



Eat Smart, Move More NC Leadership Team Quarterly Update

September 2014

Eat Smart, Move More North Carolina Newsletter



Message from the Chair

Dear Eat Smart, Move More NC Member:

Fall is closing in - the kids are back in school, our nights and mornings are a bit cooler, football has started. So it's time for us to get together to talk about making our communities healthier!

We look forward to seeing you at the September 16th Leadership Team meeting at FirstHealth of the Carolinas Foundation offices at the Claras McLean House, 20 First Village Drive in Pinehurst.

The focus of the meeting will be work-site wellness. We have an esteemed panel lined up for the meeting: Twyla Hutchins from Hill, Chesson and Woody will be presenting on the state of wellness through health care reform; Roxanne Elliott, from FirstHealth of the Carolinas will present on the initiatives our hosts have implemented; Bonnie Dunton from DuPont will present on Fit-Friendly work sites, and Linda Barrett from WakeMed

Next Meeting

Date:
September 16,
2014

Time:
1:00 - 3:30

Place:
FirstHealth of
the Carolinas
Foundation,
Clara's
McLean
House, 20
First Village
Drive,
Pinehurst, NC
28374

**2014
Leadership
Team
Meetings -
Save the
Dates!**
December 9th

Health & Hospitals will present on what works in corporate wellness. We have also included time on the agenda for other Leadership Team members to share their efforts and have a hearty discussion.

We will also be showing the NEW Eat Smart, Move More NC video, providing an update on the Policy Committee, and providing an overview of the Eat Smart Move More NC web site.

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

New Resources from Active Living By Design



Active Living By Design has released three new resources for the healthy communities field, sharing lessons learned from their work with more than 160 community coalitions and dozens of funders, including the Robert Wood Johnson Foundation. We invite you to read and share them with others who are creating healthy places for all.

[Growing a Movement: Healthy Kids, Healthy Communities Final Report](#) shares common themes, key findings, brief vignettes and implications for the field based on the experiences of 49 partnerships located across the country during the five-year initiative. These local leaders aimed to reverse the childhood obesity trend by increasing children's access to healthy foods and opportunities for physical activity through changes in policies, systems and environments. For insights on what is achievable through collaboration among community-based organizations, residents, decision makers and other partners, check out this report and the accompanying infographic!

[Lessons for Leaders: Navigating the Process of Healthy Community Change](#) provides local leaders of healthy community partnerships with

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practical, field-tested strategic guidance to help them be more proactive and effective in their work. During the past 12 years, Active Living By Design has gathered these lessons, principles and examples from a range of healthy community partnerships and their leaders. Themes include capacity building, communication, community engagement for equity, and advancing policy and systems change.

[Investing in Healthy Community Change: A Resource for Funders](#) offers funders of all sizes a range of insights that challenge business as usual, and explores valuable lessons learned about investing in healthy community change to help leverage their investments, achieve their goals and sustain their results. Community leaders could benefit from this perspective, as well.

All three documents are free to download and live on Active Living By Design's new [website](#), which is mobile-friendly and has a searchable database of stories, tools and other resources specifically created or chosen by the Active Living By Design team. In addition, if you're interested in hard copies of these three documents, they are available for purchase [here](#).

AHA's Garden Community: A New Free Online Resource for All Green Thumbs



The American Heart Association is pleased to launch the [Garden Community](#). This free online resource helps stakeholders and gardeners of all skill levels connect and learn from each other about gardening and garden-based education. It offers resources for personal gardeners and neighborhood community gardeners, as well as those involved with school gardening programs.

Garden Community is a growth strategy for our Teaching Gardens program. It will build support, collaboration and momentum for all types of gardening and gardeners to help move a significant number of Americans toward a higher consumption of fruits and vegetables and better diet quality. By driving engagement, changing the discourse about this issue and raising awareness, the Garden Community can play an important role in lowering

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obesity rates and improving the overall health of all Americans.

With Garden Community, users can browse ideas from outdoor classrooms and gardening programs across the country; join active discussions; share photos, recipes, lesson plans, videos, and stories; and connect with leading gardening organizations and other experienced gardeners.

Join Now: Registration is quick, easy and free - visit <http://gardencommunity.heart.org>. Click "please register here" located on the top right of the page.

