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Final Report

Eat Smart, Move More: North Carolina's Plan to Prevent Overweight, Obesity and Related Chronic Diseases, 2007 - 2012


Eat Smart, Move More NC Leadership Team
Quarterly Meeting
June 14, 2013



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To Do


Review data sources.	Review weight status data.
Review behavior data.	Highlight a few success stories.

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Data Sources

- Behavioral Risk Factor Surveillance System (BRFSS)
 - Age 18+, Telephone survey, Self-reported
- Child Health Assessment and Monitoring Program (CHAMP)
 - Ages 1 to 17, Telephone survey, Parent-reported





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Data Sources


(continued)

- Youth Risk Behavior Survey (YRBS)
 - High school students, Paper survey, Self-reported
 - YRBS is also conducted in middle schools, but this report uses only high school YRBS data.




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2011 Data




Due to changes in BRFSS survey methodology starting in 2011, BRFSS and CHAMP data collected in 2011 and later cannot be used to assess change from years prior to 2011.

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Surveillance Plan

- Developed by ad hoc Surveillance Committee of the Eat Smart, Move More NC Leadership Team
- Specified which data indicators – or data points – from BRFSS, CHAMP and YRBS to use to monitor progress on North Carolina's Obesity Prevention Plan 2007-2012
- Specified the most appropriate baseline year for each indicator


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Goals and Objectives of North Carolina's Obesity Prevention Plan 2007 - 2012

- Two policy and environmental change objectives (Goal 1)
- One weight status objective (Goal 2)
- Six healthy eating objectives (Goal 3)
- Two physical activity objectives (Goal 4)

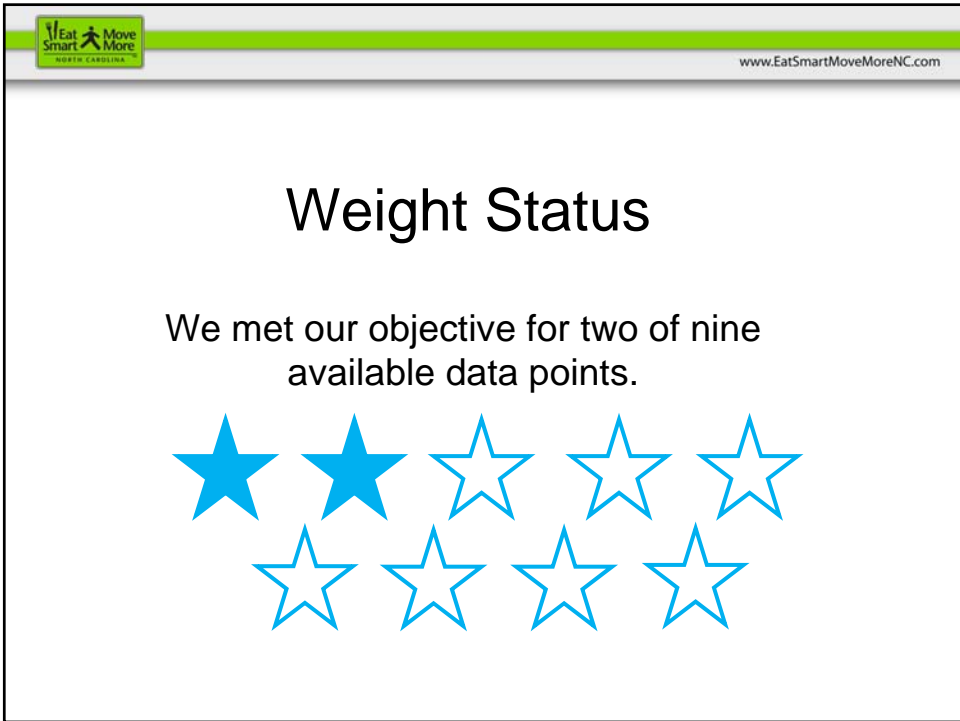
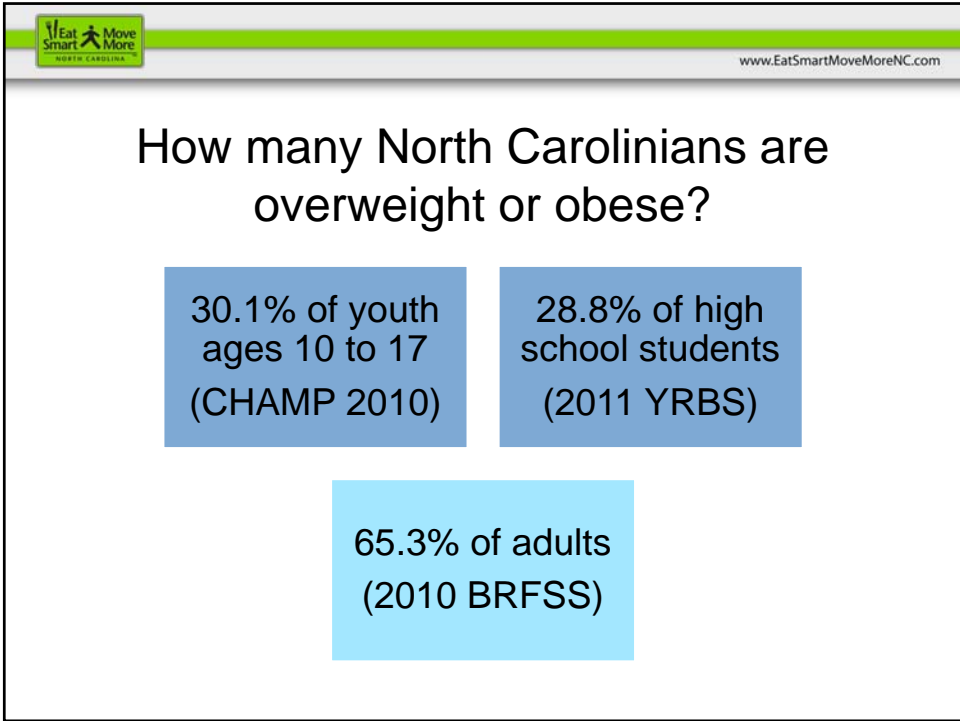
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Weight Status



