



Eat Smart, Move More Implementation Survey Results

March 9, 2009

Survey Timeline

- December 19, 2008 – Emailed survey to voting members
- January 16, 2009 – Initial deadline
- January 28 to 30, 2009 – Reminder phone calls
- February 2, 2009 – Final deadline

Survey Response Rate

- Survey was emailed to 58 voting members
- 50 of 58 responded
- 86% survey response rate

Survey Content

- Information about organizations
- Information about the implementation of specific strategies of *Eat Smart, Move More: NC's Plan to Prevent Overweight, Obesity and Related Chronic Diseases (ESMM Plan)*
- Information about efforts to support the goals of the *ESMM Plan*



About ESMM Leadership Team member organizations

Organizational Roles

Survey Question: Which of the following are roles of your organization?

Check all that apply.

To advocate	80%	(40)
To provide services or programs for the public	66%	(33)
To conduct research	40%	(20)
To support health professionals (professional organization)	38%	(19)
To provide grant funding	22%	(11)
Other	22%	(11)

Geographic Areas Served

Survey Question: In which of the following geographic areas does your organization aim to have an impact?

All of North Carolina	80%	(40)
Western North Carolina	2%	(1)
Central North Carolina	4%	(2)
Eastern North Carolina	4%	(2)
Specific county, district, region	14%	(7)
Other	4%	(2)

Settings Addressed

Survey Question: To what extent does your organization aim to impact each of the following settings?

Answer Options: Very much so; To some extent; Very little, if at all

Survey respondents who answered “Very Much So”		
Communities	78%	39
Healthcare	66%	33
Schools	66%	33
Worksites	46%	23
Preschools and/or Childcare	40%	20
Homes	40%	20
Faith communities	32%	16

Populations Served: Age Groups

Survey Question: To what extent does your organization's work address each of the following populations?

Answer Options: Very much so; To some extent; Very little, if at all

Survey respondents who answered “Very Much So”		
Infants	34%	(17)
Children	86%	(43)
Youth	78%	(39)
Adults	72%	(36)
Older adults	50%	(25)

Populations Served: Race/Ethnicity

Survey Question: To what extent does your organization's work address each of the following populations?

Answer Options: Very much so; To some extent; Very little, if at all

Survey respondents who answered "Very Much So"		
African American	84%	(42)
Hispanic/Latino	66%	(33)
American Indian/Alaska Native	40%	(20)

Other Specific Populations Served

Survey Question: To what extent does your organization's work address each of the following populations?

Answer Options: Very much so; To some extent; Very little, if at all

Survey respondents who answered “Very Much So”		
People in rural areas	78%	(39)
People in low-income households	78%	(39)
People with disabilities	40%	(20)

Implementation of the Strategies in
*Eat Smart, Move More: NC's Plan to
Prevent Overweight, Obesity and
Chronic Diseases*

Healthy Eating Strategies

- Increase access to community gardens and farmers' markets where fresh fruits and vegetables can be grown or purchased. **(21 organizations)**
- Increase access to a variety of affordable healthy foods in grocery stores and restaurants in all neighborhoods. **(16 organizations)**
- Work with farmers to increase the availability of fruits and vegetables that can be sold locally. **(12 organizations)**
- Assure that all public buildings have designated and appropriate space provided for women who are breastfeeding and for storage of breast milk. **(6 organizations)**

Increase access to community gardens and farmers' markets

- **Duke Community Health**

- Working with community groups and schools to increase access to fruits and vegetables, school and neighborhood gardens
- Through the Partnership for a Healthy Durham we are working on fruit and vegetable availability in stores and neighborhood gardens

- **The Healthy House**

- will be developing a sustainable garden for the kids

Increase access to community gardens and farmers' markets

- **FirstHealth of the Carolinas**
 - FirstHealth is committed to working to increase community and school gardens
- **Obesity Prevention Initiative (UNCW)**
 - building community gardens
 - establish community gardens at Wilmington Housing Authority developments and hopefully New Hanover County schools

Increase access to community gardens and farmers' markets

- **Inter-Faith Food Shuttle**
 - Community gardens
 - Mobile Farmer's Markets and pantries
 - comprehensive community health project in low income Wake Co. communities (including community gardens)
- **NC Fruits & Veggies Nutrition Coalition**
 - Support community gardens

Physical Activity Strategies

- Provide fun physical activities in after-school programs. **(20 organizations)**
- Compile and publicize a listing of existing facilities that provide safe, inclusive and affordable opportunities for physical activity in the community. **(17 organizations)**
- Display point-of-decision prompts (signs) by elevators or escalators that encourage people to use nearby stairs for health benefits or weight loss. **(14 organizations)**

Cross-cutting Strategies

- Create and support programs that teach behavioral skills to help participants incorporate physical activity and/or healthy eating into their daily routines. **(38 organizations)**
- Increase awareness of overweight/obesity prevention and treatment programs for adults and children. **(33 organizations)**
- Build social networks that provide supportive relationships for behavior change (e.g., walking groups). **(32 organizations)**

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Cross-cutting Strategies

- Engage community leaders as role models to promote healthy eating and physical activity. **(30 organizations)**
- Conduct a media campaign to promote healthy eating and/or physical activity. **(16 organizations)**

Survey results are available on
the ESMM Web site

www.EatSmartMoveMoreNC.com

me! Welcome

for you...

