




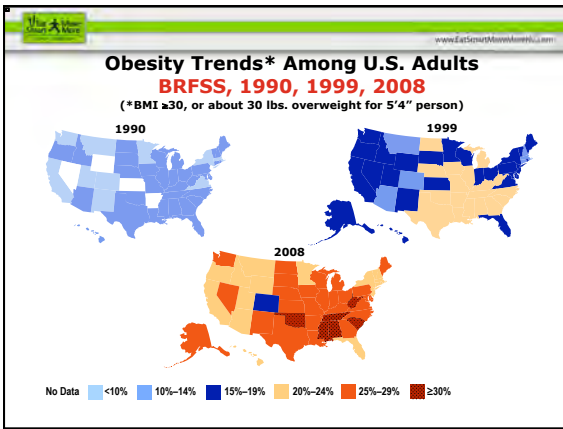
Evolution of a Movement



Carolyn Dunn, PhD
 Chair, Eat Smart, Move More, NC Leadership Team
 Professor, NC State University

What?


2000  2004 



Obesity:
~~“Epidemic”~~
~~“Problem”~~
~~“Threat”~~
~~“Issue”~~
“Hype”

Americans have been fixated a steady diet of obesity myths by the “federal government,” “fast-foods,” and “our own government.” Learn the truth about obesity at:
ConsumerFreedom.com

Why?




Carolyn_Dunn@ncsu.edu
 6.2010

How?

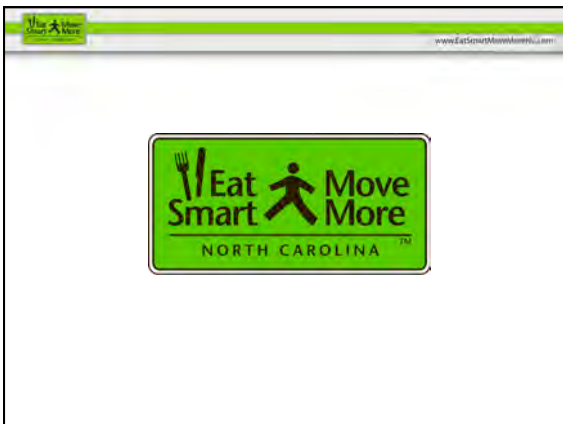
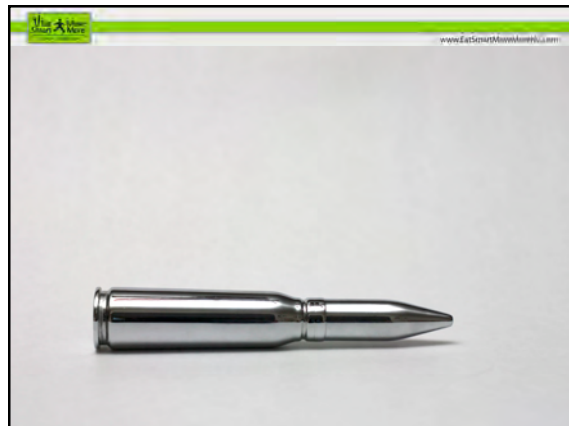
obesogenic → healthogenic

How?

obesogenic → healthogenic

Unintended consequences of many economic, individual, political, and social decisions made for other reasons

Political, social, and cultural change



Eat Smart, Move More North Carolina

In 2002, a group of partners began meeting regularly to share information about obesity prevention. That was the beginning of what would become the ESMM Leadership Team.

By 2006, the Eat Smart Move More Leadership Team was meeting quarterly.

 www.EatSmartMoveMoreNC.com

Eat Smart Move More Plan Released in 2006

Eat Smart, Move More: NC's State Plan to Prevent Overweight, Obesity and other Related Chronic Disease 2007-2012



 www.EatSmartMoveMoreNC.com


6 Keys to Success

- Leadership
- Ownership
- Partnership
- Balance
- Cohesiveness
- Sustainability

Evolution of a Movement

 www.EatSmartMoveMoreNC.com

1 Leadership

 www.EatSmartMoveMoreNC.com

Public Health versus The Public's Health

This is not just the work of Public Health.