How to Participate: There is no cost or commitment to be part of Garden Community. Please consider taking each of these actions, and let us know of any feedback you have about improving the community experience:

- In the "Welcome Walkthrough," complete your profile information and add a photo
- Invite your friends and family to join the community
- Go to Resources and check out any materials of interest. Also, please share materials that have helped you! (On <http://gardencommunity.heart.org/resources>, click the "Share Your Content" button in the right column.)
- Introduce yourself in the GardenChat, and jump right into discussions.
- Share your feedback - we're listening: <http://gardencommunity.heart.org/discussions/viewtopic/17/110>.

Our colleagues and friends from schools with Teaching Gardens are encouraged to join the community, but it is important to note that the Garden Community is not just focused on the American Heart Association Teaching Gardens program or other school-based garden programs.

As this is an inclusive resource, please share the Garden Community with volunteers, in upcoming newsletters, educational efforts, or other channels of communication to drive more people and collaborators to the community.

We look forward to having you join the Garden Community!



American Heart Association®
TEACHING GARDENS

2014 Faith & Health Summit - Register Now!

Please join the North Carolina Council of Churches at the 2014 Faith and Health Summit, which will be held on Friday, October 10, 2014 at Ardmore Baptist Church in Winston-Salem (501 Miller Street). Wake Forest University's Food, Faith and Religious Leadership Initiative is co-sponsoring the event! The program will run from 9:30am to 3:30pm, with registration starting at 8:30. Arrival snacks and coffee will be provided. The conference theme is "We're Better Together."

For more information and to register visit:

<http://www.ncchurches.org/2014/08/2014-faith-health-summit-register-now/>.

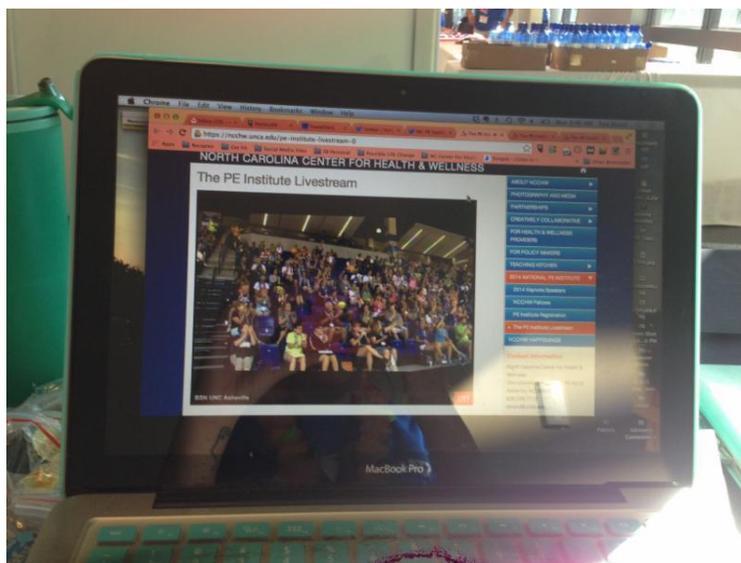
2014 National PE Institute



North Carolina Center for Health and Wellness (NCCHW) and Great Activities Publishing Company played host again for the National PE Institute. Over 500, K-12 physical educators from across the state, the country and the world convened for the third annual institute at UNC Asheville's Sherrill-Kimmel Arena. Established to help support, enhance, and develop the instructional skill sets of grassroots K-12 physical educators, this year's National PE Institute brought together the "best-of-the-best" Physical Education experts to UNC Asheville.

Finding creative ways to use social media in physical education was the leading theme. For those that couldn't attend, each keynote was livestreamed and available for free to view online. Hundreds joined in on the conversation about physical education via Twitter using #PEinsitute14 contributing to a reach of 222,324 people online. Keynote presentations included PE Central's George Graham, Dr. Bob Pangrazi, Action Based Learning's Jean Blaydes, US Olympic Medal Winner Shannon Miller and more.

For the first time ever, NCCHW awarded 15 North Carolina PE teachers as NCCHW Fellows to the Institute. Fellows served as social media ambassadors to the institute providing mentoring to fellow attendees. NCCHW Fellows represented areas from across the state, cumulatively reaching around 8,700 students a year.



Kids In Parks



Evaluation by the North Carolina Center for Health and Wellness (NCCHW) of The Blue Ridge Parkway's Kids in Parks program concluded this July. NCCHW's evaluation of the Kids in Parks program provides data outlining the number and use of kids visiting Kids in Park TRACK Trails. Evidence-based research like this has helped Kids in Parks become a nationally recognized health related nature program. The Kids in Parks program is endorsed by the American Academy of Pediatrics, recognized by the White House with a "Let's Move! Champion of Change" award, and reviewed favorably as a practice-tested intervention by the UNC Chapel Hill Center for Training and Research Translation - a program funded by the Center for Disease Control.

