



Welcome to the  
Eat Smart, Move More NC  
Leadership Team Meeting  
June 13, 2014



# 2014-2017 Executive Committee

Sheree Vodicka, Chair, NC Alliance of YMCAs

Betsy Vetter, Vice Chair, American Heart Association

Kevin Cain, Member at Large, John Rex Endowment

Joanne Lee, Member at Large, Active Living By Design

Willona Stallings, Member at Large, NC Council of Churches

Amy McCauley, Member at Large, Catawba County Public Health, Catawba County Health Partners

David Gardner, Past Chair, NC Center for Health and Wellness

# Survey Report Preview

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HEALTHY EATING AND PHYSICAL ACTIVITY  
STRATEGY IMPLEMENTATION BY ESMMNC MEMBER  
ORGANIZATIONS



# Project Origins

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In 2013, ESMMNC published [North Carolina's Plan to Address Obesity: Healthy Weight and Healthy Communities 2013-2020](#) as a physical activity and healthy eating strategy guide for organizations in particular settings.

- Health Care
  - Child Care
  - School
  - College or University
  - Worksite
  - Faith-based or Other Community Organization
  - Local Government
  - Food and Beverage Industry
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# Project Origins

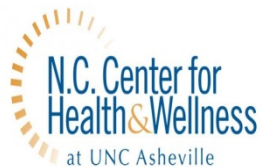
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The ESMMNC Executive Committee then determined a need to evaluate strategy implementation based on the strategies listed in *North Carolina's Plan* in these settings.



The study was conducted in collaboration with Dr. Ameena Batada, Assistant Professor and Rachel Carson an undergraduate researcher in the Department of Health and Wellness at UNC Asheville.



Rachel Carson conducted the study to complete her requirements for graduating with distinction as a Community Engaged Scholar.

Research began in February of 2014.


# Project Goals

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The outcome of the evaluation would allow the ESMMNC Executive Committee to consider how to better support the work of ESMMNC Leadership Team member organizations in reversing “the rising tide of obesity and chronic disease among North Carolinians.”

## Guiding Questions

Among ESMMNC member organizations, which strategies from *North Carolina's Plan*

- have been implemented most frequently?
  - have not been implemented as frequently?
  - are most difficult to implement?
  - provide the greatest impact or benefit for addressing obesity in certain settings?
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# Methods

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Collaboration between members of the ESMMNC Executive Committee and members of the UNC Asheville Health and Wellness Promotion Department to design the study

## Online Survey

- Created using Survey Monkey
  - Basic Demographic Questions
  - Setting Specific Questions
    - Extent of strategy implementation for each strategy listed in applicable settings
  - Open-ended questions
    - Perceptions of most beneficial strategies, strategies that are most difficult to implement, and additional strategies that should be added to *North Carolina's Plan*

# Methods

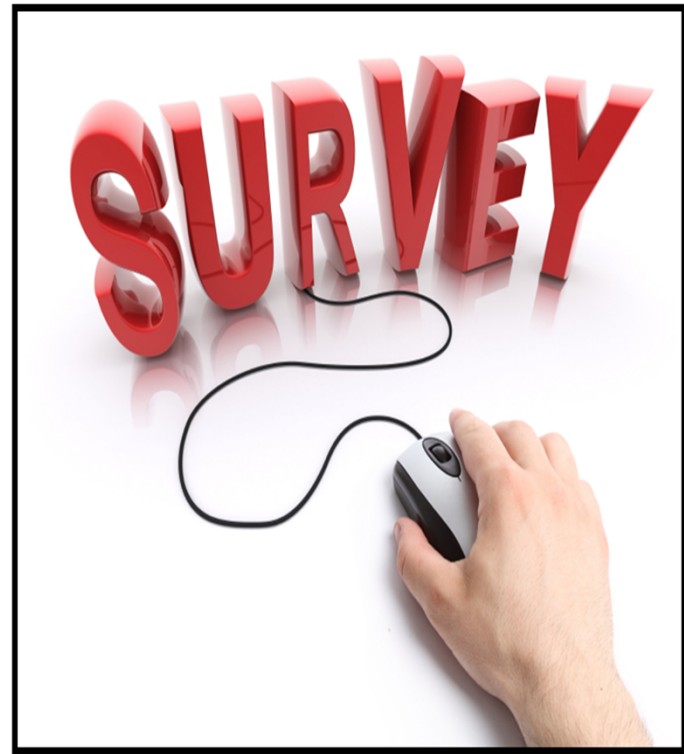
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In the first week of March 2014 a link for the online survey was sent via email to ESMMNC Leadership Team member organization representatives.

