

# Past, Present & Future



# Imagine a North Carolina

- First Things First - Building Capacity - 1.2001
- Making Our Dreams a Reality, Enhancing Community and Organizational Policy - 6.2001
- Media Advocacy: the Power for Change - 9.2001

*Imagine a  
North Carolina...*

# How “Eat Smart, Move More NC” Got Its Name

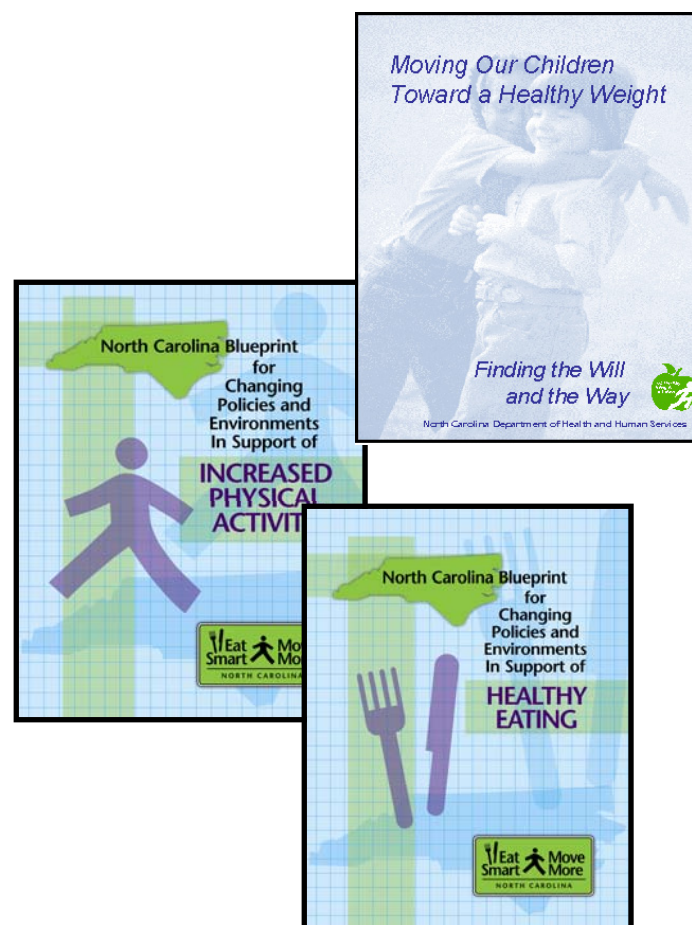
Once upon a Friday when the stars aligned...



# State Plans Released in 2002

Over 400 partners gathered for *Eat Smart, Move More...North Carolina, Finding The Will And The Way* at the Friday Center in Chapel Hill for the release of the three new state plans:

- *Moving Our Children Toward a Healthy Weight—Finding the Will and the Way*
- *North Carolina Blueprint for Changing Policies and Environments in Support of Healthy Eating*
- *North Carolina Blueprint for Changing Policies and Environments in Support of Increased Physical Activity*

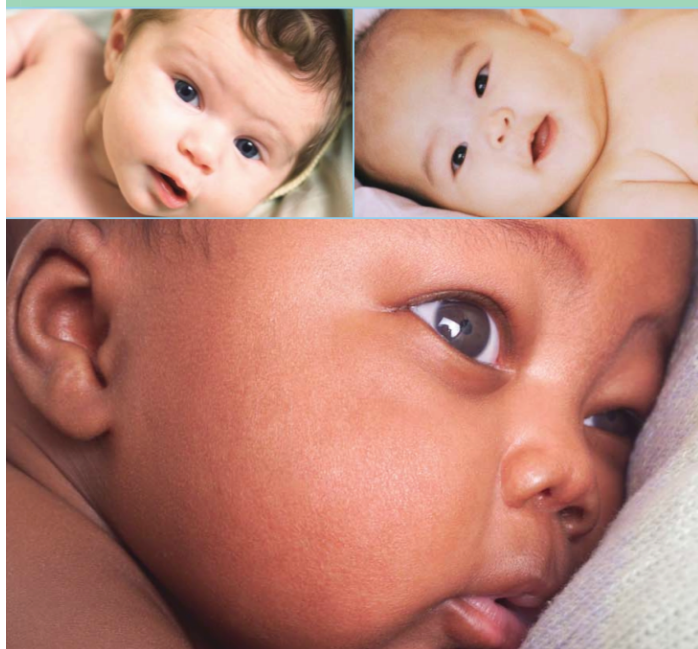


# Fruit and Vegetable State Plan Released in 2004

*NC 5 A Day Coalition:  
Strategic Plan to Increase Fruit and  
Vegetable Consumption, 2004-2010*

