

Eat Smart Move More Movement in NC Communities



May 18, 2012

Eat Smart, Move More North Carolina: A Movement



Key Elements of the Eat Smart, Move More NC Movement

- Common goal/purpose among stakeholders
- Leadership
- Shared vision and plan
- Effective strategies
- Relevant tools and resources
- Consistent communication

Eat Smart, Move More NC Leadership Team

- In 2002, a group of partners began meeting regularly to share information about obesity prevention. That was the beginning of what would become the ESMM Leadership Team
- By 2006, the Eat Smart Move More Leadership Team was meeting quarterly.

Eat Smart, Move More NC Leadership Team

- Today, there are 75+ member organizations of the Eat Smart, Move More North Carolina Leadership Team.
- ESMM now has a dedicated coordinator – Lori Rhew
NCDPH – PAN Branch



Eat Smart, Move More NC Leadership Team

- Member Organizations include:
 - Local agencies
 - State agencies
 - Government agencies
 - Colleges and universities
 - Not for profit organizations
 - Medical community
 - Business and industry

2011 – 2012 Eat Smart, Move More NC Executive Committee

Chair: *Dr. David Gardner*, NC Center for Health and Wellness, UNC Asheville

Vice Chair: *Dr. Vondell Clark*, Healthy House - Catawba Valley Medical Center

Member at Large: *Betsy Vetter*, American Heart Association

Member at Large: *Maggie Sauer*, NC Foundation for Advanced Health Programs

Member at Large: *Kevin Cain*, John Rex Endowment

Member at Large: *Pam Seamans*, NC Alliance for Health

Past Chair: *Dr. Carolyn Dunn*, NC Cooperative Extension, NC State University

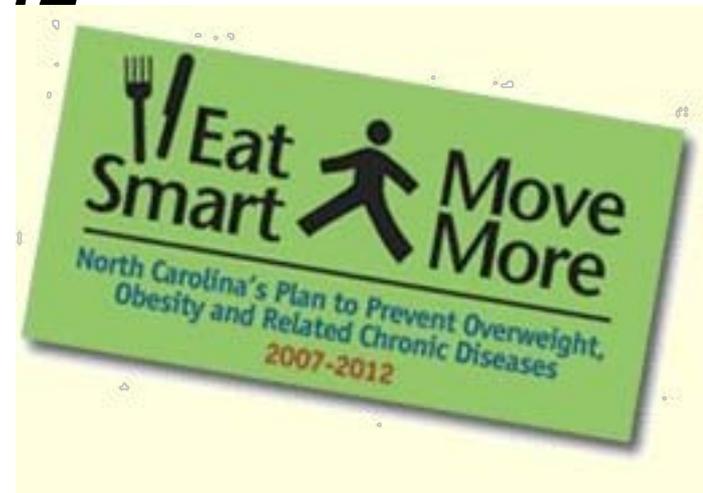
Staff: *Cathy Thomas*, Head and *Lori Rhew*, PA Manager and ESMMNC Coordinator, PAN Branch

Communication

- www.eatsmartmovemorenc.com
- Quarterly Leadership Team Meetings
 - June 14 – NC Medical Society Foundation, Raleigh
 - September 18 – Vidant Health, Greenville, NC
 - December 7 – First Environments Learning Center, RTP

North Carolina's Obesity Prevention Plan

Eat Smart, Move More: NC's State Plan to Prevent Overweight, Obesity and other Related Chronic Disease 2007-2012

