You are invited to join the 10th annual Holiday Challenge. Rather than focusing on trying to lose weight, this **FREE** seven-week challenge provides participants with tips, tricks, and ideas to help maintain their weight throughout the holiday season.

The Holiday Challenge will begin **November 16th and run through December 31st**. Did we mention it's FREE?!

Holiday Challenge Sign Up

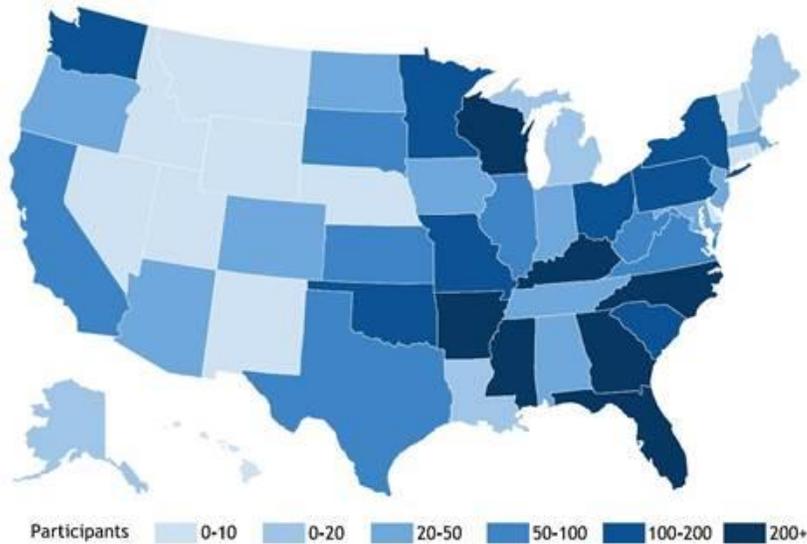
You can also go to esmmweighless.com and click the Holiday Challenge tab to sign up.

Weekly Newsletters, Daily Tips, and Weekly Challenges with strategies to:

- Survive a holiday party
- Manage holiday stress
- Be a healthy host
- Fit physical activity into your day
- Cook quick and healthy meals

Plus healthy holiday recipes!

Last year's Holiday Challenge:



In 2014, more than 12,500 people from all 50 states and Canada took part in the Holiday Challenge. ALL 100 counties in North Carolina were represented. At the end of the program, 93% reported maintaining or losing weight. 99% of participants said they were very likely to somewhat likely to participate in the Holiday Challenge again next year. For more results click here: [Holiday Challenge Results](#).

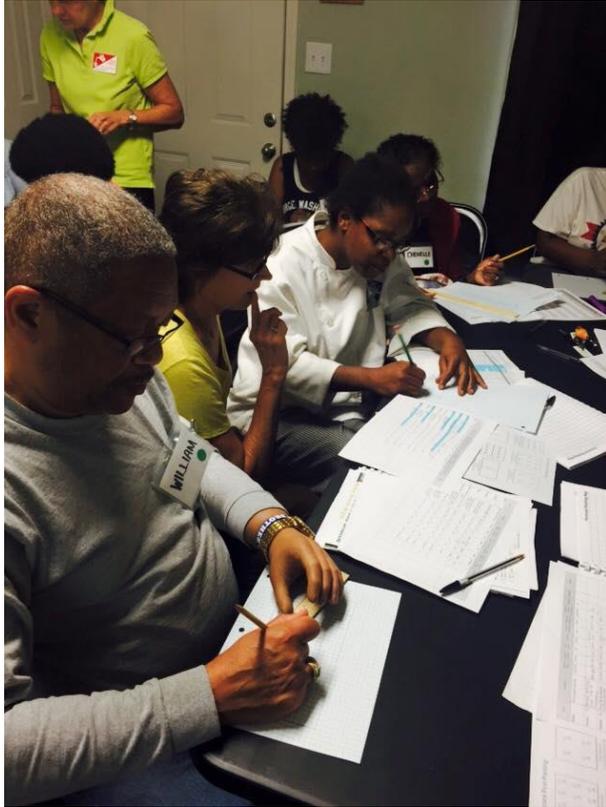
The Holiday Challenge is provided by Eat Smart, Move More, Weigh Less, a 15-week online weight management program.

To learn more about Eat Smart, Move More, Weigh Less or the 2014 Holiday Challenge please visit www.esmmweighless.com.

For questions about the Holiday Challenge please email holidaychallenge@esmmweighless.com.

