



Eat Smart, Move More NC Leadership Team Quarterly Update

March 2015

Eat Smart, Move More North Carolina Newsletter



Message from the Chair

Dear Eat Smart, Move More NC Member:

We look forward to seeing you at the March 12th Leadership Team at the American Heart Association 3131 RDU Center Drive, Suite 100, Morrisville, NC 27560. As you are probably aware, we lost two valuable members of our Executive Committee late last fall. I'd like to again extend a special "thank you" to Dr. Vondell Clark, our former Chair, and Kevin Cain, former Member-at-Large, for their service and leadership on the Executive Committee. We have three new Executive Committee Members who have joined the committee, all in the Member-at-Large category: Shauvon Simmons-Wright, Healthy Schools Program Manager with the Alliance for a Healthier Generation; Shelisa Howard-Martinez, Director of Community Engagement with the Care Share Health Alliance; and Richard Rairigh, Director of Be Active Kids. Please join me in welcoming these three new leaders to our team.

The focus of our March meeting will be supporting healthy eating and physical activity in the faith setting. The speakers will be Dr.

Next Meeting

Date:
March 12, 2015

Time:
1:00 - 3:30

Place:
American Heart
Association, 3131 RDU
Center Drive, Suite 100,
Morrisville, NC 27560

2015 Leadership Team Meetings - Save the Dates!

March 12th
June 17th
September 15th
December 2nd

In this Issue

Join Us for a New
Member Webinar -
March 24th from 2:00
- 3:00 p.m.

2015 NC Prevention
Report Card: State

Annie Hardison-Moody, Research Assistant Professor in the Department of Youth, Family and Consumer Sciences, North Carolina State University; Dawn Wilde Burgess, Community Health Promotion Supervisor with the Macon County Health Department and Shanicka Porter, Health Ministry Leader, Mount Peace Baptist Church, Raleigh NC.

You can download highlights from previous Leadership Team meetings and access information for upcoming meetings at: www.eatsmartmovemorenc.com/AboutUs/Meetings.html.

I look forward to seeing you next week.

Sincerely,

Sheree Vodicka, Chair
Eat Smart, Move More NC Leadership Team

Join Us for a New Member Webinar - March 24th from 2:00 - 3:00 p.m

We are offering a New Member Webinar on March 24th from 2:00 - 3:00 p.m. Any Leadership Team member is welcome to join the webinar. The webinar will provide an overview of the Eat Smart, Move More NC Leadership Team, the North Carolina Plan to Address Obesity and how to access the various resources on the Eat Smart, Move More NC Web site. The registration information is posted below.

Eat Smart, Move More NC New Member Webinar

Join us for a webinar on Mar 24, 2015 at 2:00 PM EDT.

Register now!

<https://attendee.gotowebinar.com/register/8482363136799994114>.

A webinar to orient new members to the Eat Smart, Move More NC Leadership Team.

After registering, you will receive a confirmation email containing information about joining the webinar.

[View System Requirements](#).

2015 NC Prevention Report Card: State Scores Poorly in Nutrition, Obesity, Exercise, A Little Better for Tobacco Use

Behaviors including cigarette smoking, poor diet, and not enough physical activity -- alongside too little access and cultural support for making healthy choices -- give North Carolina poor grades for its overall health. Prevention Partners drew on data from state and federal agencies and its own proprietary workplace data to grade the state in the newly released 2015 North Carolina Prevention Report Card. The results are hardly honor-roll material: tobacco, C;

[Scores Poorly in Nutrition, Obesity, Exercise, A Little Better for Tobacco Use](#)

[A Prescription for Wellness: North Carolina Senior Games](#)

[N.C.'s First Breastfeeding-Friendly Designations Go To Eight Child Care Centers](#)

[Miles for Wellness Walking Competition](#)

[Obesity Prevention from Birth in Western North Carolina](#)

[Every Kid Healthy™ Week - April 19-25, 2015!](#)

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[Eat Smart, Move More, NC Leadership Team](#)

physical activity, D; nutrition, F; and obesity, F.