Objective: By December 31, 2012, there will be no increase in the percentage of North Carolina adults, youth and children who are classified as overweight or obese.

(North Carolina's Obesity Prevention Plan 2007-2012, Goal 2)



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Weight Status

Youth Ages 10 to 17

Overweight
Obesity

Overweight and Obesity

High School Students


Overweight
Obesity

Overweight and Obesity

Adults

Overweight
Obesity

Overweight and Obesity

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Weight Status

Youth Ages 10 to 17

Overweight
Obesity

Overweight and Obesity

High School Students

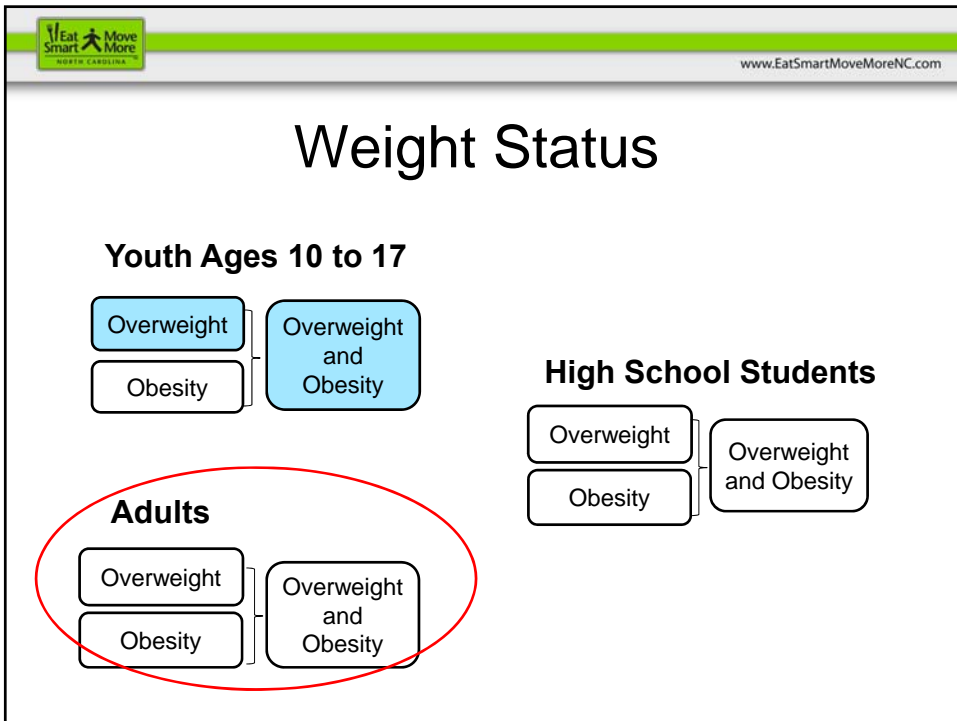
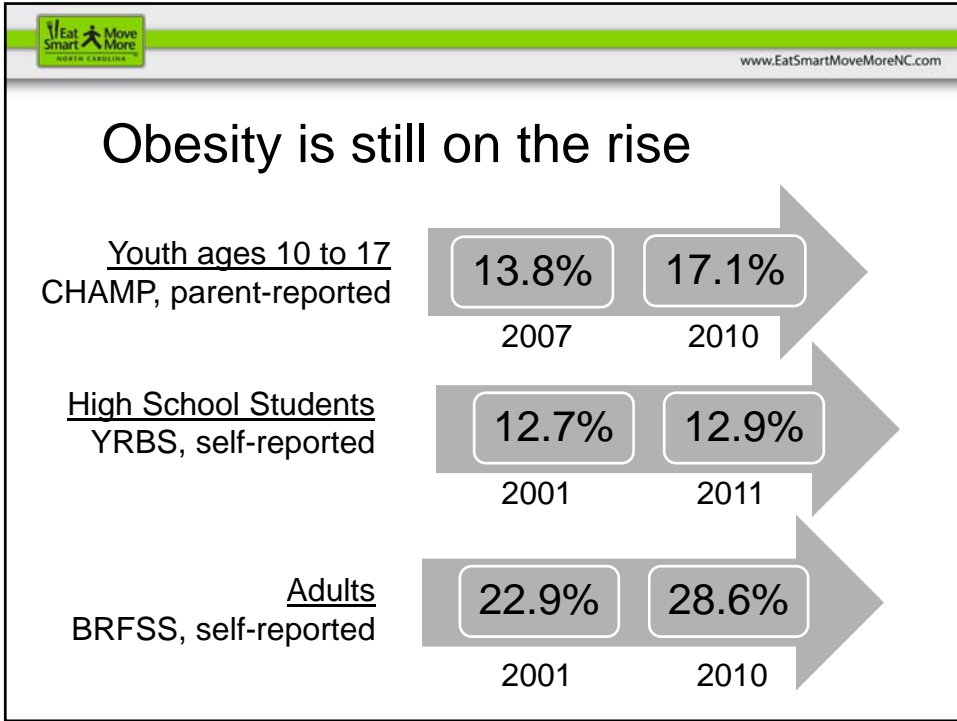
Overweight
Obesity