Updates from the Inter-Faith Food Shuttle (IFFS)





Launch of Cooking Matters at the Store Pop-up Tours:

IFFS will begin offering [Cooking Matters at the Store \(CMATS\)](#) Pop-Up Tours this fall. A Pop-Up Tour is a unique way of leading a Cooking Matters at the Store tour outside of a grocery store. The tour allows participants to learn how to shop for healthy foods on budget in a workshop setting. Challenges with transportation, childcare, or organizing very large groups can make tours at a grocery store difficult or impossible. The CMATS Pop-Up Tour only requires a room for setting up props, laminated educational cards, produce item cards, and templates for the MyPlate challenge. The Pop-up kit provides a comprehensive resource guide, materials, hand-outs, and recipes for demonstration and taste-tests. These new kits are a great resource to expand the reach of CMATS tours to populations we previously had difficulty reaching such as school groups, health fairs, the elderly, or those with mental or physical disabilities. We are providing 1 free kit to any of our area agency partners running CMATS tours, through support provided by Share Our Strength.

The New Durham Bull City Cool Food Hub:

The [Bull City Cool](#) Food Hub is a collaborative initiative between local nonprofits to create community engagement around food. Located in Durham, the new IFFS community garden at Bull City Cool provides a space for youth training, community gardens, workshops and volunteer opportunities - all in an effort to produce food for surrounding low

income populations at risk of hunger. Through generous support from the Academy of Nutrition & Dietetics Champions for Healthy Kids program, community residents participate in free gardening and healthy cooking workshops that will empower them to grow their own produce and then prepare meals for their families. The garden is located at 110 Geer Street in Durham.

Launch of Seed to Supper Curriculum:

This spring in Southeast Raleigh, with support from the Jamie Kirk Hahn Foundation, we launched a pilot of the Seed-to-Supper curriculum, in partnership with the Cooperative Extension Master Gardeners and Oregon Food Bank. The course is a beginner's guide to low-cost vegetable gardening, available to low income populations at risk of hunger. During the 5 consecutive weeks, participants learn how to test and amend their soil, plan and prepare their garden, seed, water, fertilize, and weed their garden in preparation for a bountiful harvest! We spent the summer making revisions, utilizing best practices, and relaunching Seed-to-Supper 2.0 this fall at our [Camden Learning Garden](#). The course is full, with a waiting list of 24+ eager beginning gardeners!

Oh - Those Lazy Busy Summer Days! Summer 2015 at the Poe Center

It has been a great summer - and a busy one, too - at the Poe Center for Health Education in Raleigh. Here are a few of the highlights.

- **Summer Feeding 2015** - The Poe Center hosted over 400 kids to free lunches on Wednesdays from July 17- August 5. Our partner, Wake County Public School System Child Nutrition Services, provided the meals, and the Poe Center staff planned fun nutrition and physical fitness activities, such as garden nutrition, yoga, power walking and an end-of-summer dance party with Stormy from the Carolina Hurricanes. Poe also partnered with the Carolina Panthers to host their Play60 camp at Enloe High School. Panther staff led kids through football drills and lessons about healthy choices and safety; then helped serve a free nutritious meal for lunch. Check out the highlights on line at <https://youtu.be/EfdD9mnyJA4>
- **Healthy Habits Camp 2015** - The Poe Center hosted two free weeks of Healthy Habits Camp for rising 1st-5th graders who qualified. Campers participated in lessons on nutrition, dental health, bullying and germ safety. They also enjoyed a scavenger hunt at PlayWELL Park and ran off extra energy with physical activity exercises and exciting games. By the weeks' end, campers had become Nutrition Detectives, flexed their creative muscles with arts and crafts and learned about the importance of taking care of their bodies with healthy

habits. Check out our highlights reel and hear what the kids had to say at <https://youtu.be/XGONS3mie5s>



Cooking Matters

- **Cooking Matters** - Poe Center Health educators led hands-on courses at Ft. Bragg designed to teach military families how to purchase and prepare nutritious foods in healthy, safe and tasty ways. Graduates of the program participated in one of two six-week courses. Poe offered a lunchtime course and a dinnertime course. Educators provided practical, hands-on cooking experience tailored to the families. Nutrition education topics included USDA MyPlate guidelines, healthy eating habits, grocery shopping and budgeting, menu planning and kid and family-friendly recipes. Participants were provided with take-home groceries to try recipes at home. Sessions will be offered again Spring and Summer 2016.
- **"I Will Move More" Social Media Campaign** - The Poe Center continued our social media campaign during July and August with "I Will Move More" ads in Bladen, Columbus, Halifax, Johnston, Sampson, Vance, Eastern Wake, and Warren counties:



- On-air and digital radio ads ran on Radio One via The Light 103.9, K97.5 and Foxy 107 and will reach has estimated reach of 100,000 impressions.
- Facebook Ads have reached 350,000 people to date.
- 90 TV ads aired on WRAL and WECT with a combined estimated total of 1,348,300 impressions.
- Ten billboards were placed across the focus counties with an estimated reach of 402,000 impressions.

SAVE THE DATE:

Action for Healthy Kids and Game On Webinar
October 21, 2015 3:00 - 4:00 P.M.

