



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

December 2014

### Eat Smart, Move More North Carolina Newsletter



#### Message from the Chair

Dear Eat Smart, Move More NC Member:

As we face another holiday season head-on and the dawn of a new year, it's a good time to celebrate our successes and look forward to the opportunities that will present themselves to make our state a healthier place. I recently heard [Tyler Norris](#), Vice President, Total Health Partnerships at Kaiser Permanente speak, and was struck by his comment that in looking at our nation's health trajectory, this is the reality: medical costs are only going up; the number of people to be served is only going up; the only thing we can hope to improve is the overall health of the population. That's our only hope for making health, and health care, sustainable.

We look forward to seeing you at the December 9th Leadership Team meeting at the NC Hospital Association, 2400 Weston Parkway Cary, NC 27513. The focus of the meeting will be youth engagement. Diana Manee from Youth Empowered Solutions (YES!) will be speaking on the basics of youth engagement. She will

Next  
Meeting

Date:

December  
9, 2014

Time:

2:00 - 4:30

Place:

The North  
Carolina  
Hospital  
Associatio  
n, 2400  
Weston  
Parkway,  
Cary,  
NC 27513

share how others have implemented the YES! Youth Empowerment Model© as an authentic youth engagement strategy to successfully achieve sustainable outcomes. In addition, we will have a panel of youth who received funding to implement healthy eating and physical activity strategies through the Real Food, Active Living project. We will also be reviewing the NEW Eat Smart, Move More NC new member orientation webinar and asking for your thoughts and suggestions.

Please note the ADJUSTED time for the meeting 2:00 - 4:30. If your organization works on youth engagement, you are invited to bring the youth you work with to the meeting.

You can download highlights from previous Leadership Team meetings and access 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,

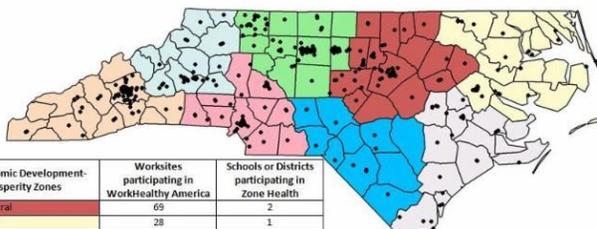
Sheree Vodicka, Chair  
Eat Smart, Move More NC Leadership Team

## Healthy Together NC

Prevention Partners has launched Healthy Together NC, a statewide initiative with the ambitious goal of bringing healthy change to at least 10 major employers in each of North Carolina's 100 counties. The public health nonprofit is collaborating on Healthy Together with the North Carolina Department of Commerce, North Carolina Hospital Association, and the Center for Healthy North Carolina. Visit [ForPrevention.org/HealthyTogetherNC](http://ForPrevention.org/HealthyTogetherNC) to learn more about the initiative, how to get involved, and a map of where we stand - 11 counties down, 89 to go!



### The Power of 10: Creating Healthy Places Across NC



NC Economic Development-Prosperity Zones	Worksites participating in WorkHealthy America	Schools or Districts participating in Zone Health
North Central	69	2
North east	28	1
Northwest	27	7
Piedmont-Triad	75	27
Sahahills	10	1
Southeast	28	3
Southwest	54	2
Western	39	55
<b>Total Organizations</b>	<b>332</b>	<b>98</b>
<b>Persons Impacted</b>	<b>661,653</b>	<b>170, 878</b>

**2015 Leadership Team Meetings - Save the Dates!**

March 12th  
June 17th  
September 14th  
December 2nd

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## NC Walk to School Day 2014 Participation Sets a New Record

In North Carolina, Active Routes to School Regional Project Coordinators helped to make Walk to School Day 2014 a record-breaking year. One hundred fifty-seven schools registered on [walkbiketoschool.org](http://walkbiketoschool.org) to participate in Walk to School Day (October 8, 2014) as well as other events during October - Walk to School month. [Click here](#) to read about a Walk to School Day event at Cotswold Elementary School where the United States Department of Transportation Secretary Anthony Foxx attended.

