



## Eat Smart, Move More NC Leadership Team Quarterly Update

June 2012

### Eat Smart, Move More North Carolina Newsletter



#### Message from the Chair

Dear Eat Smart, Move More NC Member:

We have an exciting meeting next week. We will be hearing from Kids in Parks, a project of the Blue Ridge Parkway Foundation and the North Carolina Sustainability Local Food Advisory Council. In addition, we will learn more about the process of developing North Carolina's new Obesity Prevention Plan: *North Carolina's Plan to Address Obesity: Healthy Weight and Healthy Communities 2013-2020*. The statewide review of the plan will be held from June 11- 25th. We will be holding two virtual town hall meetings for individuals across the state to be able to learn more about the development process for the plan and to provide input into how the plan can use used across the state. The meetings will be held on June 13th and 15th, see the article below for more information and to register.

On October 14 - 16 North Carolina will play host to the 6th Southern Obesity Summit. The Southern Obesity Summit (SOS) is the largest regional obesity prevention event in the United States, drawing hundreds of participants from the 16 Southern States. The three-day conference offers networking opportunities, fast paced breakout sessions, workgroup meetings, and plenary sessions that will focus on cross-state collaboration, best practices and youth leadership in obesity prevention. To register, or for additional information, visit: [www.southernobesitysummit.org](http://www.southernobesitysummit.org),

You can download highlights from previous Leadership Team meetings

#### Next Meeting

Date: Thursday  
June 14, 2012  
Time: 1:00 - 3:30

Place: NC Medical  
Society  
Foundation

#### 2012 Leadership Team meetings - Save the Dates!

Tuesday Sept. 18th

Friday Dec. 7th

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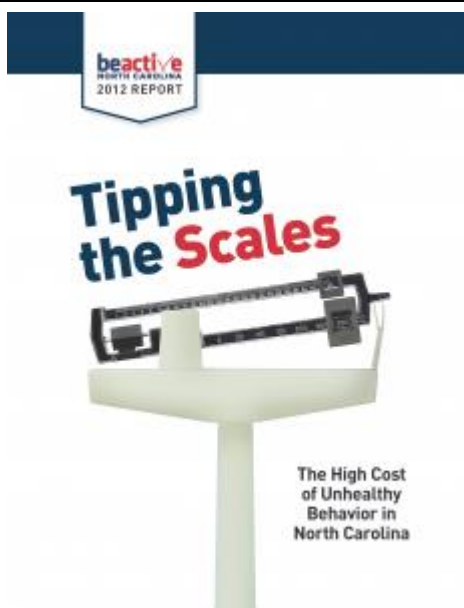
and information for upcoming meetings at:  
[www.eatsmartmovemorenc.com/AboutUs/Meetings.html](http://www.eatsmartmovemorenc.com/AboutUs/Meetings.html).

I look forward to seeing you next week.

Sincerely,

Dave Gardner, Chair  
Eat Smart, Move More NC Leadership Team

## Cost of Unhealthy Behavior in NC Tops \$53 Billion



Chronic conditions in adults and children linked to physical inactivity and unhealthy lifestyles cost North Carolina almost \$54 billion in 2010. According to Be Active North Carolina's 2012 Tipping the Scales: The High Cost of Unhealthy Behavior in North Carolina, that price tag will top \$67 billion in 2015 if current trends persist. Be Active NC has published the report since 1997, which highlights the high cost of diseases and conditions that can be largely prevented.

The costs associated with adult obesity amounted to more than \$17.6 billion alone. The total cost is actually down slightly from the \$58 billion discussed in the last Be Active analysis; unfortunately, this is due to higher unemployment and a change in the way accepted worker productivity costs are calculated.

Some good news did emerge from the report. Between 2005 and 2009, the number of adults who are physically inactive decreased, as did those who smoke. These improvements are significant because smoking is a known public health hazard, and physical inactivity is linked to virtually every chronic health condition.

### Finals

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### Quick Links

[Eat Smart, Move More,  
NC Leadership Team](http://www.eatsmartmovemorenc.com/AboutUs/Meetings.html)

## Pediatric Healthy Weight Summit



The planning committee for the East Carolina University (ECU) Pediatric Healthy Weight Summit invites abstract submissions for presentation at its 8th annual meeting to be held at the East Carolina Heart Institute in Greenville, NC on Friday, November 2, 2012.

