



Eat Smart, Move More...North Carolina



- What** *Eat Smart Move More...North Carolina* is a statewide campaign to promote increased opportunities for physical activity and healthy eating through policy and environmental change. Increasing public awareness of the need for such changes is an integral aspect of the initiative.
- Who** The Physical Activity and Nutrition Branch, N.C. Division of Public Health, developed and leads the *Eat Smart, Move More...North Carolina* initiative. Throughout North Carolina, many programs, agencies and organizations that promote healthy eating and physical activity support this initiative.
- Where** *Eat Smart, Move More...North Carolina* is statewide. Headquartered in Raleigh, *Eat Smart, Move More...North Carolina* operates in all 100 counties of the state, through the state's 85 local and regional health departments, in addition to many community settings. Some of these settings include preschools and child care, schools, faith organizations, community-based organizations, health care, worksites and homes.
- When** *Eat Smart, Move More...North Carolina* was launched in 2001 with the release of the North Carolina Blueprints: *N.C. Blueprint for Changing Policies and Environments in Support of Healthy Eating* and *N.C. Blueprint for Changing Policies and Environments in Support of Increased Physical Activity*.
- Why** The overall mission of *Eat Smart, Move More...North Carolina* is to help North Carolinians eat smart, move more and achieve a healthy weight, thereby reducing their risk of obesity and other chronic diseases.
- How** The *Eat Smart, Move More...North Carolina* initiative is implemented by state and local agency representatives who commit time and resources in helping North Carolinians eat smart and move more. The promotion of one message and engaging every North Carolinian ensures success in reducing the rising tide of obesity and chronic disease. This initiative is carried into communities through its core physical activity and nutrition programs, which include the following:
- Active Community Environments (ACEs) Guide
 - African-American Churches Eating Smart and Moving Move: A Planning & Resource Guide
 - Color Me Healthy
 - Schools Eating Smart and Moving More Tools
 - Families Eating Smart and Moving More
 - Local Physical Activity and Nutrition (LPAN) Manual
 - NC 5 A Day Program
 - NC Blueprint for Changing Policies and Environments in Support of Healthy Eating
 - NC Blueprint for Changing Policies and Environments in Support of Increased Physical Activity
 - NC Statewide Health Promotion Program
 - Nutrition and Physical Activity Self Assessment for Child Care (NAP-SACC)
 - Sybershop
 - Winner's Circle Healthy Dining Program
 - Women Living Healthy, Women Living Well

For more information about the *Eat Smart, Move More...North Carolina* initiative, its programs, statistics and staff please visit <http://www.EatSmartMoveMoreNC.com>

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