

Nutrition Initiatives in North Carolina, July 2008

Note: This grid was developed by the UNC Chapel Hill Center for Health Promotion and Disease Prevention (HPDP) with help from the NC Division of Public Health (DPH) - Physical Activity and Nutrition (PAN) Branch, and in response to the NC IOM's request for information about nutrition initiatives in North Carolina. 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. This grid was originally developed to be used by HPDP as a first step in preparing for the NC IOM presentation. Worksite wellness initiatives were covered by a different presenter. The grid is not intended to be inclusive of ALL nutrition initiatives in the state and only summarizes initiatives that could be compiled during a short period of time before the NC IOM meeting on July 31, 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specifics could not be verified by speaking directly with project staff; therefore some items on this grid may contain outdated information. In addition, the grid has not been reviewed by all key stakeholders. For more information, please contact Lara Khalil at 919-843-0595 or lara_khalil@unc.edu.

Name	Agencies/ Funding Source	Summary	Target Group(s)	Personal Behav.	Public/ Health Policy	Clinical Care	Comm./ Environ.	Type
21st Century Farmer's Markets Program	Leaflight, Inc, NCDPH PAN Branch , NC Department of Agriculture & Consumer Services, NC Department of Social Services	The 21st Century Farmers' Markets Program (21st CFM) is intended to address and serve the needs of nutritionally at-risk North Carolina (NC) communities, Food Stamp Program (FSP) households, and small low-income NC farmers who sell through direct marketing outlets. The project goals of the 21st CFM are to A) implement and evaluate a 21st CFM pilot project at Carrboro, Hillsborough, and Durham, NC Farmers' Markets (FM) by December 2007; B) conduct a statewide Community Foods Assessment (CFA) by December 2008; C) provide small low-income NC farmers with technical assistance for new payment method enrollment and service by September 2008 and ongoing; D) expand the number of farmers' markets able to participate in and accept EBT and other Electronic Funds Transfer payments by 2008 and ongoing; E) create nutrition education materials and outreach promotion for NC FSP households; F) develop a permanent 21st CFM inter-agency program that will reside within the North Carolina Department of Agriculture and Consumer Services (NCDA&CS) and North Carolina Department of Health and Human Services (NCDDHS).	Food Stamp Recipients		x		x	P
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 Resource Guide	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			R

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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
BASS (Be A Smart Shopper)	Wake Forest Health and Exercise Science	The goal of this project is to examine the impact of a novel supermarket led nutrition education program on knowledge and behaviors in grade school children	Children	x				P
Be Active Kids	Blue Cross Blue Shield NC (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
Breastfeeding Promotion and Support	NC DPH Nutrition Services Branch	Series of fact sheets, a website, and other resources designed to encourage breastfeeding among pregnant and new mothers at home and in the workplace.	Pregnant and new mothers	X				R
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	x	x	CT

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Child and Adult Care Food Program (CACFP)	NC DPH Nutrition Services Branch	A federally funded program which is administered and funded by the United States Department of Agriculture (USDA), Food and Nutrition Service (FNS). The purpose of the program is to ensure that eligible children and adults who attend qualifying non-residential care facilities receive nutritious meals. To accomplish this purpose, CACFP provides reimbursement to qualified caregivers for meals and supplements (snacks) served to participants. While the FNS develops the regulations and establishes the policies needed to conduct the program, state agencies are responsible for administering the program on the State level and for assisting sponsors on the local level. In North Carolina, the CACFP is administered by the Special Nutrition Programs Unit in the Division of Public Health, Department of Health and Human Services.	Caregiving centers - children and adults				x	P
Color Me Healthy	NC Cooperative Extension; NC DPH PAN and Nutrition Services	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. This national award winning program trains child care providers in using the curriculum in the classroom. The curriculum is being used in all 100 counties and in 43 other states.	Children ages 4 and 5	x				P
Community Healthy Weight Network Action Guide	Duke University Division of Community Health, USC School of Medicine	The result of a three-year collaboration between Duke University Medical Center 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	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	Mothers	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	NC DPH and 55 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	x	P