Reminder emails were sent to follow up.

Out of the 94 contacts to whom the survey was sent, 26 completed the survey (28%).

- The contact list used may not be reflective of the number of active members.

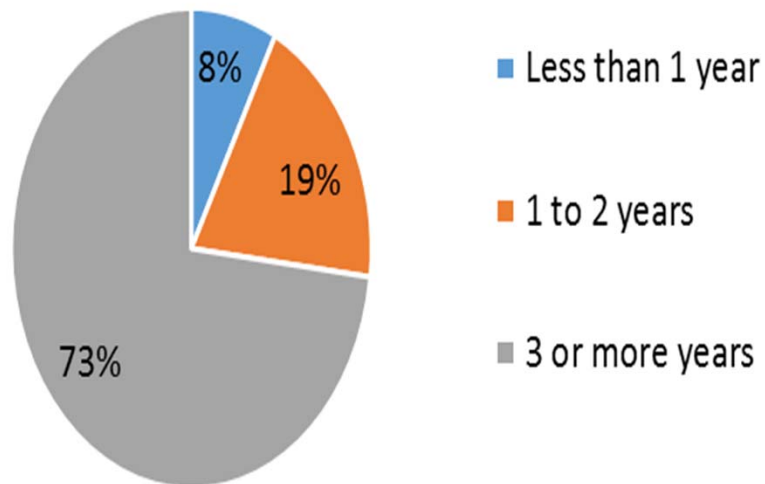




# Results – Demographic Information

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**Figure 1. How long has your organization been a part of the Eat Smart, Move More NC Leadership Team?**