Buncombe County RWJF Culture of Health Prize Winner

North Carolina Center for Health and Wellness (NCCHW) congratulates Buncombe County in the recent Robert Wood Johnson Foundation's (RWJF) Culture of Health Prize. "This is a recognition that highlights true collaboration," said NCCHW Executive Director, David Gardner. "There is no one organization or individual who could achieve all of this alone."

NCCHW has been proud to work with many of the different community partners connected to this RWJF prize. Buncombe County is one of six winners of the 2014 RWJF Culture of Health Prize awarded by the Robert Wood Johnson Foundation (RWJF). The prize honors communities that are harnessing the collective power of leaders, partners, and stakeholders to help residents live healthier lives.

Buncombe County will celebrate with a community-wide public health event on Friday, September 26, 2014 at the Sherrill Center and Kimmel Arena on the campus of UNC Asheville. NCCHW welcomes businesses, civic groups, students and community members to participate in the celebration.

Elizabeth Hudgins Hired As NC Pediatric Society Executive Director

The North Carolina Pediatric Society (NCPeds) recently announced that Elizabeth Hudgins will become its next Executive Director beginning October 1, 2014. Hudgins brings more than 20 years of experience working on a wide range of child, family and health policy issues at the state level to NCPeds.

"Elizabeth Hudgins joins the N.C. Pediatric Society at a pivotal time in the history of the organization. She comes well prepared to lead us in carrying out our mission of advocating for the pediatricians who care for the children of North Carolina," said Karen E. Breach, MD, FAAP, Immediate Past President and Chairperson of the NCPeds Executive Director Search Committee.

A North Carolina native, Hudgins currently serves as Executive Director of the N.C. Child Fatality Task Force, a 35-member legislative study commission working to reduce child death and support the safe and healthy development of children. She previously worked as a Senior Policy Analyst for the State Fiscal Project with the Center on Budget and Policy Priorities in Washington, D.C. and held policy and research positions for child advocacy organizations such as the Children's Action Alliance in Arizona and NC Child.

Elizabeth is a graduate of Amherst College and obtained a Masters in Public Policy from Duke University. She lives in Raleigh with her husband and teenage son.

"We are grateful to Steve Shore who has guided NCPeds for the last 15 years, and we are excited that Elizabeth Hudgins will lead us into our next chapter as we strive for better care for all of the children of North Carolina," said John Rusher, MD, President of NCPeds.

Hudgins replaces Steve Shore who announced his retirement earlier this year. Shore will retire on Dec. 31, 2014 after serving 15 years as NCPeds Executive Director.

"I have worked with Elizabeth since 2005 through her work at Action for Children NC and the NC Child Fatality Task Force and wish her well as she assumes her new role. She is a seasoned pediatric advocate and will be able to move seamlessly into leading the NC Pediatric Society," said Steve Shore, the outgoing NCPeds Executive Director.

About the North Carolina Pediatric Society

Founded in 1931, the North Carolina Pediatric Society (NCPeds) is the state affiliate Chapter of the American Academy of Pediatrics with nearly 2,000 pediatrician and pediatric health professional members. Its mission is to empower pediatricians and its partners to foster the physical, social, and emotional well-being of infants, children, adolescents and young adults.

Maintain, Don't Gain This Holiday Season



This holiday season, the only thing that should be "stuffed" is the turkey! Many Americans gain between 1 and 5 pounds each holiday season. While it may not sound like much, most people never manage to lose these extra pounds.

Instead of piling on the pounds, North Carolinians are invited to join the ninth annual Eat Smart, Move More...Maintain, don't gain! 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 your weight throughout the holiday season. The challenge will begin Nov. 17 and run through Dec. 31.

How to join:

- Sign-up at www.esmmweighless.com.
- Click on the 'Holiday Challenge' tab then click 'Sign Up Today' and enter your email address and information.
- All participant information is kept confidential.

Once you join you will have access to:

- Seven free weekly emailed newsletters with tips to
 - Manage holiday stress
 - Fit physical activity into your busy day
 - Cook quick and healthy meals
 - Survive a holiday party
- Daily Tips & Challenges to motivate and encourage you to take a new small step toward a healthy lifestyle.
- Healthy recipes included in the newsletters and available on our website.
- A calorie counter, a food log and an activity log to track your progress.
- A chance to receive bonus healthy holiday recipes if you sign up early and complete the pre-survey.

