



Eat Smart, Move More North Carolina Leadership Team

Partner Engagement Survey Results June 2010

Survey Purpose

The Eat Smart, Move More NC (ESMM) Executive Committee conducts a survey like this once every few years to see how the ESMM Leadership Team member organizations and their employees or constituents support the ESMM movement. Using ESMM tools and resources, encouraging others to visit the ESMM Web site, and promoting ESMM messages as part of a worksite wellness program are just a few options.

The support of each member organization on the ESMM Leadership Team is essential for keeping the ESMM movement alive and well. It will take all of us working together to effectively tackle the obesity epidemic, and ESMM brings us together to coordinate efforts and speak with one voice. Together, we can reverse the rising tide of obesity by making it easier for North Carolinians to eat smart, move more and achieve a healthy weight.

Survey Distribution and Response Rate

A survey link and invitation were emailed to the 213 individuals on the ESMM listserv on June 8, 2010. The deadline for responses was June 23, 2010. Two reminder emails were sent to the listserv prior to the deadline.

Fifty-one of the 213 people on the ESMM listserv completed the survey. Those respondents represented 36 of the 61 ESMM Leadership Team member organizations. No representatives of the other 25 member organizations responded. The organizational response rate was 59% (36 of 61). The individual response rate was 24% (51 of 213).

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Key Findings

Supporting the ESMM NC Policy Strategy Platform

- **74%** of survey respondents report that their organization's legislative policy agenda is aligned – or somewhat aligned – with the ESMM NC Policy Strategy Platform.
- **30%** report that a lobbyist is affiliated with their organization. Of those who have a lobbyist, **40%** report that this lobbyist has supported the ESMM NC Policy Strategy Platform.

How Else Do Partners Support Eat Smart, Move More NC?

- **94%** of survey respondents have visited www.EatSmartMoveMoreNC.com to learn about or download obesity prevention tools and resources.
- **90%** have identified how their work fits into the ESMM NC Plan, and **88%** have communicated with co-workers about this.
- **78%** work for organization that have improved internal practices or policies to promote healthy eating, and **63%** work for organizations that have improved internal practices or policies to promote physical activity.
- **65%** report that their organizations' Web sites feature links to the ESMM Web site.
- **54%** report that they - or someone else from their organization – have co-branded relevant messages with the ESMM NC logo.

What Could More Partners Be Doing?

- Only **42%** report that they - or someone from their organization - have contributed a success story to the ESMM NC Leadership Team e-newsletter or ESMM Web site.
- Only **31%** have added a tag line supporting ESMM to their email signatures.
- Only **29%** report that they - or someone from their organization - have used the ESMM NC slide presentation when presenting about obesity.
- Only **26%** report that they - or someone else from their organization - have recruited new organizations to join the ESMM Leadership Team.

Eat Smart, Move More Leadership Team Member Organizations Represented on Survey

1	Active Living by Design
2	Alliance for a Healthier Generation
3	American Heart Association - NC Affiliate
4	Association of North Carolina Boards of Health
5	Be Active North Carolina
6	Blue Cross and Blue Shield of North Carolina Foundation
7	Catawba Valley Medical Center's Healthy House
8	Duke Community Health
9	FirstHealth of the Carolinas and MooreHealth, Inc
10	Foundation for Healthy Carolinians
11	John Rex Endowment
12	Legislative Task Force on Childhood Obesity
13	NC Academy of Family Physicians
14	NC Alliance for Athletics, Health, PE, Recreation and Dance
15	NC Alliance for Health
16	NC Alliance of Boys & Girls Clubs
17	NC Association of Local Nutrition Directors
18	NC Citizens for Public Health, Inc

19	NC Department of Public Instruction
20	NC Dietetic Association
21	NC Division of Public Health
22	NC Public Health Foundation
23	NC Fruits and Veggies Nutrition Coalition
24	NC Office of State Personnel
25	NC Office on Disability and Health
26	NC Senior Games, Inc
27	NC Society for Public Health Education
28	NC State Health Plan
29	NC State University
30	Rex Healthcare
31	School Nutrition Association of North Carolina
32	The Leaflight, Inc.
33	The NC Partnership for Children, Inc.
34	University Health Systems of Eastern Carolina
35	WakeMed Health & Hospitals
36	YMCA's of North Carolina

4. Have you individually done any of the following in the past year?

Please mark one answer per row.

