

Physical Activity Initiatives in North Carolina, August 2008

Note: This grid was compiled by the NC Division of Public Health building on materials previously collected by the UNC Chapel Hill Center for Health Promotion and Disease Prevention. Initiatives are classified under one or more of the following four categories (per NC IOM request): Personal Behaviors, Public and Health Policy, Clinical Care, and Community and Environment. The grid is not intended to be inclusive of all physical activity initiatives in the state and, at best, summarizes initiatives that could be compiled during a short period of time before the NC IOM meeting on August 27, 2008. In several cases, information was compiled from online sources. Due to lack of time and resources, program specifics could not be verified by speaking directly to project staff; therefore, some items on this grid may contain outdated or incomplete information. In addition, this grid has not been reviewed by stakeholders. For more information, please contact Jimmy Newkirk at 919.707.5218 or jimmy.newkirk@ncmail.net .

Program Name	Agency/ Funding Source	Summary	Target Group(s)	Personal Behav	Public/ Health Policy	Clinical Care	Comm/ Envir.	Type
Adolescent Obesity & Inactivity Project	NC Academy of Family Physicians (funded by Fit Together), NC Cooperative Extension	The NCAFP Adolescent Obesity & Inactivity Initiative is part of 21 other programs funded by the NC Health and Wellness Trust Fund under the umbrella FitTogether. Tools have been developed to help both the healthcare provider and the agent to assess the patient or family's needs and then make the recommendations that can bring about change. The NCAFP project is working to build a referral system between family physicians and local Cooperative Extension Services Agents in 15 counties. Along with partners from the NC PTA, Start With Your Heart, NC Department of Public Instruction, and Eat Smart Move More, the Academy is targeting the youth population that are patients of family physicians in North Carolina. The team has developed a resource kit for physicians that will enable them to provide initial assessment, distribute materials, and refer patients if appropriate, to an Extension Agent or other local resource for follow-up counseling and support.	Health Care Providers			x		P
African American Churches Eating Smart & Moving More Initiative	NC DPH PAN Branch and partners	The <i>African American Churches Eating Smart and Moving More - Planning and Resource Guide</i> and Initiative is designed to assist churches with planning, promoting and implementing programs for health and wellness. The goal of the initiative is to reduce health disparities among African Americans in North Carolina by providing tools, resources and training for faith-based organizations to use to increase opportunities for healthy eating and increased physical activity. The Guide is tailored for both community health professionals and African-American Church leaders to form partnerships in working on nutrition and physical activity.	African American Church Members	x	x			P

Physical Activity Initiatives in North Carolina, August 2008

Program Name	Agency/ Funding Source	Summary	Target Group(s)	Personal Behav	Public/ Health Policy	Clinical Care	Comm/ Envir.	Type
Alliance for a Healthier Generation	American Heart Association, William J. Clinton Foundation	Through the Healthy Schools Program the Alliance is working to increase opportunities for students to exercise and play, putting healthy foods and beverages in vending machines and cafeterias, and providing resources for teachers and staff to become healthy role models. AHG is committed to working with industry leaders and corporations to help combat childhood obesity by influencing restaurants and snack companies to make healthier meals, drinks and snacks for kids. While the healthcare community is concerned about childhood obesity most are not equipped to prevent, diagnose or treat the condition. AHG is working to overcome these barriers by collaborating with healthcare experts to facilitate better solutions for providers and the healthcare delivery system in addressing this epidemic. Motivating kids to take charge of their health and to lead their own Go Healthy movement is perhaps the most important component of effecting change in their lives. The Alliance has teamed up with Nickeloden, Rachel Ray and other champions to create a fun and informative on-air, online and community-based movement. The Go Healthy Challenge is a "by kids, for kids" campaign that empowers young people to take the lead in making their lives, schools and communities healthier. The goal of the Go Healthy Challenge is to engage at least 2 million kids to take the Go Healthy Pledge to eat better and exercise more. The American Heart Association has also introduced Hugo, the Challenge mascot, who makes healthy eating and getting active cool. Parents can also access tools and resources that will help them create a healthy environment for their kids whether at home, eating out or at school. The Healthy Schools expansion will focus on states with the highest obesity rates, including: Alabama, Alaska, Arkansas, Georgia, Indiana, Kentucky, Louisiana, Michigan, Mississippi, Missouri, Nebraska, North Carolina, Oklahoma, South Carolina, Texas, Tennessee and West Virginia.	Children	x	x	x	x	P
Be Active Kids	BCBSNC	Be Active Kids focuses on teaching preschool children about the importance of nutrition and physical activity. Day-care providers are given hands-on training, along with a free kit containing teaching materials and curriculum guides. The program is available in all 100 counties in North Carolina.	Preschool providers, children				x	P
Center of Excellence for Training and Research Translation (Center TRT)	UNC HPDP	Devoted to bridging the gap between research and public health practice, with an emphasis on nutrition, physical activity, and the prevention and control of risk factors for obesity, heart disease, and stroke. The Center TRT has two main functions: to advance the skills of public health practitioners working in CDC's WISEWOMAN and Obesity Prevention Programs through a variety of in-service education opportunities and online instruction; to identify, translate and disseminate evidence-based interventions, best practices/processes, and implementation tools for use by public health practitioners.	Public Health Practicioners			x		P
Color Me Healthy	NC Cooperative Extension; NCDPH	A program designed to reach limited resource children ages four and five. It provides fun, innovative, interactive learning opportunities on physical activity and healthy eating.	Children ages 4 and 5	x				P