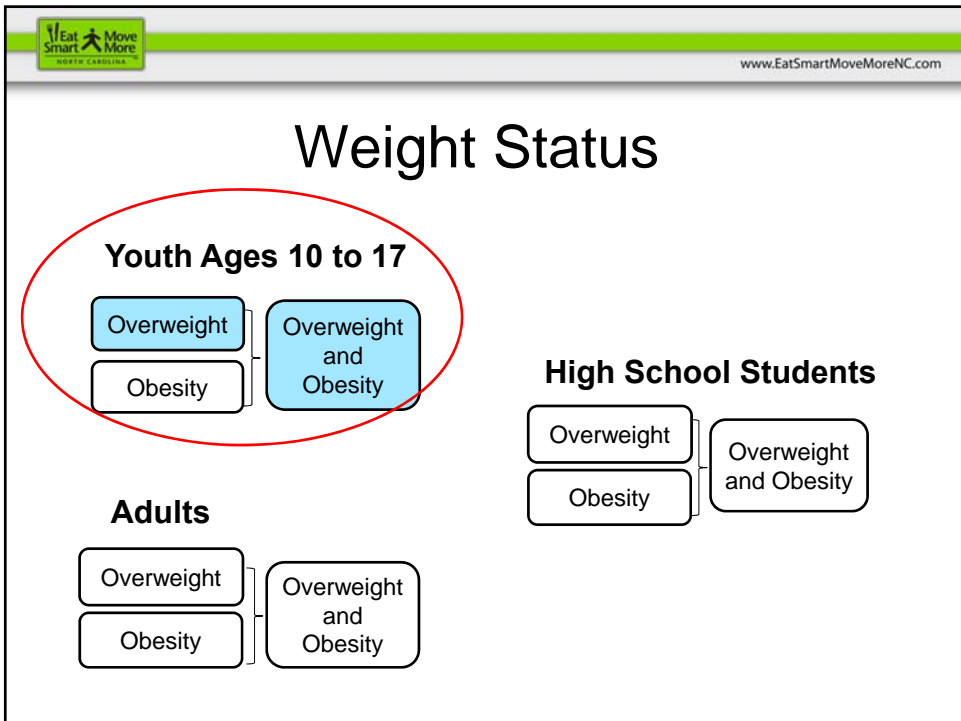
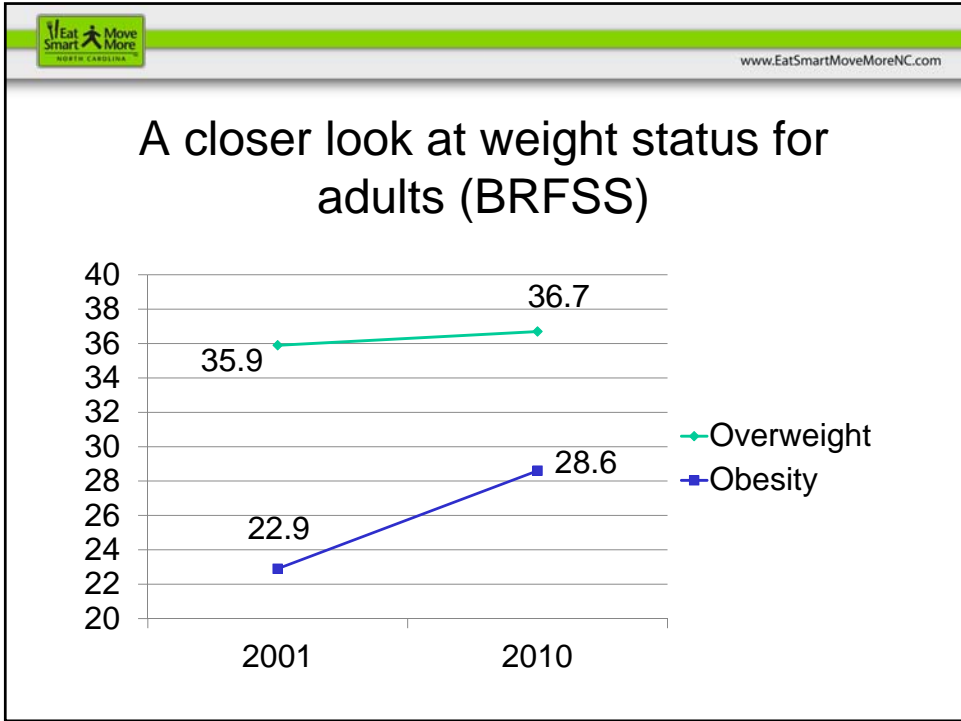
Overweight and Obesity

