



## Eat Smart, Move More NC Leadership Team Quarterly Update

March 2014

### Eat Smart, Move More North Carolina Newsletter



#### Message from the Chair

Dear Eat Smart, Move More NC Member:

We look forward to hosting the March 11th Leadership Team meeting at the North Carolina Division of Public Health, Cardinal Conference Room 5605 Six Forks Road, Raleigh, NC 27609.

The focus of our meeting will be on healthy eating strategies. We will hear from Sharon Nelson, the Project Manager for the North Carolina Community Transformation Grant (CTG) Project about the healthy eating strategies of the CTG Project. She will be joined by Tyler Jenkins, CTG Project Region 3 Urban Coordinator and Annie Martinie, the Region 5 Healthy Eating/Active Living Lead about regional efforts to implement healthy eating strategies.

In addition, Betsy Vetter, Senior Director of Government Relations, American Heart Association, will present on the Voices for Healthy Kids Project. She will be joined by Pam Seamans, Executive Director of the North Carolina Alliance for Health and Sarah Jacobson, Healthy Food Access Campaign Coordinator for the NC Alliance for Health who will be talking about North Carolina's Voices for Healthy Kids Project.

#### Next Meeting:

Date:

March 11, 2014

Time:

1:00 - 3:30

Place:

NC Division of  
Public Health, Cardinal  
Conference Room,  
5605 Six Forks Rd.  
Raleigh NC 27609

#### 2014 Leadership Team Meetings – Save the Dates!

June 13<sup>th</sup>

September 16<sup>th</sup>

December 5<sup>th</sup>

You can download highlights from previous Leadership Team meetings and information for upcoming meetings at:

[www.eatsmartmovemorenc.com/AboutUs/Meetings.html/](http://www.eatsmartmovemorenc.com/AboutUs/Meetings.html/)

I look forward to seeing you next week.

Sincerely,

Vondell Clark, Chair  
Eat Smart, Move More NC Leadership Team

## New Beginnings for Active Living By Design!



**ALBD Team**

Top Row (Left to Right): Sarah Strunk, Phil Bors, Mary Beth Powell and Tim Schwantes  
Bottom Row (Left to Right): Risa Wilkerson, Fay Gibson, Joanne Lee, Casey Allred and Rich Bell

As of February 1st, Active Living By Design (ALBD) has a new organizational affiliation, Third Sector New England (TSNE). TSNE is a Boston-based 501(c)(3) that provides resources, best practices and field-building support to non-profit organizations and leaders across the country. ALBD will retain its office in Chapel Hill, North Carolina.

Established 12 years ago as a national program of the Robert Wood Johnson Foundation (RWJF), ALBD was part of the North Carolina Institute for Public Health at the UNC Gillings School of Global Public Health (UNC). With continued investment from RWJF and other funders, we've supported community-led change by working in over 30 states with more than 160 local partnerships, dozens of national collaborators and many philanthropic organizations to help build a culture of active living and healthy eating. Across our state of North Carolina, ALBD has worked in more than 50 communities (municipalities, counties and regions).

UNC was a great place to launch and grow the ALBD organization, and it has provided many opportunities for collaboration. Looking forward being part of TSNE will position ALBD to pursue new partnerships, expand our consulting model and engage in more promotion of healthy communities. ALBD is particularly excited about the potential to strengthen partnerships and efforts within and across North Carolina.

ALBD is also pleased to have been awarded a three-year grant from RWJF to continue work to help reverse the childhood obesity epidemic and build a culture of health across

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[Eat Smart, Move More, NC Leadership Team](http://www.eatsmartmovemorenc.com/AboutUs/Meetings.html/)

the country. Through this grant, ALBD will work with partners to build upon lessons learned from its flagship initiative, Healthy Kids, Healthy Communities (HKHC), as well as 12 years of healthy communities collaboration. HKHC provided financial and technical assistance support to 49 communities across the United States, including two partnerships that covered four counties in North Carolina (Edgecombe, Nash, Montgomery and Moore), enabling them to implement policies, environmental changes and practices that help children and families eat healthier and be more active.

In addition, with this new funding, ALBD will support comprehensive, long-term community change efforts, with a specific focus on improving equitable, active living and healthy eating policies and environments. ALBD will collaborate with coalitions, leaders and organizations along with local, regional and state funders interested in building or enhancing their capacity to engage in this important work.

ALBD is grateful for RWJF's continued investment in growing and supporting leadership around healthy communities, and support from partners in the healthy communities field. ALBD looks forward to working with new and existing partnerships, engaging in more promotion around active living and healthy eating, and supporting the momentum for lasting change in this field.