**Figure 2. State and Local/Regional Representation of Respondents**

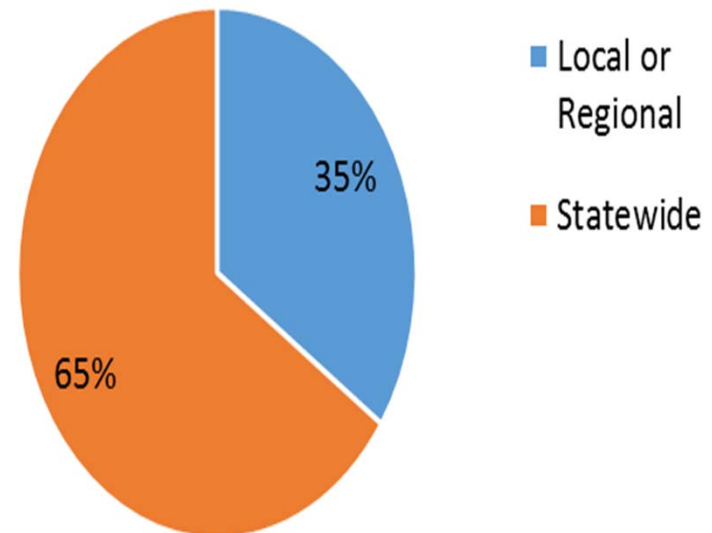