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Eat Smart, Move More, Weigh Less	NC Cooperative Extension;NC DPH PAN	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
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
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: Predict risk: 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
Evaluating Fruit and Vegetable Impact in Body and Soul Dissemination	UNC HPDP	This project evaluates the change in fruit and vegetable intake by African American church members participating in Body & Soul, a program disseminated nationally by the National Cancer Institute.	African American Church Members	x				P
Faithful Families Eating Smart & Moving More	NC Cooperative Extension EFNEP, NC DPH PAN, 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 works 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-Based Communities	x			x	P

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Families Eating Smart and Moving More	NC Cooperative Extension; NC DPH PAN and Nutrition Services, NC Academy of Family Physicians	Families Eating Smart and Moving More offers families simple solutions to help them eat smart and move more. This 4 workshop curriculum provides families with skills and knowledge to help the participant take the next step to eating smart and moving more.	Families	x				P
Farmers' Market Nutrition Program (FMNP)	NC DPH Nutrition Services Branch	Improving the nutrition of WIC participants, increasing North Carolina farmers' share of the food dollar, helping revitalize rural areas by increasing awareness and use of farmer's markets. WIC-eligible pregnant and postpartum women, breastfeeding mothers, children ages three and four years of age in selected counties receive coupons to purchase locally grown fresh fruits and vegetables directly from farmers at their local farmer's market.	Women and children	x				P
Fast Food and Families	NC Academy of Family Physicians, NC Cooperative Extension, NC DPH PAN	An interactive CD that encourages families to choose healthy menu items when eating at fast food restaurants. Family physicians and other health education professionals can use this CD as they work with families to encourage healthy eating.	Families	x				R
Fit Communities	NC Health and Wellness Trust Commission (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, and seeking teachers to serve on an advisory committee.	Schools	x			x	R

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Four County Nutrition Program	Duke Division of Community Health	FCHN offers a comprehensive PPO network that represents 95% of the practicing providers in Granville, Person, Vance and Warren Counties. The program goal is to add nutritional services to the numerous other ancillary services that the PPO network currently provides. To accomplish this, FCHN is working with community partners, physicians, faith-based organizations and through Community Health Workers.	Individuals			x		P
Fruit and Veggie Lesson Plans/Educational Resources for K-5	NC DPH Nutrition Services Branch	These materials help you effortlessly build fruit and veggie nutrition education into your classrooms, cafeterias and communities. To ease integration of the lessons into your classroom, this K-5 curriculum combines fruit and veggie education with Math and English Language Arts activities. A Math and English Language Arts Objectives Quick Reference summarizes the objectives addressed in each lesson. Teacher resources are included in an Introduction and Resources Section. The resources are grouped in the following sections: ideas for use of the resources; success stories; presentations, resources, web sites; resources for cafeteria staff; resources for families; graphics; media; and evaluations.	Schools	x			x	R
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 web-based program to help you reduce your risks from heart disease and stroke.	Individuals	x				R
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
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	x	x	x	x	G

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Healthy Carolinians Partnership Support Initiative	Kate B Reynolds Charitable Trust (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. Currently funding over 60 Healthy Carolinians partnerships.	Community task forces				x	G
Healthy Eating Research	UNC HPDP	RWJF-funded. The purpose of the HER study is to understand the financial implications and stakeholder perceptions of implementing nutrition standards in schools. This study investigates the possible reasons for why the Eat Smart pilots were not successful in maintaining school food service profits and gaining stakeholder support.	Policy-makers, school-aged children		x		x	P
Healthy Living Partnership to Prevent Diabetes	Wake Forest Health and Exercise Science	The overall goal is to translate knowledge regarding the prevention of type 2 DM into practice in the community. This project is testing the effectiveness of a group-based intensive lifestyle behavioral intervention led by community health workers delivered in the community via an existing Diabetes Care Center (DCC) in preventing the onset of type 2 DM.	Individuals	x		x		P
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 factors 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