Physical Activity Initiatives in North Carolina, August 2008

Program Name	Agency/ Funding Source	Summary	Target Group(s)	Personal Behav	Public/ Health Policy	Clinical Care	Comm/ Envir.	Type
Community Healthy Weight Network Action Guide	Duke Division of Community Health, USC School of Medicine	The result of a three-year collaboration between DUMC and the University of South Carolina School of Medicine. The Guide provides tips on how to build a community network that can promote better nutrition, increased physical activity, and healthy weight. The Division of Community Health provided leadership for healthy weight community-based programs in the NC counties of Bladen and Scotland, and the Four County region including Granville, Person, Vance, and Warren.	Communities		x		x	R
Eat Smart Move More Ad Campaign	NC DPH PAN Branch and partners	Advertising campaign targeting moms 25-54 featuring the 7 ESMM key messages. Campaign includes print, radio, RV and billboard ads	Community	x				P
Eat Smart, Move More NC Community Grants Program	NC DPH	Provides funding, based on availability, from \$10,000 - 20,000 to local communities committed to implementing strategies that address the nutrition, physical activity, overweight and obesity goals and objectives of Eat Smart, Move More: North Carolina's Plan to Prevent Overweight, Obesity and Related Chronic Diseases. The North Carolina Physical Activity and Nutrition (PAN) Branch in the Division of Public Health is responsible for the administration of these grants funds.	Communities	x	x	x	x	G
Eat Smart, Move More North Carolina	57 partner organizations	A statewide movement that promotes increased opportunities for healthy eating and physical activity wherever people live, learn, earn, play and pray. Eat Smart, Move More NC is guided by the work of the Eat Smart, Move More NC (ESMM) Leadership Team, a multi-disciplinary team comprised of statewide partners working together to increase opportunities for healthy eating and physical activity. The multi-agency partnership oversees the implementation of the Eat Smart, Move More...NC movement guided by Eat Smart, Move More: North Carolina's Plan to Prevent Overweight, Obesity and Related Chronic Diseases. The organizational structure of the ESMM Leadership Team includes an Executive Committee, which oversees the activities of the team, and three committees that guide the activities of Eat Smart, Move More...NC. The three committees are the Advocacy Committee, the Communications Committee, and the Implementation Committee.	Communities-statewide, individuals	x	x		x	P
Eat Smart, Move More, Weigh Less	NC Cooperative Extension;NCDPH	A weight-management program that uses strategies proven to work. Each lesson informs, empowers and motivates participants to live mindfully as they make choices about eating and physical activity. The program provides opportunities for participants to track their progress and keep a journal of healthy eating and physical activity behaviors.	Individuals	x				P