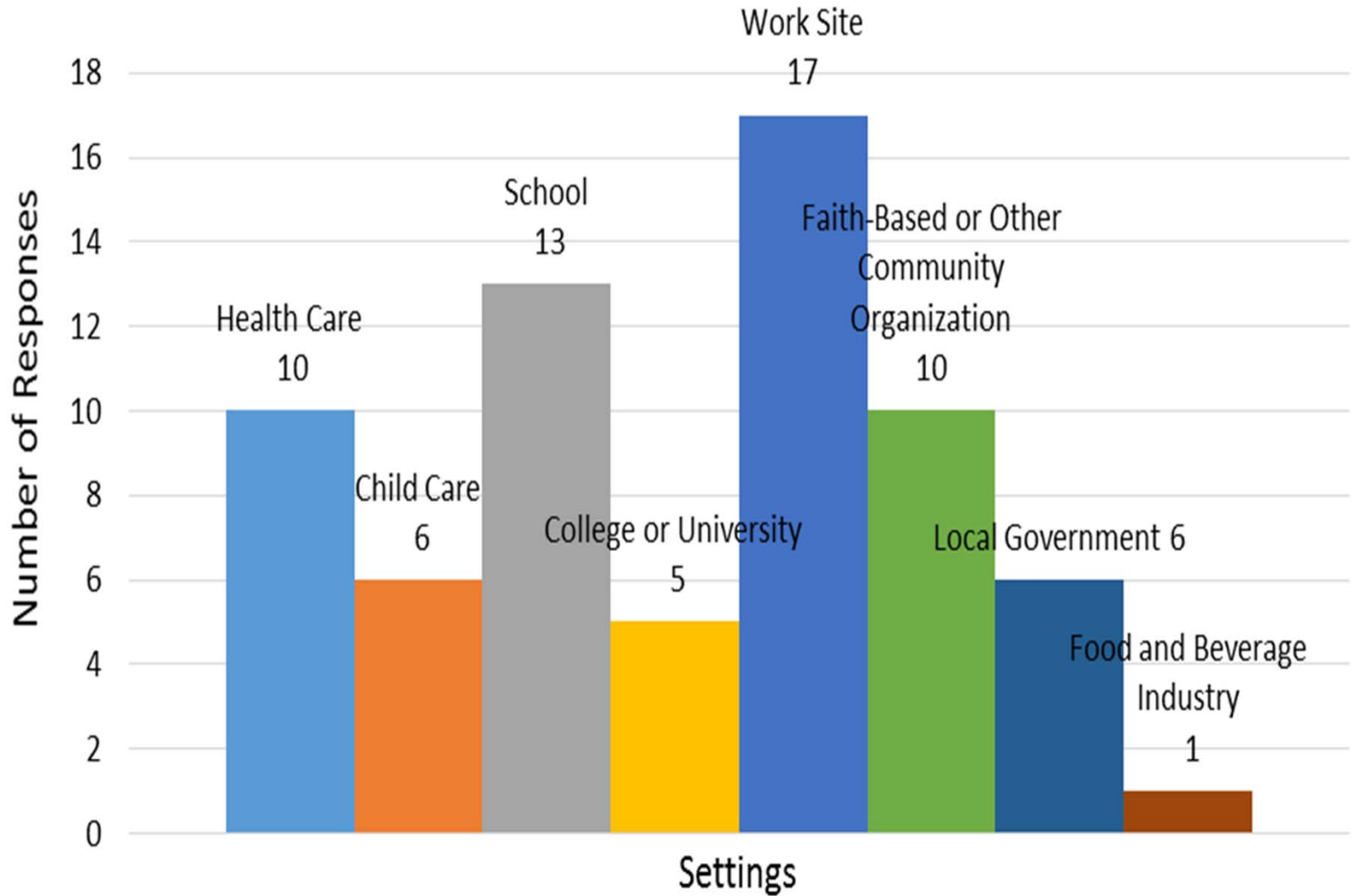
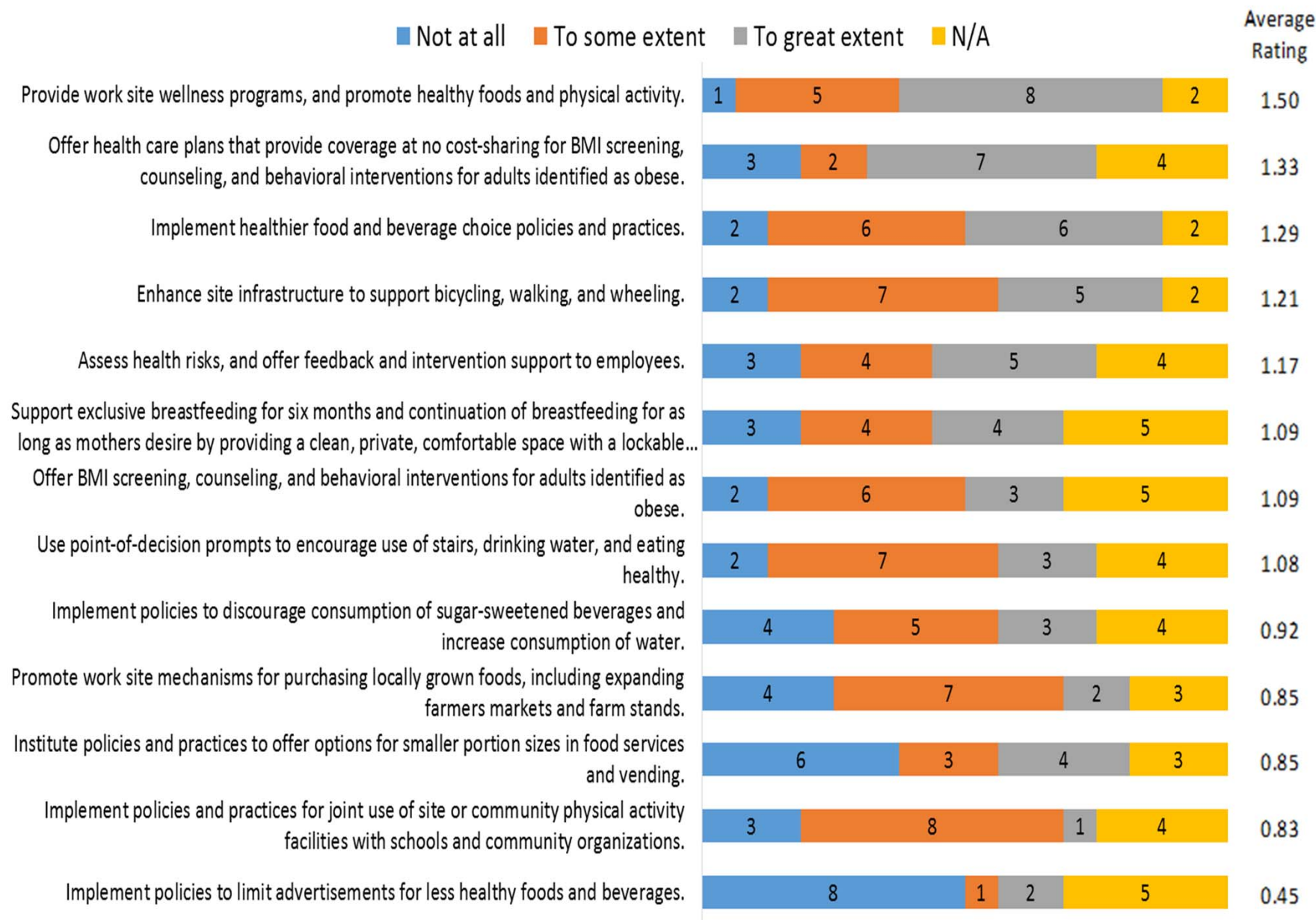