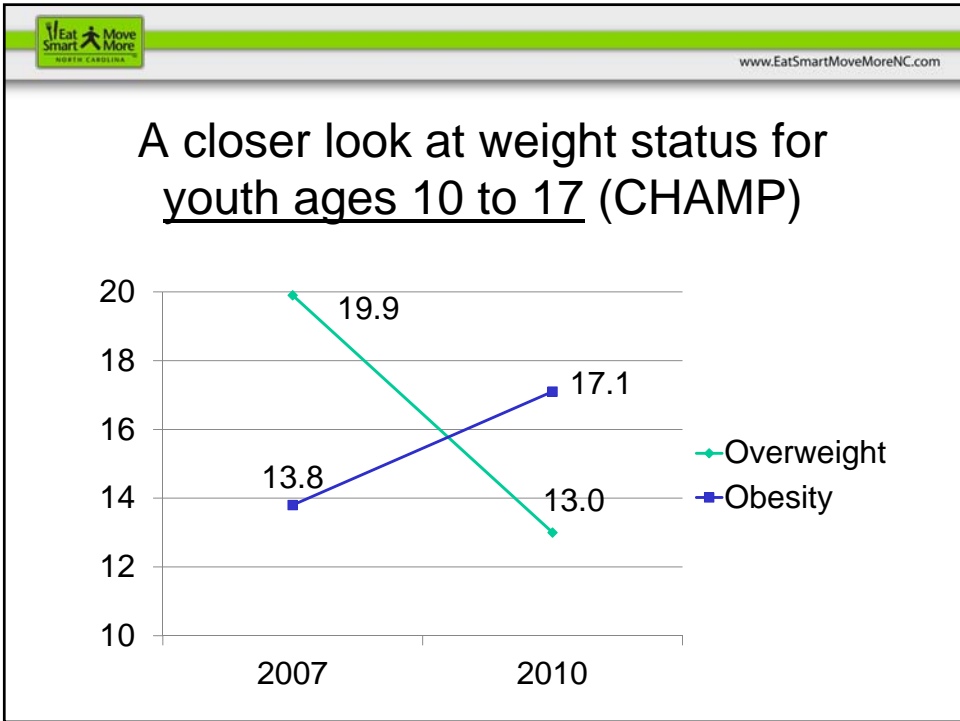
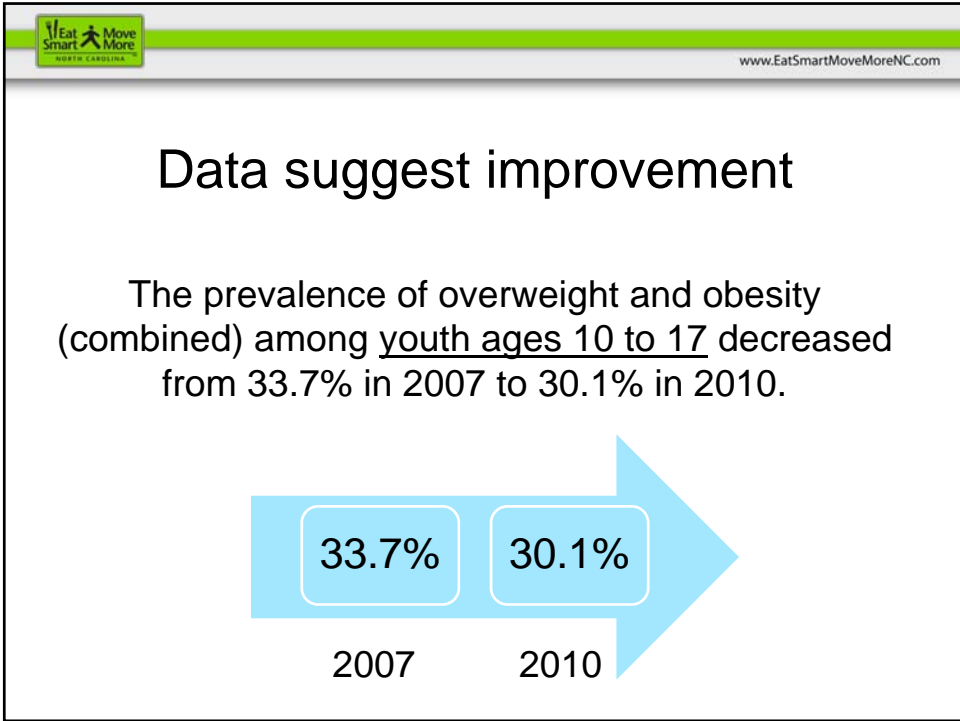
Adults

Overweight
Obesity

Overweight and Obesity









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Healthy Behaviors



- Fruits and vegetables
- Fast food
- Breastfeeding
- Meals at home
- Sugar-sweetened beverages
- Physical activity




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Two Types of Objectives

- Improve from baseline
 - By December 31, 2012, 14% more North Carolina adults, youth and children will consume five or more servings of fruits and vegetables each day.
- Reach a benchmark
 - By December 31, 2012, at least 52% of youth and children will participate in at least 60 minutes of physical activity every day.




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Fruits and Vegetables



By December 31, 2012, 14% more North Carolina adults, youth and children will consume five or more servings of fruits and vegetables each day.

(North Carolina's Obesity Prevention Plan 2007-2012, Goal 3, Objective A)



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Fruits and Vegetables

Percentage of adults who consume 5+ servings per day


2003	23.2%	2009	20.6%
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Percentage of children and youth who consume 5+ servings per day

2005	65.1%	2010	57.7%
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Percentage of high school students who consume 5+ servings per day


2003	17.8%	2011	19.4%
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Fast Food

By December 31, 2012, 25% fewer North Carolina children ages 2 to 17 will eat fast food three or more times per week.

