## ECU's Plan to Address Obesity: Healthy Weight and Healthy Communities

Co-Chairs ECU ESMM

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#### What's New at ECU

- ECU Joined ESMM Leadership Team January 2013
- Chancellor appointed a Committee to review the plan, assess current state at ECU and make recommendations
- ECU participating in Work Healthy America and completed assessments
- The ECU Committee attended NC Prevention Institute in January

#### **Nutrition Initiatives**

- Offering evidence based weight management services to all patients through ECU Family Medicine.
  - 170 adults attended the class in the last 18 months
  - 62 adults attended regularly and lost weight
  - Average weight loss 6 lbs
  - 368.6 lbs total lost for the group
  - About 20% of the group who lost weight, lost more than
     10 pounds

## **Nutrition Initiatives Cont:**

• The Eat Smart Move More Weigh Less at East Carolina University report the following since July of 2009:

Number of on-site sessions:

• Number of employees enrolled: 338 (21 average per class)

Number of employees completing: 237 (70%)

### **Nutrition Initiatives Cont:**

- Individual nutrition counseling at no cost to all ECU students. Nutrition services are provided by a registered, licensed dietitian.
- Healthy Food Demos: Student Recreation center provides free samples and recipes for a simple healthy foods twice monthly.
- BMI screening at most Student Health Service nurse/provider visits
- Weight loss class series provided by Registered Dietitians
- Nutrition information available on cafeteria items

### East Carolina University Vending

- ECU Business Services runs vending with 82 machines
  - They report striving for guidelines of 25% healthy snacks with calories < 200. No official guidelines or policy
  - Vending Survey done in January 2013 by Campus Wellness students indicated
    - Health Science campus at 14%
    - x East campus at 16%
- ECU Family Medicine guiding principles: 50% snacks meet calorie goals; at least 2 slots with diet drinks; stock water (not realized)

## Student Recreation Center 100% Healthy Vending Machine

## Best Choice Vending Machine



#### **Product Criteria**

- Each food vending product is individually evaluated by CRW registered dietitian to determine if it will be offered.
- Beverage vending by Coke.
   Machine in SRC vending water, and PowerAde.
- A healthy snack vending policy is being explored by the ECU ESMM Task Force.

#### East Carolina University Health Science Campus

#### Homecoming Tailgate for the Brody School of Medicine Alumni

#### **Healthy Tailgate**



- All food was prepared by On the Square Tarboro. The food was locally grown and produced. The food was healthy, priced competitively.
- Who attended? 150 alums and their families, current students and residents, faculty members, administrators and friends.
- The highest attendance in BSOM alum society homecoming history.
- Using the institution (Alumni Society) as an instrument of change and modeling healthy behaviors.

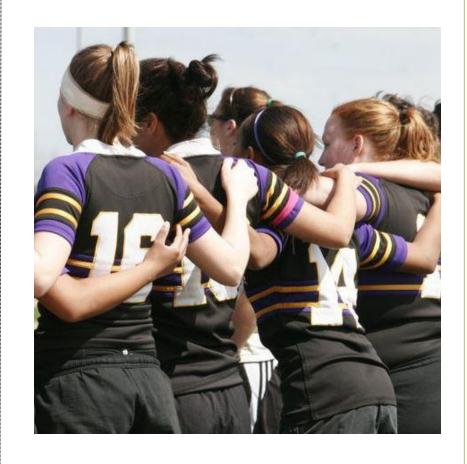
### ECU Physical Activity Programs through Campus Recreation and Wellness

- CRW offers fitness facilities, equipment and programs in the Student Recreation Center, a resident hall location, the NRC or popular residential area for ECU students, and on the Brody School of Medicine Campus.
- Group Fitness Classes CRW features 35 classes a week
- Fitness Assessments and Personal Training
- Pirate Fit is a fundamental incentive program that offers anyone in the Pirate Community rewards for being active.
- Yoga, Dance and other specialty classes

# Physical Activity ECU Intramurals and Club Sports

#### Intramural Sports

- Over 5,500 participants participate over 40,000 times per academic year
- Offer 35+ team and individual/dual sports per academic year
- Club Sports
  - 43 clubs sports
  - o 1,025 Members



# Vidant Community Benefit Grants Awarded to East Carolina University for the 2012/2013 Funding Cycle. Provides operating costs for coalitions and community groups.

Organization		Program Name	Dollar Amount
	hool of Medicine, ent of Family Medicine	Colorectal Cancer Screening (Chronic Disease Prevention and Management)	\$25,000
2. Brody Sc	hool of Medicine	BRIDGE Support Program for Diabetics (Chronic Disease Prevention and Management)	\$25,000
3. East Card	olina University	Center for Adults with Childhood Chronic Conditions (CACCC) (Chronic Disease Prevention and Management)	\$37,000
4. East Card	olina University	West Greenville Garden Project (Nutrition & Physical Activity)	\$15,000
5. East Card of Public	olina University – School Health	Food Literacy Partners Program (Nutrition & Physical Activity)	\$23,000
			\$125,000

#### **ECU ESMM Committee Members**

• Dr. Paul Berry Office of Prospective Health

Dr. David Collier Brody School of Medicine

Mr. John Toller
 Human Resources

Dr. Robin Corbett
 College of Nursing

Ms. Leslie Craigle Business Services

Ms. Chelsea Demarest
 MPH student and GA Campus Wellness

Ms. Rose Haddock
 College of Health and Human Performance

Dr. Virginia Hardy
 Vice Chancellor Student Affairs

Dr. Kimberly Heidal College of Human Ecology

Ms. Ann Marie Holder Student Affairs

Dr. Patricia King College of Nursing

Dr. Kathy Kolasa Brody School of Medicine

Mr. Antonial Marshall
 Student Government Association

• Mr. Mike McCammon College of Health and Human Performance

Dr. Ann Schreier College of Nursing

• Ms. Joyce Sealey Campus Dining, Student Affairs

Ms. Tara Smith
 Student Health Service, Student Affairs

• Ms. Karen Warren Campus Wellness, Student Affairs