



Eat Smart, Move More NC Leadership Team Quarterly Update

September 2012

Eat Smart, Move More North Carolina Newsletter



Message from the Chair

Dear Eat Smart, Move More NC Member:

We look forward to hosting the September 18th Leadership Team meeting at Vidant Health in Greenville at the East Carolina Heart Institute Education & Technology Conference Center at East Carolina University. The physical address is 115 Heart Drive, Greenville, NC. We will be broadcasting this meeting via webinar, you can read more about how to access this webinar in the article below.

During the meeting we will hear about the work being done in Pitt County to make healthy eating and physical activity the easy choice through Take Step Two. We will also get an update on the work being done by the Eat Smart, Move More NC Policy Committee and on North Carolina's new Obesity Prevention Plan: *North Carolina's Plan to Address Obesity: Healthy Weight and Healthy Communities 2013-2020*.

You can download highlights from previous Leadership Team meetings and information for upcoming meetings at: <http://www.eatsmartmovemorenc.com>

I look forward to seeing you next week.

Sincerely,

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

Next Meeting

Date:
Tuesday,
September
18, 2012
Time:
1:00 - 3:30

Place: East
Carolina
Heart
Institute
Education
and
Technology
Conference
Center,
Greenville,
NC

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

Friday,
Dec. 7th

Join September 18th Leadership Team Via Webinar

The September 18th Leadership Team Meeting is available via webinar.

To register for this meeting, please follow the instructions listed below:

1. Go to:

<https://vidanthealth.webex.com/vidanthealth/j.php?ED=197501872&RG=1&UID=0&RT=MiMxMQ%3D%3D>

2. Register for the meeting.

Once the host approves your request, you will receive a confirmation email with instructions for joining the meeting.

Note: If you already registered for this meeting, you do not need to register again.

To view in other time zones or languages, please click the link:

<https://vidanthealth.webex.com/vidanthealth/j.php?ED=197501872&RG=1&UID=0&ORT=MiMxMQ%3D%3D>

For assistance:

1. Go to <https://vidanthealth.webex.com/vidanthealth/mc>

2. On the left navigation bar, click "Support".

You can contact me at:

myroupe@vidanthealth.com

The playback of UCF (Universal Communications Format) rich media files requires appropriate players. To view this type of rich media files in the meeting, please check whether you have the players installed on your computer by going to

<https://vidanthealth.webex.com/vidanthealth/systemdiagnosis.php>.

<http://www.webex.com>

Fit Community Final Case Studies

June 30, 2012 marked the completion of the six-year Fit Community initiative. Fit Community, launched and funded by the Health and Wellness Trust Fund and, more recently, by the NC Division of Public Health, focused on increasing access to opportunities for physical activity and healthy eating through a comprehensive approach to community change in municipalities and counties across North Carolina. To commemorate the work of partnerships across the state - all of which generated sustainable changes to community health - Active Living By Design, which served as the Fit Community technical assistance team, developed Creating healthy places to live, work and play across North Carolina. This culminating report summarizes, in a case studies format, the range of accomplishments and collective lessons learned from the program. It also highlights a variety of strategies that were implemented across a range of communities and settings, such as shared-use policies for parks, recreation and trail facilities; walk to school initiatives; pedestrian and bicycle infrastructure improvements such as lane markings, lighting and other safety features; school and community gardens; and worksite policies,

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programs and incentives that increased access to opportunities for active living and healthy eating. Over the life of the initiative, 38 municipal- and county-based partnerships each received \$60,000 for two years. In addition, 27 communities received Fit Community designation status; of these, one-third of them were recognized more than once.

The Fit Community Case Studies provide a rich array of stories and lessons learned that can be used by community partnerships, funders and technical assistance providers engaged in similar work across the state and the nation. The partnerships highlighted in the case studies include designees and grantees focused on community, school or work sites in rural, suburban and urban areas, such as the Town of Faison and Pitt County, the Cities of Burlington and Mt. Airy, and the City of Greensboro and Mecklenburg County. The case studies also offer a variety of helpful resources from featured Fit Community grantees and designees.

