



## Eat Smart, Move More NC Leadership Team Quarterly Update

April 2016

### Eat Smart, Move More North Carolina Newsletter

#### Message from the Chair

Dear Eat Smart, Move More NC Member:

We look forward to seeing you at our next meeting on April 14th from 1:00 - 4:00 p.m. at the Embassy Suites in Cary, NC. Michelle Segar, author of No Sweat will share her innovative approach to behavior change. Because we are bringing in a national speaker, we are charging a \$10 registration fee for this meeting. The meeting registration has closed; we hope you have reserved your space for this informative and energizing meeting.



As you may know, our Executive Committee has been undertaking a robust strategic planning process to guide our work over the coming few years. The Executive Committee will be seeking your input over the coming few meetings on how we can build momentum for implementing the state obesity prevention plan, and what information, tools and resources you need to be successful implementing strategies in the plan. We do want to hear from you, so please be sure to share with us your thoughts.

Always know that you can download highlights from previous meetings and access information for upcoming meetings at: [www.eatsmartmovemorenc.com/AboutUs/Meetings.html](http://www.eatsmartmovemorenc.com/AboutUs/Meetings.html).

I look forward to seeing you next week.

Sincerely,

#### Next Meeting

Date:  
April 14, 2016

Time:  
1:00 - 4:00

Place:  
Embassy Suites, 201  
Harrison Oaks Blvd,  
Cary, NC 27513

#### 2016 Leadership Team Meetings - Save the Dates!

June 15  
1:00 - 3:30 p.m.  
Paragon Bank  
Raleigh NC

December 7  
1:00 - 3:30 p.m.  
YMCA of the Triangle  
Raleigh NC

#### In this Issue

NC Schools Improve their Fitness & Nutrition with the Poe Center's #Add25 Challenge with Miss

## NC Schools Improve their Fitness & Nutrition with the Poe Center's #Add25 Challenge with Miss North Carolina.

From purple carrots to hula hooping to BBQ bugs, NC schools found very creative ways to improve their fitness and nutrition during National Nutrition Month thanks to the Poe Center's [#Add25 Challenge with Miss North Carolina](#).

"I have thoroughly enjoyed being a part of the #Add25 Challenge and partnering with the Poe Center. My goal was to reach as many people, especially children, in NC as possible and inspire them to make changes to improve their health and nutrition," says Kate Peacock, Miss NC 2015.



Miss NC 2015 - Kate Peacock

Designed to inspire students, staff and teachers to find creative ways to increase their fitness and nutrition, the contest invited North Carolina schools to share on social media how they incorporate healthy habits into their routines. Miss North Carolina, along with many of her city and regional Miss NC sisters, provided daily motivation with their own nutrition and fitness social media posts.

"My kids are truly enjoying it, and they look forward to our #Add25 activity each day!...They wanted to make sure that I would continue with the fitness brain breaks and the Tasting Thursdays to try new foods once the challenge is over," says Michelle LeRoy, 5th grade teacher at Penny Road Elementary in Cary, NC.

[North Carolina.](#)

[UNC REX](#)

[Healthcare's Heart & Vascular Mobile Screening Unit](#)

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[The Healthy Food Small Retailer/Corner Store Act](#)

[Healthy People, Healthy Carolinas](#)

[Next Meeting Date: June 15, 2016](#)

### Quick Links

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

Participating schools, along with Miss NC and her supporters, posted over 240 messages to Facebook, Twitter, and Instagram, which reached over 52,000 people who follow the Poe Center on social media. The school with the most posts will win the Poe Center's popular nutrition assembly, PoEMANIA, hosted by Miss North Carolina.

Here are a few of Poe's favorite posts from each participating school. See more of the great ways NC schools took the [#Add25 Challenge](#).



