



Eat Smart, Move More NC Leadership Team Quarterly Update

December 2013

Eat Smart, Move More North Carolina Newsletter



Message from the Chair

Dear Eat Smart, Move More NC Member:

We look forward to hosting the December 17th Leadership Team meeting at 701 Corporate Center Drive, Raleigh NC 27607 (the building adjacent to the YMCA Corporate Offices).

Our meeting will include a presentation from Dr. Pam Silberman, President & CEO, North Carolina Institute of Medicine and Publisher of the North Carolina Medical Journal, about how the Affordable Care Act impacts prevention efforts. Dr. Dave Gardner, Past Chair of Eat Smart, Move More NC will provide a report about the North Carolina Institute of Medicine Task Force on Early Childhood Obesity Prevention and Dr. Carolyn Dunn, Chair of North Carolina's Obesity Prevention Plan Writing Team, will talk about an article on the Eat Smart, Move More NC Movement and the North Carolina's Obesity Prevention Plan that was recently published.

Next Meeting

Date:
March 11, 2014

Time:
1:00 - 3:30

Place:
NC
Division of Public Health, 5505 Six Forks Rd.
Raleigh NC 27609

2014 Leadership Team Meetings - Save the Dates!

March 11th
June 13th
September 16th
December 5th

You can download highlights from previous Leadership Team meetings and information for upcoming meetings at:
www.eatsmartmovemorenc.com/AboutUs/Meetings.html
<http://www.eatsmartmovemorenc.com/>.

I look forward to seeing you next week.

Sincerely,

Vondell Clark, Chair
Eat Smart, Move More NC Leadership Team

Growing Healthy Children at the Poe Center



The Alice Aycock Poe Center for Health Education strives to provide North Carolina's children, youth and families with essential health education through interactive, hands-on learning experiences. At the Poe Center you'll find plenty of opportunities to learn about healthy nutrition and physical activity in an innovative, state of the art facility. Recently, through partnership with Moe's Southwest Grill of the Triangle, the Poe Center increased efforts in the area of nutrition by providing two \$500 grants to Triangle area elementary schools to create or maintain school gardens

and instituting a new garden program.

Moe's Triangle and the Poe Center accepted more than 100 applications for school gardens from June to September 2013 and allowed students, teachers, families and the community to vote on grant finalists on Moe's Facebook in September. Brentwood Elementary and Willow Springs Elementary were announced as the winning schools in October.

On November 12, 2013, Poe Center Executive Director, Ann Rollins, and Garden Manager, Maggie Perkins, were joined by Moe's of the Triangle restaurant owners and Moe's Southwest Grill President, Paul Damico, to visit the schools to present the grant awards and provide the new garden curriculum for the very first time. Brentwood will use the funds to build a brand new garden and Willow Springs will use the funds to maintain and improve its existing garden.

Moe's of the Triangle and the Poe Center will offer the grant opportunity again in 2014 as well as a competition for several free field trips to the Poe Center. Be sure to keep an eye out for these opportunities beginning in 2014!

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The Poe Center's new garden curriculum, Growing Healthy Kids is designed for children kindergarten through fifth grade. It provides students with a nutrition lesson and knowledge of where foods come from, how they grow and how the plants we grow end up on our plates as a nutritious meal. The 45-minute program gives students the opportunity to learn through hands-on and interactive experiences. Growing Healthy Kids is now available for schools and community groups across North Carolina.



Inter-Faith Food Shuttle

Inter-Faith Food Shuttle Nutrition Division will be providing monthly Cooking Matters at the Store events throughout the state, including our 7 service county area throughout 2014. We will be working with local agencies to promote these opportunities to their clients/participants, as well as invite local influencers such as city and local government officials to the monthly events. Our goal for 2014 is to provide at least 15 events state wide, and triple the reach of our 2013 Food Day event.

IFFS Nutrition has partnered with Urban Ministries of Wake, Alliance Medical Ministry, and Catholic Charities of Raleigh to provide nutrition education to both pantry and clinic clients. These exciting new partnerships include cooking classes, grocery tours, food preservation classes, health related resources, Healthy Pantry Projects, and nutrition education.

Additional new collaborations include Smart Start of Wake Co. staff and parent nutrition education classes, participation in obesity research in conjunction with UNCG, and SNAP outreach in Edgecombe, Wake, Moore and Lee counties in partnership with the Food Bank of Central & Eastern North Carolina.

iMAP

Through an RFA process, the Center for Healthy North Carolina and the Center for Public Health Quality have chosen 10 pilot community partnerships to participate in the iMap project. In this project, the Centers will work with NC community partnerships to utilize and improve iMap as a resource for selecting and implementing evidence-based interventions (EBIs).

These partnerships will use iMap as an additional resource for the community to help improve the efficiency and effectiveness in achieving community health improvement goals. In the first phase of the project, The Center for Public Health Quality along with numerous state and national partners developed the iMap by adapting the Institute for Healthcare Improvement's Improvement Map, which was developed for US Hospitals.