- About Us**
Our mission, vision, and partners
- News**
in Physical Activity and Nutrition
- Success Stories** to celebrate change in Eating Smart and Moving More
- NC's Plan** to prevent obesity and chronic disease
- Obesity Burden in NC** facts and statistics
- Key Behaviors** of Eat Smart, Move More NC
- Programs and Tools for change** for Eating Smart and Moving more
- Contact** listing of public health professionals by county
- Advertisements and press materials** tools and samples
- Funding** opportunities for North Carolina communities
- Data** Links to data sources and reports
- The Evidence** What works in obesity prevention

For simple solutions on how you can eat smart and move more visit our consumer site.
MyEatSmartMoveMore.com

Sign up to get our **free** monthly newsletter with tips and ideas to help you Eat Smart and Move More!
[Newsletter Subscription](#)
Privacy by SafeSubscribeSM

Need help finding something? Search our site using [Google™ Custom Search](#).

Discussions Discussions not available on <http://www.eatsmartmovemorenc.com/>

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About Us

Welcome to Eat Smart, Move More North Carolina, a statewide movement that promotes increased opportunities for healthy eating and physical activity wherever people live, learn, earn, play and pray.

We work to help communities, schools and businesses make it easy for people to eat healthy food and be physically active. We also encourage individuals to think differently about what they eat and how much they move, and to make choices that will help them feel good and live better.

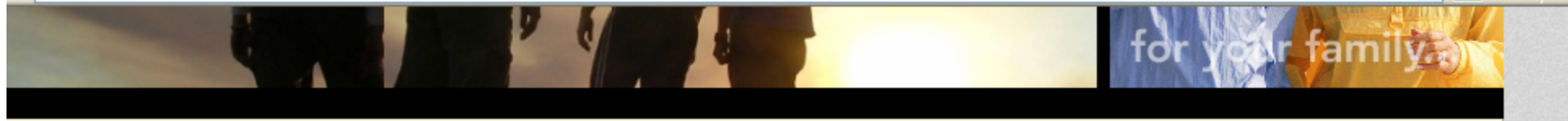
Eat Smart, Move More NC is guided by the work of the [Eat Smart, Move More NC \(ESMM\) Leadership Team](#), a multi-disciplinary team comprised of statewide partners working together to increase opportunities for healthy eating and physical activity.

Our Vision

"The shared vision among the many [partner organizations](#) is a North Carolina where healthy eating and active living are the norm, rather than the exception."

Our Mission Statement

"The mission of Eat Smart, Move More NC is to reverse the rising tide of obesity and chronic disease among North Carolinians by helping them to eat smart, move more and achieve a healthy weight."



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ESMM Leadership Team

The ESMM Leadership Team works to change policies, practices and environments to make eating smart and moving more possible for all North Carolina citizens. The multi-agency partnership oversees the implementation of the Eat Smart, Move More NC movement guided by Eat Smart, Move More: North Carolina's Plan to Prevent Overweight, Obesity and Related Chronic Diseases.

The organizational structure of the ESMM Leadership Team includes an [Executive Committee](#), which oversees the activities of the team, and three committees that guide the activities of Eat Smart, Move More NC. The three committees are the Advocacy Committee, the Communications Committee, and the Implementation Committee.

The following documents guide the work of the ESMM Leadership Team:

- [Bylaws](#)
- [Policies and procedures](#)

ESMM Leadership Team Survey Results

In May 2008, the ESMM Executive Committee conducted a survey of the ESMM Leadership Team voting members to assess the Leadership Team's collaborative strength and to gather input and suggestions related to meeting format and organizational structure. [This is a summary of the survey results](#). For more detailed results or a copy of the survey instrument, contact Jenni Albright at jenni.albright@ncmail.net.

From December 2008 – February 2009, the ESMM Executive Committee conducted a survey of the ESMM Leadership Team to collect information on the efforts of member organizations to support *Eat Smart, Move More: North Carolina's Plan to Prevent Overweight, Obesity and Related Chronic Disease*. For survey results, [click here](#). Please contact Jenni Albright at jenni.albright@ncmail.net with questions.

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Thank you