Physical Activity Initiatives in North Carolina, August 2008

Program Name	Agency/ Funding Source	Summary	Target Group(s)	Personal Behav	Public/ Health Policy	Clinical Care	Comm/ Envir.	Type
EFNEP	NC Cooperative Extension, NC DPH	The Expanded Food and Nutrition Education Program, is a federally funded educational program conducted through the Cooperative Extension Service in every state and U.S. territory. In North Carolina, EFNEP is administered through NC State University and NC A & T State University. Helps limited resource youth and families with children learn how to eat healthier meals and snacks, stretch their food dollars and reduce the risk of food-borne illnesses. Additionally, in collaboration with many organizations through the ESMM initiative, NC EFNEP aims to reduce the rising tide of obesity by teaching youth and families practical skills resulting in changed behaviors that help them to eat smart, move more and achieve a healthy weight.	Families	x				P
EFNEP Families Eating Smart and Moving More	NC Cooperative Extension	EFNEP professionals working with limited resource families are invited to participate. Families learn about preparing and eating more meals at home; eating more fruits and vegetables; increasing physical activity: making healthy drink choices; limiting TV time; controlling portion sizes and keeping food safe.	Families	x				P
ESMM University Collaborative		Raleigh, North Carolina, home of PAN and the NC Division of Public Health is uniquely positioned within 100 miles of five major universities and four schools of medicine: Duke University, East Carolina University, NC State University, the University of North Carolina at Chapel Hill and Wake Forest University. These public and private universities are among the finest in the nation and have formed the Eat Smart, Move More University Collaborative. The ESMM University Collaborative has a focus on family and community health, specifically childhood obesity. The vision of the ESMM University Collaborative is to lead the nation in state-based inter-institutional medical and public health collaboration to combat the childhood obesity epidemic. PAN staff are active and critical members of the ESMM University Collaborative. Over the past two years, the ESMM University Collaborative has organized, created common goals and worked jointly with PAN to apply for Robert Wood Johnson Foundation Healthy Eating Research grant funding. The Collaborative continues to explore opportunities to jointly compete for obesity research funding.		x	x	x	x	C
ENERGIZE! Program	Wake Med Hospital, NC DHHS	The WakeMed Pediatric Diabetes Program is dedicated to helping kids ages 6 to 18 reduce their risk of developing type 2 diabetes. We do this through "Energize!," a grant-supported program designed to teach young people how to build lifelong, healthy attitudes about food and fitness. Goals: Identify children ages 6 - 18 with type 2 diabetes, pre-diabetes or cardiometabolic risk factors; Provide an intensive, 12-week, family-based healthy lifestyle program for children at high risk; Prevent and treat type 2 diabetes through sustainable lifestyle change. The North Carolina General Assembly recently appropriated \$250,000 to the NC Department of Health and Human Services to expand WakeMed's Energize! program into five additional North Carolina counties. With this funding, the health departments of Gaston, Johnston, Nash, Robeson and Wilkes Counties have been charged with replicating the Energize! program in early 2008. WakeMed will provide technical assistance, while NC Diabetes Prevention and Control will evaluate the process to see if the results prompt additional or continued funding.	Children	x		x		P

Physical Activity Initiatives in North Carolina, August 2008

Program Name	Agency/ Funding Source	Summary	Target Group(s)	Personal Behav	Public/ Health Policy	Clinical Care	Comm/ Envir.	Type
Faithful Families Eating Smart & Moving More	NC Cooperative Extension, PAN Branch--NCDPH, Kate B. Reynolds Charitable Trust	NC Cooperative Extension, Expanded Food and Nutrition Education Program (EFNEP) and the NC Division of Public Health, Physical Activity and Nutrition Branch and have been awarded a grant by the Kate B. Reynolds Charitable Trust of Winston-Salem to pilot the Faithful Families Eating Smart and Moving More program. The Faithful Families program will work with ten low-resource faith communities in Harnett County during the pilot year of the project (2007-2008). The program will implement research-based policies, programs and environmental changes to promote healthy eating and physical activity for faith community members.	Faith Communities	x			x	P
Families Eating Smart and Moving More	NC Cooperative Extension;NCDPH, NC Academy of Family Physicians	Families Eating Smart and Moving More offers families simple solutions to help them eat smart and move more.	Families	x				P
Fit Communities	NC HWTFC	A designation and grants program that recognizes and rewards North Carolina communities' efforts to support physical activity and healthy eating initiatives in the community, schools, and workplaces, as well as tobacco-free school environments. The initiative is one component of Fit Together. Grant activities include advocating for changes to local perceptions/policies as well as improving infrastructure to encourage physical activity. Communities that apply for the designation may also choose to compete for grant funding, which is designed to complement existing community health efforts.	Communities-statewide				x	G
Fit Together-Community/Schools Overweight/Obesity Prevention Program	NC HWTFC, BCBSNC	HWTFC has joined with BCBSNC. Grants were awarded for the period January 1, 2004 through December 31, 2007 to accomplish the following goals: raise awareness about the prevalence of obesity in their communities, encourage adoption of remedial state and local policies, ensure access to healthful food choices and physical activity both in and out of schools; and promote the use of culturally relevant messages to effect behavioral change. A content-rich website (www.fittogethernc.org) and a television campaign developed. HWTFC's 21 grantees implemented intervention programs, school and after-school physical activity programs, and nutritional counseling. Technical support for the grantees was provided by the Duke University, Dept of Community and Family Medicine. Outcomes analysis of the program was conducted by the East Carolina University, Department of Family Medicine.	Communities-statewide	x	x	x	x	G
Food for Thought: Integrated Nutrition Education for Grades K-5	NC DPH	A K-5 curriculum that allows for the teaching of the nutrition objectives of the Healthful Living Standard Course of Study while integrating the concepts of healthy eating and physical activity into Math and English Language Arts -- 30 lesson plans. Available at www.nutritionnc.com. Exploring a middle school version of Food for Thought, Seeking teachers to serve on an advisory committee.	Schools				x	R