The theme of this year's summit is "Movement Matters: Physical Activity for the Prevention and Treatment of Childhood Obesity and Its Co-Morbidities." One session will focus on research projects that examine how physical activity is used to prevent or treat obesity co-morbidities in a pediatric population. Abstracts are now being accepted for this session and a poster session.

To download a copy of the abstract submission form or learn more about the summit, visit the ECU Pediatric Healthy Weight Research & Treatment Center website at <http://www.ecu.edu/cs-dhs/pedsweightcenter/summits.cfm>. **All abstracts are due on Friday, June 29th.**

## 6th Annual Southern Obesity Summit



**October 14-16, 2012**  
**Charlotte, North Carolina**

The Southern Obesity Summit (SOS) is the largest regional obesity prevention event in the United States, drawing hundreds of participants from the 16 Southern States consisting of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia. Together, these states are joining forces to fight obesity.

\* 400 participants from 16 southern states will convene to publicize effective and emerging obesity prevention and reduction practices in the region and energize grassroots efforts in each state.

\* Youth from across the 16 states will come together to identify

effective strategies, share experiences and provide their perspective on creating environments to support eating healthy and being active.

\* Attendees will consist of policymakers, leaders from community based organizations, federal and state government officials, health care providers, youth and members from national and state associations.

\* SOS is a great opportunity for regional partnering and provides each state access to technical assistance through learning collaborative.

\* The three-day conference offers networking opportunities, fast paced breakout sessions, workgroup meetings, and plenary sessions that will focus on cross-state collaboration, best practices and youth leadership in obesity prevention.

The Southern Obesity Summit began with seed capital from the Robert Wood Johnson Foundation as a spinoff project of the Southern Rural Access Program, a seven-year initiative to improve access to care. The Southern Rural Access Program's National Advisory Committee was led by Regina Benjamin, MD, MBA, the current Surgeon General of the United States. Texas Health Institute (THI) and Arkansas Center for Health Improvement (ACHI) partnered to put on the inaugural SOS in Little Rock in 2007. Since Little Rock, SOS has been held in Birmingham, AL (2008); Austin, TX (2009); Atlanta, GA (2010) and New Orleans, LA (2011).

To register, or for additional information, visit:

[www.southernobesitysummit.org](http://www.southernobesitysummit.org),

or contact Stephanie Ondrias at 512-279-3920

or [sondrias@texashealthinstitute.org](mailto:sondrias@texashealthinstitute.org).

Follow us on Twitter at: [twitter.com/SouthernObesity](https://twitter.com/SouthernObesity)

"Like us" on

Facebook: <https://www.facebook.com/SouthernObesitySummit>

## Build Your Team At Senior Games State Finals!

North Carolina Senior Games



Here are two great examples of agencies taking advantage of volunteering for Senior Games State Finals as a team building exercise. Both volunteered in 2011 and have already signed up for 2012.

First, the Sales and Marketing Proposal Team for Blue Cross and Blue Shield of North Carolina. Lisa Tilley from the team says "Blue Cross and Blue Shield of North Carolina (BCBSNC) is proud of its long tradition of corporate citizenship and commitment to improving the health and well-being of North Carolinians through employee volunteer programs. At BCBSNC, we believe that we have a responsibility to the communities in which we work and live. In 2011, our team volunteered at the NC Senior Games State Finals in the Shot Put event. After spending a day with these seniors, it was hard not to be motivated and inspired. Not only did the participants show tremendous strength and fitness, they showed motivation and spirit. We felt it an honor to encourage them and support their efforts to stay healthy and active."

In addition, the documentation team at Allscripts Healthcare Systems is a group who knows the value of lending a hand. Colleen Hoetjes explains, "We help each other and work as a true team every day at work. We want

to carry that sense of teamwork out into the community. We volunteered in 2011 at the North Carolina Senior Games and had more fun than the participants! They taught us what dedication, perseverance and pride was all about. Really an amazing experience. Allscripts has a history of giving back to the community in many ways and the documentation team is no exception. We are coming back to the North Carolina Senior Games to have fun, volunteer our time and receive as much as we give."