## Lee County Organizations Receive Grants to Improve Nutrition and Physical Activity

Voices into Action has awarded mini-grants to seven Lee County organizations to help expand access to healthy, affordable food and safe places to be active in Lee County. Voices into Action: The Families, Food, and Health Project is a research and outreach partnership of N.C. State University, N.C. A&T University, and N.C. Cooperative involved in three North Carolina communities: Lee County, Western Harnett County, and Southeast Raleigh.

The 2013 Lee County mini-grants are funded by the U.S. Department of Agriculture.

**Cameron Grove African Methodist Episcopal Zion Church** in Broadway will be using mini-grant funds to create a quarter-acre community garden. Vegetables grown in the garden will be provided to church and community members who are in need of food, as well as to God's Fellowship Christian Center Food Bank.

**Fair Promise African Methodist Episcopal Zion Church's** "Keeping the Promise Alive" program will work towards promoting physical fitness for church members and the general public. Keeping the Promise Alive will institute a walking trail on church grounds that is open to the public and will incorporate physical activity in all youth events.

**First Baptist Church of Sanford** runs a program called "Fit for the Purpose" that provides Zumba classes three times per week for \$1 per session. The mini-grant will allow these classes to grow in size by funding a sound system and marketing materials.

**Peace and Unity Community Garden** is a produce garden in Sanford that helps increase access to fresh, affordable, healthy foods. Plots can be adopted by individuals, families, or organizations to grow their own vegetables from May through August. Mini-grant funds were awarded to the Peace and Unity Garden for equipment to help the garden operate more efficiently.

**Sanford Farmer's Market** sells fresh, locally grown fruits, vegetables and produce and accepts WIC, SNAP/EBT (food stamps), and Senior Farmers Market Nutrition vouchers. Funding from the mini-grants will be used to purchase signs and banners that promote the Farmer's Market as a resource for affordable, locally grown produce, as well as to increase community awareness of the various payment options accepted.

**The Stevens Center** provides support for individuals with developmental disabilities to live fulfilling lives. Their mini-grant project will increase safe places to be active in Lee

County by providing a grassy area on the property where participants can enjoy outdoor play time, and by supporting a policy change that mandates outdoor physical activity for all programs as weather permits.

**West Lee Middle School** will be using mini-grant funding to start an on-campus community garden run by Future Farmers of America (FFA) students, Student Council members, and two teachers. The garden will serve as an educational resource for students and community members to learn about growing their own produce. The school will institute a formal policy stating that produce grown will be distributed among students who participate in the garden and students with limited resources.

To learn more about Voices into Action, visit the website at: [www.voicesintoaction.org](http://www.voicesintoaction.org).

## **North Carolina Alliance for Health Receives Grant**

The North Carolina Alliance for Health (NCAH) is an independent, statewide coalition of individuals, businesses, and nonprofit organizations that advocates for policies that promote wellness and reduce the impact of tobacco and obesity. Recently, Voices for Healthy Kids (VFHK), a new collaboration between the American Heart Association (AHA) and the Robert Wood Johnson Foundation (RWJF), awarded the North Carolina Alliance for Health (NCAH) a grant that will allow NCAH to educate elected officials, grassroots and media about the childhood obesity epidemic and policy changes to address this public health challenge.

As part of NCAH's VFHK grant activities, NCAH partners have chosen to focus on state-level policy change that will increase access to affordable healthy foods, through incentives for convenience stores and/or grocery stores to offer more nutrient dense food. Research shows that food deserts are a major barrier to healthy eating, particularly among rural, low-income, and minority populations. Furthermore, there is a direct relationship between food desert zones and rates of child and adult obesity, diabetes, and cardiovascular disease.

With the assistance of VFHK grant funding, NCAH will closely monitor the work of the House Study Committee on Food Desert Zones and future legislative and executive branch discussions around food access and food deserts during the 2014 and 2015 legislative sessions. The committee, which will meet four times leading up to the 2014 short legislative session, was designed to investigate the issue of food deserts and food insecurity in the state of North Carolina. This initiative was the result of House Bill 957, introduced by Rep. Yvonne Holley, D-Wake, and co-sponsored by Republican Majority leader Rep. Edgar Starnes, R-Caldwell.