Physical Activity Initiatives in North Carolina, August 2008

Program Name	Agency/ Funding Source	Summary	Target Group(s)	Personal Behav	Public/ Health Policy	Clinical Care	Comm/ Envir.	Type
Get Kids in Action - Linking Interventions for Children (LINC)	UNC HPDP	The mission of LINC is to (1) conduct a series of pilot studies geared toward preventing and/or reducing overweight among children ages 5- 8 years old in North Carolina; (2) include both measurement and intervention projects that are focused on diet, physical activity, and sedentary behaviors; (3) utilize parents/families, clinicians, and community supports to change child behavior; and (4) identify the most effective strategies to be used in a larger NIH-funded trial. Get Kids in Action - GKIA is a partnership between the University of North Carolina's School of Public Health and Athletic Department and the Gatorade Company.	Children ages 5-8	x				P
Give Your Heart a Healthy Beat!	NC Cooperative Extension	A program to help you reduce your risks from heart disease and stroke.	Individuals	x				P
Growing up FIT!	ECU Pediatric Healthy Weight Research & Treatment Center	Growing Up FIT! is an ongoing collaborative community partnership committed to developing sustainable programming to assist children to achieve and maintain a healthy weight. FIT! has developed innovative, culturally competent physical activity and food and nutrition education programming for Pitt County elementary school children. It also conducts growth assessments for Kindergarten fifth grade students.	Children	x				P
Health Care Division	KBR	The Health Care Division seeks impact through two program areas: Providing Treatment and Supporting Prevention. Providing Treatment - improving health outcomes by providing health and medical services for diagnosed and existing conditions: In this program area, the Trust has chosen access to primary medical care, mental health services, and diabetes care and management as the areas of emphasis and priority. Supporting Prevention - promoting wellness by providing health services before conditions occur or are diagnosed: In this program area, the Trust has chosen disease and illness prevention and health promotion and wellness as the areas of emphasis and priority. Greater consideration will be given to programs that: Serve the vulnerable populations of the uninsured and underinsured, children and youth, the frail and elderly, or rural populations; Employ strategies that promote integrated care, community-based services, or systemic change.						G
Healthy Active Communities	BCBSNC	Healthy Active Communities encompasses the BCBSNC Foundation's Be Active Kids Signature program, Fit Together Grants and a grant-making program. For the Healthy Active Communities grant-making program, investment decisions will be based on an organization's ability to achieve one or more of the following objectives: 1. Measurably increase physical activity and healthy eating opportunities for school age children and staff, and 2. Measurably increase physical activity and healthy eating opportunities in rural communities or for vulnerable populations in urban communities.	Communities-statewide	x	x	x	x	G