	Yes	No, but I am planning to do this	No, and no plans to do this	Not applicable to my job	Response Count
Visited www.EatSmartMoveMoreNC.com to learn about or download obesity prevention tools and resources	94.1% (48)	3.9% (2)	2.0% (1)	0.0% (0)	51
Identified how your work fits into the ESMM NC Plan (i.e., <i>Eat Smart, Move More: North Carolina's Plan to Prevent Overweight, Obesity and Related Chronic Diseases</i>)	90.0% (45)	6.0% (3)	2.0% (1)	2.0% (1)	50
Communicated with co-workers about how your organization's work fits into the ESMM NC Plan	88.0% (44)	6.0% (3)	4.0% (2)	2.0% (1)	50
Included this tag line (or something similar) in your email signature: Proud to be an Eat Smart, Move More NC partner organization - www.EatSmartMoveMoreNC.com	30.6% (15)	18.4% (9)	42.9% (21)	8.2% (4)	49
				Comments:	12
				answered question	51
				skipped question	0

5.

Has someone from your organization (either yourself or someone else) done any of the following in the past year? Please mark one answer per row.

	Yes	No	Don't know	Not applicable to my organization	Response Count
Attended one or more of the Eat Smart, Move More (ESMM) NC Leadership Team quarterly meetings	96.1% (49)	3.9% (2)	0.0% (0)	0.0% (0)	51
Recruited new organizations to join the ESMM NC Leadership Team	26.0% (13)	66.0% (33)	6.0% (3)	2.0% (1)	50
Contributed a success story to the ESMM NC Leadership Team e-newsletter or www.EatSmartMoveMoreNC.com (the ESMM NC professional Web site)	42.0% (21)	50.0% (25)	6.0% (3)	2.0% (1)	50
Encouraged members of the public to visit www.MyEatSmartMoveMore.com (the ESMM NC consumer Web site)	88.2% (45)	9.8% (5)	2.0% (1)	0.0% (0)	51
Used the ESMM NC slide presentation when presenting about obesity	29.4% (15)	66.7% (34)	2.0% (1)	2.0% (1)	51
Co-branded relevant messages with the ESMM NC logo	54.0% (27)	40.0% (20)	2.0% (1)	4.0% (2)	50
				Comments:	6
				answered question	51
				skipped question	0

6.

Has your organization done any of the following in the past year?

Please mark one answer per row.

	Yes	No, but we are planning to do this	No, and no plans to do this	Don't know	Not applicable to my organization	Response Count
Provided a link to www.EatSmartMoveMoreNC.com on your organization's Web site	65.3% (32)	20.4% (10)	8.2% (4)	4.1% (2)	2.0% (1)	49
Supported the ESMM NC Community Grants program with a donation to the NC Public Health Foundation	2.0% (1)	10.0% (5)	52.0% (26)	18.0% (9)	18.0% (9)	50
Promoted the ESMM NC key messages among employees as part of a comprehensive worksite wellness program	74.5% (38)	3.9% (2)	2.0% (1)	5.9% (3)	13.7% (7)	51
Improved internal practices or policies to promote <u>healthy eating</u> (e.g., commit to providing healthy food/drink options at meetings and events) If yes, please describe under "Comments"	78.4% (40)	11.8% (6)	0.0% (0)	3.9% (2)	5.9% (3)	51
Improved internal practices or policies to promote <u>physical activity</u> (e.g., encourage physical activity breaks for employees during the work day) If yes, please describe under "Comments"	62.7% (32)	21.6% (11)	3.9% (2)	2.0% (1)	9.8% (5)	51
Your organization's leadership has						

communicated to employees, members, constituents, or the public about the organization's support of ESMM NC	77.6% (38)	10.2% (5)	2.0% (1)	8.2% (4)	2.0% (1)	49
					Comments:	26
					answered question	51
					skipped question	0