In 2013, more than 6,283 people from 48 different states and Canada took part of the challenge. At the end of the program, 70 percent reported maintaining their weight and 23 percent reported losing 3 to 5+ pounds. In addition, 99 percent said they will continue to use the strategies learned during the Holiday Challenge.

The Eat Smart, Move More...Maintain, don't gain! Holiday Challenge is a part of Eat Smart Move More Weigh Less, an online 15-week weight management program using strategies proven to work for weight loss and weight maintenance. Eat Smart, Move More, Weigh Less was developed by NC State University and the NC Division of Public Health. Find out more at www.esmmweighless.com.

For questions or comments, please contact Madison Fehling at Madison.Fehling@dhhs.nc.gov or 919-707-5398.



Step Up Forsyth: Move It Mondays!
September 7 - November 1, 2014



Step Up Forsyth is a physical activity program provided by the Forsyth County Department of Public Health, Novant Health and the BeHealthy Coalition. This September marks their 11th year of motivating community members to be more physically active!

Step Up Forsyth is a FREE eight-week (on your own) physical activity program, held each year from September - November. The goal of the program is to encourage participants to be physically active for 30 minutes per day, five or more days each week. Participants are encouraged to track their physical activity minutes online, and prizes are awarded at random for those meeting the exercise goal. Each week, participants receive an electronic newsletter highlighting community events, seasonal recipes, exercise tips, weekly prizes and more. This year, Novant Health (one of our local hospitals) is offering FREE Health Screenings before the program begins (September 2nd-5th), and again 12 weeks later to track the changes you have made during our program. During the short visit you will receive following measurements: height/weight, body mass index (BMI), blood pressure, total cholesterol, HDL/LDL cholesterol, triglycerides, blood glucose and hemoglobin A1C.

Each year, *Step Up Forsyth* takes on a new theme. In 2013, they "Go Out & Play" by promoting local parks, greenways and regional attractions. Community partners also provided group exercise classes and cooking classes for participants. The 2014 theme for *Step Up Forsyth* is **Move It Mondays**. The **Move It Mondays** campaign was created to Jump Start Your Week!® The Centers for Disease Control and Prevention recommends 2 ½ hours of physical activity each week, but for many it's a challenge to keep up an exercise routine. Move It Monday is used to encourage people to start the week by taking the stairs, going to the gym or doing a Monday Mile- and to commit to staying active throughout the week.

Interested in joining *Step Up Forsyth*? Participants can join as an individual or form a team. Registration and program details can be found online at www.forsyth.cc by clicking on the **Move It Mondays** logo. All ages are welcome to join, however children must have parental consent to participate.

Step Up Forsyth will begin on September 7th and run through November 1st.

In 2013, *Step Up Forsyth* had 1,117 participants who logged a total of **1,430,749 minutes** of physical activity. Upon completion of the 2013 program, prizes were awarded at random to participants who completed the program, and team trophies were awarded to largest teams in select categories.

For more information, please visit the Forsyth County website (www.forsyth.cc), or call Sheila Bogan, MPH, MCHES at (336) 703-3214.

Nutrition Decisions Webinar

Nutrition Decisions



Eat Smart, Move More, Weigh Less presents Nutrition Decisions, a free

webinar series presented by Dr. Carolyn Dunn. Dr. Dunn, a Professor and Nutrition Specialist at NC State University, shares the evidence behind popular nutrition trends. Are artificial sweeteners safe? What's the difference between organic and conventional milk? Is soy protein a friend or foe? She answers these questions and more in each 30-minute webinar. The webinars are held every other month and are available for anyone to join. Sign up now for more information about the upcoming webinar: <https://esmmweighless.com/newsletter-webinars/>.

Next webinar: October 10th at 12:00pm EST

Implementing Employee Wellness Programming - The Right "Weigh"



The Dining Services team at East Carolina University has grown the employee wellness program and it has begun to make a difference in the lives of many employees over the past year and a half. It began in January 2013 with a group of ten managers participating in a weight loss competition. In 90 days, the group lost nearly 283 pounds and by the end of 180 days, the total pounds lost reached over 320 pounds. The challenge was so successful; a slightly revised program was rolled out to all

employees on campus in the fall of 2013. Over 100 employees registered to participate and by the end of the 90 day challenge, another 578 pounds had been shed from our campus dining team. A third program was rolled out this past spring and with another 100 plus employees participating, 312 more pounds were lost from our teams. That is over 1200 pounds lost from our campus dining team. How did our program motivate our employees to change what they were eating, start moving more and start making healthier lifestyle choices? Three basic components were used: 1) accountability, 2) the power of knowledge with reliable resources and 3) a friendly competition among their peers.