If you would like to join the efforts of Active Routes to School in increasing North Carolina children's physical activity rates, please contact your Regional Active Routes to School Project Coordinator. For a brief overview, regional map and contact information, click here:

[http://www.communityclinicalconnections.com/What\\_We\\_Do/Active\\_Routes\\_To\\_School/index.html](http://www.communityclinicalconnections.com/What_We_Do/Active_Routes_To_School/index.html).



[Action for Healthy Kids Get in the Action Volunteer Center \(WEBINAR\) December 3, 2014 11:00 AM - NOON](#)

[School Health Team Training February 7, 2015 9:00 AM - 2:00 PM](#)

[Parks and Rec's Building Healthy Communities with 5-2-1 Almost None](#)

[Resourceful Communities: Healthy Eating and Active Living Projects and Resources](#)

### Quick Links

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

## Shape NC Family and Staff Engagement

Shape NC is a six-year, \$6 million initiative funded by the Blue Cross and Blue Shield of North Carolina Foundation. Shape NC supports child care centers in improving nutrition, increasing physical activity and developing outdoor learning environments to help children enter kindergarten at a healthy weight. Recently, parents and staff involved with Shape NC were asked to share their stories and experiences. These are samples from two stories that were shared.

"I always had a desire to change my weight but not enough motivation to continue working at it because of numerous of diet failures. A year ago I was introduced to a project that focused on giving children and families a healthy start (Shape NC.) Through trainings and other professional development the project offered I was able to determine what goals were important to me and a strategy to make them work for me. With making small changes I found myself with more energy and wanting to continue in my new adventure. I began to walk small distances and found myself adding more laps each week or two. I moved from walking to stretching from stretching to zumba and from zumba to strength training. I am now walking five to ten miles per week. At my last doctor visit, the scale showed a weight loss of 57 pounds!"

- TA Provider in Bertie County

"Our family chose this child care center in large part because of the Shape NC grant and the focus on nutrition, physical activity and naturalized outdoor environments. The center's emphasis in these areas mirrors what we value and teach at home. My four year old has developed language to discuss nutrition. He talks about "whoa" foods, like pizza, as foods we only eat sometimes. Our family has picked up nutritious and delicious recipes from school. The teacher's vegetable chip tasting/voting was fun and provided yummy recipes for veggie chips at home. I love that my kids come home dirty, with shoes full of sand. It is a rare night we can skip a bath because there is dirt in their diapers and under their nails. They are making sand patties and digging in the garden. They are outside playing! I feel very grateful to be able to send my children here and know that despite what we pay, monies such as the Shape NC grant funds are crucial to the center being able to live their mission and provide children with quality learning environments that are foundations for their lives."

- Parent at a child care center participating in Shape NC

## Service Without Sacrifice: Mastering Self-Care So You Can Give Your Best

As the numbers of people dealing with overweight, obesity and chronic preventable diseases increase in this country, it is clear that we are facing a self-care crisis. Most of us know what to do to be healthier, but many are challenged with putting that knowledge into practice. The problem is compounded by a culture which increasingly pulls people in unhealthy directions - towards more work, more stress, less physical activity, less sleep, and unhealthy nutritional choices. How do we create sustainable self-care in such a context? Core Health Partners is offering seminars aimed at helping people do just that.

"Many of us are challenged with knowing how much to give," says Julie Alexander, founder of Core Health Partners. "We all like to feel like we are

contributing, but when caring for others and caring for self is out of balance, everyone suffers." Alexander notes that this imbalance is a particular challenge for people in service-based professions, like health care providers. Giving too much causes stress that can ultimately lead to burnout, turnover, and compassion fatigue - all of which have considerable personal and systemic costs. Stress may also lead to suboptimal lifestyle choices and the development of chronic preventable diseases. Alexander sees developing sustainable self-care practices as a key strategy to promoting individual and organizational well-being, and to enhancing personal effectiveness.

The "Service Without Sacrifice" seminars provide concepts and tools to help people build self-care mastery. One of Alexander's first seminars will be for members of the North Carolina Nurses Association, and she is reaching out to other professional caregiver groups too. Research has demonstrated that health care professionals who practice healthy self-care are more likely to recommend it to the people they serve.