In addition to following the work of the study committee, NCAH will be implementing a multifaceted campaign around healthy food access. Tasks will include issue education campaigns directed at community leaders and grassroots organizations to increase knowledge of food deserts and the need for increased access to more nutrient dense food options in NC. NCAH will also conduct educational trainings for partners, and work with Youth Empowered Solutions and the North Carolina Alliance of YMCAs to create youth-led grassroots activities. Finally, NCAH will create targeted op-ed, letter to the editor, blog, and social media campaign in primary NC media markets.

## **Physical Activity Promotion in Forsyth County**

The Forsyth County Department of Public Health has made physical activity programming for the community a priority. In the 2011 Community Health Assessment physical activity was identified as one of the top issues to be addressed, and an action plan was created to increase physical activity in the community. Current initiatives in Forsyth County include:

**Step Up Forsyth** - Step Up Forsyth is a physical activity program provided by the Forsyth County Department of Public Health and the BeHealthy Coalition. This program is a FREE eight-week physical activity program for individuals and groups, held each year from September - November. The program's goal is to encourage participants to be physically active for 30 minutes per day, five or more days each week. Step Up Forsyth began in 2004 with paper based tracking forms and 814 participants, in 2012 the program started the transitioned to online tracking with 1,035 participants (which caused a 24% increase in program completion), and in 2013 it went completely online with 1,117 participants. Additional advancements in 2013 included web-based achievements, FREE weekly group exercise classes and healthy cooking classes for participants.



**Cycling Sunday Fun Day** -Cycling Sunday Fun Day occurs twice each year on a Sunday afternoon, and is an opportunity where participants can enjoy traffic-free cycling along a route located in Downtown Winston-Salem, and participate in games and activities on one of the local Greenways. All activities are open to the public at no charge. This event is hosted in partnership between the Forsyth County Department of Public Health, the City of Winston Salem Department of Transportation's Bike and Pedestrian program, and community partners located along the route. The planning committee also works with the Winston-Salem Forsyth County school system to advertise the event, and offers a competition for elementary school with most families represented to receive \$400 in PE equipment for their school.



**Just WALK** - Coming Spring 2014 - the Health Department will be offering a new community program focused on walking and the numerous opportunities for walking within the county. A new website is being designed that will allow potential walkers to access maps and information year-round about local trails, greenways, parks, and historic downtown walking routes. For eight weeks this Spring, participants can join an interactive walking program where they are encouraged to walk for 30 minutes per day, and to record their walks online. Participants will have access to newsletters, scavenger hunt challenges and more. Weekly group walks will be offered in various locations throughout the county to promote the new website and to encourage walking.

For more information, please contact Rebecca Thompson at 336-703-3219 or [thompsmw@forsyth.cc](mailto:thompsmw@forsyth.cc).

Actions for Healthy Kids (AFHK) is working hard helping schools create healthier environments. We provide grants to six North Carolina schools and we support them with free programming and technical assistance. We have a wonderful Parent Leadership Series that encourages parents to take the lead in creating change within their school.

AFHK visits many of our funded schools and previously funded schools to share resources, support efforts and share best practices. We work with schools to overcome common barriers to school health. We present to parents, teachers and community members. Our big focus this year has been around school breakfast. We know that children will perform better in school, attend more school days and have less discipline referrals if they eat a healthy breakfast. We work with schools to find solutions to the existing challenges that come with serving school breakfast. The alternative breakfast methods are increasing breakfast participation. Getting more of our precious children eating breakfast is important to us.

Our 2014-2015 school grants have just been released. Find additional information at <http://www.actionforhealthykids.org/resources/school-grants>. Please share this opportunity with your networks. We hope to help more schools in their effort to improve health for all our North Carolina children.

On February 8th, AFHK partnered with the North Carolina PTA and the Southeast United Dairy Council to bring fun and learning to almost 100 participants. The importance of breakfast and physical activity within the school day was shared and participants were challenged to take the information back to their school.



Action for Healthy Kids is proud to work with schools nationwide to promote Every Kid Healthy™ - a national movement to make all schools healthier places. Every Kid Healthy is focused on the nation's problem of childhood obesity as well as its solutions: sound nutrition, regular physical activity and health-promoting school programs. Action for Healthy Kids recognizes Every Kid Healthy Week during the last week of April (April 21-25, 2014). During the observance and throughout the month of April, we will work with schools across the country to host Every Kid Healthy events to make sustainable changes that encourage students to eat better and be active every day.

