

Childhood Obesity Prevention Demonstration Project

- **Teach** communities about obesity problems and solutions
- Build more **greenways** and **sidewalks**
- Increase access to **fresh fruits** and **vegetables** at farmers' markets
- Make **preschools** and child care centers healthier
- Improve **physical education** in schools
- Increase involvement of **physicians** in the treatment of overweight and obese kids
- Provide **community programs** for kids with pre-diabetes
- Expand employee **worksite wellness** programs in hospitals and schools
- Create environmental and social supports for healthier **faith communities**
- Create community **partnerships** that support lasting change

Review of Progress: OCTOBER 1, 2008 – MAY 31, 2009

More than 1 in 3 kids in NC are overweight or obese.

That's enough kids to fill the 19,000 seats at the RBC Center arena **every day** for more than a month!

We're finding solutions and changing lives.

In fiscal year 2008-09, concern about the health and economic costs of obesity prompted the NC General Assembly to take a bold step against childhood obesity. Legislators appropriated \$2 million in non-recurring state funds to support communities through the **NC Childhood Obesity Prevention Demonstration Project**. This project empowered five communities to find long-term solutions for obesity.

The Demonstration Project showed early success. In each county the health department, preschools, schools, physicians' offices, faith communities and local clubs are working together to make healthy eating and active living part of each resident's daily life. The work they do changes policies and environments to make it easier for people to eat healthy and be active. Ultimately, this will help stem the rising tide of obesity in North Carolina.

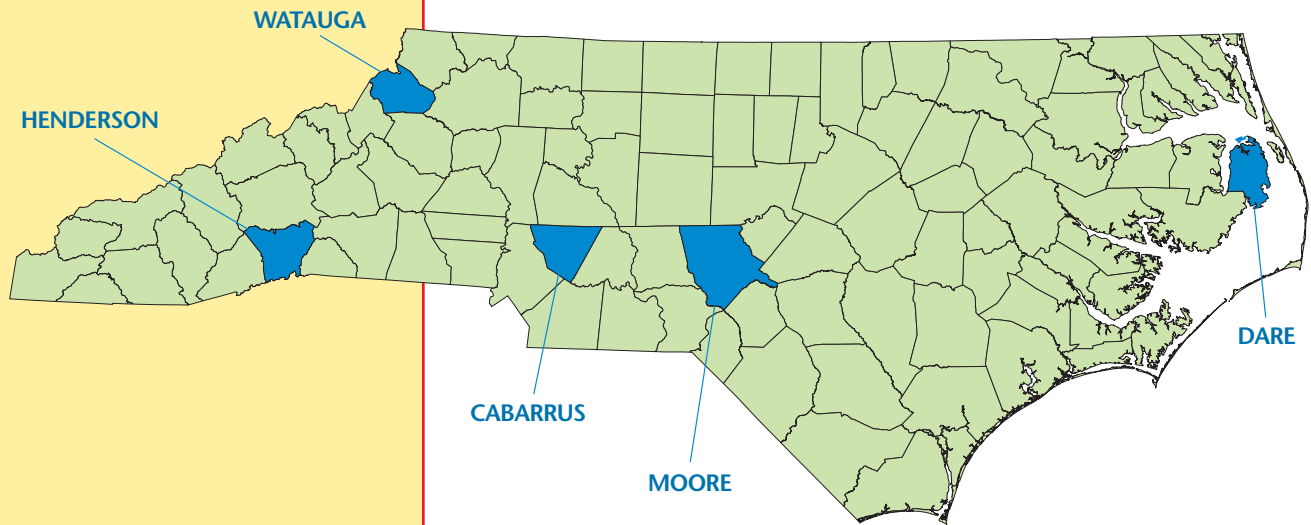


"When you are working with a large scale project like this, the more hands in the pot the better.... It's in the schools, churches, worksites and hospitals. You need all of these organizations working together."

Health Educator, Moore County

“Expansion of multidisciplinary, cross-sector collaborations and partnerships that seek to improve nutrition and physical activity in settings such as schools, workplaces, and communities will be an important strategy to reduce obesity prevalence in the United States.”