Figure 3. Number of Responses in Each Setting



**Figure 8. In your work site setting, to what extent have you implemented these strategies from the 2013-2020 North Carolina’s Plan to Address Obesity: Healthy Weight and Healthy Communities?**



# Setting Specific Survey Results Highlights

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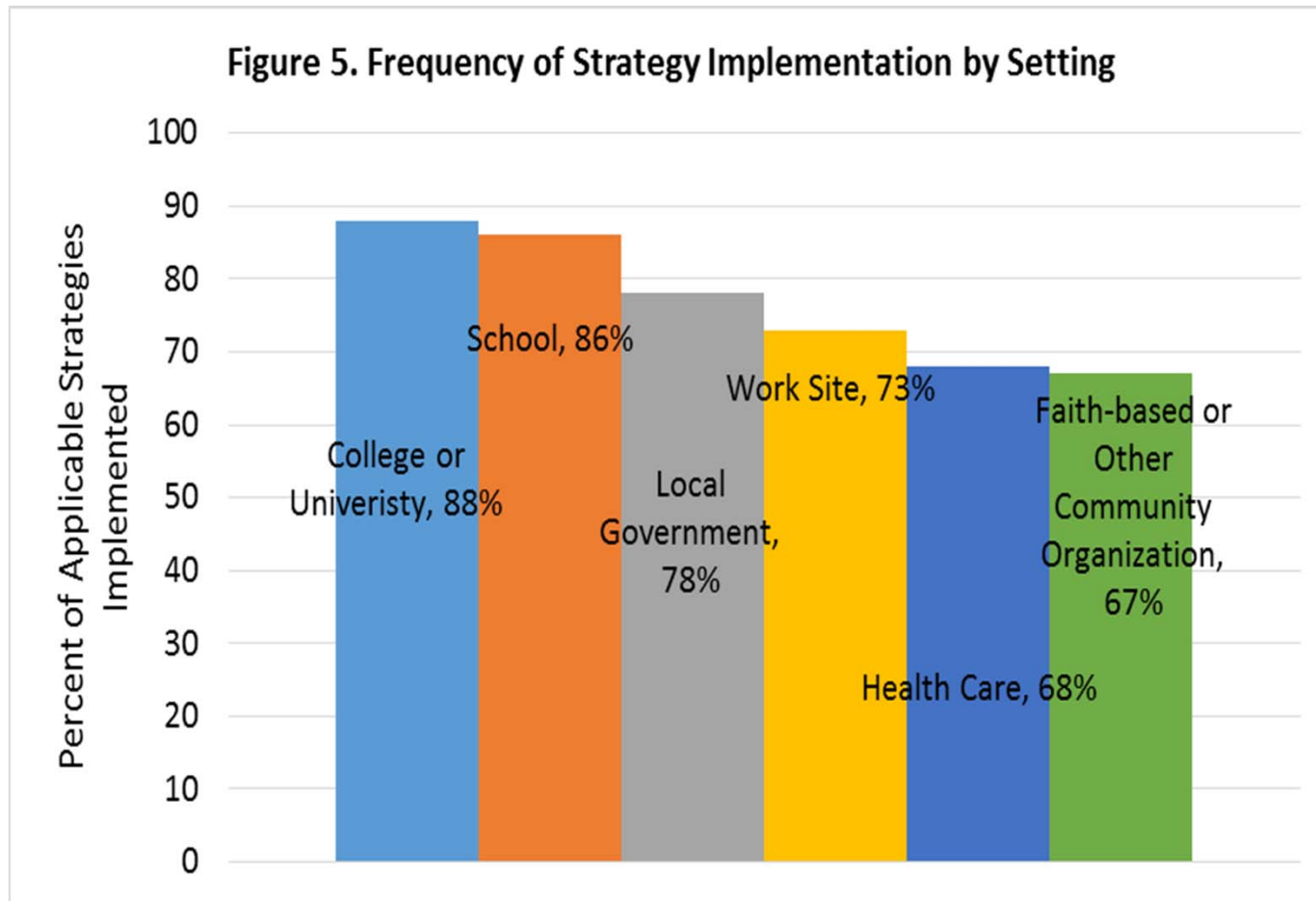
In the **child care** setting, respondents believe the greatest impact/benefit for addressing obesity in their organization is to “implement policies that limit consumption of sugar-sweetened beverages and promote drinking water.” Some respondents also believe this strategy is the most difficult to implement.

In both the **school** and the **work site** settings, the least frequently implemented strategy is to “implement policies to limit advertisements for less healthy foods and beverages.”

When asked what additional strategies should be listed in *North Carolina’s Plan* under the **local government** section, two of the respondents mention strategies related to supporting gardening.



# Setting-Specific Results Highlights



# Survey Results Highlights Across Settings

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In all analyses across settings, strategies related to increasing breastfeeding are least applicable and least frequently implemented compared to other behavior categories.

Higher strategy applicability for organizations that work statewide (77%) compared to those that work locally or regionally (51%).

Higher strategy implementation for organizations that work locally or regionally (93%) compared to those that work statewide (67%).

No known association between the frequency or number of strategies implemented to the extent of their implementation.

## 6 core behavior categories:

- 1) increase consumption of fruits and vegetables,
- 2) reduce consumption of energy-dense foods,
- 3) increase breastfeeding,
- 4) increase physical activity,
- 5) reduce screen time, and
- 6) decrease consumption of sugar-sweetened beverages

# Final Report

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The full report will be made available online in the coming weeks!

It will include:

- setting-specific results,
  - quantitative data
  - open-ended response summaries
- overall results, and
- recommendations for moving forward.

**Questions?**





# Policy Committee Update



# Eat Smart, Move More NC Movement

Helps communities, schools and businesses make it easy for people to eat healthy food and to be physically active.

[Movement video](#)