In this year-long second phase, the Centers will work together with the selected partnerships to enhance iMap's support for selecting and implementing EBIs related to the Healthy NC 2020 plan, focusing on addressing tobacco use and physical activity and nutrition. We look forward to these improvements and the ability to bring you an updated North Carolina specific product in the coming years.

North Carolina Mini Farmers' Markets Food Desert Project Delivers Impact



In November 2011, the United States Department of Agriculture awarded funding to partners in North Carolina via the USDA Farmers Market Promotion Program Grant. With that funding (which ended in August 2013) the North Carolina Mini Farmers' Markets Food Desert Project connected low-income consumers with healthy, fresh produce from local growers.

This was achieved through improving existing small farmers markets or establishing new markets in five USDA-identified food desert locations in five North Carolina counties (Davidson, Guilford, Gaston, New Hanover, and Onslow). Additional goals of the project were to indirectly increase fruit and vegetable sales among participating farmers and provide opportunities for economic development. Project partners included the NC Public Health Foundation, NC Division of Public Health (including the Physical Activity & Nutrition Branch/Community and Clinical Connections for Prevention and Health Branch and NC Community Transformation Grant Project), NC Department of Agriculture & Consumer Services and local farmers and partners.

The project was proposed to address the need that North Carolina adults consume far too few fruits and vegetables. According to the 2009 Behavioral Risk Factor Surveillance Survey (BRFSS) only 20.6% of adults reported eating the recommended five plus fruits and vegetables per day. In addition as of 2009, 171 of North Carolina's 2,195 census tracts were identified by the USDA as food deserts, qualifying as both low income and having low access to full service grocery stores.

To achieve the projects goals and objectives a variety of activities took place which included: the hiring of a project coordinator; outreach to the community partners within the five communities to identify assets and needs; focus groups with lower income consumers to gain insight into barriers and ways to support the creation of a new farmers market or enhance an existing market; and continually working with local partners to provide technical assistance, supplies and resources from the FMPP grant (and through in-kind resources) that met their needs. The successes within this project were due to the strong local and state partnerships that were in place and/or developed throughout the funding period.

Highlighted benefits accrued as a result of the 2011 USDA FMPP grant included the creation of several new markets, increased vendors and/or days of operation at existing markets; enhanced outreach in attracting low income consumers to these markets and helping contribute to national military policy and plans to create one of the first farmers markets on a military base (Camp Lejeune) outside of the 10 Healthy Base initiative sites.

For more information about the project: diane.beth@dhhs.nc.gov; freda.butner@ncagr.gov; elizabeth.maclachlan@ncphf.org.

Eat Smart, Move More NC in the Journal of Nutrition Education and Behavior

An article on the Eat Smart, Move More North Carolina movement and North Carolina's Plan to Address Obesity was published in the November-December 2013 edition of the Journal of Nutrition Education and Behavior. The article, Development of a Movement and State Plan for Obesity Prevention, Eat Smart, Move More North Carolina, outlines the evolution of the Eat Smart, Move More NC movement and the development of North Carolina's Obesity Prevention Plan.

The article was co-authored by Dr. Carolyn Dunn, Professor and Interim Head, Department of 4-H Youth Development and Family and Consumer Sciences, NC Cooperative Extension, NC State University and Dr. Kathryn Kolasa Professor Emeritus and Affiliate Professor, East Carolina University, Brody School of Medicine. Carolyn served as the Chair of North Carolina's Obesity Prevention Plan Writing Team and is past chair of Eat Smart, Move More, North Carolina. Kathy served as a member of the Obesity Prevention Plan Writing Team.

To read the abstract and to access the full article, please click [here](#).

Planners Bring Healthy Living Recommendations to Stoneville, NC

On a chilly October morning, planners from across the state gathered at Stoneville Memorial Park to envision a healthy, sustainable and vibrant future for Stoneville, North Carolina. This small community of just over 1,000 residents is located in western Rockingham County near the Mayo River. The Community Transformation Grant (CTG) Project in Region 5 applied and received a Planning Assistance Resource Team (PART) from the North Carolina Chapter of the American Planning Association. This program allows North Carolina planners and other professionals to help communities or organizations contemplate solutions to specific problems or issues. In its inaugural year, the focus was the intersection of health in comprehensive planning, in small or rural communities.



The Community Transformation Grant (CTG) Project in Region 5 began working with Stoneville in early 2013. Despite the small staff and limited resources, the Town of Stoneville inspired the CTG staff and members of the Rockingham County Health Department with its clear potential and enthusiastic residents. The CTG team contracted with the Piedmont Triad Regional Council (PRTC) to develop a comprehensive land use plan for Stoneville.

The Stoneville area is becoming increasingly known as a recreation hot spot, with several state parks and rivers nearby that have become attractive to hikers, kayakers and canoeists. In addition, development is increasing along a nearby highway. Rockingham County had recently completed a county wide pathways plan that will connect Stoneville to the Mayo River and Mayo River State Park. CTG staff asked the NC PART panelist to provide recommendations to Stoneville for how to plan, fund and implement these new trail connectors, as well as how to position the Town as a recreation and tourism destination.