Game On supports America's schools in creating healthier school environments for students, staff and the communities they serve. This no-cost online guide provides all the information and resources you need to host a successful school wellness program in your school with the ultimate goal of getting your school nationally recognized as a health-promoting school through the United States Department of Agriculture, Food and Nutrition Service HealthierUS Schools Challenge (HUSC) recognition program.

Game On is flexible and adaptable to help you improve student health while also meeting your school's needs, wherever your school is in the process. Whether you are a part of the school staff, parent, or community member, you can make a difference!

Free Webinar to Learn More!

[Get Your Game On: Using the Game On Program to Enhance Your School Wellness Initiatives](#)

Wednesday, October 21, 3:00 P.M. - 4:00 P.M.

For more information, please contact [Kelly Langston](#), the Action for Healthy Kids state coordinator.

Kate B. Reynolds Charitable Trust Update

Healthy Places North Carolina continues to grow and thrive in some of the state's rural communities. The initiative is investing up to \$100 million over a decade in a dozen disadvantaged counties to address health challenges in the ways each community best sees fit. Healthy Places currently supports locally-led efforts in seven counties: Beaufort, Burke, Edgecombe, Nash, Halifax, McDowell and Rockingham, with two more counties to be added next year. Exciting updates from the Healthy Places NC communities include:

- The **Halifax County** Board of Commissioners recently approved a countywide master plan for recreation-the culmination of a yearlong project.
- In **Beaufort County**, the Beaufort/Hyde Partnership for Children has partnered with NC State University's Natural Learning Initiative, Beaufort Community College and other locals to create engaging outdoor environments at two childcare centers.
- The **Rockingham County** Healthcare Alliance just opened the county's first Rural Health Center in the town of Eden.
- **McDowell County** and the City of Marion partnered to develop a brand-new greenway system along the Catawba River. The City also worked with the Marion Business Association to establish a dedicated farmer's market space downtown to increase access to fresh fruits and vegetables.
- In **Edgecombe and Nash Counties**, Down East Partnership for Children is working with two school systems to encourage the counties' children to develop active, healthy lifestyles by transforming five school playgrounds into outdoor learning spaces. These spaces will include updated play structures, raised beds for gardening and pathways.
- In the coming months, two playgrounds will be built in **Burke County** through our partnership with KaBOOM!.

The Trust is also excited to announce new funding interests in its Community Centered Prevention issue area. In order to have a greater impact, the Trust, with the help of Active Living by Design, has refined our focus to three primary funding interests: Comprehensive Prevention in a Community Setting, Opportunities for Physical Activity and Access to Healthy Foods. [Read more here.](#)

The Catalyst for Healthy Eating and Active Living Expands

Catalyst for Healthy Eating
and Active Living

The [Catalyst for Healthy Eating and Active Living \(Catalyst\)](#) team is pleased to share that we are expanding! With support from the Kate B. Reynolds Charitable Trust, the Catalyst is beginning to work with Burke, Edgecombe, and Nash Counties. New Catalyst Coordinators in these counties join the Catalyst team currently working with Beaufort, Cleveland, Halifax, McDowell, and Rockingham Counties.

[Charlotte Eidson](#) officially became the Burke Catalyst Coordinator in July. Derrick Haskins and Shoneca Kent will join the team as the Twin Counties Catalyst Coordinators working collaboratively to serve Edgecombe and Nash Counties starting on September 14th.

Catalyst Coordinators build collaboration among local, regional, and statewide organizations, link to resources, and strengthen community involvement in healthy eating and active living efforts. For more information about the Catalyst and the kinds of efforts supported in participating counties, please visit [The Catalyst for Healthy Eating and Active Living](#) on the CCCPH Branch website or contact [Jamie Cousins](#).

The Catalyst is a partnership between the North Carolina Public Health Foundation and the North Carolina Division of Public Health, Chronic Disease and Injury Section, Community and Clinical Connections for Prevention and Health (CCCPH) Branch and the Kate B. Reynolds Charitable Trust.

Wilkes County Determined to Turn the Curve on Childhood Obesity

In 2014, The Health Foundation led the first cohort from North Carolina to participate in the National Leadership Academy for the Public's Health. Our cross-sector team included representatives from *The Wilkes County Health Department and the Wilkes County Schools*. The self-named Wilkes Health Action Team focused our efforts on addressing the obesity rate for children in our community. Concurrently, the team became a beta test-site for the North Carolina IMAPP program, a tool to help communities identify, implement, and measure evidence-based interventions.

In our first year we developed a "Big Picture™" document to identify key partners and lay the groundwork for a collective impact initiative. The Health Foundation purchased "Fitnessgram" for the Wilkes County Schools. The school system implemented the program at the start of the 2014-15 school year. Baseline data for core strength, flexibility, endurance, and body mass index was collected in the fall. Report cards were distributed to parents and children, with tip sheets on lifestyle and diet changes children and parents families could make to improve scores.

