



Eat Smart, Move More...North Carolina in Media



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 Media Setting

Fact Sheets



- The Fact Sheets provide the how, why, what and more for the various tools and programs that support Eat Smart, Move More...North Carolina.
- For ease of use, each fact sheet is presented in HTML format as well as in a downloadable PDF format.

Press Releases

- Stay up to date with Eat Smart, Move More...NC through press releases regarding the work being done in NC around healthy eating and physical activity.

Graphics Library



- This library contains high-resolution graphics that pertain to physical activity and healthy eating.
- Graphics can be downloaded free-of-charge and used to promote healthy behaviors in your community.

Advertisements



- Series of professionally produced print, radio, TV and billboard advertisements focusing on the seven evidence-based behaviors that are essential to maintaining a healthy weight.
- There are also two different television and radio ads featuring racecar driver, Kasey Kahne

Current Publications

- This archive of Eat Smart, Move More...NC publications is a great place to find articles and other resources related to healthy eating and physical activity.

News Story Archive

- This link provides access to news stories related to healthy eating and physical activity.

Contact Directory

- The Eat Smart, Move More...North Carolina Contact Directory is a helpful tool for obtaining contact information for partners statewide.
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What Is Considered Success?

- Media covers stories related to physical activity and healthy eating and focus on policy and environmental solutions

For more information please visit
www.EatSmartMoveMoreNC.com

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