(North Carolina's Obesity Prevention Plan 2007-2012, Goal 3, Objective D)




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Fast Food

Percentage of children and youth who eat fast food 3+ times per week

12.3%	12.8%
2005	2009





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Breastfeeding

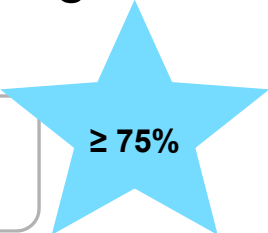
By December 31, 2012, the proportion of North Carolina infants who are breastfed will increase to 75% and the proportion of infants who are breastfed for at least six months will increase to 50%.


(North Carolina's Obesity Prevention Plan 2007-2012, Goal 3, Objective B)




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Breastfeeding

77.3% of children under age five were breastfed. (CHAMP, 2010) 



43.3% of children under age five were breastfed for at least six months. (CHAMP, 2009) 


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Meals at Home

By December 31, 2012, at least 70% of North Carolinians will prepare and eat their main meal at home at least five times per week.

(North Carolina's Obesity Prevention Plan 2007-2012, Goal 3, Objective E)


 


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Meals at Home

69.6% of households eat a main meal together that was prepared at home five or more times in a typical week. (CHAMP, 2010)

74.9% of adults eat a main meal prepared at home five or more days per week. (BRFSS, 2009)

 **≥ 70%**

 **≥ 70%**

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Sugar-Sweetened Beverages

By December 31, 2012, the percentage of North Carolina adults, youth and children who typically consume more than one 12-ounce serving of sugar-sweetened beverages per day will not exceed 50%.

(North Carolina's Obesity Prevention Plan 2007-2012, Goal 3, Objective F)



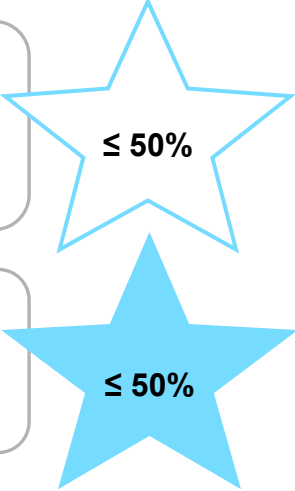


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Sugar-Sweetened Beverages


51.8% of high school students drink sugar-sweetened beverages one or more times per day. (YRBS, 2011)

35.7% children and youth who drink sweetened beverages more than one time per day. (CHAMP, 2010)



≤ 50%


≤ 50%

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Sugar-Sweetened Beverages (continued)

33.0% of adults drink sugar-sweetened beverages more than one time per day (BRFSS, 2009).



≤ 50%

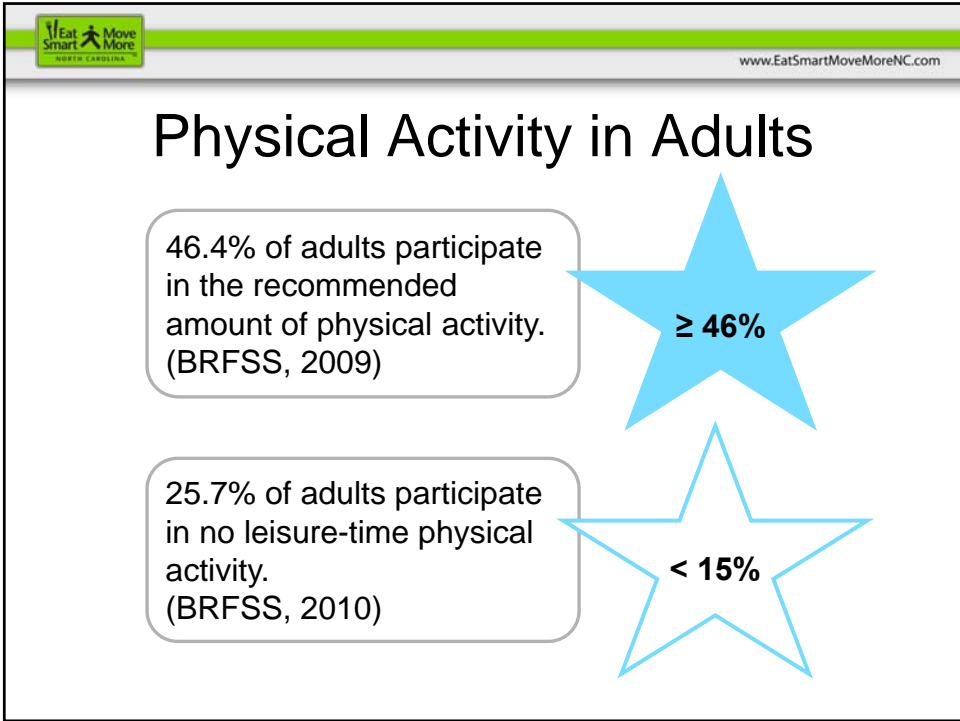
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Physical Activity in Adults

