



Eat Smart, Move More NC Leadership Team Quarterly Update

June 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 June 14th Leadership Team meeting at JC Raulston Arboretum NC State University, 4415 Beryl Road, Raleigh. Click here for directions to the meeting:

<http://www.ncsu.edu/jcraulstonarboretum/index.php>. Please note the new meeting time of **2:00 - 4:00 p.m.** Our meeting will include the presentation of the 2013 - 2014 Slate of Officers and an overview of the Final Report of the *Eat Smart, Move More: North Carolina's Plan to Prevent Obesity, Overweight and Related Chronic Diseases 2007 - 2012*. We will also hear an overview of the Walk Bike NC - North Carolina Statewide Pedestrian and Bicycle Plan.

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

Sincerely,

Dave Gardner, Chair

Next Meeting

Date: Friday
June 14, 2013
Time: 2:00 - 4:00

Place: JC Raulston
Arboretum

2013 Leadership Team meetings - Save the Dates!

Monday, September 16th 1:00 - 3:30 p.m.

Thursday, December 5th 1:00 - 3:30 p.m.

In this Issue

Southeast Regional HIA Meeting

New Report shows North Carolina's Childhood Overweight/Obesity Rates are Improving

Eat Smart, Move More NC Leadership Team

Southeast Regional HIA Summit

Registration is now open for the first ever Southeast Regional HIA (Health Impact Assessment) summit. This year's event will be held in Davidson, North Carolina from July 31 through August 2, 2013. The Southeast Regional HIA Summit is intended for current practitioners of Health Impact Assessment who are involved with or interested in strategic HIA field-building in the Southeast.

HIA is a process used to identify how a project, policy or program might influence health. It includes procedures, methods and tools to systematically judge the potential - and sometimes unintended - effects of a proposed project, plan or policy on the health of a population and the distribution of those effects within the population. The HIA also produces recommendations to enhance the health benefits of the project/policy/program and to mitigate potential harms.

For more information or to register for the event, click here:
<http://www.healthimpactnc.com/summit/>

New Report shows North Carolina's Childhood Overweight/Obesity Rates are Improving

North Carolina improved to the 23rd rate of childhood overweight/obesity* (31.4% [CI 26.5%-36.3%]) among US states and the District of Columbia on the recently released 2011/12 National Survey of Children's Health. When the survey was last given in 2007 NC was 14th (33.5% [CI 29.1%-38.0%]). North Carolina's reduction of 2.1% is the 16th largest such reduction in the nation.

The National Survey of Children's Health is conducted every four years (i.e., 2003, 2007, and 2011) and is sponsored by the Maternal and Child Health Bureau of the Health Resources and Services Administration. This survey examines the physical and emotional health of children ages 0-17 years of age. The survey sample is drawn from households with one or more resident children aged 0-17 years. The survey is conducted through telephone interviews using landline and cell telephones. Website:<http://www.cdc.gov/nchs/slait/nsch.htm>

*National Survey of Children's Health overweight/obesity rates are for children ages 10-17.

Maternity Center
Breastfeeding-
Friendly Designation

State-wide NC Food
System Assessment
Input Needed

East Carolina
University's
Department of Family
Medicine Center

How Does
Transportation Affect
Public Health in North
Carolina?

Article Headline

Senior Games

Funding still available
for Community
Garden Grant

Prevention Partners
hosted annual
meeting

Prevention Partners
hosted annual
meeting

News from the Active
Choice

Quick Links

[Eat Smart, Move
More, NC Leadership
Team](#)

Breastfeeding Friendly Maternity Centers are Shining Bright in NC



North Carolina Maternity Center Breastfeeding-Friendly Designation

The NC Maternity Center Breastfeeding-Friendly Designation (NC MCBFD) initiative was developed in 2010 to recognize those maternity centers that have taken steps to promote, protect and support breastfeeding in their organization. A five star system was developed. A star is awarded for every two steps achieved in the *Ten Steps to Successful Breastfeeding* as defined by the World Health Organization (WHO) and Baby Friendly USA. The North Carolina initiative encourages maternity centers across the state to promote and support breastfeeding one step at a time. Check them out here <http://www.nutritionnc.com/breastfeeding/awardees.htm>.

As of May 2013, thirty of North Carolina's eighty-eight maternity centers have been awarded designations. In addition, several designated hospitals have moved up in their star level designation since their initial submission. This program is endorsed by the NC Hospital Association, NC Child Fatality Task Force and the NC Pediatric Society. Since the program launched in 2011, eight other states have inquired about adapting or adopting the program.

To learn more about the program visit the NC Division of Public Health Nutrition Services site <http://www.nutritionnc.com/breastfeeding/breastfeeding-friendly.htm>. Informational webinars are conducted on a quarterly basis and the next one will be held on September 6, 2013. Registration will open in July and can be accessed from the www.nutritionnc.com website.