Accountability is important to the success of a wellness program. It helps to keep participants on track and headed in the right direction. It provides an opportunity to validate hard work as well as identifies areas that need improvement. Participants were held accountable each week with a weekly weigh in. After being weighed, weekly results were recorded and then posted as a percent of body weight lost for the week for others to see. A large chart was posted in each specific dining location that identified the top three winners (or losers depending on how you want to look at it).

A person must also have the right tools and information to lead a healthy lifestyle. With all of the health and wellness information available, it can be challenging to make sense of what is reliable and accurate advice to follow. In order to help our employees sort out fact and fiction, the participants were given weekly handouts on a variety of topics such as eating more whole

grains or smart snacking. Some weeks also included personal challenges such as drinking more water, eating more meatless meals or more fruits and vegetables. All of these handouts were found from reliable and free websites or handouts were created utilizing evidence based nutrition and wellness information.

The last and probably most motivating factor that contributed to the success of our employee wellness program was the friendly competition and support between peers. Setting and working toward goals and overcoming day to day challenges is always easier when doing so with a support group. Our employee wellness program automatically created this culture and was crucial in creating such positive results for our program.

In addition to weighing participants, a partnership was developed with Student Health to provide blood pressure screenings for our employees. A blood pressure reading was taken at the beginning of the spring 2014 program and again at the end of the program. The hope was to show a correlation to our employees that weight loss can provide other positive results to their health and that there are other important numbers you need to know regarding health. Our blood pressure screenings did exactly what we hoped for and identified several employees with a positive correlation between weight loss and improvements in blood pressure. The screenings also identified employees that needed to follow up with their physician due to readings that were classified as pre-hypertension or Stage 1 and Stage 2 hypertension.

As the Nutrition Director of ECU Campus Dining Services and coordinator of this program, it has been rewarding to watch something as simple as weighing people and checking blood pressures, make a difference to the health of so many people's lives. I have observed first hand how a program like this can and does make a difference to the overall well being of a person. There really is nothing more satisfying than that. My hope is that our experiences and success will motivate others to implement similar programs on their campuses. It will not only change your employees' lives but all of those involved as well.

Submitted by: Janie Owens, RD, LDN; Nutrition Director, East Carolina University Campus Dining

Updated Resources on the NC Fruit and Vegetable Outlet Inventory

The NC Fruit and Vegetable Outlet Inventory identifies farmers' markets, produce stands and road-side stands where fruits and vegetables are sold across the state. Several new resources on the North Carolina Fruit and Vegetable Outlet Inventory (NC FVOI) are now available at www.EatSmartMoveMoreNC.com. These resources include an 1) an NCFVOI [overview document](#) that provides information on the background, purpose and partners involved with the NC FVOI; 2) a [directory](#) of the Fruit

and Vegetable Outlets across the state collected in the 2013 inventory, and 3) a [2012 Supplemental Survey Data-Quick Facts](#) that describes the results of the 2012 NC FVOI including general information, the availability of SNAP-EBT, and information on outlet accessibility and transportation.

Walk to School Day 2014

Walk to School Day 2014 is quickly approaching! If you or someone you know is planning a Walk to School Day in NC, read on.

Register your 2014 Walk to School Day event and receive a North Carolina Safe Routes to School Program event kit.

The first 75 K-8 NC schools that register an event for Walk to School Day (taking place on October 8, 2014) at www.walkbiketoschool.org will receive a kit to help promote fun and safety at the event.

Your SRTS Walk to School Day Kit will include:

- Water bottles for event leaders
- Walk to School Day stickers
- SRTS reflective stickers and zipper pulls
- Pencils

Walk to School Day is an international event that gives communities across the world the opportunity to join together in walking to school on the same day. The event is part of the movement to improve safety and encourages walking to school as a healthy way for kids and families to make their school commute. Although Walk to School Day is a one day event, it is leading to long term change. Students, parents and teachers are using Walk to School Day to inspire transformation in their communities.

Easy steps to receiving a kit:

1. Go to www.walkbiketoschool.org and register a school in North Carolina that serves K-8 students.
2. Plan a Walk to School Day Event. While Walk to School Day is October 8, 2014, if that date doesn't work for your school calendar, it's okay to celebrate on a different day in October.
3. Hurry! Only the first 75 qualifying registrants will receive a kit.