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KIDPOWER	Pitt Memorial Hospital Foundation, Pitt County Health Education Foundation, Children's Miracle Network, 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		x		P
Kids Eating Smart and Moving More (KESMM)	UNC HPDP, NC Cooperative Extension	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
Mini Mobile Farmers' Markets Program	NC Department of Agriculture & Consumer Services, NC DPH PAN Branch	The Mini Mobile Farmers' Markets Program (MMFM) is intended to: Support the economic viability of small farmers by creating new direct market outlets; Provide fruit and vegetable access to low income people; Provide fruit and vegetable access to people with potential transportation or immobility barriers; The project goals of the MMFM are to Create new MMFM's at ten worksites that either employ or serve low income people. Create and implement a social marketing/nutrition education campaign that supports those markets and is targeted to meet the needs and interests of the target audience (low income employees or clients).	Low-income individuals		x		x	P
National Farm to School Network Evaluation	UNC HPDP	Will evaluate the overall effectiveness of the National Farm to School Network, focusing on five priorities: policy initiatives and administrative changes; media coverage and marketing efforts; collection and dissemination of farm to school information, national and regional networking and capacity for training and technical assistance. The project will also evaluate the impact of regional farm to school programs on improving children's knowledge, attitudes, and behavior related to dietary habits/health as well as economic impact on local farmers.	Policy-makers, school-aged children		x		x	P

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NC DPH Statewide Health Promotion Program	NC DPH PAN	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		x	G
NC Farm to School Program	NC Department of Agriculture	The Farm-to-School Program is getting fresh locally grown produce from the farmers directly to the schools. The program is accomplished through joint efforts of the Food Distribution Division, Markets Division, and the Department of Defense. Food Distribution surveys the schools to determine the quantity the school can use. Food Distribution then turns the total quantities over to the Department of Defense which works with the Markets Division to locate the farmers to procure the product. Food Distribution picks the product up from the farmers and delivers it to the schools. The Department of Defense then bills the school for payment. This program has been received very well. The schools like buying directly from the farmers because they know they are getting locally grown produce. The farmers like this because it has opened up another market for them. In 2007, Foster Caviness became the prime vendor for NC, resulting in dramatic price increases for participating schools. The NCDA is developing a plan that would make local and fresh produce more affordable for participating schools again.	Schools, Farmers		x		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	x	x	x	x	P
NC NET Program	NC DPI, NC DPH	The North Carolina Nutrition Education and Training (NET) Program, housed in the Nutrition Services Branch of the N.C. Division of Public Health, works with numerous state- and local-level partners to provide nutrition education training and resources to schools and to support healthful school nutrition environments. Many of the resources developed by the NET Program and its partners can be found at www.nutritionnc.com under the Resources for Schools section. The NET Resource Library makes available audiovisuals, computer programs, games, curricula guides, textbooks, children's books and other resources for classroom, cafeteria and community use. Items cover topics such as general nutrition, food preparation, food science, fitness, sports nutrition, special needs, eating disorder, food labels and dietary management.	Schools	x				P

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Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC)	UNC HPDP, NC DPH, BCBSNC	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
Partners in Wellness	NC Cooperative Extension	A nutrition education program targeted to older adults who are food-stamp eligible/recipients and is funded by USDA contract from 1998 to 2004. It is delivered at congregate nutrition sites (CNSs) throughout North Carolina prior to the hot meal that is provided by each site.	Older adults, food-stamp eligible	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.	Children ages 5-18			x		P
Pediatric Healthy Weight Research & Treatment Center	East Carolina University	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		CT
Pediatric Obesity Treatment Programs	Duke Endowment	Through University Health 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		R
Practice-Based Pediatric Prevention Study	NC HWTFC	The NC Health and Wellness Trust Fund (HWTFC) 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 HWTFC 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 economically).	Children			x		G

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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.	Individuals	x		x		R
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		x	R
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 HWTFC	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