Active Living By Design, part of the North Carolina Institute for Public Health at the UNC Gillings School of Global Public Health, is grateful to the many Fit Community applicants, grantees and designees for their collaboration and commitment to creating healthier communities and a healthier North Carolina. Their visions, stories and accomplishments are inspiring. While the Fit Community initiative is ending, it leaves a proud legacy across the state!

The report can be accessed and downloaded from the Active Living By Design website at http://activelivingbydesign.org/fit_community_final_case_studies. Please contact Casey Allred at casey_allred@unc.edu or 919-843-3076 to request hard copies of the report.

Quick Links

[Eat Smart, Move More, NC Leaders hip Team](#)

It's a great time to be 55 or better!

North Carolina Senior Games



RALEIGH - North Carolina gears up for State Finals 2012 as North Carolina Senior Games (NCSG), the statewide senior olympic program for adults 55 years of age and better, prepares to celebrate the largest State Finals in its' history! From September 24th - 30th, join in and experience the sights, sounds and celebration as NCSG hosts the 28th Anniversary State Finals 2012 in Cary and Raleigh. There will be over 3200 participants in various sports and art competitions, joined by over 900 volunteers who help coordinate the activities. North Carolina has the largest senior olympic program in the nation and remains a role model for the U.S.

Participants from across North Carolina had to qualify at one of 53 Local Games this past spring. Senior Games programs include: sporting events for athletes that are committed to physical excellence, health and fitness; SilverStriders, the national award-winning program for walkers; cheerleading for the "movers and shakers" among the older population and SilverArts, the creative arts program for performing, visual, heritage and literary arts.

Don't miss the Celebration of the Games at the McKimmon Center on Thursday evening, September 27th at 6:45 p.m. Join us for a fun and exciting Cheerleader Showcase prior to the Celebration at 4:45 p.m. Also, come enjoy the Celebration of the SilverArts at the McKimmon Center on Friday, September 28th, culminating with the SilverArts Follies at 7:00 p.m.

NCSG is a statewide non-profit organization sponsored by the North Carolina Division of Aging and Adult Services. The 2012 Platinum Sponsor of State Finals is Blue Cross Blue Shield of North Carolina. The Gold Sponsor is Humana, Inc., the Silver Sponsors are Harrah's Cherokee Casino and Hotel and Rex Healthcare, and the Bronze Sponsor is Genworth Financial.

Senior Games is a year-round program dedicated to health promotion and prevention for adults 55 years of age and better. At the State Finals, volunteers as well as spectators are encouraged to stay active, healthy and exercise a positive outlook on life. Join us for this largest-ever celebration of the human spirit! For more information, a map and schedule visit www.ncseniorgames.org or call 919-851-5456.

Register Today for the Early Childhood Physical Activity Institute

If you work with early childhood educators and provide training, coaching and/or technical assistance to improve the health of young children, then this Institute is for you!

Thanks to the support of Blue Cross and Blue Shield of North Carolina Foundation, Be Active Kids® has teamed up with Dr. Diane Craft with Active Play Books to provide an extensive physical activity training experience to individuals working with child care providers, preschool teachers or others who interact with large groups of young children on a regular basis.

The Early Childhood Physical Activity Institute (ECPAI) will kick off with an opening session on October 8th, featuring national and international speakers and experts on children's physical activity and play. This part of the ECPAI is open to all early childhood professionals, funders, community partners and policy makers.

The purpose of the ECPAI is to provide participants with the knowledge and skills needed to transfer developmentally appropriate physical activity and movement experiences to early childhood educators. The objectives of the ECPAI are for the participants to:

- Increase their knowledge about physical activity, motor skills, movement concepts, and active play for young children.
- Increase their teaching/training skills to transfer developmentally appropriate physical activity strategies to child care providers and those working with young children.
- Increase their participation in various types of physical activity experiences.
- Demonstrate the use of new knowledge and skills by providing regular physical activity experiences to child care providers, directors, or parents in their community (a minimum of one within the next six month).