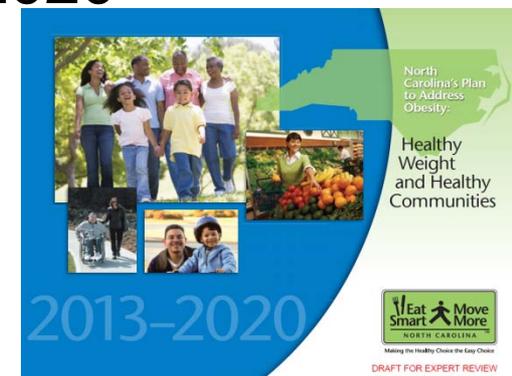


North Carolina's Obesity Prevention 2007 – 2012 Goals

- **Goal 1:** Increase healthy eating and physical activity opportunities by fostering supportive policies and environments.
- **Goal 2:** Increase the percentage of North Carolinians who are at a healthy weight.
- **Goal 3:** Increase the percentage of North Carolinians who consume a healthy diet.
- **Goal 4:** Increase the percentage of North Carolina adults, youth and children ages 2 and up who participate in the recommended amounts of physical activity.

North Carolina's Obesity Prevention Plan 2013 - 2020

- ***North Carolina's Plan to Address Obesity: Healthy Weight and Healthy Communities***
- **2020 Goal: Increase the number of North Carolinians at a healthier weight.**
 - Writing and review process in progress
 - Release date – January 2013
 - Compliments Healthy North Carolina 2020
 - Environment and policy focus



We want to hear from you!

- Statewide feedback on the plan June 7th – 25th
- Town Hall Meetings:
 - June 13th 10:00 – 11:00 a.m.
 - June 15th 2:00 – 3:00 p.m.

More details available shortly on the NEWS page of the Web site: www.EatSmartMoveMoreNC.com

Tools and Resources



About Us

- Home
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- News
- Success Stories
- NC's Plan
- Obesity Burden
- Key Behaviors
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- Contacts
- Media
- Funding
- Data
- The Evidence



The Movement



Leadership Team



Join The Team



Quarterly Meetings



North Carolina's
Plan



Policy Strategy
Platform



Contact Us

Faithful Families Eating Smart and Moving More

- Evidence-based Program - "Practice-Tested Intervention" [Center of Excellence for Training and Research Translation](#)
- Multi-level intervention - individual behavior and practices and environments of faith communities
- Co-taught by nutrition and physical activity educators and lay leaders from faith communities
- 9-session FFESMM curriculum and ESMM Planning Guide for Faith Communities.

<http://www.eatsmartmovemorenc.com/FaithfulFamilies/FaithfulFamilies.html>

African American Churches Eating Smart and Moving More

- **Who is it for?**

African-American church staff and members, health department staff, Cooperative Extension Agents and community partners.

- **How do you get it?**

This resource is distributed electronically and can be downloaded on this page.

- **How is it used?**

Provides guidance and tools for implementing multi-level nutrition and physical activity programs in African-American churches.

Health-Related Bulletin Inserts for the Faith Community

- **Who is it for?**

Faith communities, their members and community partners.

- **How do you get it?**

This resource is distributed electronically and can be downloaded from this page.

- **How is it used?**

Provides short, simple and easy to read messages that can be copied and shared with members as a handout (i.e., church bulletins) or placed on **bulletin boards.**

I SUPPORT



www.EatSmartMoveMoreNC.com



Check out the 2010 Eat Smart, Move More North Carolina Annual Report.

One person can make a difference. Together, we can make our state a healthier place. Go to

www.EatSmartMoveMoreNC.com

to see how North Carolinians like you are making a difference in reducing obesity and related chronic diseases.



ESMMNC University Collaborative

- NCSU, Duke, UNC-CH, Wake Forest, ECU, UNCA
- Focus on obesity and obesity prevention research
- Share data, support joint research opportunities, enhance funding for NC researchers

Eat Smart, Move More North Carolina: Policy Strategy Platform 2012

- ESMMNC Policy Committee
- Guide for best practice policies
- Informs advocates for obesity prevention
- Tracks status of statewide policies
- Local coalition survey – UNC Asheville project