In the spring, students were tested again and the results measured. The Wilkes County Schools has reported a 2% increase in the number of children who are at a healthy weight.

The Health Foundation also provided partial funding to build two new playgrounds to improve access to safe places to play. The first is located near the trailhead of the Yadkin River Greenway in proximity to the Wilkes YMCA. Leadership reports the playground is being well-used, and that parents are taking advantage of an adjacent walking track. The second is located at North Wilkesboro Elementary School, where nearly every child in attendance qualifies for free and reduced lunch based on parental income. This playground, like all Wilkes County School playgrounds, has signed a joint-use agreement opening it to the public during non-school hours.

The Health Foundation also provided partial funding for The North Wilkesboro Farmer's Market, which will have EBT/SNAP benefits. North Wilkesboro is an identified food desert. Low income children received vouchers to purchase fresh fruits and vegetables during the summer months.

The Health Foundation agreed to serve as the backbone entity for the collective impact initiative and hired a program officer to be its administrator. With the help of a North Carolina Institute of Medicine technical assistance grant, The Foundation then worked with *The North Carolina Center for Health and Wellness*. We identified and selected Results Based Accountability as the methodology to measure results and purchased Results Scorecard software to house data, map systems, and report results.

The team held three "Chat and Chews" with key stakeholders to introduce the initiative, and recruit volunteer leadership. Nine of ten people invited were able to attend, and 96% of attendees agreed to join the initiative. This creates a new core group of 47 leaders representing ten community sectors dedicated to continuing efforts to address efforts to encourage eating smart and moving more.

The Health Foundation is also leading a workplace wellness initiative and has recruited five participating businesses.

North Carolina's Fourth Round of Breastfeeding-Friendly Designations Go To Seven Child Care Centers

The NC Department of Health and Human Services' Division of Public Health (DPH) launched its fourth North Carolina Breastfeeding-Friendly Child Care Designations on August 3, 2015, [awarding the distinction to seven child care facilities](#). Child care facilities earn one gold-starred building block designation for every two steps implemented from The Ten Steps to Breastfeeding-Friendly Child Care. Participating child care centers may receive up to a five-starred building block rating.



The selected centers and their designations are:

- Eggleston's Playground, Biscoe, three gold-starred building block;
- [Eliada Child Development](#), Asheville, moved from a one gold-starred building block to a four-star building block;
- Mission Child Development Center, Asheville, three gold-starred building block;
- The Early Learning Center, Charlotte, four gold-starred building block;
- [The Learning Tree](#), Wilmington, two gold-starred building block;
- [Verner](#), Asheville, four gold-starred building block;
- [Verner West](#), Candler, four gold-starred building block.

These facilities are to be commended for their efforts to promote, protect and support breastfeeding for the families they serve. To learn more about the NC Breastfeeding-Friendly Child Care Designation, an informational webinar and the on-line application are available for child care providers and facility administrators at <http://www.nutritionnc.com/breastfeeding/childcare.htm>. Applications are accepted and awarded on a quarterly basis. Upcoming application deadlines include October 15, 2015, January 15, 2016, April 15, 2016, and July 15, 2016.

SAVE THE DATE:

Policies, Practices & Promises: Ensuring the Health of NC's Kids (Hosted by the NC Alliance of YMCAs)

October 28, 2015 9:00 A.M. - 4:00 P.M.

Research Triangle Park Area (Location TBD)

The NC Alliance of YMCAs invites you to a strategy building workshop to support the implementation and sustainability of Healthy Eating and Physical Activity Standards for children and youth in child care and out-of-school time programs.

Who Should Attend?

Anybody who cares about child care and out-of-school time for kids, including 4-H, churches, YMCAs, camps, licensed child care and track-out camps, Boys & Girls Clubs, scouts -- anyone who works with children and youth from infants to 17 in any setting where kids spend time away from their parents.



This full-day workshop will guide North Carolina early care and out-of-school time stakeholders through a process of identifying how we, as a state, can reduce the incidence of childhood obesity by successfully integrating Healthy Eating and Physical Activity (HEPA) Standards into policies & practices.

Featured Speakers:

Dr. Carolyn Dunn
Professor & Head, Department of Youth, Family, and Community Sciences
NC Cooperative Extension, NC State University

Julie Ralston Aoki
Staff Attorney
Public Health Law Center

If you would like to receive an invitation to this workshop, please email Sherée Vodicka, Executive Director, NC Alliance of YMCA's at: sheree.vodicka@ymcatriangle.org.

Miles for Wellness



Front Row (l-r): Alex Burgos, **Team High Stepper**, Julie Brincefield, Abby Hammond, **Team**