The nonprofit Prevention Partners has published eight North Carolina report cards since 1998 to raise awareness about the human and economic costs of poor health. The 2015 report card, [an interactive publication found here](#), was published in collaboration with North Carolina Department of Commerce, the North Carolina Hospital Association, and Center for Healthy North Carolina. The report card is sponsored by The Jim Long Fund, Kate B. Reynolds Charitable Trust, and United Healthcare. News sites around the state covered the release of the report card, including [the North Carolina Health News](#) and also [WFDD Public Radio for the Piedmont](#).

The report shares the data used to compute the grades then points to a number of solutions and success stories and offers basic, actionable steps for making improvements. "Such poor grades can feel overwhelming," says Meg Molloy, DrPH, MPH, RD, Prevention Partners' President and CEO. "But we know effective, affordable solutions, and we're finding strong leadership interest in bringing these solutions to all 100 counties across the state. Positive change is possible - North Carolina showed national leadership over the last ten years in adopting voluntary policies and public laws to slow tobacco use. Poor health is an economic development issue. Business leaders are particularly well positioned to bring prevention policies and practices to their workplaces and communities. And ultimately, a healthy workforce leads to a thriving economy."

On average, North Carolinians have shorter life expectancies (a half-year less than the national average) and more risk factors for expensive, debilitating chronic diseases. But life expectancies drop by as much as four years - and health care costs increase -- in the state's economically distressed areas. So a focus of [Healthy Together NC](#), a collaborative initiative, is to reach all 100 counties in the state, including its 85 rural counties.

"Improving the health of residents in our rural communities is a crucial ingredient for us in improving the economic well-being and quality of life," says Patricia Mitchell, CEcD, Assistant Secretary for Rural Development with the state's Department of Commerce, a Healthy Together NC lead partner. "By working with major employers, especially in our less populated counties, on improving health, we can go a long way towards reducing health care costs, improving the quality of life, and attracting and growing businesses."

Considered as a whole, North Carolina's 2015 grades in tobacco, obesity, nutrition and physical activity point to weaknesses that need to be addressed in order to reach state and national year 2020 health goals.

A Prescription for Wellness: North Carolina Senior Games

Move everything that still moves everyday! Senior Games is a year-round health promotion and education program that motivates adults 50 years of age and better to get and stay active through sports and arts. Over 60,000 adults will participate this year in 53 Local Games that serve all 100 counties.

Consider giving yourself a prescription for healthy aging and enjoy the many benefits to you and your family and friends. Participating in or volunteering for, wellness programs like Senior Games can provide the motivation we need to encourage us to stay or become healthy. We see others who may be older than we are but have made the choices to stay engaged, nurture their creative and spiritual health, challenge themselves, and feed their spirit with hope and a sense of self worth that is powerful and healing. Those choices are available to you also.

Senior Games is also an intergenerational program. Family members are actively supporting parents and grandparents. Young people can witness first-hand that growing older can be healthy and fitness can be fun. Negative stereotypes are dispelled when young people watch the joy that exists when people are active and engaged. Changing attitudes is important for changing behaviors! The impacts of the North Carolina Senior Games program are significant for the individual participants, their family and friends, the agencies and sponsors, the thousands of volunteers, and the health of our state.

If you aren't old enough to come out and play with us, volunteer for a [Local Senior Games](#) in your area as a gift to yourself!

For more information, contact ncsg@ncseniorgames.org or visit our website at www.ncseniorgames.org for the health of it!

N.C.'s First Breastfeeding-Friendly Designations Go To Eight Child Care Centers

The N.C. Department of Health and Human Services' Division of Public Health (DPH) launched its first North Carolina Breastfeeding-Friendly Child Care Designations in January 2015, awarding the distinction to eight child care facilities. Child care facilities earn one gold-starred building block designation for every two steps implemented from The Ten Steps to Breastfeeding-Friendly Child Care. Participating child care centers may receive up to a five-starred building block rating. The selected centers (who are also part of the Child and Adult Care Food Program - CACFP) and their designations are:

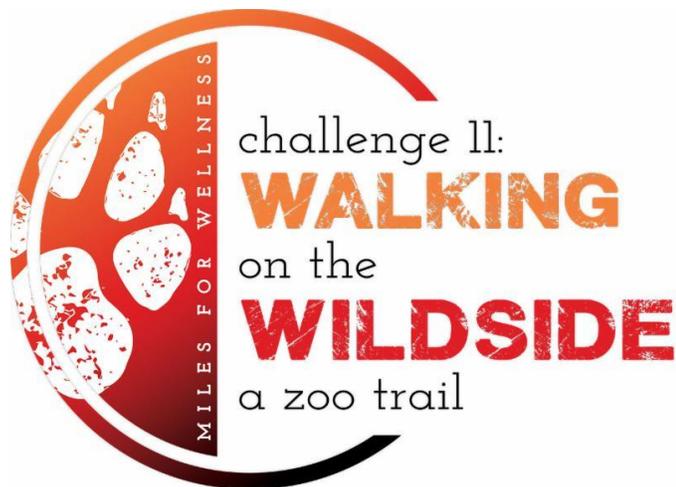
- Abundant Life Children's Center in Sanford, five gold-starred building block;

- Kids' Academy, Lumberton, two gold-starred building block;
- University Child Care Center, Chapel Hill, two gold-starred building block;
- Amy's Ark Home Day Care, Robbinsville, one gold-starred building block;
- Eliada Child Development, Asheville, one gold-starred building block;
- Emily's Family Day Care, Robbinsville, one gold-starred building block; and
- Onslow County Child Development Center, Jacksonville, one gold-starred building block.

These facilities are to be commended for their efforts to promote, protect and support breastfeeding for the families they serve. To learn more about the NC Breastfeeding-Friendly Child Care Designation, an informational webinar and the on-line application are available for child care providers and facility administrators at <http://www.nutritionnc.com/breastfeeding/childcare.htm>.

Applications are accepted and awarded on a quarterly basis. Upcoming 2015 application deadlines include April 15, July 15 and October 15. To see the DHHS press release visit http://www.ncdhs.gov/pressrel/2015/2015-01-09-breastfeeding_friendly.htm.

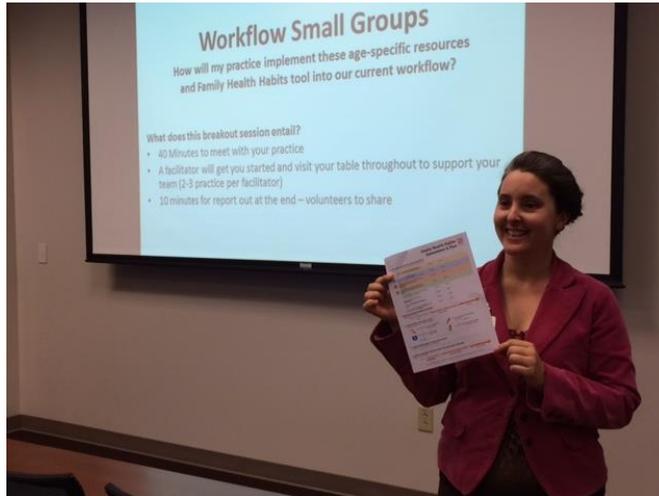
Miles for Wellness Walking Competition



Miles for Wellness, a "Move More" walking competition sponsored by the NC Office of State Human Resources, encourages employees to increase their physical activity above their current daily steps. In its 6th year, the biannual team-based competition promotes 10,000 steps a day. The theme for this springs *virtual* walk is "WALKING on the WILDSIDE: A ZOO TRAIL", which will take participants *virtually* to some of the most prominent zoos in the United States, starting with our own NC Zoo!

MilesforWellness.nc.gov

Obesity Prevention from Birth in Western North Carolina



WNC Healthy Kids' Director, Erin Braasch, presents a new Family Health Habits Assessment tool to the WNC Pediatric Care Collaborative.

On January 29, 2015, pediatric providers in western North Carolina (WNC) met to talk about how to start preventing obesity from birth.

To open the event, physician champion, Dr. Diana Curran, Medical Director for the Henderson County Health Department, presented a summary of the existing evidence that supports intervening with families of the youngest children to start establishing life-long healthy habits. Dr. Calvin Tomkins, Pediatrician with Asheville Pediatrics and Physician Leader of the WNC Pediatric Care Collaborative-the group convening the event-made a strong case for the value of early prevention in the changing healthcare landscape.