EBT Accepted at More Farmers' Markets in Wake to Increase Access to Healthy Food

Farmers' markets are now in full swing across Wake County with an abundance of beautiful local, seasonal produce, eggs and other foods, and this spring, two more markets in Wake are accepting EBT cards for shoppers receiving food assistance benefits. Thanks to grant funds from the USDA Farmers Market Promotion Program and support from Advocates for Health in Action/Wendell Farmer's Market (AHA), Wake

County Cooperative Extension and Wake County Human Services, the Wendell Farmer's Market and the Growers Market of Fuquay-Varina now accept EBT cards. They join the Raleigh Downtown Farmers' Market, the Western Wake Farmers' Market in Cary and some vendors at the State Farmers Market in Raleigh in offering this opportunity for everyone to buy healthy, fresh and local produce to feed their families.

Over the winter, AHA helped the markets acquire EBT equipment, train farmers and develop marketing materials in English and Spanish. The promotional effort includes fliers, posters and other printed materials, as well as ads in local newspapers and in *La Connexion*, a local Spanish newspaper. Wake County Human Services staff also is educating food assistance recipients about the opportunity to shop local farmers' markets when they sign up for Supplemental Nutrition Assistance Program (SNAP) benefits.

Market Match-Free Food for Families in Need

Shoppers may swipe their EBT card at the market information tent, and in return they receive wooden tokens that may be used like cash to shop with vendors. For families who are receiving SNAP benefits (formerly food stamps) to feed their families, the new effort offers them the same opportunity others have to shop for local food.

As an extra incentive to bring these shoppers to market and to help them stretch their food dollar, both the markets are running a Market Match program where they will match EBT cardholders' purchases up to \$5 per week while funding lasts. For example, if an EBT cardholder purchases \$5 in tokens, the market will give him or her 5 extra tokens, and the shopper will be able to buy \$10 worth of food for just \$5.

Increasing Access to Healthy Foods

This effort not only is part of AHA's mission to increase access to healthy food, but it supports the local farmers serving these markets. Many families in Wake County have limited access to affordable, healthy local foods, but EBT acceptance at the markets provides a convenient access point for fresh produce and improves the health of residents in these communities. In April 2012, 83,440 citizens in Wake County were receiving Food and Nutrition Services (FNS) benefits, and 38,065 households were receiving benefits, according to Wake County Human Services.



Bookmark It!

AHA also continues to promote all of the farmers' markets across the county with distribution this spring of 25,000 colorful bookmarks that feature all the markets and identify which ones accept EBT cards. The bookmark refers people to the AHA website for this Wake County farmers' market [map](#).

How Does Transportation Affect Public Health?

The May/June 2013 Issue of *Public Roads* (a bimonthly publication of the Federal Highway Administration's Office of Research, Development and Technology) has an article that highlights how organizations, MPOs and state transportation departments across the country are looking at the important relationship between public health and transportation. The North Carolina Department of Transportation is highlighted in this article for incorporating "health" in their mission statement and adopting a public health policy. To read the entire article, click here:

<https://www.fhwa.dot.gov/publications/publicroads/13mayjun/05.cfm>.

Wendell Farmer's Market Success Story

Market Story

As of April 2013, the Wendell, NC Farmers Market accepts EBT but provides so much more!

Brandy Hunter, Wendell's Farmers Market Manager, shared this story and it was so touching, we felt the obligation to share with others. Once reading it, you, too, will see how one local vendor provided

more than a few plants, she planted encouragement!

"We have a family of regulars that come to the market almost every weekend - the mother, Katrina, and her two sons, Omar and Tyler. They walk to the market from several blocks away. They live in a public housing project. They first bought plants from me on opening day. Neither knew the first thing about growing a garden or tending to plants, so their questions were very basic. Katrina asked that I take them to her house because she was walking and pushing Omar's stroller. It was on my way home and I didn't mind. When I stopped to drop off the plants they indicated they wanted a garden, but didn't know where they could put one. They said the housing authority wouldn't mind them planting stuff in the ground. I looked at their yard and suggested the best place to plant.

Today (May 11th) Katrina asked me to stop by because she had some questions. You would not believe what they had done. I was just amazed. They have four short rows and all the plants are in the ground. I was stunned. It is beautiful. The tomato is awesome, and she has a bloom coming on a cucumber plant. The other plants are doing well. They started some seeds in small containers that she had on the back porch. I was almost in tears when I saw what they had done. I told her how proud I was of her and her husband. I had told her about a great orange watering can I found at Dollar General for four bucks. Guess what? She had that orange watering can on her back porch.

"I feel a greater power is working here, something way bigger than me." I wanted to share this true story of what I witnessed today. "Yes, I feel connected to our vendors at the market, but feeling so connected to one of our customers is an entirely different feeling. The market is providing more than just a service and selling things. This is much more!" **By Annette Dorman**

Celebrate Healthy Aging With Senior Games

Over 3,400 Senior Games athletes and artists will gather in Cary/Raleigh to display their many talents and celebrate the health and joy of the human spirit. State Finals participants have qualified and represent the "best of the best" from 53 Local Senior Games from across the state.

Participants run, paint, swim, dance, cheer, sing, and inspire people of all ages who are fortunate enough to be a part of the "Spirit of Senior Games." **VOLUNTEERS** have the opportunity to set up facilities, keep score, present awards, sell souvenirs, register participants, give hugs and enjoy the feelings of good health!