Participants in the ECPAI will be required to attend at least one day of the Natural Learning Initiative (NLI) Design Institute on October 11th and 12th at the UNC Botanical Gardens in Chapel Hill, NC. This opportunity will provide the participant with an outdoor, nature-based approach to engage young children in active play and unstructured skill development. Cost for the Design Institute will be covered through the registration fee for the ECPAI.

October 8: Opening Session 1:00 pm - 4:00 pm
Marbles Kids Museum, Raleigh, NC
Registration fee - \$25

October 9-10: ECPAI Training 9:00 am - 5:00 pm
Marbles Kids Museum, Raleigh, NC
Registration fee - \$150
(includes opening session and one day admission to the NLI Design Institute)

October 11-12: NLI Design Institute UNC Botanical Gardens, Chapel Hill, NC For more information on the ECPAI, visit www.beactivenc.org/ecpai or call (919) 287-7012.

WalkBike NC

The NCDOT Division of Bicycle and Pedestrian Transportation has begun the process of developing a comprehensive Statewide Pedestrian and Bicycle Plan (WalkBikeNC). This Plan will serve as a blueprint for better integration of walking and bicycling into the North Carolina transportation system and everyday life.

We need your input and assistance to create a plan that reflects the unique character and people of our state. Please visit www.ncdot.gov/bikeped/planning/walkbikenct to learn more about the Plan. Please visit www.walkbikenc.com to participate, join the conversation, share your ideas, and follow project updates.

Please pass this information along to your coworkers, colleagues, friends, and neighbors. We plan to conduct focus group meetings and "piggyback" on major events around the State to inform the public and receive public input. Updates on these meetings and events will be available at www.walkbikenc.com.

Unity Park & Community Gardens featured in Parade Caldwell Memorial Hospital is Founding Partner in Gardens Project

Lenoir - Eat Smart, Move More NC Leadership Team member Caldwell Memorial Hospital has been well known across the state for promoting healthy lifestyles since 2008, but on August 19 of this year the hospital became even more widely known. That was the day that Parade featured Unity Park & Community Gardens as its cover story, effectively sharing the hospital's mission with 69 million readers nationwide and countless others on the web.

Unity Park & Community Gardens began as the second community gardening collaboration between Caldwell Memorial, City of Lenoir, and Caldwell Community Gardens (a group made up of Master Gardeners, 4H, and faith-based organizations). It quickly grew to a 5.5 acre urban farm featuring personal raised beds, production raised and lasagna beds, blueberry bushes, a fruit tree orchard, and herb beds.

The gardens help provide food security in an economically challenged environment and offer mentoring and educational opportunities for those interested in learning more about the art, science, and nature of growing food. The production beds are also used to provide fresh produce from each growing season to local food ministries.

Located on the site of a burned-down former furniture factory, Unity Park & Community Gardens breathed life into the neighborhood, offering a green and lush place for area residents to garden and to further exercise by walking, jogging, or riding bicycles along its 3,000 foot linear walking trail. And because it is an official City of Lenoir park, it's also a tobacco-free environment. Sustainability is enhanced by water catchment cisterns and solar lighting in the garden shed.

Unity Park & Community Gardens was one of the final Fit Community grant-funded projects, receiving \$30,000 per year in 2011 and 2012. It was also a featured case study in "Creating healthy places to live, work, and play across North Carolina: A report from the Fit Community Initiative".

To read the cover story from Parade, visit <http://www.caldwellmemorial.org/august2012/> and click on image of the magazine. To inquire about the project, call the Unity Park & Community Gardens hotline at 828-757-8200.

The N.C. Center for Health and Wellness Hosts National PE Institute



The North Carolina Center for Health and Wellness (NCCHW) at UNC Asheville welcomed the first ever National PE Institute to UNC Asheville July 30-August 3. The Institute brought to campus over 300 physical education teachers and administrators from 37 states across the country, and also included representatives from Canada and the Dominican Republic. The five-day institute was designed to help schools use limited resources to improve physical education and obesity prevention programs for grades K-12.