"If we're going to improve people's access to self-care, it seems logical to start with professional caregivers." says Alexander "If we can help them master sustainable self-care, we're one step closer to shifting towards a culture of wellness."

For information about hosting a "Service without Sacrifice" seminar at your organization, please contact Julie Alexander at [julie@corehealthpartners.com](mailto:julie@corehealthpartners.com).

- Julie Alexander, MSN, RN, FNP-BC

### **Pitt County Receives a Kids in Parks TRACK Trail Grant**



Getting children outside and physically active has been a long term goal of many collaborative partners in Pitt County. Recently, a partnership between Pitt County Community Schools and Recreation, Pitt County Health Department, Vidant Medical Center Community Health Programs, Pitt Partners for Health, and the Center for Public Health Quality secured a grant that will further support this effort. Pitt County received a Kids in Parks TRACK Trail grant for the Alice F. Keene

Park through the Blue Cross and Blue Shield of North Carolina Foundation in partnership with the Blue Ridge Parkway Foundation and the North Carolina Recreation and Park Association.

Recent studies suggest that on average kids spend 7.64 hours per day "plugged-in" and only an average of 7 minutes per day in unstructured outdoor play. The Kids in Parks program was created to address two issues that youth face today including nature deficit disorder and childhood obesity. Nature deficit disorder, defined by Richard Louv, author of Last Child in the Woods, refers to "human beings, especially children, are spending less time outdoors resulting in a wide range of behavioral issues". The Kids in Parks program can help kids get more physical activity and also gain an appreciation for nature to potentially alleviate issues with being "plugged-in".

The Kids in Parks program has created a series of self-guided, kid and family friendly hiking trails called TRACK Trails. The Alice F. Keene Park will offer a TRACK Trail brochure-led hiking adventure on an existing trail that will provide rewards for participation. Kids can earn prizes for registering their adventure on the Kids in Parks website and by answering a series of questions. Kids can earn up to 12 prizes including a nature journal, trail stickers, TRACK Pack, a walking stick medallion, and more. The Alice F. Keene Park TRACK Trail will join a national network of trails through the Kids in Parks program's website. The program also uses social media to connect users with the trail and the program.

A ribbon-cutting ceremony and celebration will be held at the Alice F. Keene Park on Thursday, December 11, 2014 at 10:30 a.m. with an inclement weather date set for Monday, December 15, 2014 at 10:30 a.m. The TRACK Trail will be open for self guided hikes for kids after the ceremony. A number of community partners will be providing information and special items including trail mix complete with recipes. All citizens are invited to join the celebration and visit the Alice F. Keene Park. The Alice F. Keene Park is located at 4561 County Home Road, Greenville, NC 27858.

Chip Davis  
Recreation Coordinator  
Pitt County Community Schools and Recreation

**Action for Healthy Kids Get in the Action Volunteer Center (WEBINAR)  
December 3, 2014  
11:00 AM - NOON**

AFHK's Get in the Action Volunteer Center gives people an opportunity to get involved in their own communities, creating the kinds of healthy changes in schools that make it possible for kids to be physically active and to eat nutritious food every day. From the cafeteria to the playground, our volunteers are rolling up their sleeves, pulling out their paintbrushes and tools to build or renovate school facilities so kids have healthy school environments.

During the webinar, we will walk you through the easy process of using AFHK's Get In The Action Volunteer Center, share the free resources to help you your wellness programs, and answer any questions you may have about recruiting volunteers for your school wellness events. At the end of the webinar, you will be ready to take full advantage of AFHK's Get In The Action Center! You can be the

wellness champion your school needs to make a healthy difference in the lives of your students!

**School Health Team Training**  
**February 7, 2015**  
**9:00 AM - 2:00 PM**

[Register Here](#)

The North Carolina AFHK team, the North Carolina PTA and the Southeast United Dairy Industry Association will once again team up to bring you a day of learning. Join us for a day of interactive fun! Our focus this year will be School Health Teams. Bring your entire wellness team or come by yourself. Parents, teachers, school administrators, central office administrators, wellness coordinators, school nurses, child nutrition directors, after school care professionals, community members, and anyone passionate about school wellness are invited. We want you on our team!