By December 31, 2012, at least 46% of adults will get recommended¹ amounts of physical activity each week and fewer than 15% will report no leisure-time physical activity.

(North Carolina's Obesity Prevention Plan 2007-2012, Goal 4, Objective A)



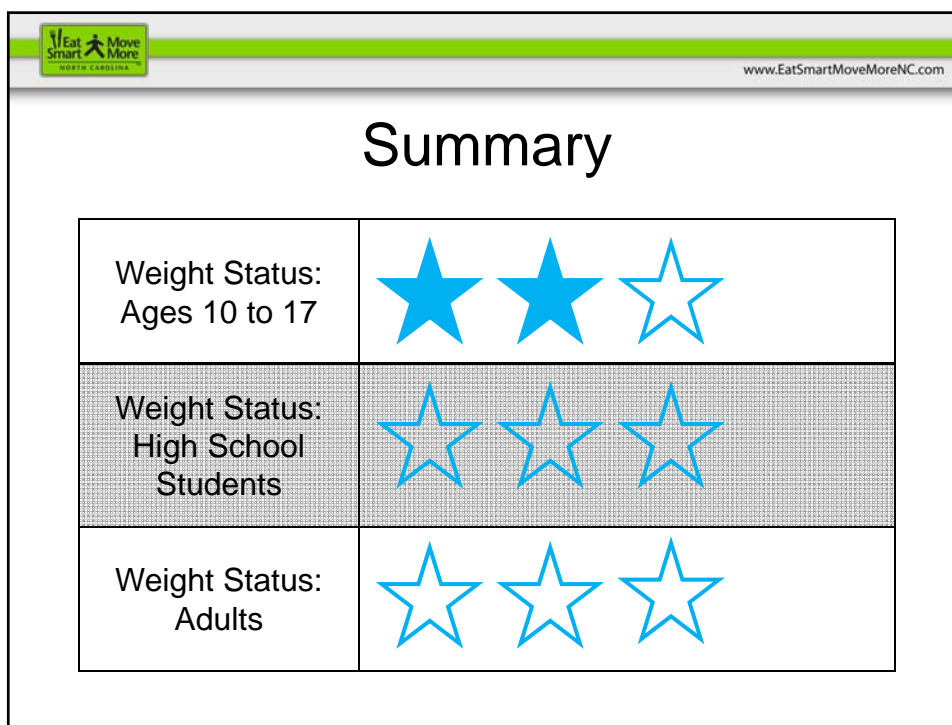
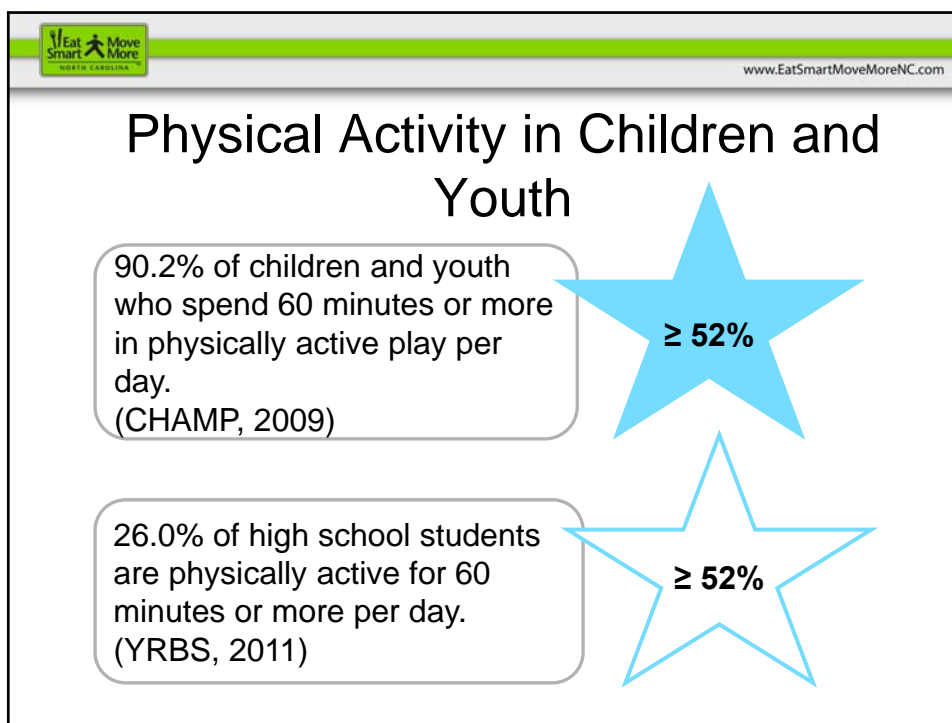
Physical Activity in Children and Youth