The WNC Pediatric Care Collaborative consists of 15+ family medicine and pediatric practices who gather quarterly to transparently share data, learn new workflows developed from evidenced-based guidelines, ask questions and hear expert advice from local specialists, train their medical assistants to work to the top of their license, and empower staff to become EHR super users.

The event offered practices the opportunity to learn how to become a breast-feeding friendly practice. Also, community agencies, like Rainbow in My Tummy, Child Care Health Consultants and ShapeNC, educated the assembly on what work they are doing in the community to support obesity prevention in early childhood.

The collaborative's Childhood Obesity Prevention team -- Dr. Curran, along with CCWNC Quality Improvement Specialist, Carrie Pettler, MAHEC Community Health Specialist, Melissa Baker and WNC Healthy Kid's Director, Erin Braasch-introduced a new **Family Health Habits Assessment tool** and **age-specific resources** (0-6 month, 6-12 month, 12-18 month and 18-24 month). The Family

Health Habits tool helps practices begin the conversation about the influence of family habits on young children; it incorporates a framework for using motivational interviewing to help the family identify and establish goals for improving health habits. The age-specific resources provide plain-language tips for families to help children develop healthy habits around nutrition, activity, and screen time; parenting tips and local resources are also included. Each new resource aligns with **5-2-1 Almost None** (www.521almostnone.com) - a common healthy habits message and framework implemented across sectors throughout WNC.

Ultimately, the meeting, attendees, including physicians, medical assistants and office support from the participating practices, gathered all they learned and separated into their practice teams to develop a plan for implementing an improved work flow to support obesity prevention for their youngest patients.

For more information about the collaborative and their improvement efforts around obesity, asthma and ADHD, contact Carrie Pettler, QI Specialist at CCWNC, cpettler@ccwnc.org.

For more information about the tools and resources mentioned in the article or about 5-2-1 Almost None, contact Erin Braasch (erin.braasch@wnchn.org), Director, WNC Healthy Kids, a population health program of WNC Health Network-an alliance of hospitals in WNC working together and with partners to improve health and health care.

Every Kid Healthy™ Week - April 19-25, 2015!

Join us in celebrating Every Kid Healthy™ Week from April 19-25! Launched by our partners at Action for Healthy Kids in 2013, Every Kid Healthy Week is an annual observance when schools, students, parents, and community members come together to recognize their school's wellness achievements through fun, engaging, and health- focused events. Over 1,000 schools are participating in 2015!

Want to get involved? If you work or are involved with your local school, this is your opportunity to host a super-lively health-promoting event! Events can range from health and wellness fairs, to healthy food taste tests, to fun runs, schools gardens, and more. Make sure to register your event in the [Get in the Action Center](#) to promote it and recruit volunteers. Parents, grandparents, and community members, you can get involved too! Just [register as a volunteer](#) to find a local event that can use your help. Additional information and resources can be found at EveryKidHealthyWeek.org.

Together, we make a difference in kids' lives. Join us in taking the Every Kid Healthy Pledge to show your commitment and get the information and free resources you need to create healthier school environments for kids. [You can take the Pledge here!](#)

Durham Sets the Stage for Healthy Habits

Durham Public Schools is home to more than 33,000 students and 5,200 teachers, administrators, and staff in 54 schools across the city and county. Three-quarters of the student population are minorities and two-thirds of their students come from low-income families at high risk for obesity and other chronic diseases. Traditionally, these students and families lack access to physical activity and nutritious meals, however Durham Public Schools is working to establish life-long healthy habits and support a culture of health for their community.

When Durham Public Schools was introduced to the Healthy Schools Program, School Board President Heidi Carter admits her district had lots to learn about student health. "District leaders and principals weren't focused on wellness. There was so much emphasis on high stakes testing and core standards," she recalls. However, she and several new board members were focused on developing policies and programs that promote health and well-being as a path to improve academic outcomes for all students.

Read their story [here](#).