To volunteer for State Finals with your club, colleagues or family sign up on the [volunteer page](#) of the Senior Games website or call 919-851-5456 to discuss specific activities for your team.

## North Carolina's New Obesity Prevention Plan - Virtual Town Hall Meetings

You are invited to join a virtual Town Hall Meeting to learn more about *North Carolina's Plan to Address Obesity: Healthy Weight and Healthy Communities 2013-2020*. During the meeting, participants will learn about the background on the state plan including the development process and science behind the plan. In addition, participants will have the opportunity to provide feedback into what it will take to implement North Carolina's new Obesity Prevention Plan.

There will be two Webinars: June 13th from 10:00- 11:00 a.m. and June 15th from 2:00 - 3:00 p.m. The same information will be covered on each Webinar. Registration is required. You can register using the links below. After registering you will receive a confirmation email containing information about joining the Webinar. Please note the system requirements at the end of the article. If you have any questions you can contact Lori Rhew at [Lori.Rhew@EatSmartMoveMoreNC.com](mailto:Lori.Rhew@EatSmartMoveMoreNC.com).

Wednesday, June 13th, 10:00 - 11:00 a.m.

Click here to register: <https://www3.gotomeeting.com/register/775605454>

Friday, June 15th, 2:00- 3:00 p.m.

Click here to

register: <https://www3.gotomeeting.com/register/383349614>

### System Requirements

PC-based attendees

Required: Windows® 7, Vista, XP or 2003 Server

Macintosh®-based attendees

Required: Mac OS® X 10.5 or newer



## Teaching Healthy Living through Healthy Experiences



When Sterling Elementary joined the Alliance for a Healthier Generation's Healthy Schools Program and physical education teacher Anne Sluder came to the first workshop, she started to hear about how other schools were tapping into community resources to provide extra opportunities for their students. Sluder said that the Healthy Schools Program action planning process made her more confident that she could be successful - although she has always wanted to promote a healthier school, now she had the tools to recruit other people and to delegate responsibilities.

This year, Sluder set out to provide experiential wellness opportunities for her students and staff by connecting with community resources. The local YMCA community center offered to manage a fitness challenge for the staff. Second graders at Sterling are also visiting the YMCA to participate in a program called Swim in School. Third graders are being introduced to golf and a new afterschool golf program now has 17 students participating. The school has invited a local dietician to speak to the students and it has opened up the gym one morning a week before school and one day a week after school for free play. Sluder received a Fuel Up to Play 60 grant which has helped her purchase fruits and vegetables for taste tests. Classes are taking turns holding taste tests on "Wellness Wednesdays" and the highlighted fruits and vegetables of the week are shared with all on the closed circuit television program. She tries to select items that may be new to her students such as papaya and edamame.

Sluder recently took second and third graders on an active field trip to attend a lesson on healthy eating provided by a student at Johnson and Wales, a local culinary program. Then the students attended a yoga class at a new fitness studio called Flex and Fit, which provides fitness programs and healthy cooking classes for adults and is opening its doors for local schools. Sluder believes that her students benefit from having these kinds of experiential learning opportunities. "It's real, it's authentic- it's not just in the classroom. They can see it and feel it," she said.

## Parents and Staff Brought Together By Basketball



After joining the Alliance for a Healthier Generation's Healthy Schools Program and completing its action plan, Idlewild Elementary School decided it wanted to increase opportunities for staff wellness. As planning got underway, this idea to help staff started to grow into a larger vision- to increase parent involvement, provide physical activity opportunities for staff and create a healthy fundraiser for the school through the game of basketball.

The teacher-parent basketball game at Idlewild was held in January and the school recruited 15 staff members and more than 30 parents to play against each other. The staff members were so determined to do their best that they started practicing weeks in advance- two days per week for about two hours each time. Fifth grade teacher and coach of the staff team Rob Hayden said, "This was the best organized and professionally run elementary school basketball game I have ever seen. We had a lot of fun and raised \$800 to purchase additional PE and recess equipment! We're going to do it again next month and are going to keep practicing."

