

North Carolina Initiatives to Improve Nutrition

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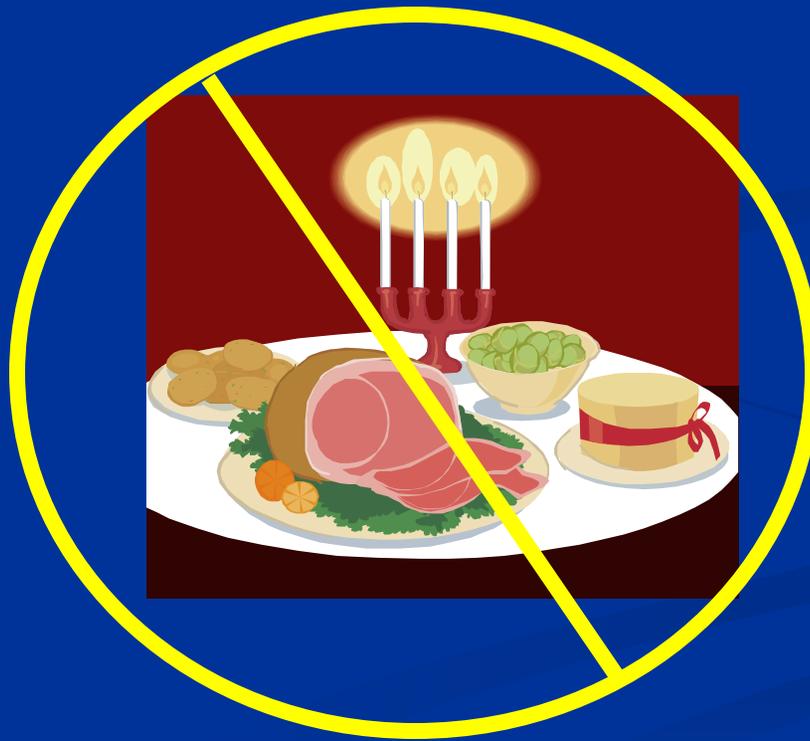
Lara Khalil, MPH RD – author of “The Grid”

UNC Center for Health Promotion and Disease Prevention

UNC Department of Nutrition

What have we learned from tobacco?

Start by setting a quit date?



And from the policy perspective...

Sunday, July 27, 2008

Florida county to deny employment to smokers

The mandatory drug test will include a test for tobacco usage after that date. If a person tests positive for tobacco, they will not be hired for any county position.

Overview

- What do we know about what works?
 - Contributing factors
 - Evidence, promise, strategies
- What are we doing now in NC?
 - Personal behaviors
 - Community/environment
 - Clinical care
 - Public and health policy
- Where are we close to the tipping point?
- Caveat: physical activity a critical piece

*We have a pretty good idea of
how we got to where we are...*



TONY AUTH, PHILADELPHIA INQUIRER

But it is
+ SHOW ME

'THE

EVIDENCE

show

- The USPSTF concludes that **the evidence is insufficient** to recommend for or against routine screening for overweight in children and adolescents as a means to prevent adverse health outcomes.

The U.S. Preventive Services Task Force (USPSTF) concludes that **the evidence is insufficient** to recommend for or against behavioral counseling in primary care settings to promote physical activity.

- The U.S. Preventive Services Task Force (USPSTF) concludes that **the evidence is insufficient** to recommend for or against routine behavioral counseling to promote a healthy diet in unselected patients in primary care settings.

There is no evidence.....

**THE
END**

Reminder: *lack of or insufficient* evidence doesn't mean it should not be done...just that we don't yet know if it is effective.

Is there a randomized controlled trial showing that parachutes save lives??

Would you use a parachute?