Physical Activity Initiatives in North Carolina, August 2008

Program Name	Agency/ Funding Source	Summary	Target Group(s)	Personal Behav	Public/ Health Policy	Clinical Care	Comm/ Envir.	Type
Healthy Environments Collaborative	NC Depts of Transportation, Environment and Natural Resources, Commerce, and Health and Human Services in partnership with UNC and NCSU CES.	As its mission, the Healthy Environments Collaborative (HEC) integrates and influences interdepartmental efforts to improve the health of North Carolina's people, environments and economy. The HEC has agreed to request senior level policy review to support healthy environments, create educational tools for local planners and elected officials, develop an integrated method and message for technical assistance to communities, and increase the media attention around the need for healthy communities.	Communities statewide				X	C R
Healthy Carolinians Partnership Support Initiative	KBR	KBR acknowledges the collaborative efforts of many local communities in initiating task forces for Healthy Carolinian Partnerships (HCPs). Goal: To support existing HCPs whose objectives align with the strategic direction of the Trust in an effort to move them towards sustainability. The Trust believes HCPs to be an effective building block to facilitate, develop and link local efforts targeting the health care needs of the financially needy.	Community task forces				x	G
Healthy, Active Families Initiative - Creativity in Motion	Rex Endowment	Create a permanent outdoor 'natural learning' space at Marbles Kids Museum with exhibits and events that promote healthy food choices, and promote fitness and nutritional programs for children and their parents.	Families				x	P
HEALTHY Study	UNC-CH School of Nursing	The Healthy Study will determine if changes in school food services and physical education (PE) classes, along with activities that encourage healthy behaviors, lower risk for type 2 diabetes, an increasingly common disease in youth. Funded by NIH.	School-age children	X			x	P
HOPE (Health, Opportunity, Partnerships, Empowerment) Works	UNC HPDP	HOPE Works' 5-year research goal is to develop, implement and evaluate a community-based obesity and empowerment program for overweight and obese, low-income and minority women in two rural counties through a community-based participatory research approach.	Minority women	x				P
Kate B Reynolds projects	KBR	KBR is funding multiple school-based, community-based, and faith-based projects targeting financially needy, low-income youth and adults across the state with the aim of improving nutrition and reducing obesity. Another large project is with the American Alliance for Health, Physical Education, Recreation, and Dance North Carolina -- this project is to expand an in-school childhood obesity and disease prevention program targeting low-income children across NC. The Trust is also funding a pediatric screening and prevention of childhood obesity project, to be incorporated into the Community Care of North Carolina Network. KBR initiatives: Childhood Obesity Initiative (Winston Salem), and a health education/wellness/outreach initiative to reduce obesity in low-income children and young adults in Forsyth Co.	Community, Schools, Individuals	x		x	x	G, P

Physical Activity Initiatives in North Carolina, August 2008

Program Name	Agency/ Funding Source	Summary	Target Group(s)	Personal Behav	Public/ Health Policy	Clinical Care	Comm/ Envir.	Type
Kids Eating Smart and Moving More (KESMM)	UNC HPDP	Kids Eating Smart and Moving More (KESMM) is a pediatric obesity intervention study funded by NICHD and built on 4 years of pilot work. A total of 24 primary care practices serving Medicaid families in NC will participate in this study. The study primarily focuses on improving primary care providers and case managers abilities to identify and assess children at risk for or already overweight, communicate effectively with families/link them to community resources, and influence local policies related to improved nutrition and opportunities for physical activity. Intervention materials include: Provider and case manager toolkits and training, and Primary care community partnership advocacy workshops.	Health Care Providers			x		P
KIDPOWER	Pitt Memorial Hospital Foundation, Pitt County Health Education Foundation, Children's Miracle Network, and Pediatric Healthy Weight Research and Treatment Center at ECU	Provides medical nutrition therapy services to children who are at risk for overweight or overweight. KIDPOWER is an ongoing research study conducted by ECU that aims to identify health conditions associated with childhood obesity. Participants are evaluated for obesity, diabetes and cardiovascular risk. Children identified as being hyperinsulinemic are offered the opportunity to enroll in a dietary and lifestyle intervention. They are provided with medical nutrition therapy using a modified carbohydrate diet for eight weeks and then referred to a local wellness center for physical activity programs. Children who are not hyperinsulinemic do not participate in the dietary part of the program, but are given nutrition resources and referrals to the wellness center for physical activity programs.	Children	x				P
NC AFHK		Action for Healthy Kids is a public-private partnership of more than 50 national organizations and government agencies representing education, health, fitness and nutrition to address the epidemic of overweight, sedentary and undernourished youth by focusing on changes in schools.	Children		x		x	C
NC DPH Statewide Health Promotion Program	NC DPH	The PAN Branch works to promote increased opportunities for physical activity and healthy eating through policy and environmental changes. The Statewide Health Promotion (SWHP) program, which supports community-based programs that reduce the prevalence of chronic diseases, is housed in the PAN Branch. The SWHP program is supported by the Preventive Health and Health Services Block Grant and state appropriations and allocates funding to 83 of the state's 85 local health departments to work with community partners in creating policy and environmental supports for physical activity, healthy eating and tobacco use prevention and control. Each county receives \$20,000-\$34,000 annually. Three Community Development Specialists in the PAN Branch provide technical assistance and training to health department staff in planning and implementing policy and environmental change interventions. The Specialists monitor local activities through an Access-based process evaluation tool and conduct annual site visits with each county.	Statewide				x	P
NC Healthy Schools	NC DPH, NC DPI	To create a working infrastructure between education and health to enable schools and communities to create a Coordinated School Health Program. NC Healthy Schools focuses on improving the health of students and staff by providing coordination and resources in eight areas of school health.	Schools					P