7. Is your organization's legislative policy agenda aligned with the ESMM NC Policy Strategy Platform?

	Response Percent	Response Count
Yes 	40.8%	20
No 	4.1%	2
Somewhat 	32.7%	16
Don't know what is on my organization's policy agenda 	10.2%	5
Don't know what is on the ESMM Policy Strategy Platform	0.0%	0
Not applicable - my organization does not have a legislative policy agenda 	12.2%	6
	Comments:	7
	answered question	49
	skipped question	2

8. Has anyone from your organization educated decision makers about the recommendations in the ESMM NC Policy Strategy Platform?

Mark all that apply.

	Response Percent	Response Count
Yes, educated decision makers <u>within my organization</u>	51.1%	24
Yes, educated decision makers <u>external to my organization</u>	51.1%	24
Yes, educated legislators	36.2%	17
No	14.9%	7
Don't know	19.1%	9
If yes, please provide more specifics below:		16
	<i>answered question</i>	47
	<i>skipped question</i>	4

9. Is there a lobbyist affiliated with your organization?

	Response Percent	Response Count
Yes, a part-time lobbyist	14.0%	7
Yes, a full-time lobbyist	16.0%	8
No	58.0%	29
Don't know	12.0%	6
Comments:		5
	<i>answered question</i>	50
	<i>skipped question</i>	1

10. Has a lobbyist who is affiliated with your organization supported the ESMM NC Policy Strategy Platform?

	Response Percent	Response Count
Yes 	40.0%	6
No 	20.0%	3
Don't know 	40.0%	6
If yes, please describe further. If no, why not?		2
	<i>answered question</i>	15
	<i>skipped question</i>	36

11. (Optional) If you would like to share other ways in which you or your organization have supported Eat Smart, Move More NC in the past year, please do so below:

	Response Count
	16
	<i>answered question</i> 16
	<i>skipped question</i> 35

Comments on survey question 4: "Have you individually done any of the following in the past year?" Answer options: visited ESMM Web site, identified or communicated with co-workers about how your work fits into ESMM Plan, promoted ESMM in your email tagline

1	Use the Eat Smart Move More logo and also include the website on many materials, but not the tag line.
2	We definitely talk about being a part of ESMM, but company policy prevents us from using these types of taglines.
3	I have passed on your brochures to group holding a healthy lifestyles program in [city]. I was on the Legislative Task Force on Childhood Obesity.
4	Definitely proud to be a partner with ESMM but I'm not a big fan of tag lines, bumper stickers, etc. (just my personal thing)
5	No plans at this time. Strategically for me, It's important for [organization] to be seen as broader than [physical activity and nutrition] issues.
6	I have not thought of including the tag line but will consider.
7	I will pitch the issue around our email signature -- we have a standard signature, and we'll need to change it.
8	Cannot add the tagline to my signature.
9	Not sure how [organization] would feel about this.
10	Already too much in my tagline. I'm going on a tagline diet.
11	[Organization] has policies/procedures for all employees that clearly delineate and approve email signautre messages. Approved email signaure messages are currently limited to specific [program name] messages.

Comments on survey question 5: "Has someone from your organization (either yourself or someone else) done any of the following in the past year?" Answer options: attended ESMM Leadership Team quarterly meeting, recruited organizations to join ESMM Leadership Team, contributed a success story to ESMM, encouraged the public to visit ESMM consumer Web site, used ESMM slide presentation, co-branded relevant messages with ESMM logo

1	I did speak to [city] Chamber group about the issue.
2	Have discussed ESMM NC Leadership Team with two individuals in our county.
3	Think [with new organizational leadership that] co-branding should become more likely. Need for [organization] leaders to step out on this first.
4	Have not yet recruited other [organizations that share similar interests to mine] to join ESMM but this is an organizational goal.
5	I served on the communication team.
6	Did not know the ESMM logo is co-brandable.