To celebrate Every Kid Healthy Week, schools can implement wellness initiatives to promote and reinforce healthy eating, physical activity, nutrition education, and physical education in order to increase student achievement. For more information and to sign up, visit [http://www.actionforhealthykids.org/storage/documents/teams/admin\\_docs/EKH\\_Week\\_handout.pdf](http://www.actionforhealthykids.org/storage/documents/teams/admin_docs/EKH_Week_handout.pdf)

AFHK believes in the power of partnerships. We find working with others allows greater wins for children. Please contact Kelly Langston at [klangston@actionforhealthykids.org](mailto:klangston@actionforhealthykids.org) for additional information.

## Healthy North Carolina 2020 Data Update

Did you know that every 10 years since 1990, North Carolina has set decennial health objectives with the goal of making North Carolina a healthier state? One of the primary aims of this objective-setting process is to mobilize the state to achieve a common set of health objectives.

For the year 2020, there are 40 objectives within 13 specific focus areas. The Summary Tables include the 13 focus areas with specific measurable objectives, current data, 2020 target values, and links to evidence based strategies. Healthy NC 2020 serves as our state's health improvement plan, which will address and improve our state's most pressing health priorities.

According to the America's Health Rankings, North Carolina currently ranks 35th among U.S. states in terms of our overall health. Our goal is to be one of the healthiest states in the nation. The focus areas and objectives allow communities and organizations around the state to identify and take action on measures that will have the biggest impact on improving population health. To find out more, visit <http://publichealth.nc.gov/hnc2020>.

### 5-2-1 Almost None

5-2-1 Almost None is a simple way to think about the choices we make to live healthy. 5-2-1 Almost None is a message identified in 2011 by the policy committee of the WNC Healthy Kids coalition and adopted by a broad, diverse group of stakeholders from across Western North Carolina.

- \* 5 Servings of Fruits and Vegetables/day
- \* 2 Hours or Less of Screen Time/day
- \* *Hour* of Physical Activity/day
- \* *Almost None* Sugared Beverages/day

5-2-1 Almost None supports the Eat Smart Move More movement, mission and vision and aligns nicely with NC's Obesity Prevention Plan. 5-2-1 Almost None is helping change the way people in WNC think about being healthy and change habits, across six sectors: School, Work, Faith, Community, Healthcare and Child Care. 5-2-1 Almost None also offers a structure to think about what changes we can make in the places and spaces around us to make the healthy choices easier.

For more information, contact Suzanne Metcalf at [Suzanne.Metcalf@wnchn.org](mailto:Suzanne.Metcalf@wnchn.org).

### 30 Years of Healthy Aging

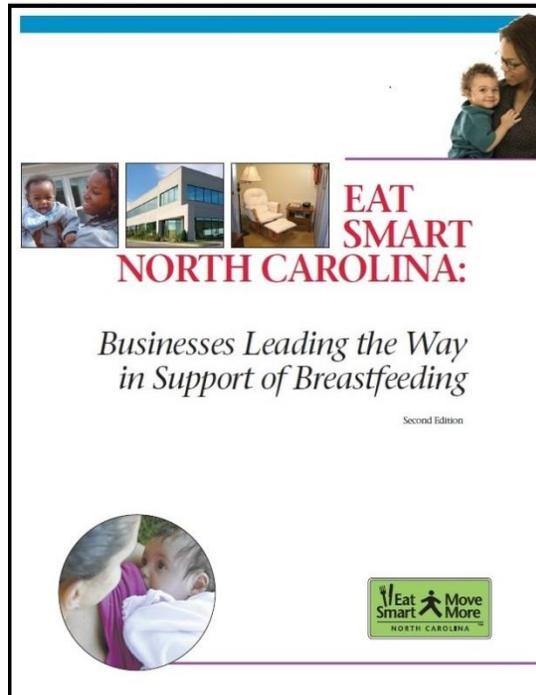
North Carolina Senior Games is celebrating "30 Years of Healthy Aging" in 2014! Throughout the year, NCSG is giving thanks to the thousands of wonderful participants, volunteers, staff members, individual contributors, corporate partners and coordinating and endorsing agencies that have made Senior Games in North Carolina the largest program of its type in the United States!

With 53 Local Senior Games, offering a year-round program of over 90 sports and SilverArts activities, persons 50 and better continue to "Eat Smart and Move More" through Senior Games in all 100 counties statewide. Join Senior Games for this "Celebration of the Human Spirit!" For more information, please visit [www.ncseniorgames.org](http://www.ncseniorgames.org).

## Updated Breastfeeding and Worksites Documents Now Available

The NC Division of Public Health in cooperation with the North Carolina Breastfeeding Coalition and in support of Eat Smart, Move More North Carolina is pleased to share the newly updated Eat Smart North Carolina: Businesses Leading the Way in Support of Breastfeeding -2nd Edition.

