

Materials

- Four ads – (three flyers)
- Press Release
- Weekly newspaper articles on newsletter topics
- Worksite guide

Available at
www.EatSmartMoveMoreNC.com



What you can do

- Work with partners to promote
- Encourage groups to participate
- Participate yourself!



Don't let holiday pounds sneak up on you!



For more information:

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Policy / Advocacy Committee

Committee

- Chair: Dr. Dave Gardner
- Chair: Greg Griggs
- Laura Aiken
- Dr. Robert Blackburn
- Cara Crisler
- Dr. Carolyn Dunn
- Dr. Ellen Essick
- Michelle Futrell
- Dr. Stephanie Jilcott
- Jim Martin
- Lexie Nykamp
- Pam Seamans
- Julie Timm
- Betsy Vetter
- Staff: Jimmy Newkirk

Recent Accomplishments

- Policy Strategy Platform
 - Outlines 20 policies to include:
 - General and Legislative Actions
 - Cost
 - Sources (e.g., NC IOM Prevention Plan)
 - Evidence (reference summary)
 - Current Status
- Complete References



Policy Strategy Platform

- Located at:
 - www.eatsmartmovemorenc.com/PolicyStrategy/PolicyStrategy.html or just search within the ESMM website for the Policy Strategy Platform
 - Documents will be dated and most current version posted

Next Steps

- One page document for each policy strategy
 - Include material from Platform document plus success story and supporting references
- Stratification of policies
 - Identification of major “pieces” of policies to allow for prioritization and progressive approaches by advocates


Key Measures Committee Charge

- Select key indicators for measuring progress on Goal 1* of the ESMM Plan by June 2010.
 - Indicators are not expected to provide a comprehensive report on progress; they should provide key examples.
 - Set a goal for each key indicator for July 2009 - June 2010.
 - Identify the ESMM partner(s) responsible for reporting on each indicator.
- *Goal 1 of ESMM Plan: Increase healthy eating and physical activity opportunities for all North Carolinians by fostering supportive policies and environments.

Key Measures Committee Members


- Lori Carter-Edwards (Chair): Duke University Community Health
- Jenni Albright (Coordinator): PAN Evaluation & Surveillance, DPH
- Kevin Cain: John Rex Endowment
- Karen Luken, Chris Mackey: NC Office on Disability and Health
- Justin Moore: ECU School of Medicine
- Sharon Nelson: Statewide Health Promotion, DPH
- Richard Rairigh: Be Active NC, Inc.
- Rebecca Reeve: NC Healthy Schools, DPH
- Maggie Sauer: NC Medical Society Foundation
- Rose Ann Simmons: University Health Systems, ViQuest

CDC released 24 recommended obesity prevention strategies and measures in July 2009

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CDC Strategy #10: Discourage consumption of sugar-sweetened beverages

- CDC's suggested measure
 - Licensed child care facilities within the local jurisdiction are required to ban sugar-sweetened beverages, including flavored/sweetened milk, and limit the portion size of 100% juice
- Measures available for North Carolina
 - Percentage of middle and high schools that do not sell soda pop or fruit drinks that are not 100% juice
 - Percentage of middle and high schools that do not sell sports drinks
 - Percentage of hospitals that have implemented the Healthy Food Environment criteria established by NC Prevention Partners
 - Committee is exploring data available on child care in NC

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CDC Strategy #14: Increase opportunities for extracurricular physical activity

- CDC's suggested measure
 - The percentage of public schools within the largest school district in a local jurisdiction that allows the use of their athletic facilities by the public during non-school hours on a regular basis.
- Measures available for North Carolina
 - Percentage of schools that allow the use of their indoor physical activity or athletic facilities for community-sponsored classes or lessons outside of school hours or when school is not in session (*joint use agreements*)
 - Percentage of after-school programs adopting Move More standards for after-school physical activity established by After-School Collaborative
 - Committee is exploring other measurements for parks, trails, etc.

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We need your help

- Where can we find information about policies and environments...
 - that discourage consumption of sugar-sweetened beverages?
 - that increase opportunities for extracurricular physical activity?
- Please respond to electronic survey to tell us about the data you have in mind:
 - local or state level?
 - what setting?
 - what ages?
 - qualitative or quantitative?
 - who do we contact to learn more?

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Surveillance Committee Charge

- Develop an ESMM surveillance plan that:
 - Outlines key indicators to monitor ESMM Obesity Plan progress
 - Lists specific survey questions for existing surveillance systems
 - Addresses data gaps
 - Outlines how data will be shared

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Surveillance Committee Members

- Jenni Albright (Chair): PAN Evaluation & Surveillance, DPH
- Sarah Langer (Coordinator): PAN Project Coordinator, DPH
- Kathy Andersen: NSB Nutrition Consultant, DPH
- James Cassell: BRFSS Coordinator, State Center for Health Statistics
- Carolyn Dunn: Professor, NC State University
- Kelly Evenson: Research Associate Professor, UNC
- Nakisha Floyd: PANT Consultant, DPI
- Donna Miles: CHAMP Coordinator, State Center for Health Statistics
- Elizabeth Mizelle: Children and Youth Data Manager, DPH

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Initial Meeting: 11/05/09



- Review ESMM Executive Committee charge and decide on approach.
- Revisit ESMM Plan objectives and existing surveillance systems and reporting plans.
- Identify potential new data systems.
- Plan surveillance retreat for January.



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Upcoming Retreat: 01/13/10

- Discuss each ESMM Plan objective related to:
 - healthy eating
 - physical activity
 - healthy weight
- Review data sources and measures:
 - Are measures founded in current research?
 - What are the limitations of the data?
 - Could surveillance systems collect better data?
 - Do other sources offer relevant data?



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Contact Information

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