Topics include...

- Making the Case for School Wellness
- Wellness Policies 101
- Fuel Up to Play 60
- Creating a Healthier School Food Culture
- Adding More Activity in the School Day
- Assessing Your School's Wellness Environment
- Developing and Implementing an Action Plan

**Parks and Rec's Building Healthy Communities with 5-2-1 Almost None**

Parks and Recreation agencies are excellent health and wellness leaders in western North Carolina communities and they are well positioned to initiate and coordinate activities that encourage healthy living. Many children and families participate in parks and recreation programs and sports throughout western North Carolina.

A great example of this at work is the Jackson County Parks and Rec department and their commitment to offering healthier options in concession stands. And, the Henderson County Parks and Rec is using 5-2-1 Almost None as a way to talk with coaches and parents about healthy choices.

In response to WNC parks and rec's and, families asking for healthy suggestions for half-time and after-game snacks, a Healthy Snacks Flyer was created for distribution through parks and rec centers to families and coaches. Check it out here: <http://www.521almostnone.com/resources/printables/> .

5-2-1 Almost None is a useful framework for talking about changes parks and recreation programs can implement to promote active living and healthy eating and drinking. For more information about how your parks and recreation can get started with 5-2-1 Almost None, contact Suzanne Metcalf at [Suzanne.Metcalf@wnchn.org](mailto:Suzanne.Metcalf@wnchn.org).

**Resourceful Communities: Healthy Eating and Active Living Projects**

## and Resources

Many communities in Eastern North Carolina experience a variety of health challenges, including high rates of obesity, diabetes, and high blood pressure. Although individual behaviors are part of these negative health outcomes, systemic issues like poverty, and limited access to nutritious food and safe spaces to be physically active play a large part, too.

With funding from the Kate B. Reynolds Charitable Trust, Resourceful Communities has been working with our network of community organizations to help promote increased access to healthy foods and active living opportunities throughout Eastern North Carolina. Through training and technical assistance, facilitated networking, and small grants, Resourceful Communities helps community organizations effectively carry out their missions and positively impact the health of their communities.

The foundation of Resourceful Communities' work is the triple bottom line. This means that we work to achieve environmental, social justice, and economic development outcomes in everything we do. When economic, social, or environmental challenges are seen as unrelated, solutions tend to be short term; solutions must be integrated. By combining our triple bottom line approach with a targeted focus on healthy eating and active living, we help community partners create lasting, positive health outcomes.

In 2013 and 2014, Resourceful Communities worked with more than 15 nonprofit, faith-based, and community organizations to improve community health and strengthen their organizations. Through one-on-one technical assistance, Resourceful Communities staff has helped organizations plan, implement, and evaluate their projects and build organizational capacity by providing ongoing training related to roles and responsibilities of boards of directors, fundraising, and financial management.

Small grants ranging from \$7,500 to \$14,000 have helped organizations implement a variety of projects including a youth kayaking program, a walking trail with environmental and health education programming, fitness programs for children and adults, and offering SNAP/EBT at a farmers market. Through these projects, community members have lost weight and changed their eating habits, small steps toward improved health community-wide.

With the help of intern Madison Swoy, Resourceful Communities developed a guide to help spread this work. The Healthy Eating, Active Living Guide was designed to help other community-based organizations plan, implement, and identify resources to support projects that advance healthy eating and/ or active living in their own communities. The guide includes overviews of five innovative projects in Eastern North Carolina that are helping change the way people eat and play in these rural communities.

The guide is available to download online at [www.resourcefulcommunities.org](http://www.resourcefulcommunities.org). We encourage you to print, download, make copies and distribute this resource guide.

Resourceful Communities will continue to support healthy eating and active living work across Eastern North Carolina and parts of the Piedmont. If you know an organization that is doing triple bottom line work related to healthy eating or active living, please encourage them to reach out to Resourceful Communities.

Resourceful Communities is a program of The Conservation Fund, a national nonprofit dedicated to protecting working land and waterways and promoting sustainable economic development. For more information, visit [www.conservationfund.org](http://www.conservationfund.org).