On game day students' eyes lit up when they walked down the hall and saw their teachers in yellow t-shirts that said, "Ballin Eagles." Teacher assistant Asa Caldwell said, "It's so funny how adults are viewed by kids. Adults don't have fun? Well, since the game I have been motivated to be more active and I am looking forward to the next game. The basketball game brought out the youth in me!"

"We are very excited to find an event that has motivated our entire school community to become more physically active and health conscious," said Dr. Patricia Smith, physical education teacher and chair of the school wellness council. Her team used the Alliance's Product Navigator to select healthy snacks and beverages to sell at the game and they did a survey to collect student input. "The next game will also feature a student tournament so everyone can be involved."

Cheerleading coach Kawana Heggins was thrilled that her students had an

event to cheer for, since recent funding cuts had eliminated the cheerleading program at the school. "Personally this game brought back fond memories of the girls working together as a team and being motivated to do something they love. In regards to health, the basketball game motivated a lot of people to eat healthier and exercise on a regular basis. If you take care of your health you will have a longer, healthier life. Who doesn't want to live longer?"

Word of Idlewild's basketball success has already spread to other Healthy Schools Program schools across North Carolina. A physical education teacher from Wilmington has reached out to Smith for more details so they can replicate the event. According to Smith, "The Healthy Schools Program helped our school health team to specifically identify our school health goals as well as provided ideas and resources to help us organize an event that will be offered twice a year for the entire school community; staff, parents and students."

## North Carolina's 2007-2012 Obesity Prevention Plan Final Report

Believe it or not, it is time to begin compiling the final report for North Carolina's 2007-2012 Obesity Prevention Plan. The report will feature success stories from across the state.

Would you consider sharing a success story from your organization or agency to be featured in the report? Do you have recommendations of other organizations or agencies whose work should be highlighted?

Please email your ideas to [Cameron Graham](mailto:Cameron.Graham@camerongrahamconsulting.com) (Cameron@camerongrahamconsulting.com, 919.623.4472), who will be leading the effort to compile success stories for the final report. Thank you in advance for sharing your ideas!

## NCCHW Funds Grants for Faculty and Undergraduate Research



The North Carolina Center for Health and Wellness (NCCHW) is supporting four grants for UNC Asheville faculty and undergraduate research. Each project emphasizes a primary prevention approach and project goals are clearly tied to the NCCHW's focus areas of healthy aging, worksite wellness, and healthy weight for children, youth and young adults. Through these grants, the NCCHW will provide funding to 15 faculty members and involve 16 student researchers from UNC Asheville.

The project titled, "Proprioception, Balance, and Fall Risk in Older Adults" has been awarded one of the four and will be headed by Dr. Jason Wingert of the Health and Wellness Department and Dr. Patrick Foo of the Department of Psychology. They have partnered with The Council on Aging of Buncombe County and Project E.M.M.A. to help conduct their research. The project will investigate underlying mechanisms of falling and share evidence-based fall prevention strategies and workshops with



community partners engaged in senior wellness. The 2012 grant is the continuation of a two-year project which developed methodology, collected data for 55 participants, worked with numerous community groups and trained undergraduate researchers with the goal of promoting healthy aging. Over the past two years, the team has identified significant declines in proprioception ability on both joint position sense and kinesthesia of the hip in the older compared to younger adults.

The second funded grant will evaluate the impact of experiential food education on knowledge and attitudes about healthy eating nutrition and on changes in individual eating behavior. The project is titled, "The Effect of Experiential Food Education Programs Involving Healthful Cooking on Knowledge and Attitudes about Healthy Eating and Eating Behavior in Teens, Young adults and Worksite Wellness Participants and will be run by Dr. Amy Lanou and Dr. Keith Ray of the Health and Wellness Department. They will have community involvement from Kids at Work!, T.H.E. Center for Disordered Eating and UNC Asheville's Workplace Wellness Program. The researchers hope to find an effective way for individuals to make a transition into a whole food plant-based diet, and maintain this lifestyle habitually to demonstrate health benefits.