<p>Comments on survey question 6: "Has <u>your organization</u> done any of the following in the past year? Answer options: provided an ESMM link on Web site, helped fund the ESMM Community Grants program, promoted ESMM key messages to employees for worksite wellness, improved internal practices or policies to promote healthy eating or physical activity, communicated the organization's support for ESMM to employees/members/public</p>	
1	We have linked EatSmartMoveMoreNC.com to our facebook page, but not our [organization's] website.
2	All of our [program] staff are encouraged to model healthy eating and physical activity during staff meetings. Each district adopts their own policies to promote healthy eating and physical activity.
3	Regarding healthy eating policies, we are sustaining a healthy snack station started a couple years ago. We have added PA breaks to all staff meetings in the past year.
4	At [our organization], we take regular walks (even walking staff meetings) around our walking track; use vegetables from our sustainable garden; no junk food allowed in [our organization].
5	Try to follow healthy food policy for meetings
6	[Our organization] has funded ESMM activities as they relate to joint efforts with [another organization]. There are actually ESMM signs up on the walls at [organization].
7	{Our organization} partnered with community rehabilitation programs on work site and linked them to ESMM resources. Our organization's focus is on technical assistance to other (primarily disability) organizations on work site health.
8	We will consider the areas mentioned. We are moving all [organization name] hospitals along in the RED APPLE process of NC Prevention Partners to provide an environment where employees and visitors can make a healthy choice everyday. Seven of 8 hospitals are RED apple, which means they follow criteria and promote these options, offer discounts on beverages meeting criteria, label calories. We are moving toward all calorie labeling of all food by Jan. 2011.
9	Through [organization's] worksite wellness policies and ESMM Weigh Less offerings at [organization's] worksites
10	Ran mini-grant program through ESMM Community Grant in [county name]; used ESMM worksite wellness guide for assessment, action plans and then implemented action plans to encourage healthy eating and physical activity in work place. Using ESMM stairwell signs at [county name] Regional Hospital to encourage staff and guests to utilized stairs. This is currently in process. Promote ESMM in community, worksites, provider offices, etc.....whenever possible.
11	We encourage employees to take "wellness breaks" and afford time for that -- walking, running or just time outside away from the stresses of the workplace.
12	We have a no food celebration policy, weekly fruit basket and healthy menus at meetings and events. We have bikes, shower, group physical activity every Friday at three and open stairwell.

Comments on survey question 6: "Has your organization done any of the following in the past year?" Answer options: provided an ESMM link on Web site, helped fund the ESMM Community Grants program, promoted ESMM key messages to employees for worksite wellness, improved internal practices or policies to promote healthy eating or physical activity, communicated the organization's support for ESMM to employees/members/public

13	Nutrition -- We have a 'no food dumping' policy as well as a policy to provide water and healthy options at all work functions Physical Activity -- Our board approved us to spend 30 minutes of our work day (can be broken into 10 min intervals) completing moderate to vigorous physical activity; walking meetings are encouraged; we have \$150 annually to spend on wellness (sneakers, gym membership, healthy cooking classes, etc.)
14	The [organization] has a comprehensive worksite wellness program of its own, but we do value the work of ESMM NC.
15	Salads and fruits are provided at meetings.
16	We have walking meeting policies, scheduled walks twice a week and all meals and snacks served at [organization] related events must be healthy.
17	Make efforts to provide healthy options when we cater lunches for meetings or workshops
18	Co-Chair of the Walk the Talk program for [organization]
19	[Our organization] has no money -- sorry. And [our organization] is not in the business of promoting programs, just policies. At [organization's] meetings, we try to promote healthy eating options, but that is a pretty small universe!
20	Used in [our organization's] meetings
21	Changed food selections at luncheon meetings
22	We have used the Healthy Meeting Guide to provide healthier foods at meetings and events and have incorporated physical activity breaks into our meetings and conferences.
23	We always have water available and most of the food served is very healthy. We have an informal walking group and we challenge each other to use the stairs.
25	We always order healthy and promote locally grown fresh food too!