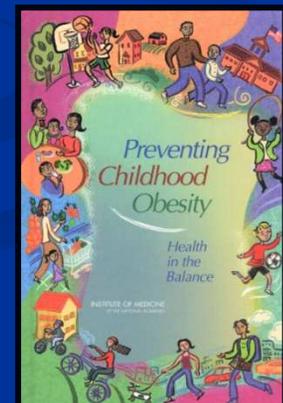


Bottom line...

- Different reviewers of the evidence come to different conclusions
- Clinical interventions alone are not enough
- Multi-component, long term, intensive interventions seem more likely to succeed
 - Makes it difficult to pinpoint what is most effective
- “Upstream” (policy/environmental change) interventions are challenging to study, new to evidence reviewers

Bottom line, cont....

- We need evidence from both research and practice
- There are **MANY** research and practice efforts currently underway in NC and nationally
- We can't afford to wait until all the evidence is in, but we can make informed choices of where to spend time and resources.
- IOM: "Based on the best available evidence, as opposed to waiting for the best possible evidence."



Nutrition and Obesity

What are contributing factors?

What works to address the problem?

What's up in NC?

Where is the tipping point?

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- WISEWOMAN

Increasing the public health impact of programs to prevent obesity, heart disease, stroke and other chronic diseases.

Obesity Prevention in Public Health
a course focusing on
Nutrition, Physical Activity and Obesity Prevention



University of North Carolina at Chapel Hill
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Overview

Contributing Factors

- Breastfeeding
- Eating Behaviors
- Food and Nutrition
- Physical Activity
- Television Viewing
- Other Factors
- References

Intervention Strategies

- Breastfeeding
- Healthy Eating
- Physical Activity
- Television Viewing
- Methods

Overview

The Center TRT translation efforts focus on providing practitioners with the best available evidence and approaches related to the prevention and control of obesity.

This portion of the website will provide resources designed to help practitioners from CDC's Obesity Prevention Program plan, implement, and evaluate interventions. In the next several months, the following content areas will be provided:

- **Contributing factors** provide information on the causative and protective factors that can potentially be targeted by interventions.
- **Intervention strategies** provide broad approaches about the best options available for intervening.
- **Interventions** are generally multi-component, have core elements that define them, and provide ways of intervening that are likely to have a public health impact.
- **Promising processes** can be used to guide the development, implementation, and maintenance of an intervention or program.

If you are interested in how the Center TRT developed its systematic process to identify, review, translate and disseminate evidence-based information and interventions, click on **Methods**.

Personal Behaviors

- What works?
 - Intensive, long term interventions with social support and problem solving / skill development
- What's up in NC?
 - MULTIPLE innovative public health interventions and research efforts - see grid
- The tipping point?
 - Facilitate more research-practice collaboration
 - leverage research funding
 - assure broad dissemination of evidence-based interventions.

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The **mission** of the **ESMM University Collaborative** is to facilitate strong working relationships among university-based researchers as well as governmental and community partners that result in the generation and dissemination of new knowledge regarding optimal strategies for the prevention, evaluation, and treatment of childhood obesity in North Carolina.

Our **vision** is to lead the nation in state-based inter-institutional medical and public health collaboration regarding the childhood obesity epidemic.

This will be addressed through forward-thinking:

- Research and demonstration projects
- Professional and community education and public advocacy
- Dissemination and evaluation of evidence-based programs and policies



UNC Tomorrow and federal funders are incentivizing universities to be more “community engaged.”

Research Translation

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Now Accepting Applications

Community - Environment

- What Works?
 - Community-wide campaigns and mass media
 - Increased access to healthy foods, decreased access to unhealthy foods
- What's up in NC?
 - New opportunity: Community level Childhood Obesity Prevention Projects
 - Increased focus on fruit and vegetable access through local foods initiatives, new WIC policies

Community – Environment (cont.)



- The tipping point?
 - Longer term \$ support of community-based projects
 - Leverage WIC policy changes to increase fruit and vegetable access among low income populations
 - Build on interest/growth in local foods to increase access through Food Stamp and WIC programs
 - Build collaborations between public health nutrition and agriculture – revive the Food Policy Council?