This expanded guide is a planning and resource primer for any employer who is looking for suggestions on becoming a breastfeeding-friendly worksite or business. It can be used in a variety of worksite settings including private and non-profit businesses, faith organizations, schools, child care, government agencies as well as community organizations.



The primer outlines federal and state breastfeeding-related directives and describes the benefits for businesses that choose to support breastfeeding for their employees and customers. Practical information such as sample policies, easy practices to implement, NC success stories from employees, and state and national breastfeeding resources are also included.

The guide is available on several websites including [Eat Smart, Move More NC](#), [Nutrition Services Branch](#) and the [NC Breastfeeding Coalition](#).

## Shape NC: Healthy Starts for Young Children

The Blue Cross and Blue Shield of North Carolina Foundation (BCBSNCF) awarded a second grant of \$3 million to continue Shape NC for an additional three years. Shape NC focuses on creating health-promoting environments for young children in the community and in child care.

In its first three years, the program engaged 19 communities spanning 27 counties to improve health and nutrition for our youngest citizens. As a result of the first investment, Shape NC improved access to healthy fruits and vegetables and increased physical activity for more than one thousand North Carolina children. Program results include:

- Children's Weight: Over the course of each school year, trends showed the percent of children who reach a healthy weight is gradually improving.
- Active Play: The percent of children being provided with 90 minutes or more of physical activity daily rose from 51 percent to 85 percent.
- Fruit: The percent of children being provided with fruit two or more times per day rose from 34 percent to 80 percent.
- Vegetables: The percent of children being provided with vegetables two or more times per day rose from 32 percent to 60 percent.
- Outdoor Learning: 19 child care centers made improvement to outdoor learning environments including additions such as bike paths and vegetable gardens.

Phase II of Shape NC will take the model to scale and expand to 240 new centers across the state. Technical assistance will be provided to improve nutrition, increase physical activity and develop outdoor learning environments in child care centers and local communities. There will be a deepening of community involvement and development of infrastructure for sustainability.

Shape NC was recently highlighted as a key part of recommendations for a strategy that addresses the problem of rising obesity rates and health care costs by The North Carolina Institute of Medicine (NCIOM) Task Force on Early Childhood Obesity Prevention (ECOP). The recommendations included ways to work across fields and sectors to ensure that similar messages, assessments and policies impact parents and children when and where they can be reached. NCIOM will be hosting a summit on March 19, 2014 to discuss the recommendations and outline an implementation strategy.

## **Eat Smart, Move More NC Survey**

The Eat Smart, Move More NC Executive Committee is partnering with UNC Asheville to conduct a survey of Eat Smart, Move More NC Leadership Team. The Executive Committee would like to learn more about what member organizations are doing to support North Carolina's Plan to Address Obesity: Healthy Weight and Healthy Communities, 2013-2020. The survey was sent to the Voting Member each Leadership Team Member Organization.

If you are the Voting Member, you should have received an email with the link to the survey from Lori Rhew, the Eat Smart, Move More NC Coordinator on Monday March 3rd. Please contact Lori at

[Lori.Rhew@EatSmartMoveMoreNC.com](mailto:Lori.Rhew@EatSmartMoveMoreNC.com) if you have any questions, or if you are the Voting Member and did not receive this email.

Thank you in advance for taking the time to complete this survey. The survey will close at 10 p.m. on March 14th.

## **Sign-up for Free Workplace Wellness Training**

The Centers for Disease Control and Prevention (CDC) in collaboration with ASHLIN Management Group, is offering free workplace wellness training to businesses and other employers through a new initiative called Work@Health™. Learn how to reduce health care costs and increase productivity. Participants will have access to professional trainers and expert coaches who will provide personalized assistance in getting your program started and troubleshoot challenges that arise in the process.

As a bonus, participants completing the training may be eligible for up to \$5,000 to help start or augment a workplace wellness program and receive a workplace wellness gold seal certification from CDC.

Space is limited. So sign up now for online training or a seat during one of four regional trainings that will take place in Atlanta, Baltimore, Chicago and Oakland. Training will occur in February, March and April. This program is open to businesses around the country. Don't miss out on this exciting opportunity to reduce health care costs and increase productivity.

To register for Work@Health™ please visit [www.cdc.gov/workathealth/employer-training.html](http://www.cdc.gov/workathealth/employer-training.html) or contact Hugh Bailey at [HBailey@ashlininc.com](mailto:HBailey@ashlininc.com). Once you register, the Work@Health™ team will provide you with detailed information about specific dates and times.