Nutrition Initiatives in North Carolina, July 2008

Name	Agencies/ Funding Source	Summary	Target Group(s)	Personal Behav.	Public/ Health Policy	Clinical Care	Comm./ Environ.	Type
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
Smart Options: School Meals Make a Difference in NC	NC DPH	Built upon the principles covered in Healthy Edge to tailor a continuing education curriculum for Child Nutrition professionals in NC, 10 modules cover: key components of nutrition and physical activity; CN regulation requirements; quality school meals; linking the cafeteria to the classroom with nutrition education; marketing school meals; and school wellness, provides CN professionals with continuing education credit - approved course for SNA certification, Train-the-trainer will be introduced as a pre-conference workshop in June 2008 and then incorporated into the CN Academy. Currently developing a package of nutrition education resources to be used by cafeteria managers: Focus on MyPyramid, and seeking cafeteria managers to serve on an advisory committee.	CN Staff				x	P
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				R
The Healthy Hospital Initiative	Duke Endowment, NC Hospital Foundation, NC Prevention Partners	Establishes 100% tobacco-free campuses and healthy food environments for North Carolina hospitals. Led by North Carolina Hospital Foundation, North Carolina Prevention Partners, and regional hospitals.	Hospitals				x	G
The N.C. Simplified Summer Food Service Program (SFSP)	NC DPH Nutrition Services Branch	The North Carolina Simplified Summer Food Service Program makes it easier for schools, local government agencies, and private non-profit organizations to feed children during the summer. The Simplified Summer Food Service Program: Dramatically cuts paperwork by eliminating complicated accounting requirements, Ensures that all sponsors receive the maximum federal reimbursement. The U.S. Department of Agriculture (USDA) provides funds to the N.C. Department of Health and Human Services, Division of Public Health to administer the Summer Food Service Program. Sponsors are reimbursed for the cost of the meals served to eligible children and may apply for advance funds to cover start-up costs. Meals may be prepared on-site if the kitchen is adequately equipped, or sponsors may contract with a vendor to purchase prepared meals. The program is offered in community locations such as parks, schools, playgrounds, housing authorities, day camps, churches and community centers from May to September. The SFSP meal service is often combined with learning and recreational activities for the children.	Agencies serving children				x	P

Nutrition Initiatives in North Carolina, July 2008

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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
USDA Fresh Fruit & Vegetable Program	NCDPI, 25 elementary schools, NC DPH	The NC Department of Public Instruction Child Nutrition Services Section administers the USDA FFVP, with special funds approved by the US Congress and provided by the USDA. The program is designed to help increase students' consumption of fresh fruits and vegetables by providing a free fresh fruit or vegetable snack daily to all the enrolled students during operational hours. Each year 25 elementary schools are selected (via a grant process) to participate in the program. On average the program reaches over 11,000 students each year. This program also incorporates opportunities for nutrition education lessons in the classroom through educational materials. Each year, all participating schools get nutrition education training and resources provided by NC DPI and the Division of Public Health.	Schools	x			x	P
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, KBR	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. KBR funds Wholesome Routines for schools with the majority of children from low-income schools in Greene, Washington, Johnston, and Tyrrell counties.	Children	x				G
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.	Women and children	x				P
Winner's Circle	NC Prevention Partners	A healthy dining partnership with local communities, restaurants, schools and the food industry providing consumers with nutritious menu options when eating out.	Individuals	x			x	P

Nutrition Initiatives in North Carolina, July 2008

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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				R
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
Nutrition Policy								
Nutrition standards legislation for foods sold at school/Child Nutrition Program funding-SUMMARY	NC DPI, NC Alliance for Health (mission: reduce the impact of obesity through improved physical activity and nutrition policies)	In July, 2004, the NC General Assembly passed legislation to fund pilot projects to test nutrition standards in 123 elementary schools in seven school districts. All districts lost revenue during the five-month pilot and experienced resistance from administrators, teachers, families, and students. Based on the outcomes of the pilots, GS 11C -264 was enacted, requiring the State Board of Education and local Child Nutrition (CN) Directors revise the nutrition standards that were to be implemented in all NC elementary schools by June 2008. The projected cost was \$15 million based on pilot study findings. House Bill 227 was introduced in 2007 to request funds for implementation, but was not passed. As a result, implementation of the standards was delayed until the 2008-2009 school year. In the 2008 legislative session, the NC Department of Public Instruction (DPI) requested \$20 million to assist with anticipated implementation costs and rising food costs; however, <u>NO</u> funds were included in the final state budget for Child Nutrition programs this year.	Schools, policy makers		x		x	L
Nutrition Standards Pilot (2003)		House Bill 1414 - Section 7.17. (a) The State Board of Education, with the advice and assistance of The North Carolina School Food Service Association and the Academy of Family Physicians, shall develop and implement a pilot program to support the efforts of local school administrative units to provide only healthful, nutritious food choices to students. The State Board of Education shall select up to eight local school administrative units to participate in the pilot program and shall set standards for the food choices offered to students. In selecting the eight pilot units, the State Board shall give priority to those units that volunteer to be a pilot. The pilots shall be distributed geographically throughout the State. For the 2004-2005 school year, pilot units shall implement the program in elementary schools. (b) If, at the end of the 2004-2005 school year, the State Board of Education finds that a pilot unit experienced a decrease in food service revenues because students opted not to purchase the healthful, nutritious food choices offered by the school food service, the State Board shall reimburse the unit for that decrease in revenues.	Schools		x		x	L