Conn Active Learning and Technology Magnet Elementary - Raleigh, NC

< Tweet



**East Garner Phys. Ed**  
@EastGarnerPE

I was able to join PreK on their #add25 goal of 25 laps in March @PoeCenter



Reply to East Garner Phys. Ed



East Garner Elementary School - Garner, NC



**Michelle LeRoy**  
@MichelleLeRoy66

#add25 thinking about alternate sources of protein in the world. We added 25 bbq insects! @PoeCenter @PennyRoadES



Reply to Michelle LeRoy



Penny Road Elementary School - Cary, NC



**Poe Center**  
@PoeCenter

Check out how students  
@SampsonEarlyCol are taking  
@MissAmericaNC's #Add25  
Challenge today. [bit.ly/1pHfcnd](http://bit.ly/1pHfcnd)



3:03 PM · 22 Mar 16 from North Carolina, USA

Reply to Poe Center



**Sampson Early College High School - Clinton, NC**

The #Add25 Challenge is one of several activities the Poe Center has planned in celebration of its 25th Anniversary. To learn more about the 25th Anniversary celebration, visit [www.poehealth/poe25](http://www.poehealth/poe25).

Submitted by Jennifer N. Bell, M.Ed. - Marketing Director, Poe Center for Health Education

## UNC REX Healthcare's Heart & Vascular Mobile Screening Unit

UNC REX Healthcare's Heart & Vascular Mobile Screening Unit is officially on the road and ready to travel through local communities, as well as to local employer groups to provide potentially life-saving screenings and education.

This state-of-the-art mobile coach will give our community members convenient access to a host of Heart and Vascular

screenings, which includes a comprehensive health risk assessment and education by a licensed, registered nurse, all of which will allow for better identification of individuals that may be at risk for cardiovascular disease, stroke, diabetes or other life-threatening conditions. Ultrasound results are reviewed by a board certified physician and anyone with results of concern will receive a follow-up phone consultation with our nurse, including recommended next steps for care.



Screening packages and upcoming screening dates detailed here:

<http://www.rexhealth.com/rh/care-treatment/heart-vascular/diagnostics-screening/mobile-screenings/>.

The mobile coach will also be used as a vessel to bring our healthcare professionals into the community to provide complimentary Hands-Only CPR training, Heart-Healthy nutrition and exercise education and a host of free on-line health risk assessments that can determine diabetes, sleep, lung, weight, heart, stroke and vascular risk. At-risk individuals will receive a complimentary follow-up consultation by a UNC REX clinician.

## Support Child Health with Go NAP SACC

Go NAP SACC, the online version of the NAP SACC program is now available to North Carolina early care and education (ECE) programs at no cost! Go NAP SACC is a suite of online tools that helps ECE programs support healthy eating and physical activity for the children they serve. Go NAP SACC is looking for local health departments and other organizations around North Carolina that are interested in spreading the word and supporting ECE programs in making healthy changes.

For more information, visit

<https://gonapsacc.org/resources/news-updates/join-us-in-helping-north-carolina-go-nap-sacc> or contact [gonapsacc@unc.edu](mailto:gonapsacc@unc.edu).

## Can YOU GoWayneGo?

The 2012 Wayne County Community Health Needs Assessment

revealed that 72% of Wayne County adults are overweight/obese and 32% of Wayne County adults reported that they are physically inactive in a typical week. In response to this report, a community meeting was held to determine the priority health issues in Wayne County. Due to its increasing prevalence and associated disease, obesity has been identified as a significant health issue in Wayne County.



To reduce the risk of obesity and other chronic diseases, the Healthy Wayne Task Force developed the *GoWayneGo* initiative. With funding from The Duke Endowment, *GoWayneGo* initiated a grassroots campaign that encourages Wayne County residents to make healthier nutritional decisions and increase physical activity. *GoWayneGo*'s goal is to collaborate with local churches, businesses, child care facilities and corner stores to adopt healthy policies and improve local environments.

### **5-3-2-1-0...Can YOU "GoWayneGo"?**

Our program message, 5-3-2-1-0 and overall theme, "Can YOU *GoWayneGo*?", works to improve individuals' health by reframing messages in such a manner to capitalize residents' desire to manage their own health behavior (or lifestyle). As of February 2016, over 2,000 Wayne County residents have taken the 5-3-2-1-0 pledge. The pledge is a guideline to help residents commit to the following daily nutrition and physical activity goals:

- 5 Fruits and Vegetables
- 3 Balanced Meals
- 2 Hours of TV/ Electronics Max
- 1 Hour of Physical Activity
- 0 Sugary Drinks, except on special occasions



**Public Awareness Campaign** -This year *GoWayneGo* focused



on implementing a highly visible community-wide campaign. GoWayneGo has participated in the following community events this year: Taste of Wayne, Wings over Wayne, WMH Live Well Events, and Wayne Community College Volunteer and Wellness fairs. GoWayneGo uses a social marketing approach by maintaining our website, Facebook page, and providing health education resources via toolkits. Over 1,700 participants have been active on the GWG website. Participants have utilized our Weight Loss Tracking Program, with over 150 participants losing approximately 5-7% of their body weight.