Eat Smart, Move More
North Carolina



Policy Strategy Platform 2012

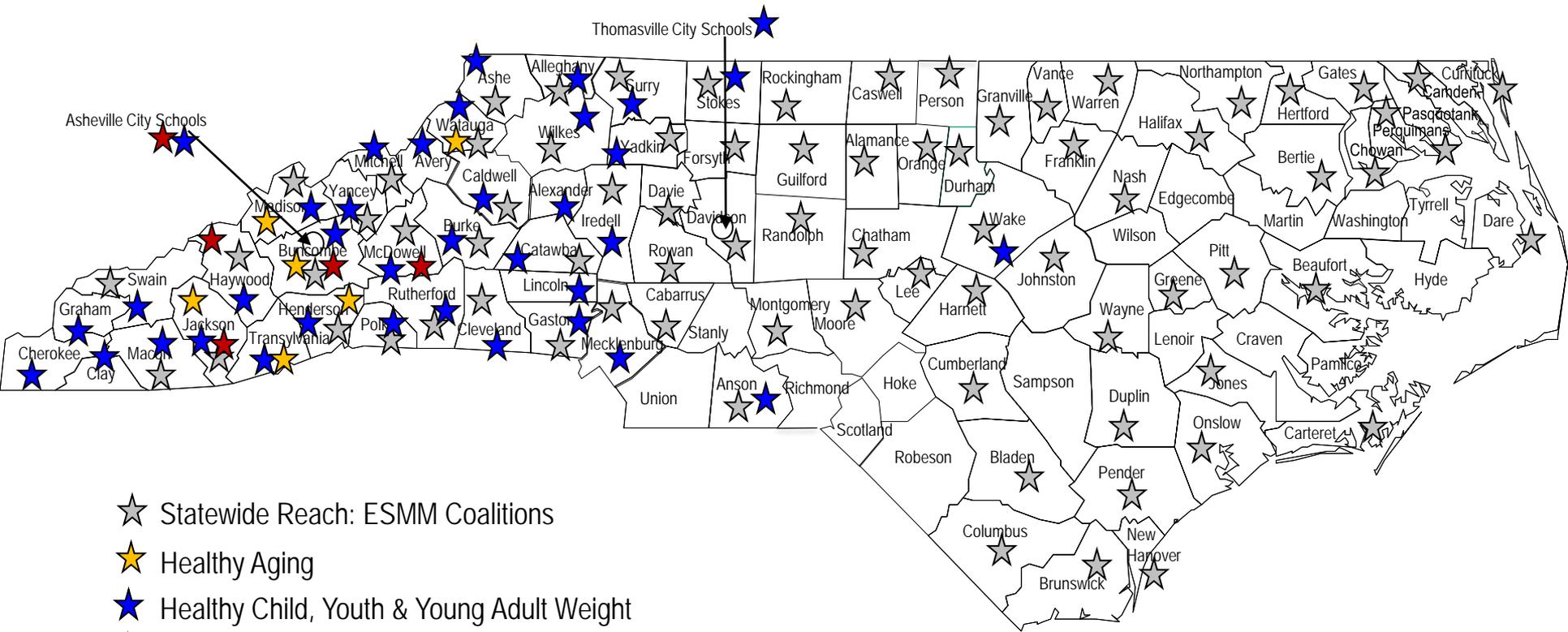
March 2012

Background:
Eat Smart, Move More North Carolina is a statewide movement that promotes increased opportunities for healthy eating and physical activity wherever people live, learn, work, play and pray. This movement is guided by the Eat Smart, Move More NC Leadership Team, composed of member organizations that seek to implement North Carolina's Plan to Prevent Obesity, Overweight and Related Chronic Diseases.

The choice of what we eat and how much we move is influenced by the environment in which we live. Often, that environment is shaped by policies. Therefore, policy is a cornerstone of environmental and behavior change. The Leadership Team has compiled this Policy Strategy Platform as a centralized location for policy recommendations that help to meet the goals in North Carolina's Obesity Prevention Plan.