Nutrition Initiatives in North Carolina, July 2008

Name	Agencies/ Funding Source	Summary	Target Group(s)	Personal Behav.	Public/ Health Policy	Clinical Care	Comm./ Environ.	Type
Establishing Nutrition Standards (2005)		House Bill 855: The State Board of Education, in direct consultation with a cross section of local directors of child nutrition services, shall establish statewide nutrition standards for school meals, a la carte foods and beverages, and items served in the After School Snack Program administered by the Department of Public Instruction and child nutrition programs of local school administrative units. The nutrition standards will promote gradual changes to increase fruits and vegetables, increase whole grain products, and decrease foods high in total fat, trans fat, saturated fat, and sugar. The nutrition standards adopted by the State Board of Education shall be implemented initially in elementary schools. All elementary schools shall achieve a basic level by the end of the 2007-2008 school year, followed by middle schools and then high schools." SECTION 2. The State Board of Education may use "Eat Smart: North Carolina's Recommended Standards for All Foods Available in School" and the "United States Dietary Guidelines" as references for establishing the nutrition standards under Section 1 of this act. In addition to the elementary school pilots established by Section 7.17 of S.L. 2004-124, the nutrition standards will also be piloted prior to statewide implementation in a minimum of eight middle schools and eight high schools at a time to be determined by the State Board of Education.	Schools		x		x	L
Nutrition Standards for Vending Products (2005)		GS 115C-264.2 Each school may, with the approval of the local board of education, sell to students beverages in vending machines during the school day so long as: Soft drinks are not sold (i) during the breakfast and lunch periods, (ii) at elementary schools, or (iii) contrary to the requirements of the National School Lunch Program; Sugared carbonated soft drinks, including mid calorie carbonated soft drinks, are not offered for sale in middle schools; Not more than fifty percent (50%) of the offerings for sale to students in high schools are sugared carbonated soft drinks; Diet carbonated soft drinks are not considered in the same category as sugared carbonated soft drinks; and Bottled water products are available in every school that has beverage vending. Nothing in subsection (a) of this section prohibits a school from adopting stricter policies with respect to beverage vending. Snack vending in all schools shall, by school year 2006-2007, meet the Proficient Level of the NC Eat Smart Nutrition Standards, such that in elementary schools, no snack vending is available to students, and in middle and high schools, seventy-five percent (75%) of snack vending products have not more than 200 calories per portion or snack vending package. (2005-253, s. 2.)	Schools		x		x	L
Nutrition Standards for Elementary Schools (2006)		GS 115C-264.3 requires the State Board of Education, in direct consultation with a cross section of local directors of Child nutrition Programs, to establish statewide nutrition standards for school meals, A la Carte foods and beverages and items served in the After School Snack Program (ASSP). The nutrition standards are to promote gradual changes to increase fruits and vegetables, increase whole grain products, and decrease foods high in total fat, trans fat, saturated fat, and sugar. The nutrition standards adopted by the SBE shall be implemented in elementary schools by the end of the 2007 – 2008 school year. Minimum Standards for School Meals are as follows: http://sbepolicy.dpi.state.nc.us/policies/EEO-S-002.asp?pri=04&cat=S&pol=002&acr=EEO	Schools		x		x	L

