



Eat Smart, Move More NC Leadership Team Quarterly Update

September 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 September 16th Leadership Team meeting at the Catawba Valley Medical Center, 810 Fairgrove Church Rd., Hickory NC, 28602, AHEC Building, Room 112.

Directions are available by clicking this link:

<https://catawbavalleymedical.org/location-directions-map/>. Our meeting will include a presentation on the Healthy Schools Recognition Program, Interactive Health and an overview and tour of the Catawba Valley Medical Center's Healthy House.

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

I look forward to seeing you next week.

Sincerely,

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

Next Meeting

Date: Monday
September 16,
2013
Time: 1:00 - 3:30

Place: Catawba
Valley Medical
Center

2013 Leadership Team meetings - Save the Dates!

Tuesday, December
17th 1:00 - 3:30
p.m.

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North Carolina Prevention Partners

Three North Carolina elementary schools were honored by NC Prevention Partners in June for reaching a high standard of excellence in student wellness and obesity prevention. Westfield, Shoals, and Copeland elementary schools in Surry County, N.C. each received a \$1,000 Zone Health Award to support their fitness or wellness efforts. All three participate in the Zone Health School Obesity Prevention Program, which is designed to create healthier school environments across the state. "NC Prevention Partners has been partnering with schools for over 10 years to establish sustainable wellness policies and programs that promote healthy nutrition and physical activity throughout the school day. We are so impressed and proud to recognize the accomplishments of these three schools in building a culture of wellness," said Ingrid Morris, Director at NC Prevention Partners. Copeland Elementary created a culture of wellness on campus by promoting a healthy food environment and creating more opportunities for physical activity during the school day. For example, the school implemented a "no junk food" policy for student rewards and celebrations. It also promotes physical activity through a video presentation called Play Anytime, which teachers use to lead students in three minutes of physical activity during the school day.

NC Prevention Partners honored Shoals Elementary in part for their efforts to engage youth on wellness issues. A student-run health advisory council provides input on school wellness policies, and all students complete healthy activity logs to track their wellness efforts. The school also built a health wellness room that includes exercise equipment and interactive online games, and students and staff can earn rewards for using the room. Kids in grades three through five can even join an after-school fitness club. The school plans to use its \$1,000 prize to purchase three active game systems that can be used in classrooms when the fitness room is occupied.

Engaging students also has been a priority at Westfield Elementary. The school's "Eat the Best, Leave the Rest" campaign was a school-wide competition that saw students earning tickets for eating at least one fruit or vegetable at lunch. The class that earned the most tickets was given a field trip to the local recreation center. The school also starts each day with a dance or other physical activity, and holds events such as a health fair to engage parents about wellness. School officials plan to use the \$1,000 prize to build a fitness room similar to the one at Shoals Elementary.

Center for Healthy North Carolina Receives Three Year Grant and Joanne Rinker Joins Team

The Center for Healthy North Carolina, in partnership with the NC Public Health Foundation and the NC Division of Public Health, has been awarded a three year grant from The Duke Endowment, effective July 1, 2013. The grant will allow CHNC to work to build capacity in communities across North Carolina for the

Resources Updated

Breastfeeding and Worksite Document Coming Soon

Alice Aycock Poe Center for Health Education

Celebrating the Healthiest Schools in America!

Quick Links

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

implementation of evidence based strategies addressing community-identified health priorities that align with Healthy NC 2020 objectives by linking community groups and organizations to existing resources and identifying strategies for sustainability, in order to move North Carolina to "A Better State of Health." CHNC's core work will be in utilizing the overarching framework of the HNC 2020 objectives and the recommendations of the NCIOM Task Force on Evidence Based Strategies in Public Health. The Center will address the widespread adoption of evidence based strategies (EBS) by health care providers and communities to achieve improved population health outcomes.

This new funding will allow CHNC to expand capacity by adding a new position. Joanne Rinker MS, RD, CDE, LDN has been hired as the Center's Director of Training and Technical Assistance. Previously, Joanne worked with the NC DPH, Chronic Disease and Injury Section, Diabetes Prevention and Control Program as Coordinator of the NC Diabetes Education Recognition



Program. Ms. Rinker is also the American Association of Diabetes Educators 2013 Diabetes Educator of the Year. Joanne's talents, expertise and relationships with local health departments will be a great benefit to CHNC as the Center moves forward in an expanded scope of work. You may reach Joanne at joanne.rinker@centerforhealthync.org Or, you can reach CHNC's director, Laura Edwards, RN, MPA at laura.edwards@centerforhealthync.org

And, follow the Center on Twitter @TheCHNC

Quality Initiatives for Physicians' Offices

The NC Pediatric Society and the NC Academy of Family Physicians have a joint venture to develop quality initiatives for physicians to implement in the office setting. The intent is to have physicians conduct a "PDSA" (Plan, Do, Study, Act) cycle to implement changes that make a difference in outcomes. Physicians must also participate in these QI project as part of the Maintenance of Certification in their specialty. The NCPS and NCAFP have implemented a "Comprehensive Adolescent Screening" project that included a measure to address registering BMI at every office visit.