Physical Activity Initiatives in North Carolina, August 2008

Program Name	Agency/ Funding Source	Summary	Target Group(s)	Personal Behav	Public/ Health Policy	Clinical Care	Comm/ Envir.	Type
Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC)	UNC HPDP, NC DPH	NAP SACC's goal is to promote healthy eating and physical activity in young children in child care and preschool settings. The program contains a number of components including a self-assessment instrument, continuing education workshops, collaborative action planning and technical assistance materials, and an extensive resource manual which includes copy ready materials. The NAP SACC intervention was designed for implementation through an existing infrastructure of public health professionals, typically registered nurses and health educators, trained as NAP SACC Consultants.	Pre-school/Childcare settings			x	x	P
Pediatric Diabetes Program - Phases I, II, III	Rex Endowment, Wake Med	A comprehensive pediatric diabetes program targeting low-income patients 5 - 18 to provide outpatient and inpatient diabetes case management; coordinated by a registered nurse/certified diabetic educator who will work with other nurses and dietitians, physician offices and the public schools. WakeMed.	Children ages 5-18			x		P
Pediatric Healthy Weight Research & Treatment Center	ECU	The mission of the Pediatric Healthy Weight Research and Treatment Center is to reduce childhood obesity in eastern North Carolina, through collaboration with local health care providers and community agencies, and through the development, application, and dissemination of translational basic science and clinical research in both community and academic settings.	Children	x			x	CT
Pediatric Obesity Treatment Programs	Duke Endowment	Through University Healthy Systems in Pitt County, Wake Forest University Health Sciences in Winston-Salem, NC and Catawba Valley Medical Center in Hickory, NC.	Children			x		G
Pediatric Weight Management toolkit	NC DPH	Pediatric weight management toolkit for physicians.	Health Care Providers			x		P
Practice-Based Pediatric Prevention Study	NC HWTF	The NC Health and Wellness Trust Fund (HWTF) would like to help reduce childhood obesity by providing an economically feasible way for physicians to incorporate nutritional counseling into their practices. On May 14, 2008 the HWTF Commission voted to fund a 3-year pediatric obesity intervention. The \$1.4 million project will integrate registered dietitians (RD) into 6-8 primary care pediatric or family medicine practices (each affiliated with one of the NC academic medical centers) to provide services to children who are at risk for overweight; overweight; or obese, but without other health conditions. Primary care providers at the practice will screen children and refer them to the RD. The RD will develop and implement a treatment plan, counsel the child and parents, provide relevant educational materials, refer the child to a community-based physical activity program, and monitor child's progress (including participation in physical activities). This project will also measure the medical practice's ability to effectively integrate this nutritionist in their practice and to collect reimbursement for the treatment (i.e., sustain the program)	Children	x		x		G
Preventative Benefits Profile	NC Prevention Partners	A web-based profile of the preventive health insurance benefits offered by NC private and public health plans. NC Prevention Partners tracks counseling and medication benefits for tobacco use, physical activity, nutrition, obesity, hypertension and cholesterol management, diabetes, and pre-diabetes.	Insurance plans			x		P