 www.EatSmartMoveMoreNC.com

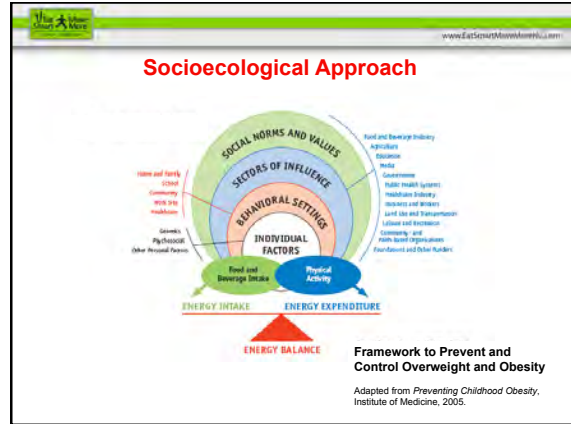
2 Ownership

 www.EatSmartMoveMoreNC.com



www.EatSmartMoveMoreNC.com

3 Partnership



Programs & Tools

Programs and Tools

- Community
- School
- Faith
- Health Care
- Media
- Preschool
- Families
- Worksites
- Policy

for you...

About Us

Welcome to Eat Smart, Move More North Carolina, a statewide movement that promotes increased opportunities for healthy eating and physical activity whenever people live, learn, work, play and pray.

We work to help communities, schools and businesses make it easy for people to eat healthy food and be physically active. We also encourage individuals to think differently about what they eat and how much they move, and to make choices that will help them feel good and live better.

Eat Smart, Move More NC is guided by the work of the Eat Smart, Move More NC (ESMM) Leadership Team, a multi-disciplinary team comprised of statewide partners working together to increase opportunities for healthy eating and physical activity.

Our Vision
 "The shared vision among the many partner organizations is a North Carolina where healthy eating and active living are the norm, rather than the exception."

Our Mission Statement
 "The mission of Eat Smart, Move More NC is to reverse the rising tide of obesity and chronic disease among North Carolinians by helping them to eat smart, move more and achieve a healthy weight."

www.EatSmartMoveMoreNC.com

The screenshot shows the website's main navigation and content area. The top navigation includes Home, About Us, News, Success Stories, NC's Plan, Obesity Burden, Key Behaviors, Programs & Tools, and Leadership. The main content area features a large image of people cycling and a sidebar with various links and information.

www.EatSmartMoveMoreNC.com

4 Balance

Discovery of knowledge...not enough
 Doing the right thing...not enough

If you want more evidence-based practice you need more practice-based evidence.
 Dr. Larry Green

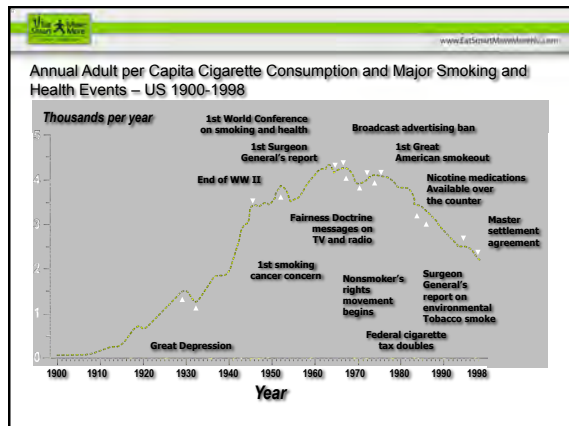
Bridge the gap between research and practice.

The logo for the Eat Smart Move More University Collaborative features a stylized blue figure running to the right, positioned above the text "University Collaborative". To the left of this, the words "Eat Smart" and "Move More" are stacked vertically in a bold, blue, sans-serif font, with a fork and knife icon to the left of "Eat Smart".

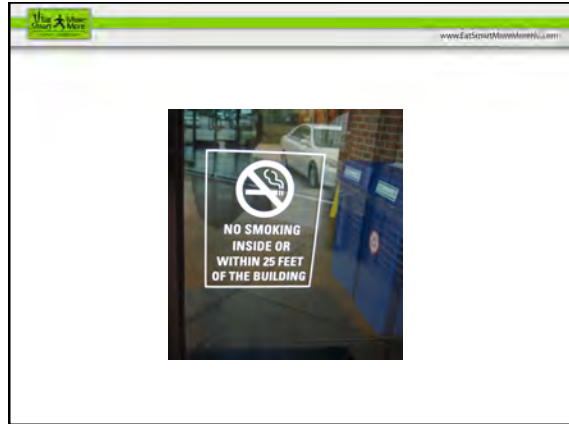
5 Cohesiveness

A grid of eight small promotional cards for health tips. Each card includes a title, a small image, and a brief tip. The tips are: "Enjoy More Fruits and Veggies", "Prepare More Meals at Home", "Tame the Tube—and Get Moving", "Right-Size Your Portions", "Choose to Move More Every Day", "Re-Think Your Drink", and "This Year's #1 Baby Gift: Breast Milk".

