

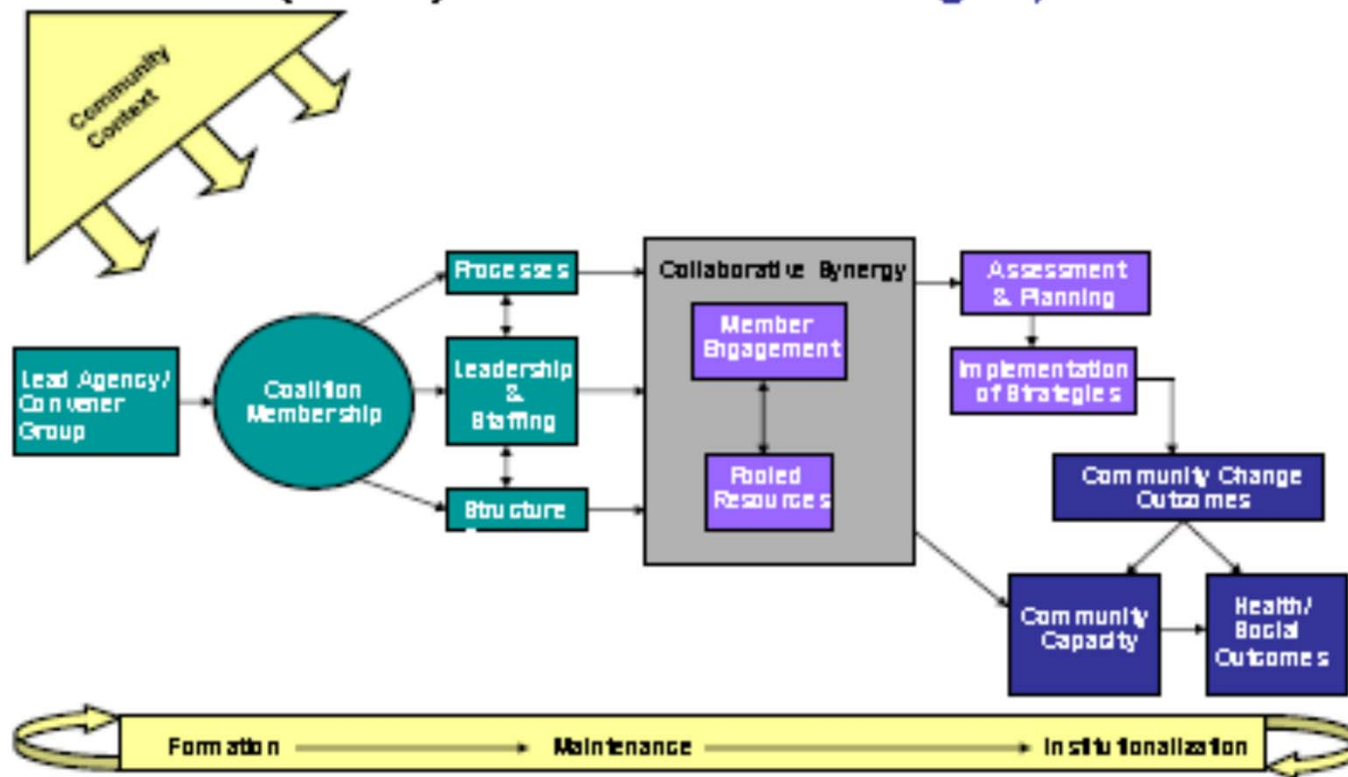


Eat Smart, Move More NC 2.0

The Future of the Movement

Community Coalition Action Theory

Figure 3 Community Coalition Action Theory (CCAT) Butterfoss & Kegler, 2008



Goal

- Support statewide network and enhance partner capacity to implement the evidence-based strategies within North Carolina's Plan to Address Obesity: Healthy Weight and Healthy Communities: 2013-2020

Objectives Overview

- Implementation
- Collaboration
- Communication

Implementation

- Gain commitment from each partner organization to share their work (e.g., barriers, successes) in adopting at least one strategy from the plan each year.

Collaboration

- Identify 1-2 people per sector to serve as a 'sector representative' who is charged with recruiting more members

Communication

- Promote Eat Smart, Move More NC with key stakeholder groups and the media, as appropriate

Next Steps

- Survey
- December 7th meeting

JC Raulston Arboretum

12:00 – 1:00 Healthy Lunch and Networking

1:00 – 3:30 Facilitated Discussion