Physical Activity Initiatives in North Carolina, August 2008

Program Name	Agency/ Funding Source	Summary	Target Group(s)	Personal Behav	Public/ Health Policy	Clinical Care	Comm/ Envir.	Type
Prevention First	NC Prevention Partners	Offers a unique set of tools to counties, businesses, and individuals to improve health. Prevention Audits and Prevention Report Cards enable participants to assess their policies and environments that support healthful eating, physical activity, and tobacco-free lifestyles. Current Prevention Champions include Congressman David Price, Congressman Brad Miller, and basketball legend, Eric Montross.	Counties, business, individuals	x	x			P
Prevention Rx	NC Prevention Partners	Designed to meet the needs of providers who want to talk about prevention with their patients but don't know how to get started. Workshops teach providers to incorporate nutrition, physical activity, and quitting tobacco into patient care settings by establishing healthcare prevention systems. Uses Starting the Conversation tools in the context of a systematic approach.	Health Care Providers			x		P
Proceedings from Healthy Schools Eating Smart and Moving More: Establishing School Wellness Policy	NC DPH Nutrition Services Branch	The goal of this two-day workshop in September 2005 was to provide School Health Advisory Councils (SHACs) with information and resources to develop and implement local wellness policies. Congress recognized that schools play a critical role in promoting student health, preventing childhood obesity, and combating problems associated with poor nutrition and physical inactivity. To formalize and encourage this role, Congress included language in the Child Reauthorization Act of 2004 that requires each school district participating in the National School Lunch and/or Breakfast Program to establish a local wellness policy by the beginning of the 2006-2007 school year.	Schools		x		x	P
School Grants and Designation Program	NC HWTF	This program will recognize school efforts to provide a healthy environment for all students and staff, in K-12 schools. The first component is a school designation program that will recognize and reward schools for their achievement in providing a healthy environment for students and staff. A self- assessment for schools to complete will be developed based on criteria developed by Active Living by Design. Ten schools will be selected each year to receive this designation and will receive a \$1,000 discretionary stipend, along with a press kit, banner for the school, and plaque for the principal's office. The second component of this initiative is a school grants program. Ten schools will be selected each year to receive a mini-grant of \$7500 that can be used to support a wide variety of programs, and school policies. These mini-grant funds can go towards hiring a certified Physical Education specialist to lead physical activity in after-school settings. The funds could also be used to support the implementation of the Child Nutrition Standards, through the purchase of healthy cooking equipment for the school cafeteria. ECU will provide technical assistance to schools.	Schools				x	G
SELF: Smoking, Education, Lifestyle, Fitness	Duke Division of Community Health, kate B Reynolds Charitable Trust	SELF is a chronic disease prevention and reduction program funded by the Kate B. Reynolds Charitable Trust. Administered by Duke Community Health, SELF Improvement works with the 15 grantees to reach low-income people, those most at risk for chronic disease. To date, more than 20,000 people have participated in the projects, more than one million training contacts have been made to lay health leaders, youth peer mentors and community groups. Physical activity levels have increased, body mass index decreased and consumption of fruits and vegetables increased.	Individuals	x	x		x	P

Physical Activity Initiatives in North Carolina, August 2008

Program Name	Agency/ Funding Source	Summary	Target Group(s)	Personal Behav	Public/ Health Policy	Clinical Care	Comm/ Envir.	Type
Successful Students Eat Smart and Move More Advisory Committee	NC DPH	Social marketing intervention intended to create a buzz around school wellness policies, so that policies are implemented, monitored, evaluated, discussed regularly and modified as needed to meet the changing needs of schools, staff and students. Advisory committee meets to inform this intervention and share updates. Wellness policy focus.	Schools		x		x	C
Students Succeed with School Meals - NC Child Nutrition Promotion Toolkit for Elementary Schools	NC DPH	All contents on the CD: Frequently Asked Questions, Power Point Presentations, Fact Sheets, Brochure, Families Eating Smart & Moving More Newsletters, Eat Smart & Move More Messages for Kids, Menu Templates, Media Packet, Sample Display, Building Community Partnerships, Food for Thought, National Nutrition Month Handouts, Parent pieces provided in English and Spanish; Available at www.nutritionnc.com and www.eatsmartmovemorenc.com	Schools		x		x	R
SyberShop	NC Cooperative Extension; NCDPH	An interactive CD for youth ages 13-19 focusing on physical activity and healthy eating.	Children ages 13-19	x				P
The Eat Smart, Move More NC Community Grants Program	NC DPH	Will provide funding, based on availability, from \$10,000 - 20,000 to local communities committed to implementing strategies that address the nutrition, physical activity, overweight and obesity goals and objectives of Eat Smart, Move More: North Carolina's Plan to Prevent Overweight, Obesity and Related Chronic Diseases. The North Carolina Physical Activity and Nutrition (PAN) Branch in the Division of Public Health will be responsible for the administration of these grants funds.	Communities	x	x	x	x	G
Trust for America's Health /Healthy Carolinians	Duke Endowment	TDE funds assisted with costs related to The NC Summit held in August 2006 and operational costs associated with a then, newly formed partnership with the NC Alliance for Health.						G
Wake to Wellness	Rex Endowment	The purpose of the Wake to Wellness Grants Program is to provide funding to Wake County Public School System (WCPSS) elementary schools to implement programs that help meet one or more nutrition and/or physical activity requirements of state, district, and local school wellness policies. wards will be given to approximately 15 elementary schools for up to \$10,000 per year for three years (\$30,000 per school). Funding for this program comes from the John Rex Endowment. The Center for Health Promotion and Disease Prevention is responsible for the administration of these grants funds.	Elementary Schools, School-aged children				x	G
Wholesome Routines	Duke Endowment	Assists with a comprehensive nutrition and physical activity program for 2,000 elementary school students in Wake County - based on the University of Texas "CATCH" program. Implemented by Duke Health/Raleigh Hospital and the Alice Aycock Poe Center for Health Education	Children	x				G