## Promoting, Protecting and Supporting Breastfeeding

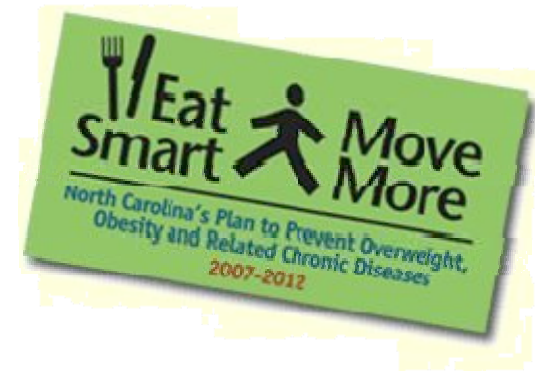
A North Carolina Blueprint for Action  
2006



# Breastfeeding State Plan Released in 2006

# 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***
  - Released at a North Carolina event hosted by Trust for America's Health to release *F as in Fat*
  - Event sponsors included Robert Wood Johnson Foundation, Duke Endowment, NC Division of Public Health and Office of Healthy Carolinians



# ESMM Leadership Team

In 2003, 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.



# Quarterly Meeting Topics in 2006

- Results from 2005 NC-CHAMP survey
- Move More Scholars Institute
- ESMM Ads and Billboard Showcase
- Successful Students Eating Smart and Moving More Youth Summit: The Success Story
- Speaking As One Voice
- Update from Health and Wellness Trust Fund Study Committee
- Development and Implementation of New Child Nutrition Standards

# Quarterly Meeting Topics in 2007

- NC Alliance for Health
- Obesity Prevention: Evidence for Public Health Practice
- Eat Smart Move More Community Grants Overview
- Southern Obesity Summit and *F As In Fat* Report
- Eat Smart Move More Holiday Challenge
- Health Care Provider Projects
  - Kids Eating Smart and Moving More Study
  - Community Care of NC
  - Expert Panel on Guidelines for the Identification and Self Management of Family Overweight

# Organizational Structure in 2007

In January 2007, Patrick O'Neal facilitated a discussion with the ESMM Leadership Team about our future role and structure.

# Bylaws and Officers

## March 2007

- Review of DRAFT....Bylaws of the ESMM Leadership Team
  - Presented by Anne Hardison
- Review of DRAFT ...ESMM Policies and Procedures
  - Presented by Laura Aiken
- Review of DRAFT... ESMM Leadership Team Membership Application
  - Presented by Anne Jenks
- Proposed Slate of Officers
  - Presented by Josephine Cialone

# Committees

## June 2007

- **Advocacy – David Gardner**  
Staff Associate – Jimmy Newkirk
- **Communications – Patrick Gibbons**  
Staff Associate – Sheree Vodicka
- **Implementation – Maggie Sauer**  
Staff Associate – Sharon Nelson

# Quarterly Meeting Topics in 2008

- NC Health and Wellness Trust Obesity Efforts
- Office of Healthy Carolinians & Healthy Carolinians, Inc
- NC Comprehensive Assessment for Tracking Community Health (NC-CATCH)
- NC Prevention Partners Report Card
- Integrated Health Management
- The Fattening of America
- The New WIC Package Overview
- Alliance for a Healthier Generation Overview

# Accomplishments in 2008

- April - May 2008: Collaboration Assessment
- October-November 2008: Advocacy Survey
- December 2008 - January 2009: Implementation Survey
- ESMM Promotion Packet
- ESMM Overview Presentation
- ESMM Executive Committee appearances
  - Obesity Health Funders' Summit
  - Southern Obesity Summit - Alabama
  - NC Task Force on Preventing Childhood Obesity
  - NC Institute of Medicine Prevention Task Force

# New Member Organizations in 2008

- 43 member organizations in December 2007
- 57 member organizations in 2008
- 33% increase in number of member organizations!



# Strategic Planning in 2008

The ESMM Executive Committee held three strategic planning meetings during the fall of 2008. They described the key roles of the Eat Smart, Move More Leadership Team to be:

- Educate
  - Educate target audiences
  - Advocate for state-level policy change
- Create linkages
  - among ESMM LT member organizations
  - with other key players in obesity prevention

# Looking back and moving forward

- Organizational structure was initially approved two years ago (March 2007)
- ESMM Executive Committee would like to propose:
  - Revised bylaws, policy & procedures and application
  - Potential Ad hoc Committees
    - Key Measures
    - Policy Agenda
  - New Executive Committee members
  - ESMM fund with the NC Public Health Foundation