Nutrition Initiatives in North Carolina, July 2008

Name	Agencies/ Funding Source	Summary	Target Group(s)	Personal Behav.	Public/ Health Policy	Clinical Care	Comm./ Environ.	Type
Funding for Nutrition Standards Implementation (2007-2008)		House Bill 227: An act to appropriate funds to ensure that school food service programs have adequate resources to offer and promote healthy, nutritious food choices to students. The General Assembly of North Carolina enacts: SECTION 1. There is appropriated from the General Fund to the Department of Public Instruction the sum of fifteen million dollars (\$15,000,000) for the 2007-2008 fiscal year to ensure that school food service programs have adequate resources to offer and promote healthy, nutritious food choices to students. The State Board of Education shall use these funds to hold local school administrative units harmless for any decrease in revenues due to the implementation of new laws and policies regarding child nutrition. SECTION 2. This act becomes effective July 1, 2008. <u>NOT PASSED</u>	Schools		x		x	L
Collaboratives/Committees								
Community Gardening	NC Cooperative Extension (NCSU; A&T), NC DPH PAN Branch	On June 25, 2008 over 40 individuals/partner organizations participated in the 1st NC Community Gardening Strategic Planning Retreat. The goal is to connect independent and interdependent community gardening programs and identify needs, resources, programs to move community gardening forward in NC.	Communities		x		x	C
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.	Families and children	x	x	x	x	C
Fit Families NC: A Study Committee on Childhood Obesity	NC HWTF	In late 2003, HWTF Chair Lt. Governor Beverly Perdue spearheaded the establishment of a study committee on childhood obesity within the Health and Wellness Trust Fund. Dr. Olson Huff, Senator Bill Purcell and Rep. Verla Insko were appointed to co-chair this effort. They were tasked with helping HWTF better understand the causes of this epidemic and more importantly, to develop viable and practical recommendations for addressing this growing health concern in North Carolina. Committee members were carefully selected, and represented broad diversity – both professionally and geographically. The inclusive nature of Fit Families NC included representatives from: public health, education, academia, faith-based organizations, city/county government, the beverage industry and more. The most notable accomplishment of Fit Families NC, is that the following three of their Legislative Proposals have been adopted as state policy to help improve the problem of childhood obesity in North Carolina schools: Physical Activity in Schools; Nutrition Standards in Schools (House Bill 855); Vending Standards in Schools (Senate Bill 961).			x			C

Nutrition Initiatives in North Carolina, July 2008

Name	Agencies/ Funding Source	Summary	Target Group(s)	Personal Behav.	Public/ Health Policy	Clinical Care	Comm./ Environ.	Type
Local Physical Activity and Nutrition Coalitions	NC DPH PAN Branch	DPH PAN provides administrative support to the Local Physical Activity and Nutrition Coalition (LPAN) program. Currently, 68 (out of 100) counties in North Carolina have or are forming an LPAN. The goal of the LPAN program is to promote physical activity and healthy eating at the community level. LPAN's provide voluntary grassroots support to initiate and/or coordinate local programs and interventions in order to increase opportunities for community members to be physically active and practice healthy eating. Each LPAN identifies its own goals and objectives based on the needs of the community it serves. LPANs are encouraged to focus their efforts on changing policies and environments in order to create public opportunities for physical activity and health eating. This approach is consistent with the Eat Smart, Move More ... North Carolina initiative and the North Carolina Blueprint(s) For Changing Policies And Environments In Support Of Increased Physical Activity and Healthy Eating as well as national trends from CDC. In North Carolina, LPANs have been instrumental in numerous community changes. These include such physical activity examples as increasing community trails, sidewalks and bikelanes, enhancing and promoting greenways that serve as a place of leisure, recreational, and transportation activity. LPAN activities also include identifying and promoting heart healthy menu items in restaurants, working with schools to renovate cafeterias in order to promote and facilitate healthy eating, and promoting the 5 A Day fruits and vegetable message.	Communities	x	x	x	x	C
NC Action For Healthy Kids		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	x	x	C
NC Fruits & Veggies Nutrition Coalition	Multiple partners; PAN Branch provides administrative oversight	The NC Fruits & Veggies Nutrition (formerly NC 5 A Day) Coalition began in 1996 and is the statewide alliance that coordinates activities and programs aimed at increasing fruit and vegetable consumption. Vision: North Carolinians...Eating More Fruits and Vegetables. Mission: Build a healthier North Carolina by increasing access to and consumption of fruits and vegetables. The Coalition carries out its vision and mission by providing an organizational structure for the sharing of ideas and resources to help members plan and implement fruit & vegetable initiatives at the state and local level. Membership is comprised of representatives from government, academia, industry, media and other non-profit and private organizations Coalition members plan and implement fruit and vegetable activities and programs in supermarkets, schools, restaurants, cafeterias, worksites, faith-based organizations, health agencies and community groups to increase access to fruits and vegetables and educate consumers on easy ways to enjoy more fruits and vegetables.					x	C