Women, Infants & Children

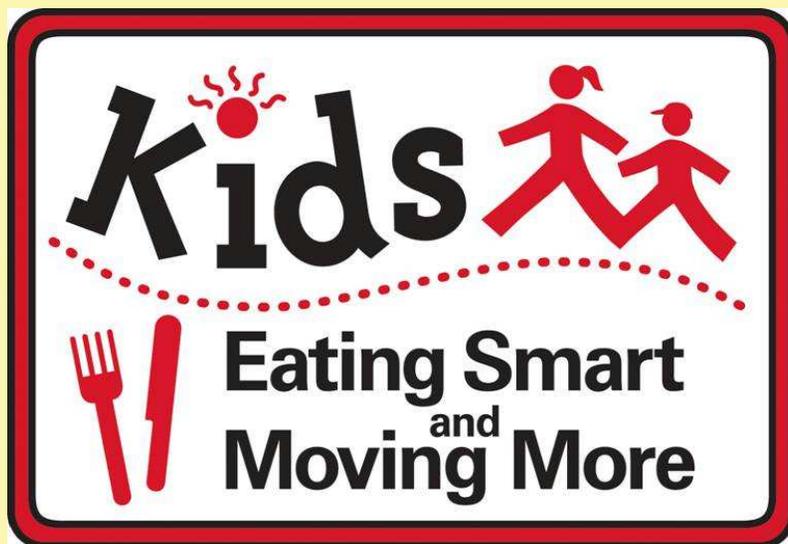
Clinical Care

- What works?
 - Must be intensive and long term
 - Clinicians alone are not enough... works best with community resource collaboration
- What's up in NC?
 - Very strong primary care networks – support of Medicaid population
 - Very strong public health system
 - Innovative 3rd party payers
 - Budding collaborations among all

Clinical Care?

- Tipping point?
 - Facilitate collaborations across clinical care, public health, industry, and academia
 - Remove barriers
 - Reward collaboration
 - Cross traditional boundaries
 - Improve reimbursement for obesity-related clinical care – need evidence to do this
 - Use the clout of clinical care to support public health policy efforts re obesity

Kids Eating Smart and Moving More (KESMM)



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



Community Care of North Carolina

Public and Health Policy

- What works?
 - Some evidence for school-based and worksite/organizational policies
 - Some data showing that state/community wide efforts have a positive impact:
 - Flattening of childhood obesity curve in Arkansas
 - Somerville, MA community-based environmental intervention decreased BMI (n=1178)
 - Biggest challenge may be implementation and enforcement

Public and Health Policy

Collaboratives and Workgroups

- NC Alliance for Health
 - Focused on nutrition standards policy and funding for NC Child Nutrition Programs in past and upcoming sessions
- Eat Smart Move More Leadership Team-Policy and Advocacy Workgroup
- Fit Families NC: A Study Committee on Childhood Obesity
- New legislation - obesity study committee
- NC Food Policy Council – reactivate?

Public and Health Policy (cont.)

- What's up in NC?
 - Child nutrition standards
 - Primary school pilot – revenue loss and push back
 - Despite lack of state funding, primary level beginning to implement, indirect costs are a significant local barrier
 - Anticipate greater revenue loss with secondary schools
 - Secondary school pilot recommended, never funded
 - Local school wellness policies – unfunded, minimally enforced mandate
 - WIC food package changes - potential broad impact

Public and Health Policy (cont.)

- The tipping point?
 - Support child nutrition standard implementation
 - Identify and address related costs
 - Soften the barrier of indirect costs
 - Support School Wellness Plan Implementation
 - Tools, incentives, enforcement
 - Improve access to healthy foods through WIC and farm to school programs
 - Address new challenges with DOD fruit and vegetable program
 - Support value added processing facilities/farmer coops
 - Collaboration among stakeholders is key!

Questions ?????