Source: US Centers for Disease Control and Prevention (CDC), *Morbidity and Mortality Weekly (MMWR)*, July 2008.



“What we have done is really create grassroots change.”

Chair, School Health Advisory Council, Moore County

Funding

After budget reductions in 2008-09, \$1.9 million was granted to five counties through a competitive application process. The NC Division of Public Health funded an external evaluation of the project using \$100,000 in federal dollars.

Cabarrus, Dare, Henderson, Moore and Watauga Counties were selected from the 29 health districts that applied. Each county received \$380,000 to carry out eight or more evidence-based interventions and promising practices. Despite the large scope of the project and an eight-month timeframe, 99.5 percent of the grant funds were spent on obesity prevention by May 31, 2009.

Infrastructure

State Level

Supportive leaders and collaboration were instrumental in moving the project forward. The state health department and its many partners provided extensive technical assistance and resources.

County Level

Strong, committed coalitions led by highly skilled coordinators were central to the success of the counties. The coalitions engaged new partners and mobilized community support to build the foundation for long term obesity prevention efforts.

Significant Results Show Promise

The Center for Health Promotion and Disease Prevention at UNC Chapel Hill conducted an evaluation of the project. Data



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were collected over the eight-month grant. Time limitations have not yet allowed for reporting on long-term changes in physical activity and eating behaviors. However...

In Just Four Months

People reported improvements in **eating behavior or physical activity**, such as choosing low fat or low calorie foods or drinks, eating more fruits and vegetables, eating smaller portions or getting more exercise (Pre=38.9%, Post=43.6%).

- **5.7% of people improved what they ate (Pre=27.3%, Post=33.0%).**

- **3.3% of people started exercising more (Pre=16.2%, Post=19.5%).**

(Statistically significant findings from a county-wide Health Communication Survey at pre- and post-test, N=4,000)

Obesity Prevention Adds Up

Highlights of the Demonstration Project:

13,801 employees impacted by improved policies at **6** hospitals and **3** school districts

4,000 people responded to the project survey

2,400 children enrolled in **42** participating childcare centers

825 members of **9** faith communities that made healthy lifestyles a focus through programs, policies and environment changes

180 teachers trained in an evidence-based physical education curriculum

133 healthcare providers from over **26** practices trained to use the newly developed Pediatric Obesity Clinical Tools

66 children at risk for Type II diabetes completed a 12-week diabetes prevention program

14 children in the diabetes prevention program reduced their triglycerides to normal levels

10 individuals sent directly to their doctor due to abnormal health screenings

6 miles of new sidewalks and greenways constructed or designed to connect neighborhoods, schools, parks and businesses

1 statewide movement:



www.EatSmartMoveMoreNC.com

"I hope groups across NC are doing similar things. This is really changing lives!"

Pastor, Mighty Wind Church,
Dare County

Acknowledgements and Thanks

NC General Assembly

NC State Board of Education

NC Healthy Schools
(NC Department of Public Instruction
and NC Division of Public Health)

WakeMed Health and Hospitals

NC Alliance for Athletics, Health,
Physical Education, Recreation,
and Dance

Community Care of North Carolina

NC Partnership for Children

NC Hospital Association

NC Alliance for Health

NC Division of Public Health

- Healthy Carolinians
- Women's and Children's Health Section
- Chronic Disease and Injury Section
 - Diabetes Prevention and Control Branch
 - Physical Activity and Nutrition Branch

Leading the Way in Obesity Prevention

NC's commitment to preventing obesity is gaining national attention. The Demonstration Project grantees have been nominated for a CDC Weight of the Nation Award in recognition of their accomplishments. These communities provide a model for obesity prevention in the state and beyond.

Lessons learned from the **NC Childhood Obesity Prevention Demonstration Project** have just begun to influence obesity prevention efforts in the state. Moving the bar on obesity requires a concerted effort and the commitment of many partners.

Further support and evaluation of this project in coming years is critical to sustain the progress that's been made and guide obesity prevention efforts.

For more information:

www.EatSmartMoveMoreNC.com/ObesityDemo/ObesityDemo.html

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