Physical Activity Initiatives in North Carolina, August 2008

Program Name	Agency/ Funding Source	Summary	Target Group(s)	Personal Behav	Public/ Health Policy	Clinical Care	Comm/ Envir.	Type
WIC (Women, Infants, Children)	NC DPH Nutrition Services Branch	Also called the Special Supplemental Nutrition Program. WIC is a federal program designed to provide food to low-income pregnant, postpartum and breastfeeding women, infants and children until the age of five. The program provides a combination of nutrition education, supplemental foods, breastfeeding promotion and support, and referrals for health care. WIC has proven effective in preventing and improving nutrition related health problems within its population. The United States Department of Agriculture (USDA) funds the WIC Program. The North Carolina Department of Health and Human Services, Division of Public Health, Women's and Children's Health Section, Nutrition Services Branch administers it. County health departments, community and rural health centers, and community action agencies provide the services. WIC offers Families Eating Smart and Moving More classes.	Women and children	x				P
WISEWOMAN	UNC HPDP	To provide low-income, under- or uninsured 40- to 64-year-old women with the knowledge, skills, and opportunities to improve diet, physical activity, and other lifestyle behaviors to prevent, delay and control cardiovascular and other chronic diseases WISEWOMAN (Well-Integrated Screening and Evaluation in Women Across the Nation) is a CDC demonstration project designed to help low-income, women ages 40-64 years reduce their risk of cardiovascular and other chronic diseases. In collaboration with the NC Division of Public Health, UNC-HPDP has conducted several research studies to test the effectiveness of a lifestyle intervention program, A New Leaf...Choices for Healthy Living, among WISEWOMAN participants. New Leaf is a structured nutrition and physical activity assessment and counseling program for cardiovascular disease risk reduction among low-income individuals.	Low-income women	x				P
Women Living Healthy, Women Living Well	NC Cooperative Extension; NCDPH	An interactive CD-ROM developed for women focusing on healthy eating, physical activity, and women's health issues.	Women	x				P
Zone Health	NC Prevention Partners	Provides technical assistance and resources to schools to help them assess the school nutrition and physical activity environment and develop unique goals and objectives to improve the health of children.	Schools				x	P
Published Guidance								
Eat Smart, Move More: North Carolina's Plan to Prevent Overweight, Obesity and Related Chronic Diseases								
Childhood Obesity in North Carolina: A Report of Fit Families NC: A Study Committee for Childhood Overweight/Obesity								
<i>Move More: North Carolina's Recommend Standards For Physical Activity In After School Programs (Under development)</i>								
Move More: North Carolina's Recommend Standards For Physical Activity In Schools								
Move More North Carolina: A Guide To Creating Walking Maps								
Move More North Carolina: A Guide To Stairwell Initiatives								

Physical Activity Initiatives in North Carolina, August 2008

Program Name	Agency/ Funding Source	Summary	Target Group(s)	Personal Behav	Public/ Health Policy	Clinical Care	Comm/ Envir.	Type
Moving Our Children Toward a Healthy Weight—Finding the Will and the Way								
North Carolina's Blueprint for Changing Policies and Environments in Support of Healthy Eating								
North Carolina's Blueprint for Changing Policies and Environments in Support of Increased Physical Activity								
North Carolina Prevention Report Card (NC Prevention Partners; nutrition PA, tobacco)								
The Economic Cost of Unhealthy Lifestyles in North Carolina (Be Active NC, Chenoweth and Associates)								
Winning With ACEs: How You Can Work Towards Active Community Environments								

<p>Types C=Collaboratives/Com mittees G=Grant-making programs P=Programs</p>
--