The NCCHW has also awarded Dr. Russell Clayton, Dr. Brian Shaffer and Dr. Michael Stratton from the Department of Management and Accountancy as well as Dr. Leah Greden Mathews from the Department of Economics and Ellen Garrison from the Health and Wellness Department a grant researching, "Physical Activity as a Protective Buffer Against Work-Family Conflict: A Follow-Up Investigation Utilizing an Exercise Intervention." The project will test for the impact of exercise on employees' perception of work-family conflict. They hope to increase awareness of the importance of exercise in workplace wellness programs and disseminate the results of the project to the Asheville community in addition to the broader academic community. The group will be offering volunteer consulting to local business leaders on the benefits of workplace wellness. Also, participants in the program will be offered post-study consulting from a certified personal trainer and health and wellness coach.

Additionally, a grant award has been given to Dr. Ameena Batada from the Health and Wellness Department, Ellen Bailey from the Department of Foreign Languages, and Dr. Evelyn Chiang and Dr. Melissa Himelein from the Department of Psychology. The group will be researching, "Children's Participation in Organized Physical Activity: Racial/Ethnic and Gender Differences." They have partnered with the Asheville Buncombe Youth Soccer Association (ABYSA) and the YWCA of Asheville to drive organizational programs and policies. Their objectives are to examine three inter-related factors influencing children's and parent's decisions to enroll children in organized physical activity. The three factors being researched are motivation to exercise, intervention type and components and perceptions of social norms around physical activity. The group plans to investigate how these factors relate to one another and how they vary by gender and ethnicity across ethnic and other groups.

The NCCHW will designate \$20,000 to each group for their research which comes from funds provided to the NCCHW by the BlueCross BlueShield of North Carolina Foundation. Each project will benefit from the expertise of faculty, staff and students from different disciplines and perspectives. Projects will offer students an opportunity to develop meaningful research skills and to participate in research presentations and publications.

For more information on the N.C. Center for Health and Wellness please visit their website at [ncchw.unca.edu](http://ncchw.unca.edu).

## Crocs Cares About Healthy Habits



The Alice Aycock Poe Center for Health Education (Poe Center) will once again provide two, week-long sessions of our Healthy Habits Camp to eligible rising 1st through 5th grade students in June and July of 2012!

Up to 70 campers will explore the importance of regular physical activity, proper nutrition, general healthy habits and summertime safety at Poe's Sunnybrook Road facility in Raleigh. Fun activities include arts and crafts, a vegetable parade, a water day and plenty of time at Poe's fully accessible, health education playground: the PlayWELL Park.

While new and returning campers will receive the Healthy Habits Camp experience of years past, this summer will welcome a new and exciting treat. Crocs Cares, a division of Crocs, Inc., has donated a pair of the Classic Crocs shoes to all Healthy Habits Campers!

Crocs Cares has donated over 2.6 million pairs of shoes in over 40 countries worldwide, to individuals who may not otherwise have a pair.

Also new to the Healthy Habits Camp this year is Senior Nutrition Health Educator, Julie Messina, M.A. Originally from Maryland and a graduate of Elon University, Julie has recently returned to the U.S. with her husband, Martin, and their cat, Chorley, after working on a British initiative to get people walking.

Since joining Poe, Julie has led Poe's Health Educators in planning for this year's Healthy Habits Camp. For more information on our programs, please visit: [www.poehealth.org](http://www.poehealth.org).

## Eat Smart, Move More, Weigh Less Works for State Health Plan Members!



Eat Smart, Move More, Weigh Less is a 15-week weight management program proven to work.

Through the NC HealthSmart initiative, the State Health Plan began offering the Eat Smart, Move More, Weigh Less program to members at their worksites in 2009, and online in 2011. Both the response to and results from the program have been outstanding. To date, 291 classes have been conducted, serving 5,344 members with a 70 percent graduation rate (attended 10 of 15 classes) and a total weight loss of 19,453 pounds. Currently, 29 classes with 460 members are in session. Analysis of the 217 on-site classes between August 2009 and August 2011 found a decrease in obesity and hypertension and an increase in normal weight and blood pressure among participants. Program satisfaction topped 90 percent and most participants reported enrolling to lose weight or better manage a health condition. Another survey of graduates found 74 percent of the 174 respondents had maintained or lost more weight six months after the program ended. Initial findings show online and on-site classes reporting similar outcomes. We appreciate your support in promoting this successful program to Plan members statewide.