**GoWayneGo Walking Series** - Walking groups were facilitated weekly at the County's greenways, parks and trails. This year, 600 walkers have joined our GoWayneGo walks, which are held on Thursday evenings and Saturday mornings. With the expansion of the NC Mountains to Sea Trail greenways system and trails within the county, areas for walking and running have been more accessible to Wayne County residents.



"We have established a 1-mile walking trail at Wayne Memorial Hospital. Every tenth of a mile is marked."

**Business and Industry** - Wayne Memorial Hospital and the Wayne County Health Department have taken the initiative to implement programs at their worksites.

**Church Initiatives** - GoWayneGo added a walking trail on Mount Calvary Baptist Church property in late November. The trail is ½ mile long and is open to the community. The congregation plans to initiate a walking program in the spring of 2016. GoWayneGo also plans to collaborate with Philadelphia Community Church to install a basketball goal to increase youth and adult physical activity.

So, can YOU GoWayneGo? For more information:  
<http://www.gowaynego.org/>.

## The Healthy Food Small Retailer/Corner Store Act

There are over 349 food deserts across 80 counties in North Carolina. This means that more than 1.5 million North Carolinians lack access to healthy, nutrient-rich foods. Those who live in food deserts are more likely to suffer from obesity, type 2 diabetes, heart disease, some cancers, and other chronic diseases. The adverse health effects of food insecurity not only cost North Carolinians in food deserts their health, but also contribute to the estimated \$54 billion in healthcare costs due to diet-related disease.

In 2015, a bipartisan group of legislators introduced HB 250 and SB 296, The Healthy Food Small Retailer/Corner Store Act, to establish a Healthy Corner Store Initiative in North Carolina. HB 250 was ultimately passed by the full House, but was not included in the final state budget. However, the bill remains alive for the upcoming 2016 legislative short session, which begins April 25.

The Healthy Corner Store Initiative would create a \$1 million fund within the Department of Agriculture to utilize existing retail outlet infrastructure across the state to facilitate access and increase consumption of nutrient-dense foods. The proposed fund would be used to provide technical and marketing assistance by county or regional health departments for nutrition education, food safety and handling, and business operations. Local health departments would help connect store owners with local farmers and fishermen as available and provide education for both the store owners and customers regarding healthy foods and healthy eating. The fund would also be used to install equipment, such as refrigeration and shelving, necessary for the retailer to stock nutrient-dense foods, as well as provide one-time assistance to store owners to purchase and stock nutrient-dense foods. The program is voluntary.

With the momentum built in the past several years around the issue of healthy food access and food insecurity, the NC Alliance for Health and our members and partners will continue to raise awareness and promote policy and funding to create the Healthy Corner Store Initiative in the 2016 short session.

For more information about the Healthy Corner Store Initiative visit: [www.ncallianceforhealth.org/healthy-food-access/](http://www.ncallianceforhealth.org/healthy-food-access/).

## Healthy People, Healthy Carolinas

Healthy People, Healthy Carolinas is a new initiative of The Duke Endowment that is working with local coalitions to improve health in communities throughout North and South Carolina. [Population Health Improvement Partners](#) (Improvement Partners) will provide expert technical assistance to each of the selected coalitions as well as lead and manage the initiative in North Carolina.



Healthy People, Healthy Carolinas aims to improve community health and health outcomes-focusing specifically on nutrition, physical activity and prevention of chronic disease. The program will monitor and track progress on a number of common health

indicators.

The program is kicking off in five diverse North Carolina regions- Catawba, Chatham, Granville, Montgomery/Richmond and Wilkes counties-with future plans to expand throughout the Carolinas. The Duke Endowment has made an initial investment of \$450,000 in each community to support the coalition over the next three years.

Improvement Partners will provide coaches to each community, offering individualized technical assistance and facilitating the exchange of lessons learned. Representatives from the five coalitions will participate in a learning collaborative with opportunities to share information with each other as they develop best practices for organizing, planning and implementing evidence-based programs known to improve health.

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