The program was developed and tested with a volunteer physician group in 2012 and is now available for any physician to complete for certification credit. Steve Shore is the Executive Director of the NC Pediatric Society and Greg Griggs is the Executive Vice President of the NC Academy of Family Physicians. Cameron Graham of Cameron Graham Consulting is the project director.

The newly revised Eat Smart, Move More North Carolina's Branding, Logo Usage and Style Guide is now posted for use on the Eat Smart, Move More NC Web site. This guide can be used as a valuable tool when preparing materials that will include the Eat Smart, Move More North Carolina logo or brand. Users can refer to individual sections in the guide that relates to specific aspects of the logo they plan to use. Each section provides specific rules for usage, offers application guidelines and answers the most frequently asked questions regarding the Eat Smart, Move More North Carolina brand. The entire Guide can be found [here](#).

Updated Breastfeeding and Worksites Document Coming Soon

The NC Division of Public Health in cooperation with the North Carolina Breastfeeding Coalition is putting finishing touches on the newly updated, Eat Smart North Carolina: Businesses Leading the Way in Support of Breastfeeding.

This second edition of the guide includes updated resources, data and federal and state policy changes that businesses and employees will find helpful. The guide will be available on several websites including Eat Smart, Move More NC. Look for the new and improved guide to be released in the Fall of 2013.

Summer at the Alice Aycock Poe Center for Health Education

Healthy Habits Camp & Free Lunches on PlayWELL Park!

The Poe Center constantly works to empower North Carolina's children and families through health education. Teaching North Carolinians to eat smart and move more is an important part of this mission. During the summer of 2013, the Poe Center promoted healthy eating habits and regular physical activity through several initiatives.

The Poe Center held its ninth summer of Healthy Habits Camp for eligible children in first through fifth grades. About seventy kids attended one of two camp weeks in June and July. Campers explored a different health-related theme each day including Germbusters, Fabulous Food "Fun"atics, Summer Safety Splash, Fantastic Fitness Friends and Calcium Capers. Each day included a healthy "snack-tivity," which allowed children to see how they could use healthy foods as ingredients for snacks at home. Whole Foods of Raleigh also joined Healthy Habits Camp to allow campers to sample various fruits, many of which the campers had never tried.



Kids were reminded about the need for 30 minutes of physical activity a day on the Poe Center's one-of-a-kind, health-themed PlayWELL Park. Campers also got to take home crafts and projects like the herbs they planted in decorated pots. At the end of the week, the campers put on a presentation for their parents and families about the lessons they learned at Healthy Habits Camp.



Additionally, the Poe Center embraced a new program through a partnership with the USDA and Wake County Public School System. PlayWELL Park served as the first "open feeding site" for the Summer Food Service Program. Children under 18 years visited PlayWELL Park on Wednesdays between 11 a.m. and noon to receive a free, healthy meal. Unlike other providers of the

Summer Food Service Program in Wake County, the Poe Center served as an "open site," meaning any child could receive free lunch without having pre-registered.



The Poe Center is excited to provide health education to children and families across North Carolina and is looking forward to another year of good health!

Celebrating the Healthiest Schools in America!

The Alliance for a Healthier Generation Healthy Schools Program will be celebrating 267 schools from across the nation on September 29- October 1, 2013 in Little Rock, Arkansas. These schools have improved its nutrition services and physical activity programs to meet or exceed stringent standards set by the Alliance for a Healthier Generation's Healthy Schools Program.

North Carolina has 31 schools that have achieved 2013 National Recognition Award Levels and these schools will receive National Recognition at the Healthy Schools Program Forum. Please see these award winning schools listed below. Please help me celebrate these schools healthy achievements!

Chapel Hill Carrboro City Schools:

[Bronze Award Level](#)

1. Carrboro Elementary School
2. Carrboro High School
3. Chapel Hill High School
4. East Chapel Hill High School
5. Elizabeth Seawell Elementary
6. Ephesus Road Elementary
7. Frank P. Graham Elem School
8. Glenwood Elementary School
9. Grey Culbreth Middle School
10. Mary Scroggs Elementary
11. Mel & Zora Rashkis Elem
12. Morris Grove Elementary
13. R D & Euzelle Smith Middle

Charlotte Mecklenburg Schools:

[Bronze Award Level](#)

1. Berewick Elementary School
2. Idlewild Elementary School
3. Oaklawn Language Academy

Durham Public Schools:

[Bronze Award Level](#)

1. Brogden Middle School
2. Carrington Middle School
3. Hope Valley Elementary School
4. Little River Elementary School
5. Lucas Middle School
6. Mangum Elementary School
7. Northern High School
8. R N Harris Elementary School
9. Sandy Ridge Elementary School
10. Southern High School
11. Southwest Elementary School

Franklin County Schools: Graduated District

[Silver Award](#)

1. Bunn Elementary School

New Hanover County Schools:

[Bronze Award Level](#)

1. Dr. John Codington Elem
2. Holly Shelter Middle School
3. Pine Valley Elementary School