6 Sustainability



Carolyn_Dunn@ncsu.edu
 6.2010



Have we reached the **tipping** point?

NC IOM Prevention Action Plan
 NC Legislative Task Force on Childhood Obesity
 Federal Initiatives - First Lady and Congress
 Food Companies
 FDA
 Schools
 Health Care Reform
 Individuals' Interest in Taking Control

General Assembly
 of North Carolina

Home House Senate NCGA Audio Calendars Committees Legislation/Bills Representation

Legislative Task Force on Childhood Obesity (2009)
 Non-Standing Committee

Members

Co-Chairs
 Rep. Douglas Yates Yongue (Co-Chair)
 Sen. William Robert Purcell, MD (Co-Chair)

Legislative Members
 Rep. Larry A. Brown
 Rep. Bob F. England, MD
 Rep. W. Robert Grady
 Rep. Sandra Spaulding Hughes
 Rep. Jennifer Weiss
 Sen. Charlie Smith Dannelly
 Sen. Donald Gene Davis
 Sen. Jean Rouse Preston
 Sen. Jerry W. Tillman
 Sen. Michael Page Walters

Advisory Members
 Rep. Verla C. Drako

The right time for change.



Sara Lee Pepsi Hannaford

American Heart Association Kellogg's

Front-of-pack examples

Mars SMART CHOICES PROGRAM Nabisco SuperValu

U.K. Traffic Light System

Carolyn_Dunn@ncsu.edu
 6.2010

Types of Labels

- Industry generated
 -
 -
- Retailer generated
 -
- Third party generated
 -
 -

FDA

FDA - indicated they would not get involved with front of the package labeling. The FDA is responsible for the Nutrition Facts panel that provides accurate information on nutritional content of food. Until...

NATURAL FROST FLAVORS

FROST LOOPS

SMART CHOICES PROGRAM

A GREAT WAY TO KEEP KIDS HEALTHY

FIBER

FDA

By the end of this year, the Food and Drug Administration will have collected research, conducted dialogue with the industry, consumers and experts, and completed guidance for retailers and manufacturers to adopt new nutritionally sound and consumer friendly front-of-package labeling. This will put us on a path towards 65 million parents in America having easy access to the information needed to make healthy choices for their children. Many are already answering FDA's call, including the nation's beverage industry who are taking steps to provide clearly visible information about calories on the front of their products, as well as on vending machines and soda fountains.

Senate version of the health care reform bill passed on December 24, 2009

RESPONSIBLE REFORM FOR THE MIDDLE CLASS

THE PATIENT PROTECTION AND AFFORDABLE CARE ACT

Section-by-Section Analysis

Sec. 4265. Nutrition labeling of standard menu items at chain restaurants. This initiative represents a compromise between the Menu Labeling and Education (MLE) Act, sponsored by Senator Harkin, and the Labeling, Education and Nutrition (LEAN) Act, sponsored by Senators Carper and Markowski. Under the terms of the compromise, a restaurant that is part of a chain with 20 or more locations doing business under the same name (other restaurants are exempt) would be required to disclose calories on the menu board and in a written form, available to customers upon request, additional nutrition information pertaining to total calories and calories from fat, as well as amounts of fat, saturated fat, cholesterol, sodium, total carbohydrates, complex carbohydrates, sugars, dietary fiber, and protein.

Your Food Environment Atlas

Get a spatial overview of a community's ability to access healthy food and its success in doing so.

Assemble county-level statistics on:

- ✓ Food choices
- ✓ Health and well-being
- ✓ Community characteristics

Enter Atlas

U.S. Department of Agriculture
Economic Research Service



Evolution of a Movement

The logo consists of a green square with a white border. Inside the square, there is a white fork on the left, a black silhouette of a person walking in the center, and the text 'Eat Smart Move More' in black. Below the square, the text 'NORTH CAROLINA' is written in black.

Carolyn Dunn, PhD
 Chair, Eat Smart, Move More, NC Leadership Team
 Professor, NC State University

Carolyn_Dunn@ncsu.edu
 6.2010