September 26-29, Cary/Raleigh

Softball Tournament September 9-12, Raleigh
Bocce & Cornhole Tournaments October 8-9, Clayton

Register at

www.ncseniorgames.org

Questions? 919-851-5456,

ncsq@ncseniorgames.org

Funding Still Available for Community Garden Grant

There still is funding available through the North Carolina Recreation and Park Association to establish community gardens across North Carolina. The *Nourishing North Carolina: One Garden at a Time* grant awards up to \$3000 to create community gardens that will help reverse unhealthy trends in the state and increase access to healthy foods.

Deadline to apply for the grant is June 17th 2013 and a list of counties that are still available for funding are shown below. For more information about the *Nourishing North Carolina: One Garden at a Time* grant and to apply, go to: <http://www.ncrpa.net/displaycommon.cfm?an=1&subarticlenbr=63>

Anson, Bertie, Bladen, Carteret, Caswell, Chowan, Columbus, Davie, Graham, Granville, Halifax, Harnett, Henderson, Martin, Moore, Nash, New Hanover, Northampton, Pamlico, Pasquotank, Pender, Perquimans, Randolph, Scotland, Swain, Union, Vance, Washington, Yadkin, Yancey.

Prevention Partners Hosted Annual Meeting

NC Prevention Partners (NCP) hosted their Annual Meeting on June 5th and announced the winners of its 15th Prevention Excellence awards, which are presented every year to outstanding individuals and organizations for their contributions to making North Carolina and the nation a healthier place to live, work and learn. The ceremony was held at the University of North Carolina at Chapel Hill's Carolina Club. More than 40 NC hospitals, businesses, and schools were also recognized for their achievement in reaching a high standard of excellence for their healthy policies and environments.

NCP is continuing its work with NC hospitals, businesses, and government agencies on improving employee health and workplaces. This past year, they have started working with several out-of-state partners including Virginia, South Carolina, and Oklahoma to expand the use of their signature workplace wellness tool, [WorkHealthy AmericaSM](#). Through their Zone Health Program, they are working with 14 school districts and 80+ schools to prevent obesity through healthy food and physical activity policies and environmental supports. NCP and NC Healthy Schools continue to support [NC School Health Connection](#) which facilitates collaboration among agencies working with schools on obesity prevention. The next advisory board meeting is scheduled for July. All ESMM leadership team members are invited to join this web-based meeting and can contact [Ingrid Morris](#) for details.

Pioneering Healthier Communities

North Carolina is getting much-needed funding to support efforts to reduce childhood obesity in our communities. The North Carolina Alliance of YMCAs is one of 14 state YMCA alliances to receive a new round of Robert Wood Johnson (RWJ) funding through the YMCA of the USA. The grant is intended to address the childhood obesity epidemic through policy, systems and environmental (PSE) changes. These changes will have positive implications for communities, states and the nation.

With these funds, the Alliance of YMCAs hired Sherée Vodicka, MA, RDN, LDN, as executive director. Vodicka will lead existing collaborative efforts to support advocacy for state-level PSE change. In addition, she will help to build the capacity of the 28 corporate Ys across the state to engage in existing local-level efforts for making PSE changes in their communities. "We will work hand-in-hand with the Eat Smart, Move More NC Leadership Team, the NC Alliance for Health and others around the state to make healthy eating and active living easier for children and their families," said Vodicka. "The state's Ys are well-poised to serve in partnership with other community-based organizations to help catalyze community change as well."

The NC State Alliance of YMCAs has assembled an advisory team to ensure the work achieves its objectives. Mini-grants will be made available to communities with this funding. An announcement about the mini-grants will be made as soon as details are available. For more information, contact Sherée Vodicka at 919-601-0303 or sheree.vodicka@ymcatriangle.org.

News from The Active Choice (formerly the Be Active-Appalachian Partnership)

1. Susan Tumbleston, Executive Director, has recently been named the first 2013 "Healthcare Hero" by High Country Health and Fitness Magazine. Susan was selected by the Board of Directors of the magazine for her efforts in guiding the citizens of western North Carolina to make the choice for an active lifestyle, as well as for the collaborative projects supported by her office that help make physical activity a realistic choice for so many.



2. The Resource Lending Library of Physical Activity Equipment is now in its second year. Since it began, organizations and community events in 24 western counties have utilized the Library. About 750 teachers, pre-school providers, camp directors and

community workers from 18 western counties are "Friends of the Library" after being trained about uses of the equipment, resulting in **119,496+ children** having access to the Lending Library. At least 6000 children are part of first-time active classrooms.



Camp Crinkleroot,
Valle Crucis, NC

3. Effective June 30, The Active Choice will become a part of the Division of Community Outreach for the BCBSNC Institute for Health and Human Services at Appalachian State University. Susan Tumbleston, Executive Director, will retire on May 31. Carol Cook, a staff member since 2009, is the new Physical Activity Program Coordinator for the Institute. She will continue current University and local projects, though all regional service and activities will end.