



Executive Committee

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Healthy Places by Design

Jayne McBurney

Vice Chair

NCSU SNAP-Ed, Agricultural
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Ashley Honeycutt

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Susanne Schmal

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Instruction

Requests for Promotional Support and Letters of Support

Eat Smart, Move More North Carolina is a statewide movement with the mission 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. The initiative supports local and regional efforts that align with Eat Smart, Move More North Carolina's mission and the North Carolina's Plan to Address Overweight and Obesity. Members of Eat Smart, Move More North Carolina are welcome to submit requests for the types of support listed below provided that they are in accordance with these guidelines.

- **Promotional support** for events, programs, new documents or resources on the Eat Smart, Move More NC website.
- **Letters of support** for funding or award applications that do not involve Eat Smart, Move More NC providing financial or in-kind resources.

I. Eligibility and Agreements

- A. The individual/organization requesting support must be an Eat Smart, Move More North Carolina **member**.
- B. The individual/organization requesting support **agrees to submit a follow-up report** about the outcome of the support provided by Eat Smart, Move More North Carolina. Reports should be submitted to info@EatSmartMoveMoreNC.com by a date that will be communicated upon approval of a request.
- C. Approved requests for promotional support will be posted on the Eat Smart, Move More NC website.
- D. Approved requests for letters of support will be provided on Eat Smart, Move More NC letterhead and signed by the current Chair.

II. Submission Process and Response

- A. Requests for support should be **submitted at least two weeks in advance** of the date the requester would like a response. Requests for promotional and letters of support should be submitted via email to info@EatSmartMoveMoreNC.com.
- B. **Requests for promotional support** should clearly outline:
 - i. The individual/organization requesting the support;
 - ii. The date an approval/response from Eat Smart, Move More NC is needed;
 - iii. A description of the intended audience for the promotional activity/item (i.e., why it is relevant to our statewide membership);
 - iv. A description of how the promotional activity/item aligns with strategies and core behaviors in the North Carolina's Plan to Address Overweight and Obesity;



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- v. Length of time (start and end dates) for posting the requested activity/item on the Eat Smart, Move More NC website; and
- vi. For events: date, time, location, web link to find more information, and an appropriate logo or image.

C. Requests for a letter of support should include:

- i. The individual/organization requesting the support;
- ii. The date the letter is needed from Eat Smart, Move More NC;
- iii. A description of why a letter of support from Eat Smart, Move More NC is essential to the application and how support of the application will enhance the Eat Smart, Move More NC statewide movement; and
- iv. An attached draft of the letter of support that includes a description of the relationship between the requesting individual/organization and Eat Smart, Move More NC, and how the work outlined in the application supports the Eat Smart, Move More NC statewide movement.