The NC PART team included Glenn Harbeck, Director of Planning, Development & Transportation in Wilmington, NC; Linda Giltz, Senior Planner for Land-of-Sky Regional Council in Buncombe County, NC; and Graham Smith, Principal/Branch Manager for a national landscape architecture firm - DHM Design. Lauren Blackburn, APA-NC Vice President for Professional Development, led and facilitated the team.

After attending a community input session, talking to numerous Stoneville residents and touring Mayo River State Park, the panelists finished the day with lively discussion and goal-setting. The team presented an initial set of recommendations to the steering committee that included specific instructions on implementing walking and biking trails between the town center and Mayo River State Park, as well as downtown redevelopment, place-making, branding, and funding strategies. Panelist recommendations were categorized into three tiers of implementation (short term, mid-term and long-term). The formal report will be presented to the Stoneville Town Council in January.

Thanks to the gracious support of the NC APA and planners from across the state, the small community of Stoneville is on its way to being not just a great place to live, but an active and inviting town that people from across the state will want to visit.

North Carolina Prevention Partners



Attendees at the Employer Roundtable on Prevention (including NC Commerce Secretary Sharon Decker, left) take a stretch break between sessions

NC Prevention Partners (NCP) hosted two key leadership meetings this fall to spread prevention further across NC. In October, Prevention Partners hosted the 10th Prevention Advisory Team Meeting to convene current partners from hospitals, schools and business to gather feedback on their progress to date, and to discuss strategies to continue to strengthen their wellness efforts. In November, Prevention Partners' convened over 100 new partners from private business, Chambers of Commerce, professional

associations, state and local government, and elected officials at the inaugural NC Employer Roundtable on Prevention to share the reach and impact of WorkHealthy America to date across NC, and to invite them to learn more about expanding this footprint and be a part of building health workplaces and a healthy workforce. The Honorable Sharon Decker, NC Secretary of Commerce, set the stage for the business and community leaders by pointing out that health is the first of her five key elements for building a thriving economy.

New Prevention Maps! Earlier this fall, NCPP launched new, searchable maps of WorkHealthy America recognitions and select worksite wellness policies and practices. These interactive maps provide national, state, and county-level organizational data that can be searched based on topic, location, sector, size, and date. A separate Wellness Quality Scorecard map provides topic-specific data on the number of workplaces that are implementing evidence-based policies, benefits, and environments that target nutrition, physical activity, tobacco, and culture of wellness. For more information on what is covered by the Wellness Quality Scorecard, view this Information Sheet.

More than 70 schools in 14 NC school districts are improving school wellness through NCPP's Zone Health School Wellness program. The program assists school and district leaders in implementing policies for healthier food and more physical activity during the school day. NCPP co-presented "The Academic ROI of Wellness in Schools" at the NC School Board Association in November with school board, superintendent and other leaders from Surry and Durham Public Schools.

Statewide Pioneering Healthier Communities Teen Advocacy Mini-Grants Program Announced

The North Carolina Alliance of YMCAs is pleased to announce the Statewide Pioneering Healthier Communities Teen Advocacy Mini-Grants (SPHC TAG) program. This mini-grant program will be awarded through a competitive application process to coalitions, groups or organizations that have an existing or budding youth advocacy component. This mini-grant program supports the YMCA's mission of strengthening communities through youth development, healthy living and social responsibility. Funding for this mini-grant program comes from the Statewide Pioneering Healthier Communities (SPHC) grant awarded in 2013 to the NC Alliance of YMCAs through the YMCA of the USA and the Robert Wood Johnson Foundation (RWJF).

Grant Purpose

The purpose of this mini-grant program is to engage our state's teens in advocacy for healthy food and physical activity access for all members of a given community, to reduce health inequity (differences in the health of individuals and groups of people because of where they reside or their social position - race, socio-economic status, etc.) and improve the health of the state's citizens. The work may lead to local government or organizational policy, systems or environmental changes. The teens may also have opportunities to advocate for state level public policy change as it relates to these two specific areas: 1) funding of bicycle and pedestrian infrastructure, such as bike lanes or paths, greenways, sidewalks, etc. and 2) healthy food financing and corner store initiatives.

Awards will include funding of up to \$3,000 to support grassroots advocacy action plan implementation. In addition, each team will be provided Advocacy and Action Planning Training and technical assistance from Youth Empowered Solutions (YES!) to ensure each team is equipped with the skills and consultation to be successful.

Grant Application Process

Letter of Intent: A letter of intent is required and should be submitted to the Executive Director of the NC Alliance of YMCAs via email at sheree.vodicka@ymcatriangle.org by 5:00 p.m. on Wednesday, December 18th. A simple letter stating intentions to apply and the name of the organization and applicant will suffice.

Application: One to two team representatives (one adult leader and one teen is ideal) should complete the application and submit to the Executive Director of the NC Alliance of YMCAs via email at sheree.vodicka@ymcatriangle.org by 5:00 p.m. on Wednesday, January 29, 2014. Applications will be reviewed by the SPHC Advisory Committee and applicants who are approved will be notified by Friday, February 14th.