



Changing the Environment To Prevent Obesity in Catawba County

Who We Are



- ***Eat Smart Move More Catawba County***
 - A community coalition dedicated to preventing obesity in Catawba County
 - Members = school systems, hospitals, healthcare providers, public health, service agencies, school nurses, businesses, faith communities, universities, childhood obesity programs
 - Part of Catawba County Health Partners, a nonprofit entity managed by Catawba County Public Health that fosters community coalitions to improve the county's health priorities

Our Objective



- ***To prevent obesity in Catawba County by:***
 - Increasing access to healthy foods and opportunities for physical activity
 - Implementing policy, systems and environment (PSE) change strategies with broad, community-wide impact



What's the Problem in Catawba County?



- 38.1% of children 2-18 are overweight or obese
 - 49.5% of teens 12-18
 - 31.7% of toddlers 2-4
- 58.5% of adults are overweight or obese

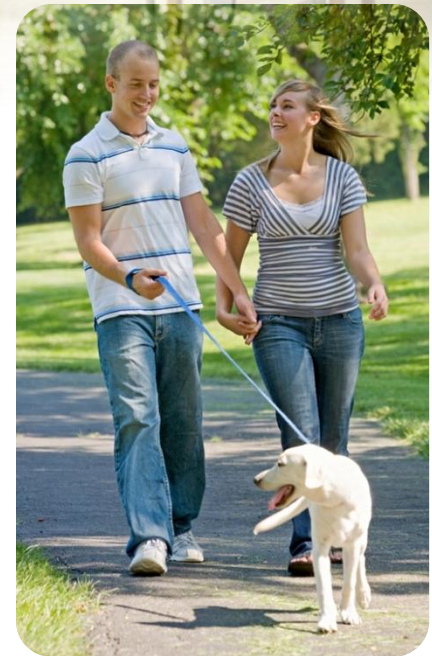
Source: 2012 Catawba County SOTCH Report



What is ESMM Doing About It?



- Developed a community action plan targeting PSE changes in 4 key areas:
 - Childcare Centers
 - Food Access
 - Environment
 - Schools



School Strategies



- ***Healthy Schools Recognition Program (HSRP)***
 - Recognizing schools meeting recommended nutrition and physical activity standards annually



School Strategies



■ *HSRP Goals*

- To promote **healthy, sustainable policies that improve physical activity and nutrition** in Catawba County, North Carolina's three public school systems and private schools
- To utilize **sustainable, evidence-based best practices** to help prevent overweight and obesity among large numbers of children
- To create a healthier school environment that can support **effective learning for all children**



School Strategies



■ *HSRP Background*

- Debuted in 2010-2011 as an annual initiative
- Created and implemented by Eat Smart Move More Catawba County (ESMM) and Catawba County Public Health's school nurses
 - Includes 23 Catawba County Public Health school nurses and 21 ESMM volunteers
- Team helps facilitate all aspects of the program, including school recruitment, evaluations, technical assistance, and year-end presentations

School Strategies



■ *HSRP Strategy*

- Facilitate PSE changes that:
 - Affect a broad population (every student in every school);
 - Are long-term (not just one-time events or learning sessions);
 - Are sustainable (no cost to schools and easy to maintain);
 - Create an environment where healthy choices are easier to make; and
 - Will ultimately help improve childhood obesity statistics in Catawba County

School Strategies



■ *HSRP Process for Schools*

- Participation is free and voluntary
- All schools (K-12) in the county's three public school systems plus private schools are eligible



School Strategies



■ *HSRP Process for Schools*

- Recruited in the fall via presentations to school boards, superintendents, principals, and staff
- Evaluated in the spring
- Technical assistance is provided to all participating schools throughout the school year

UPDATED Healthy Schools Recognition Program – Documentation for Assessment

ACTIVITY 1: The school has in place a "School Wellness Council" that is committed to the health and well-being of the school population, consists of school personnel and parents who act as positive role models, and meets monthly.

DOCUMENTATION: The school will provide a list of their school wellness council members and a meeting schedule.

School Strategies



■ *HSRP Achieving Schools*

- Banners at year-end awards ceremonies
- Publicity



School Strategies



■ *HSRP Criteria:*

- Created by Catawba County's Public Health Educator, School Nurse Supervisor, and a Nutrition Coordinator for Catawba County Schools – as part of their work on the ESMM coalition
- Intended as a **benefit to schools**; not about restrictive or impossible-to-achieve policies
- Designed to work within school mandates to **increase healthy choices** and **be a win-win** for schools and students

