

# *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: 16
  - 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%
    - ✦ 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
  - 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
1. Brody School of Medicine, Department of Family Medicine	Colorectal Cancer Screening ( <i>Chronic Disease Prevention and Management</i> )	\$25,000
2. Brody School of Medicine	BRIDGE Support Program for Diabetics ( <i>Chronic Disease Prevention and Management</i> )	\$25,000
3. East Carolina University	Center for Adults with Childhood Chronic Conditions (CACCC) ( <i>Chronic Disease Prevention and Management</i> )	\$37,000
4. East Carolina University	West Greenville Garden Project ( <i>Nutrition &amp; Physical Activity</i> )	\$15,000
5. East Carolina University – School of Public Health	Food Literacy Partners Program ( <i>Nutrition &amp; Physical Activity</i> )	\$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