



# Eat Smart, Move More...North Carolina in Communities



## Initiative Overview

**Mission** “To reverse the rising tide of obesity and chronic disease among North Carolinians by helping them to eat smart, move more and achieve a healthy weight.”

## Programs and Resources in the Community Setting

### N.C. Statewide Health Promotion Program



- The N.C. Statewide Health Promotion Program provides funding to all 85 local and district health departments to support health promotion programs in local communities throughout the state.
- Physical Activity and Nutrition (PAN) Community Development Specialists provide training and technical assistance to health departments and their community partners.
- For example, the Henderson County health promotion program worked with faith organizations, schools and community members to support physical activity opportunities by installing curb ramps on sidewalks and pedestrian crossing signs.

**PARTNERS:** N.C. Division of Public Health with every local and district health department, and their partners.

### N.C. Fruit & Vegetable Nutrition Program

- The N.C. Fruit & Vegetable Nutrition Program strives to promote better health for all North Carolinians by increasing their fruit and vegetable consumption
- The program is administered at the state level by the NC Fruit & Vegetable Nutrition Coordinator in conjunction with the N.C. Fruits & Veggies Nutrition Coalition. The coalition is composed of more than 100 members from government and industry partners, and promotes better health for all North Carolinians by encouraging them to eat more fruits and vegetables.
- Through communication and events, coalition members work collaboratively in spreading the Fruits & Veggies--More Matters(TM) campaign and other messages throughout the state.
- For example, the High Point Regional Health System’s on-site Wellness Coordinator made arrangements to have local farmers bring fresh produce to the hospital and developed a regular Farmer’s Market from late April through September each year.

**PARTNERS:** N.C. Division of Public Health, N.C. Fruits & Veggies Nutrition Coalition Steering Committee, N.C. Fruits & Veggies Nutrition Coalition members/organizations.

## N.C. Arthritis Program



- Arthritis affects more than 2 million North Carolinians, with an incidence of one in three. Arthritis costs North Carolina in excess of \$1 billion each year in lost wages.
- The North Carolina Arthritis Program offers workshops, presentations, exhibits and arthritis management certification training to increase awareness about the importance of early detection, diagnosis, treatment and management of arthritis.

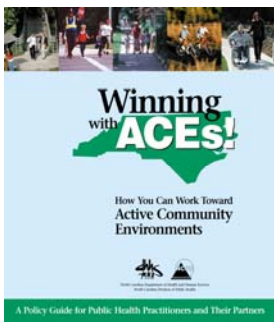
**PARTNERS:** N.C. Division of Public Health, Arthritis Foundation, Centers for Disease Control and Prevention and other community partners.

## Local Physical Activity & Nutrition Coalitions

- The goal of the Local Physical Activity and Nutrition Coalition (LPAN) program is to promote physical activity and healthy eating opportunities at the community level. Each LPAN identifies its own goals and objectives based on the needs of the community it serves.
- The Physical Activity and Nutrition Branch in the Division of Public Health provides administrative support to the LPAN program.
- Currently, 68 of North Carolina's 100 counties have or are forming an LPAN.

**PARTNERS:** N.C. Division of Public Health, community partners including health and fitness professionals, public and private sector representatives and interested citizens.

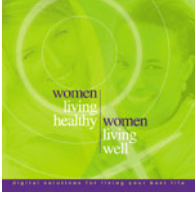
## ACEs - Active Community Environments



- ACEs are places where people of all ages and abilities are able to walk, bike or roll for both pleasure and purpose.
- The ACEs Guide, entitled *Winning with ACEs! How You Can Work Toward Active Community Environments*, educates North Carolinians, especially public health practitioners, in planning and implementing more physical activity opportunities within their communities.
- The Physical Activity and Nutrition Branch conducted six regional training events with local health promotion coordinators and their community partners to begin teaching them how to engage local planners, developers and key decision-makers.
- The Physical Activity and Nutrition Branch continues to provide ongoing technical assistance for health promotion coordinators and community grant recipients who have ACEs planning objectives.

**PARTNERS:** N.C. Division of Public Health, public health practitioners, and community partners.

## Women Living Healthy, Women Living Well



- *Women Living Healthy, Women Living Well* is an interactive CD developed for women focusing on healthy eating, physical activity and women's health issues.
- The CD was created to deliver a wealth of health information, tips and fun ways to help women live healthier and higher quality lives. It is composed of five modules that teach women about different aspects of physical activity and healthy eating.
  - The interactive CD can be used individually or with groups in any setting – home, schools, universities, worksites or communities.

**PARTNERS:** N.C. Cooperative Extension Service and N.C. Division of Public Health.

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### What Is Considered Success?

- Funding for sidewalks and bike trails.
- Food assistance programs supported by the community.
- Signage promoting physical activity facility use (e.g. signs indicating walking trails).
- Labeling for healthy foods and beverages (e.g. vending machines).
- Policy to incorporate physical activity into group functions.
- Addition of healthy food options for vending machines.
- Community group events celebrating physical activity.

For more information please visit  
[www.EatSmartMoveMoreNC.com](http://www.EatSmartMoveMoreNC.com)

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