By December 31, 2012, at least 52% of youth and children will participate in at least 60 minutes of physical activity every day.




(North Carolina's Obesity Prevention Plan 2007-2012, Goal 4, Objective B)


★ ★

The infographic has a green header with the 'Eat Smart Move More NORTH CAROLINA' logo and the website 'www.EatSmartMoveMoreNC.com'. The main content is enclosed in a black border. It features a title, a goal statement, and a reference to the Obesity Prevention Plan. At the bottom, there are two blue stars and a photograph of two children roller skating on a paved path near a body of water.





	
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<h2>Summary</h2> <p>(continued)</p>	
Fruits and Vegetables	
Fast Food	
Breastfeeding	


	
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<h2>Summary</h2> <p>(continued)</p>	
Meals at Home	
Sugar-Sweetened Beverages	

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Summary

(continued)


Physical Activity in Adults	
Physical Activity in Children and Youth	

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Success Stories


Making it Easier to Eat Smart and Move More


Over thirty examples of how partners are putting obesity prevention strategies into action across North Carolina

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North Carolina Expanded Food and Nutrition Education Program

Through the classes taught between 2007 and 2011, the North Carolina Expanded Food and Nutrition Education Program reached 24,152 families with young children and 69,241 school-aged youth.



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Pinehurst Walks!

FirstHealth of the Carolinas convened a group of partners out of which was born the Pinehurst Walks! Initiative, including a one-quarter-mile greenway between a school and a park and a walking school bus program from the park to the school.

Now, an estimated 100 students walk to school each week, and the Pinehurst Elementary PTA has formed a walking school bus sub-committee to help sustain the program.



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Kids in Parks

As of November 2012, more than 650 individual Trail TRACKers had registered more than 900 trail adventures through this initiative of the Blue Ridge Parkway Foundation, the Blue Ridge Parkway and the Blue Cross and Blue Shield of North Carolina Foundation.



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Statewide Policy in Support of Breastfeeding

In July 2010, the North Carolina Division of Child Development passed a policy requiring all licensed child care centers and family day care homes to provide space, other than a bathroom, where a mother may breastfeed or express milk.





Joint Use Splash Park in Oxford

Oxford Planning, Engineering, Public Works, and Parks and Recreation Departments came together with Oxford Housing Authority to open a neighborhood splash park in May 2012 that is owned and operated by Oxford Housing Authority but is open to the public.

A Joint Use Agreement clarifies roles and responsibilities for the partners. The City provides in-kind water and sewer lines, as well as with the water for park operations.



Healthy Corner Stores

Pitt County now has four corner stores that are increasing access to healthy foods. The stores report a net profit between 30% and 32% from this initiative. The owners are optimistic and have many ideas about how to continue increasing access to quality, healthy foods, while making it financially viable as well.



Increasing Access to EBT at Farmers' Markets

Since 2009, Leaflight has helped 34 markets obtain USDA permits, equipment, supplies, training and financial support, transacting more than \$1 million on behalf of NC farms and farmers' markets.



Thank you