Obesity-related nutrition and obesity-related health issues in North Carolina. ©2012, Eat Smart, Move More North Carolina.

ESMM Coalitions



- ☆ Statewide Reach: ESMM Coalitions
- ★ Healthy Aging
- ★ Healthy Child, Youth & Young Adult Weight
- ★ Worksite Health Promotion

Local Coalition Policy Project

- Goal: Identify policy focus, priorities, efforts of local obesity prevention coalitions
- Collaboration – ESMMNC Policy Comm., NC Center for Health and Wellness, UNC Asheville Health and Wellness Department
- Survey Monkey and Interview components
- Results will inform Policy Comm., local coalitions and policy makers

• How can **YOU** support the Eat Smart, Move More North Carolina Movement?

What can your organization do to support Eat Smart, Move More NC?

For Smart, Move More North Carolina (ESMM NC) is a statewide movement that provides increased opportunities for healthy eating and physical activity whenever, wherever, how, when, with, and with whom you want. Lined below are actions that your organization can take to support this movement. Choose two to three actions to take over the next year.

Review the ESMM NC Plan, identify how your organization contributes to healthy prevention and wellness programs, and communicate this with pride to your employees and others.

Attend ESMM NC Leadership Team meetings to network with other organizations who work in the area of obesity prevention.

Commit one year success stories to the ESMM NC website at www.EatSmartMoveMoreNC.com.

Post the ESMM NC key messages with your employees as part of your comprehensive workplace wellness program.

Conduct relevant meetings with the ESMM NC logo.

Use the ESMM NC Partner Presentation when presenting about change. Download the presentation at www.EatSmartMoveMoreNC.com.

Provide a link to www.EatSmartMoveMoreNC.com on your website and download tools and resources for your own use.

Add the tag line: "Organizations that join the ESMM NC Eat Smart, Move More NC partner organization: www.EatSmartMoveMoreNC.com" to your email signature.

Recruit new partner organizations to join the ESMM NC Leadership Team. Email Levi.Bond@EatSmartMoveMoreNC.com for promotional partners.

Support ESMM NC with a donation to the NC Public Health Foundation.

Encourage decision makers about the recommendations in the ESMM NC Policy Strategy Platform.

Encourage members of the public to visit www.MyEatSmartMoveMore.com.

Encourage your organization's internal policies or policies to promote healthy eating and physical activity among employees, contractors, etc.

For more information visit www.EatSmartMoveMoreNC.com.

Eat Smart, Move More.

ESMM NC

Eat Smart, Move More North Carolina Leadership Team Member Benefits

The purpose of the Eat Smart, Move More North Carolina Leadership Team is to be a resource where partners across North Carolina work together to promote, support and provide guidance to the Eat Smart, Move More NC movement. The Leadership Team works to change policies, practices and environments to make the healthy choice the easy choice.

Membership: is collegial—more people, have fun! It's key that decisions makers can be related issues nationwide movement by use to the table. national speakers the Leadership Team about quarterly we NC branded via and more! west of the new

Eat Smart, Move More.

For more information visit www.EatSmartMoveMoreNC.com.

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Join the Leadership Team

– Send an email to:

Lori.Rhew@EatSmartMoveMoreNC.com



Eat Smart, Move More NC Leadership Team
Annual Membership Application
Application Term Begins April 1 of Each Year

The mission of the Leadership Team is to guide the Eat Smart, Move More NC movement in reversing the rising tide of obesity and chronic disease among North Carolinians by helping them to eat smart, move more and achieve a healthy weight. The purpose of the Leadership Team is to serve as the organization where partners across North Carolina working in physical activity and nutrition collaborate to promote, support and provide guidance to the Eat Smart, Move More NC movement.

Date: _____

Name of Organization: _____

Mailing address of Organization: _____

Organization Mission Statement: _____

Organization Web Site: _____

Voting Designee*: _____

Voting Designee Email: _____

Questions?

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