Attendees were treated to a week full of interactive activities, speeches, and an appearance from the Charlotte Bobcats Mascot. The conference concluded with a keynote speech from Shellie Pfohl, executive director, President's Council on Fitness Sports and Nutrition, appointed by President Obama. Pfohl leads the President's Council's efforts to support First Lady Michelle Obama's national Let's Move! Initiative aimed at solving the childhood obesity epidemic within a generation. Pfohl said while addressing the crowd, "You must set what is acceptable and show others this is what quality PE teachers do. You are the key to turning the tide on the obesity and inactivity epidemic in this country."

The National PE Institute is modeled on practices and strategies promoted by the Centers for Disease Control and Prevention and National Association for Sport and Physical Education. Participants took part in workshops and demonstrations as well as discussions and presentations by physical education leaders from across the United States. Jump rope, dance, juggling, cup stacking, geomotion and exergaming were activities featured at the institute. Over 35 exhibitors were also on hand demonstrating the latest and greatest in physical education today.

Karen Roof attended the Institute and said, "I spent five days at the National PE Institute and it was the most powerful professional development I've ever attended. The days flew by because they were so informative and in true PE fashion we were up and moving for a good part of the day. Each day started and ended with keynote speakers that empowered us to "be the best" and do "our best" for the kids each and every day."

David Gardner, NCCHW executive director said, "Throughout the week I heard nothing but positive comments about the facilities, campus and hospitality of the university. By all measures this conference was a rousing success bringing statewide and national attention to the NCCHW and UNC Asheville with the focus on physical education."

The N.C. Center for Health and Wellness and Institute creator Artie Kamiya are already creating a plan to hold next year's PE Institute at UNC Asheville. "It was an extremely interactive and informative event and we would love to be a part of it for many years to come," said Gardner.

For more information please visit nationalpeinstitute.com and view the video at <http://youtu.be/GNHVwZpGtaw>.

East Carolina University Department of Family Medicine Center

East Carolina University's Department of Family Medicine Center, a part of the Brody School of Medicine and ECU Physicians, offers a weight management class/support group to its patients. This program was initiated in 2009 in response to a request from patients who greatly desire assistance with weight management but do not have health insurance that includes an obesity treatment benefit (this includes NC Medicaid). The program, led and coordinated by the registered dietitian in the ECU Family Medicine Department, is offered weekly at 2 pm. The program is open to any patient, referred by an ECU Family Medicine provider. Each week participants weigh-in and participate in a 30 minute nutrition, behavior therapy, or physical activity lesson. Occasionally guest speakers are invited to discuss specific topics requested by participants such as diabetes, hypertension, or gastric bypass surgery. New participants and those having expressed difficulty meeting nutrition or weight management goals are paired with nutrition students or 3rd year medical students. The medical students are participating in the nutrition portion of the Family Medicine rotation. Students, under the supervision of the registered dietitian, provide guidance to the patients defining goals for lifestyle change. Patients are typically highly engaged and actively participate in the weekly discussions. Each participant is required to set a SMART (specific, measurable, attainable, realistic, timely) goal. Participants are encouraged to attend weekly and evaluate their progress, including problem solving. Attendance is typically 20-30 participants with 1-3 new members weekly. Additional logistical support is provided by the ECU Physician's volunteer program. Participants can attend as often and as long as they are able. Physicians are apprised of their patient's progress through a chart note. We have seen patients who have described a lifelong battle with weight slowly establish lifestyle changes that have led to slow sustained weight loss. One example this month was a 60 year old patient with hyperlipidemia, hypothyroidism, hypertension, and obesity. She has been committed to our classes since February and has lost 18.4 pounds by making simple changes each week to improve her eating and coming to class. For additional information contact Kay Craven MPH, RD, CDE at cravenk@ecu.edu