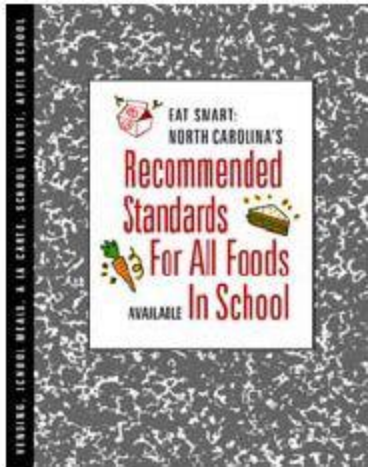
School Strategies



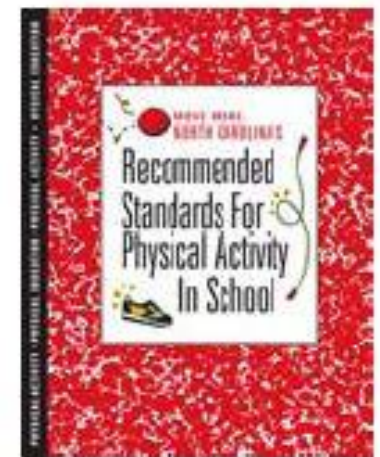
■ *HSRP Criteria:*

- Based in part on Eat Smart Move More North Carolina's recommendations:

- **Eat Smart: North Carolina's Recommended Standards for All Foods Available in School**



- **Move More: North Carolina's Recommended Standards for Physical Activity in School**

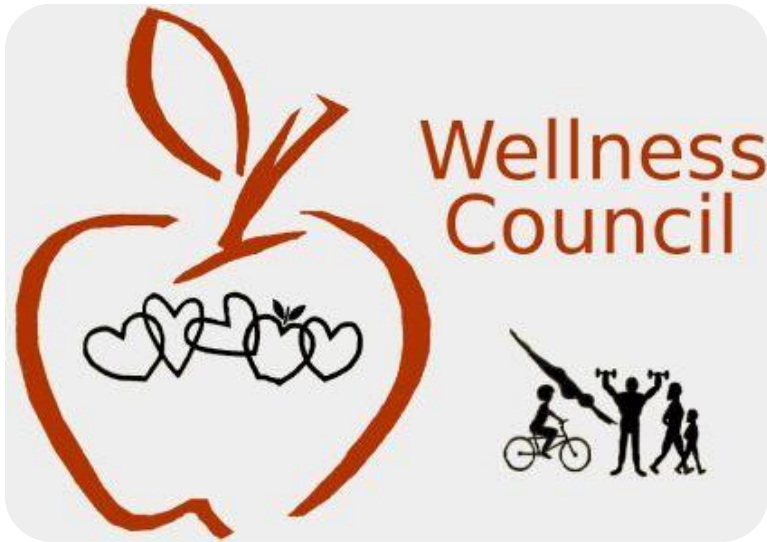


School Strategies



■ *HSRP Standards:*

- Have a **school Wellness Council** committed to the health and well-being of the school population
- Should meet monthly and consist of school personnel and parents who act as positive role models



School Strategies



■ *HSRP Standards:*

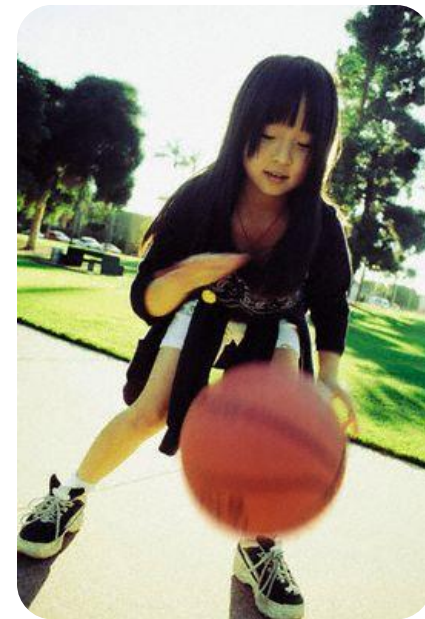
- Offer fresh or frozen fruits and vegetables at least three times per week at lunch
- Offer plain bottled water at lunch (or make available a water fountain/container)



School Strategies



- ***HSRP Standards:***
 - 100% of classrooms comply with North Carolina's "Healthy Active Children" statute requiring **30 minutes of physical activity per day** in K-8



School Strategies



■ *HSRP Standards:*

- Have in place and comply with:
 - School policy for **healthy fundraisers**
 - A **healthy school store** policy
 - School policy for **healthy concessions**



School Strategies



- ***Results: Year One (2010-11)***
 - 16 schools participated
 - **10** named “Healthy Schools”
 - Impacted **5,987** students
 - Earned a 2011 Outstanding Program Award from the North Carolina Association of County Commissioners



School Strategies



■ *Results: Year Two (2011-2012)*

- 27 schools participated
- **25** named "Healthy Schools"
- Impacted **14,000+** students
- Reached 57% of the schools within the county's three public school systems



School Strategies



- ***Results: Year Three (2012-2013)***
 - 40 schools participated
 - **36** named "Healthy Schools"
 - Nearly all public schools plus several private schools
- Over three years, this program has helped create healthier school environments for **more than 20,600 students**

School Strategies



Healthy Schools!

