



This summary is based on reports of activities from each county through May 31, 2009.

More information on the Demonstration Project is available at: [www.EatSmartMoveMoreNC.com/ObesityDemo/ObesityDemo.html](http://www.EatSmartMoveMoreNC.com/ObesityDemo/ObesityDemo.html)

### ***Partnership Development***

- Each county had a strong local partnership carry out this project, with representation from their health department, schools, urban and regional planners, healthcare organizations, faith community, etc who worked to leverage support and resources for the project.
- Partnerships worked toward sustainable policy and environmental changes in the community.
- Partnerships have increased their skills and capacity through training on advocacy, non-profit fundraising, effective communication, and other topics as needed.

### ***Health Communications / Social Marketing***

- Each county used media outlets, including TV, billboards, radio, newspapers, magazines, posters, and promotional events to encourage physical activity, healthy eating, and raise awareness of the Eat Smart, Move More NC statewide movement.
- Both English and Spanish materials were used.
- All counties leveraged in-kind (earned) media.

### ***Built Environment***

- Each county constructed or completed the engineering/design phases for a total of over six miles of sidewalks and greenways.
  - Four counties constructed 4.5 miles of sidewalks and greenways to connect neighborhoods, schools, parks, and businesses.
  - One county completed the design and engineering phases of a 2.2 mile greenway that will become part of the North Carolina Thread Trail.
- The counties leveraged over \$250,000 in matching contributions for this project.

### ***Farmers' Markets / Farm Stands***

- Four counties worked with local farmers' markets/farm stands to improve access to fresh fruits and vegetables. Two of these counties focused on access for low-income families.

### ***Nutrition and Physical Self-Assessment for Child Care (NAP SACC)***

- 42 childcare centers with nearly 2,400 children participated in NAP SACC, a program that engages child care providers in making changes to policies, practices, and environments to increase physical activity and healthy eating among the children, staff and parents.

### ***In-School Prevention of Obesity and Disease (IsPOD)***

- Over 100 kindergarten through eighth grade Physical Education (PE) teachers were trained in the SPARK (Sports, Play and Active Recreation for Kids) curriculum, which shifts the norm in PE classes to small group activities that keep students active during the majority of class time.
- Over 80 high school teachers were also trained on the SPARK curriculum through funding from the NC State Board of Education.
- Schools collected fitness data, including body mass index (BMI), on their Kindergarten through 9<sup>th</sup> grade students with FITNESSGRAM software.
- This is part of a statewide effort by the North Carolina Alliance for Athletics, Health, Physical Education, Recreation, and DANCE (NCAAHPERD).

### **WakeMed ENERGIZE! Program**

- More than 66 children completed the WakeMed ENERGIZE! Program for children at risk for Type II diabetes. Participants were referred to the program by their health care provider and took part in a 12-week, 36-session course on healthy eating and physical activity. Parents were also involved in the program, which was aimed at helping the family embrace lifestyle change to improve their health.

### **Pediatric Obesity Clinical Tools and Training**

- 133 health care providers from over 26 practices were trained on use Pediatric Obesity Clinical Tools.
- The tools include consultation tips for providers on how to motivate children, youth, and their parents to achieve a healthy weight.
- The tools also include BMI and blood pressure charts for boys and girls and questions that parents might ask during the visit with their health care provider.

### **Hospital Worksite Wellness**

- Six hospital systems with a total of 13,001 employees promoted healthy eating and physical activity through worksite wellness initiatives.
- Efforts focused on policy and environmental changes, such as adding nutrition labels to items sold in the cafeteria and reducing the cost of health benefits for employees participating in wellness programs.

### **School Worksite Wellness and Other Coordinated School Health Interventions**

- Three Local Education Agencies (LEA) working with two schools and two districts employing over 2,700 staff participated in worksite wellness initiatives.
- In one county alone, over 450 teachers and staff had health screenings. In follow-up to this screening, more than 10 visited their health care provider for serious (but previously undiagnosed) conditions including diabetes and hypertension.
- The NC State Board of Education has also funded obesity and overweight reduction efforts at the middle and high school levels in the six LEAs in the Demonstration Project counties (one county houses two LEAs).

### **Faith Community Interventions**

- Nine faith communities in two counties used the *Faithful Families Eating Smart Moving More Guide* or the *African American Churches Eating Smart Moving More Guide*.
- Faith communities established wellness committees to make policy changes, organize programs or initiatives, and make environmental changes to improve physical activity and healthy eating among their faith community members.

### **Evaluation**

- The University of North Carolina's Center for Health Promotion and Disease Prevention designed a 4-tiered evaluation to look at: a) partnership success; b) intervention outputs; c) progress towards short-term outcomes; and d) potential long-term outcomes.
- In addition to quantitative outcome data, focus groups, in-depth interviews, and meeting observation gathered rich qualitative data to inform program improvements.
- Lessons learned have already begun to influence state obesity prevention efforts.

**For more information:** [www.EatSmartMoveMoreNC.com/ObesityDemo/ObesityDemo.html](http://www.EatSmartMoveMoreNC.com/ObesityDemo/ObesityDemo.html)

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