



# NC Statewide Health Promotion Program



**What** The *N.C. Statewide Health Promotion Program*, led by the Physical Activity and Nutrition Branch of the N.C. Division of Public Health, supports community-based programs that improve the health of North Carolinians by reducing the prevalence of chronic diseases. Funds are distributed to health promotion programs in local health departments throughout the state to work with community partners in creating policy changes and environmental supports addressing at least one of the three major chronic disease risk factors – physical inactivity, poor diet and tobacco use.

**Why** Poor diet, physical inactivity and tobacco use are behaviors contributing to the leading preventable causes of death in North Carolina and are known risk factors for chronic diseases such as cancer, heart disease, diabetes and obesity. Efforts to address health behavior change in individuals or populations must include environmental changes to address these behaviors.

**Where** The *N.C. Statewide Health Promotion Program* operates in all 100 North Carolina counties through 85 local health departments organized by county or regional district.

**When** The North Carolina General Assembly created the *N.C. Statewide Health Promotion Program* in 1987. Recognized as the first in the nation, the program sustains ongoing, comprehensive health promotion efforts.

**Who & How** The *N.C. Statewide Health Promotion Program* receives funding through the Centers for Disease Control and Prevention’s Preventive Health and Health Services Block Grant (PHHSBG) and North Carolina state appropriations. One hundred percent of this funding is disseminated to each of the local health departments and is often used to support staff positions, referred to as Health Promotion Coordinators. The Health Promotion Coordinators build partnerships within their local communities to develop and implement policy changes and environmental supports that provide opportunities for increased physical activity, healthy eating and tobacco cessation.

Three Community Development Specialists within the Physical Activity and Nutrition Branch provide technical assistance and consultation to Health Promotion Coordinators located in every local health department across the state. The Program has also developed an integrated evaluation system in Access® that evaluates progress made in local communities towards policy and environmental changes.

- Examples**
- **Gaston County** partnered with the local animal league and veterinarians to create **Dogs on the Move** and promote physical activity for pet owners. This program has generated \$850 in community partner donations and media coverage. Eighty pet owners attended the kickoff event and 2.4-mile walk.
  - **Hyde County** partnered with local faith organizations to implement the **FAITH** (For All In Faith To be Healthy) program and created a health advisory team of 10 community members, who train church members to educate congregation members about health-related issues.
  - **New Hanover County** is working with the Carolina Beach Park and UNC-Wilmington to create the first universally accessible hiking trail in Southeastern North Carolina.

- Statewide Health Promotion Program initiatives include**
- Encouraging restaurants to provide more healthful food selections and to identify heart-healthy choices.
  - Advocating for more nutritious food selections and to increase physical activity opportunities for all students in public schools.
  - Encouraging the implementation of smoke free policies at worksites.

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



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