Nutrition Initiatives in North Carolina, July 2008

Name	Agencies/ Funding Source	Summary	Target Group(s)	Personal Behav.	Public/ Health Policy	Clinical Care	Comm./ Environ.	Type
NC Healthy Eating By Design/Healthy Eating Environments Collaborative	NC DPH PAN, HPDP, Active Living by Design, and other partners	Healthy Eating by Design (HEBD) is the nutrition equivalent of Active Living by Design. It has the potential for impacting the nutritional health (reducing obesity, hunger, and chronic disease) and contributing to the economic development of communities and the state of NC. Mission of HEBD Collaborative: to increase access to healthy foods for all NC. Draft Goals: 1. To improve Accessibility, Availability, and Affordability of healthy foods (AAA Approach) and beverages; 2. To make it easy to Eat Smart. 3. To encourage appropriate changes in the built environment or policy that supports individual food and beverage choices. 4. To connect independent and interdependent food and nutrition activities/programs, unite them under the statewide Healthy Eating by Design Collaborative, and facilitate the development of statewide goals. This may include the development of the NC Food Policy Council. 5. To develop a strong statewide infrastructure that will support capacity building of the state and local Healthy Eating by Design activities. 6. To evaluate the impact of Healthy Eating by Design activities for use within NC and to assist with providing practiced-based evidence at national level.	Communities		x		x	C
School Meals Initiative Team	NC DPI	To ensure, enable and assist schools in the implementation of Dietary Guidelines into school meals, meeting state and federal nutrition standards, as well as any federal guidelines in regards to meal patterns. Ensures, enables and assists schools in the development and implementation of HACCP food safety plans; monitors/evaluates for compliance the Local Wellness Policies required of schools as a result of CN Reauthorization of 2004. TheTeam has 7 members, all of whom are RDs, several with advanced degrees, 6 of whom hold current ADA Certificates of Training in Childhood and Adolescent Weight Management. Most are Certified ServSafe Food Safety Instructors.	Schools		x		x	C
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

Published Guidance Documents

Moving Our Children Toward a Healthy Weight—Finding the Will and the Way
 North Carolina Blueprint for Changing Policies and Environments in Support of Healthy Eating
 North Carolina Blueprint for Changing Policies and Environments in Support of Increased Physical Activity
 North Carolina 5 A Day Coalition: Strategic Plan to Increase Fruit and Vegetable Consumption 2004-2010
 Childhood Obesity in North Carolina: A Report of Fit Families NC: A Study Committee for Childhood Overweight/Obesity
 Promoting, Protecting and Supporting Breastfeeding: A North Carolina Blueprint for Action
 Eat Smart, Move More: North Carolina's Plan to Prevent Overweight, Obesity and Related Chronic Diseases
 Eat Smart: North Carolina's Recommended Standards for All Foods Available in School
 Eat Smart North Carolina: Guidelines for Healthy Foods and Beverages at Meetings, Gatherings and Events
 Achieving a Healthy Weight in Children (Medical Nutrition Therapy Protocol and Handouts, ECU Brody School of Medicine)
 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)