- Balls Creek Elementary
- Bandys High
- Banoak Elementary
- Blackburn Elementary
- Catawba Elementary
- Challenger High
- Claremont Elementary
- Clyde Campbell Elementary
- Discovery High
- Fred T. Foard High
- Hickory Career & Arts Magnet
- Hickory High
- Jenkins Elementary
- Longview Elementary
- Lyle Creek Elementary
- Maiden Elementary
- Maiden High
- Maiden Middle
- Montessori Sandy Ford
- Mountain View Elementary
- Newton-Conover Health & Science High
- Newton-Conover High
- Newton-Conover Middle
- Northview Middle
- Oakwood Elementary
- Oxford Elementary
- Sherrills Ford Elementary
- Shuford Elementary
- Snow Creek Elementary
- South Newton Elementary
- Southwest Elementary
- St. Stephens Elementary
- St. Stephens High
- Startown Elementary
- Thornton Elementary
- Tuttle Elementary
- Viewmont Elementary

School Strategies



- ***HSRP Funding***

- Years One & Two: NACCHO ACHIEVE Grant
- Year Three: ESMM NC Community Grant

- **Minimized expense by designing banners to be re-used each year**

- A lower-cost decal signifying each recognition year (e.g., 2012, 2013, etc.) is applied to a school's existing banner each year
- Helps the school promote its "Healthy Schools" legacy on one banner
- Eliminates the need for multiple banners for each school



School Strategies



■ *HSRP Challenges*

- Middle schools & physical activity statute compliance
 - Do not meet 30-minutes-a-day
 - Bundle all required hours into one semester via PE classes
- Year Two: Middle School Challenge
 - Develop solution that works and can be replicated by other schools
 - Winner received jumbo television and Wii Fitness game system



School Strategies



■ *HSRP Challenges*

- Maiden Middle School won!
 - Reorganized schedule to accommodate 30 minutes of physical activity every day
 - Cut homeroom to 5 minutes
 - Added 30-minute Computer Lab/Healthy Active Children period
 - Kids in PE that semester use time to catch up on class work
 - Kids not in PE that semester use time for physical activity – structured activities outside, in gym, or walking laps
 - Using Wii system for student and staff fitness



School Strategies



■ *HSRP Next Steps*

- Raise the bar with new standards for three-time achieving schools
- Get remaining middle schools on board
- Include more private schools
- Sustained by Catawba County Public Health's School Health program and Catawba County Health Partners



Childcare Center Strategies



- ***Spinoff: Healthy Childcare Centers Recognition Program (HCCRP)***
 - Recognizes childcare centers that maintain wellness, physical activity and nutrition standards



Childcare Center Strategies



■ *HCCRP Standards:*



- Have a childcare center director and staff (including cook) committed to the health and well-being of the childcare center population, act as positive role models, meet monthly, and communicate regularly w/parents
- Offer fresh or frozen fruit and vegetables at least 3 times per week at lunch and/or snack
- Offer water daily

Childcare Center Strategies



■ *HCCRP Standards:*

- 100% of childcare center classrooms comply with and exceed the minimum state standards for structured physical activity
- Childcare center policies for:
 - Healthy fundraisers
 - Decreased screen time
 - Healthy snacks for parties



Childcare Center Strategies



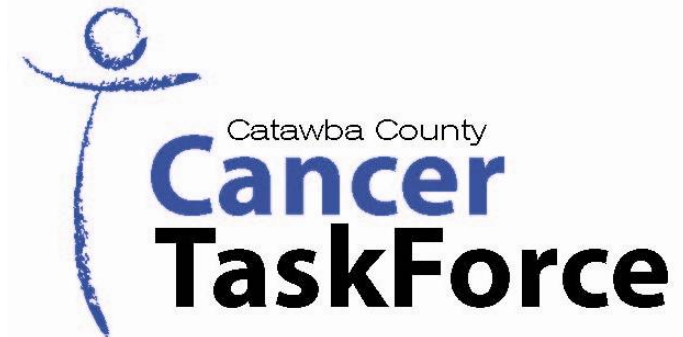
- ***Healthy Childcare Centers Recognition Program Results***
 - 20 Healthy Childcare Centers recognized to date
 - Impacting **1,200+** children annually
 - Sustained by Early Childhood Support Team and Catawba County Health Partners



Worksite Strategies



- ***Spinoff: Cancer Task Force Well Business Recognition Program***
 - Cancer Task Force coalition currently developing program based on recognition model
 - ESMM coalition member is serving as coalition liaison
 - Goal: To increase primary cancer prevention efforts by encouraging worksites to implement evidence-based policies/programs that help prevent cancer risk factors
 - Tobacco use
 - Physical inactivity
 - Poor nutrition
 - Noncompliance with cancer screenings



School Environment Strategies



■ *Healthy Food Preparation Training*

- Revised existing **school menus** to be healthier
 - Made recommendations to bake v. fry, reduce sodium
 - 2 of 3 school systems incorporated changes



- Trained cafeteria staff with **healthy food preparation methods**
 - 11 HSRP schools received training and supplies for healthy food preparation methods

School Environment Strategies



■ *Joint Use Agreements*

- Partnering with schools to provide **safe, accessible locations for physical activity during non-school hours**
- Working toward connectivity between St. Stephens Park & Campbell Elementary School
- Sustained through CTG Project



Other Strategies



- 2 New Farmers Markets
- Carolina Thread Trail
- Catawba County Food Policy
- Downtown Newton Walking Trails



**CAROLINA
THREAD
TRAIL**

Weaving Communities Together





Questions?

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