Eat Smart, Move More NC Policy Strategy Platform

Presented by:

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Policy Committee

North Carolina's Plan to Prevent Overweight, Obesity and Related Chronic Diseases
2007-2012
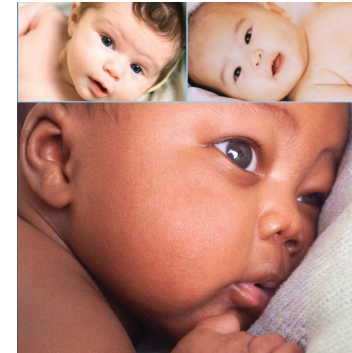
**EAT SMART, MOVE MORE
NORTH CAROLINA**

Policy Strategy Platform

- Focal point for policy action
- Created by the Eat Smart, Move More NC Policy ad hoc committee
- Includes 22 policy strategies
  - organized with frame from CDC's Community Strategies and Measurements Guide
  - state and local; legislative and organizational
- Includes passed policies
- Updated annually

Platform includes strategies to:

- Promote the availability of affordable healthy food and beverages

- Encourage breastfeeding

- Encourage physical activity or limit sedentary activity among children and youth

Platform includes strategies to:

- Create safe communities that support physical activity

- Develop capacity and support for obesity prevention

Each policy strategy:

- **Organizational Action:** A synthesis of organizational actions that can be taken at a state or local level.

- **Legislative Action:** A synthesis of recommended legislative action.

- **Cost:** A summary of any implementation costs identified by the task force when recommending the strategy.

- **Status:** Current legislative status of the policy recommendation taken directly from the North Carolina General Assembly Website.

  Sources: A listing of the key North Carolina task forces that have recommended the policy strategy.

- **Support:** References to key sources that support the strategy.

Partners use of Platform:

- Focal point for NC policy action

- Incorporated in organizational platforms

- Educate decision makers

Platform use at local level:

- State and local policies included

- Advocate at state and local level

- Support implementation of passed policies

- State and local examples of policy issues and opportunities are needed

Next steps for Platform

- One pagers to support each policy strategy

- Enhance "alignment" with behavioral messages

- Tracking system

- Increase distribution and partners use

Questions ?