Comments on survey question 7: "Is your organization's legislative policy agenda aligned with the ESMM NC Policy Strategy Platform?"	
1	I am at a university that has a large policy agenda with the legislature related to funding, tuition, etc.
2	I am not involved in this process, but know that [co-worker] works toward this end.
3	[My organization] fully supports the policy platform.
4	In the area of obesity we align pretty closely.
5	I am not sure what the overall policy platform is for [my organization].
6	We have not gotten this formalized in our legislative process, but plan to do so in the future.
7	Was a little surprised on SNAP/NC FNS agenda items but in principle we agree.

Comments on survey question 8: "Has anyone from your organization educated decision makers about the recommendations in the ESMM NC Policy Strategy Platform?"

1	I have presented to legislators about the goals of ESMM and policies that would be supportive of our efforts.
2	[Co-worker] did each of these.
3	[Co-worker] has shared policy strategy platform with others in our [organization] and has also, I think, incorporated it into presentations to policy makers from other state agencies.
4	Expressed efforts at committee meetings and with legislation
5	Discussed with our Vice-President
6	We've shared ESMM policy strategy platform with our community partners
7	[Co-worker] has played a key role in policy strategy across the state
8	I have focused solely on physical activity pieces, but have educated [organization's] leadership and board members
9	We send a team to the Legislature annually for [specific issue] and our policies are somewhat similar.
10	Staff addressed the Legislative Obesity Task Force
11	Yes, but only those that are specific to [our organization's] legislative agenda
12	Educated legislators when requested by legislators
13	Information has been provided to members to use individually.
14	I have talked with Public School School Health Advisory Committee.
15	Legislators [are] educated through LA's (legislative assistants) and other personnel @ General Assembly when they're participants with ESMM Weigh Less.
16	I've discussed issues in your report related to [specific issue] with our Board.

Comments on survey question 9: "Is there a lobbyist affiliated with your organization?"

1	I don't think so, but I'm not sure.
2	[Organization] has a Advocacy Chair that is linked to state-wide membership as advocates and is also linked to [organization's] national advocacy apparatus. This year NC has three national [organization name] Policy Fellows.
3	We have an assigned legislative liaison from [our organization] who is full time and who attends the legislative sessions.
4	Will become our own organization July 1 and no longer under [organization name]
5	We hire a lobbyist when we are working on [specific issue] but do not contract on a full time basis or even from year to year.

Comments on survey question 10: "Has a lobbyist who is affiliated with your organization supported the ESMM NC Policy Strategy Platform?"

1	We are a university with a legislative agenda related to funding for the university.
2	I keep our government relations staff up to date on both ESMM and NC Alliance for Health policy agendas and ask her to be involved as appropriate, recognizing her focus must be the needs of [our organization].

Responses to survey question 11: "(Optional) If you would like to share other ways in which you or your organization have supported Eat Smart, Move More NC in the past year, please do so below:"

1	Our coworkers participated in the Maintain Don't Gain Holiday Challenge and we received very positive feedback.
2	Through [organization name], we work hard to stay aligned with the ESMM messaging. When making decisions about our direction, we refer to the ESMM policy platform for alignment.
3	We are working to develop grant projects which will take us to the next level in our partnership with [organization name] connecting our strong education component with their strong environmental and policy change component to affect access to healthy foods and safe places for physical activity.
4	Just the brochures and talks with other groups
5	Our grant goals and research goals are consistent with ESMM-NC five year plan.
6	[Our organization] communicates regularly with [national organization] promoting how we work with & through ESMM. Presented at [national meeting] in April and included successful collaboration via ESMM.
7	Referenced ESMM in our new state plan
8	We highly promote the Maintain Don't Gain Challenge each year and offer incentives to employees that participate. We have received training in ESMM Weigh Less and offer the program to our employees.
9	Almost daily, we refer members of the public to the ESMM website for resources.
10	We continue to promote Eat Smart Move More messages to our [organization's] members through our website, electronic newsletter and magazine.
11	Collaborated with ESMM to provide after school program for middle school students. Promoted ESMM program to members.
12	Promote ESMM Weigh Less and other ESMM NC materials frequently when presenting in and out of state
13	Used bill boards that promote both
14	[Co-worker] has taken a leadership role with ESMM
15	When made available to our agency, I have distributed materials at events I attend and speak.