Additional Details

Personal Behaviors

Breastfeeding

- Intervention Strategies:
 - Comprehensive breastfeeding programs
 - Educating mothers
 - Support in workplace
- Breastfeeding Promotion and Support program (NC DPH Nutrition Services Branch):
 - WIC Program Breastfeeding and Support
 - Mother-friendly Workplace Training Packet
 - Series of fact sheets, a website, and other resources designed to encourage breastfeeding among pregnant and new mothers at home and in the workplace

Personal Behaviors

Healthy Eating

Strategy	NC Examples
Comprehensive Nutrition Programs	<ul style="list-style-type: none">•ENERGIZE!: Pediatric Diabetes program for 6-18 yr olds to reduce their risk of developing type 2 diabetes. NC General Assembly recently appropriated \$250,000 to NC DHHS to expand program into five additional NC counties (Wake Med).•Wholesome Routines: Comprehensive nutrition and physical activity program for elementary school students (Duke Health Raleigh Hospital, Alice Aycock Poe Center for Health Education, Duke Endowment, Kate B Reynolds)•Women, Infants, Children (WIC) Program: Federal program that provides a combination of nutrition education, supplemental foods, breastfeeding promotion and support, and referrals for health care (USDA, NC DPH Nutrition Services, county agencies).

Personal Behaviors

Healthy Eating

Strategies	NC Examples
Increasing Access and Availability	<ul style="list-style-type: none">•Farmers Market Nutrition Program (NC DPH Nutr. Services)•USDA Fresh Fruit & Vegetable Program (NC DPI, NC DPH)•Mini Mobile Farmers' Markets Program (NCDA, NC DPH PAN)•Child and Adult Care Food Program (NC DPH Nutr. Services)•NC Farm to School Program (NCDA)•21st Century Farmer's Markets Program (multiple partners)•The N.C. Simplified Summer Food Service Program (NC DPH Nutrition Services)
Pt-of-Purchase Labeling	Winner's Circle: healthy dining partnership with local communities, restaurants, schools and the food industry providing consumers with nutritious menu options when eating out (NC Prevention Partners)
Mass Media	Eat Smart, Move More North Carolina Ad campaign: targets moms, includes print, radio, TV, billboard ads (NC DPH PAN Branch and partners)

Personal Behaviors

Healthy Eating

- Other intervention strategies
 - Personal counseling: clinical care
 - Restricting sales of/limiting access: policy
- NC resources, training, education

Personal Behaviors

Resources, Education, Training

- African American Churches Eating Smart & Moving More Resource Guide
- BASS (Be A Smart Shopper)
- Color Me Healthy
- Eat Smart, Move More, Weigh Less
- EFNEP
- EFNEP Families Eating Smart and Moving More
- Families Eating Smart and Moving More
- Fast Food and Families
- Fruit and Veggie Lesson Plans/Educational Resources for K-5
- Give Your Heart a Healthy Beat!
- Growing up FIT!
- Healthy Living Partnership to Prevent Diabetes
- HOPE (Health, Opportunity, Partnerships, Empowerment) Works
- KIDPOWER
- Partners in Wellness
- Smoking, Education, Lifestyle, Fitness
- SyberShop
- WISEWOMAN
- Women Living Healthy, Women Living Well
- Prevention First
- HOPE Works

Community – Environment

Strategies	NC Examples
Community-wide Campaigns and Mass Media	<ul style="list-style-type: none">• Fit Communities: Designation and grants program that recognizes and rewards NC communities' efforts to support physical activity and healthy eating initiatives in the community, schools, and workplaces, as well as tobacco-free school environments (NC HWTF)C)• School Grants and Designation Program: Recognizes school efforts to provide a healthy environment for all students and staff, in K-12 schools (HWTF)C, ECU)• Eat Smart, Move More North Carolina Ad campaign (NC DPH PAN and partners)

Community – Environment

Strategies	NC Examples: Grant-making Programs
Comprehensive Nutrition Programs	<ul style="list-style-type: none">• Eat Smart, Move More NC Community Grants (NC DPH)• Healthy Active Communities (BCBSNC)• Fit Together-Community/Schools Overweight/Obesity Prevention Program (NC HWTF)
Increasing Access and Availability	<ul style="list-style-type: none">• Healthy Carolinians Partnership Support Initiative (KBR)• Alliance for a Healthier Generation (AHA, William J Clinton Foundation)

Community – Environment

Resources, Education, Training

- Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC)
- Community Healthy Weight Network Action Guide
- NC Healthy Schools
- 21st Century Farmer's Markets Program
- Food for Thought: Integrated Nutrition Education for Grades K-5
- Be Active Kids
- Zone Health
- African American Churches Eating Smart & Moving More Resource Guide
- Students Succeed with School Meals - NC Child Nutrition Promotion Toolkit for Elementary Schools
- Wake to Wellness
- Smart Options: School Meals Make a Difference in NC
- Prevention First
- Proceedings from Healthy Schools Eating Smart and Moving More: Establishing School Wellness Policy
- NC DPH Statewide Health Promotion Program

Clinical Care

Strategy	NC Examples
Comprehensive Nutrition Programs	<ul style="list-style-type: none">•Center for Nutritional Disorders and Obesity: Diagnostic and treatment programs, research initiatives, and prevention and educational programs (Duke University).•Pediatric Healthy Weight Research & Treatment Center: Aims to reduce childhood obesity in eastern NC, collaboration with health care providers and community agencies (ECU).•Pediatric Diabetes Program: Targets low-income patients to provide diabetes case management (Rex Endowment, Wake Med)•Pediatric Obesity Treatment Programs (Duke Endowment)
Personal Counseling	<ul style="list-style-type: none">•KIDPOWER: Provides medical nutrition therapy services to children who are at risk for overweight or overweight (ECU)•Practice-Based Pediatric Prevention Study: Allows physicians to incorporate nutritional counseling into their practices (NC HWTFC)

Clinical Care

Resources, Education, Training

- Adolescent Obesity & Inactivity Project
(NCAFP, NC Cooperative Extension, NC HWTFC)
- Kids Eating Smart and Moving More (KESMM)
(UNC HPDP, NC Cooperative Extension)
- Pediatric Weight Management Toolkit
(NC DPH)
- Preventative Benefits Profile and Prevention Rx
(NC Prevention Partners)

Public and Health Policy

Nutrition Standards

- Nutrition Standards for Foods Served in School
 - *Eat Smart: North Carolina's Recommended Standards for All Foods Available in School (2003)*
 - HB 1414: Superior level of nutrition standards piloted in 7 districts (123 schools, 2005)
 - Schools lost revenue
 - Lack of support among school stakeholders

Public and Health Policy

Nutrition Standards (cont.)

- GS 115C-264.3 (2006): SBOE and CN Program Directors to establish nutrition standards
 - Implemented by start of the 08/09 school year
 - Reimbursable meals, a la carte, after school snacks
 - Saturated/trans fat, whole grain products, fruits, milk, vegetables, legumes, calories, sugar, cholesterol, food prep
- HB 277 (2007): NC DPI requested funds for mandated implementation of standards
 - No funds granted to date
 - Implementation of standards delayed

Public and Health Policy

Nutrition in Schools

- GS 115C-264.2 (2005): Nutrition standards for vending machines in all schools
 - To be implemented by end of 2006-2007 year
- NCDA Farm to School Program
 - Department of Defense
 - NC Farm to School Co-op

Public and Health Policy

Resources and Training

- Proceedings from Healthy Schools Eating Smart and Moving More: Establishing School Wellness Policy
- Students Succeed with School Meals-NC Child Nutrition Promotion Toolkit for Elem. Schools

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- NC Child Fatality Task Force
- NC Food Policy Council?