



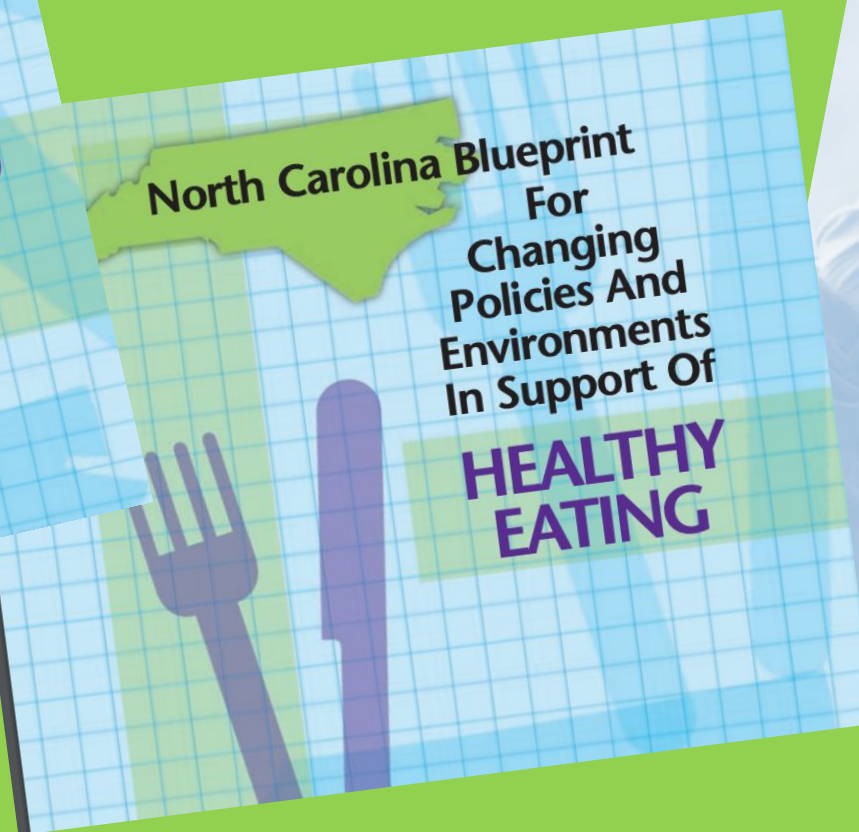
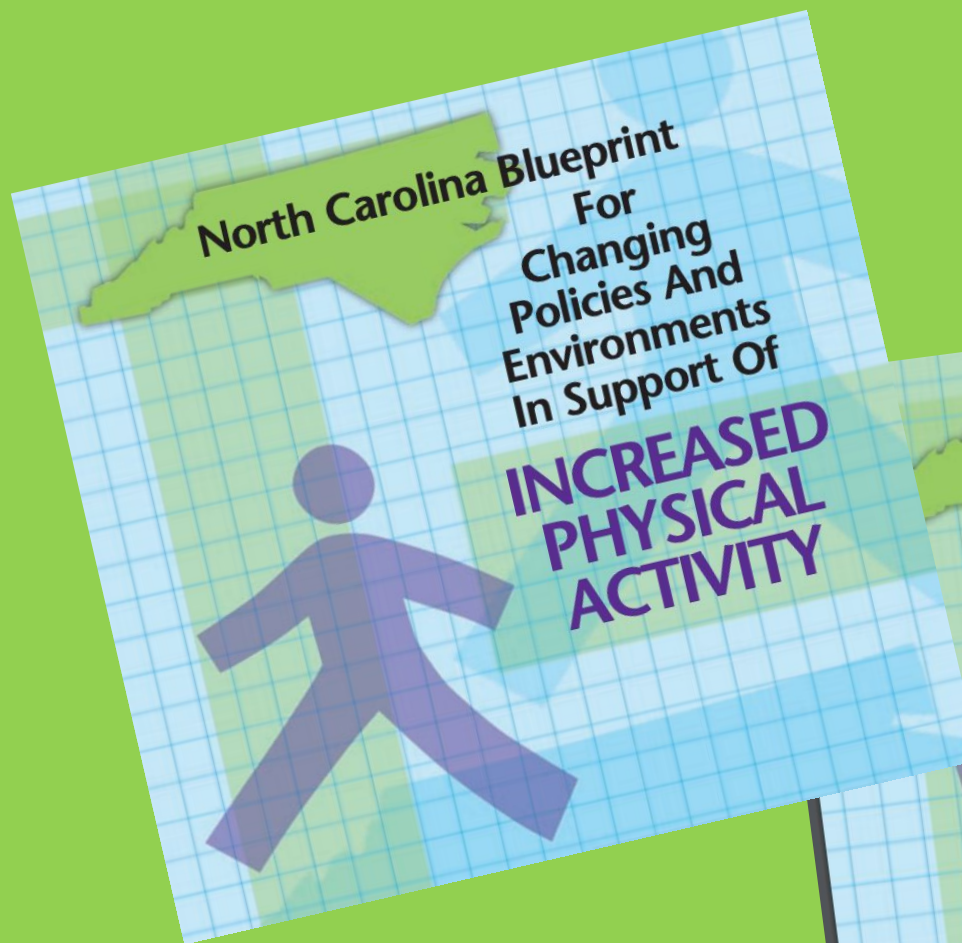
Promoting Healthy Living and Physical Activity through Community Involvement

August 29, 2024



Overview of the Movement

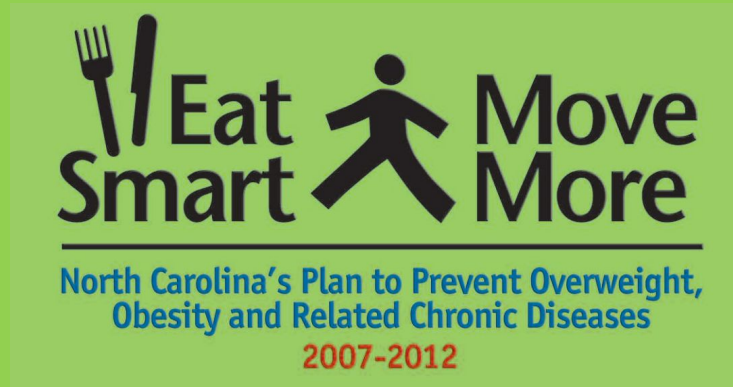
Finding the Will and the Way Conference [2002]





[2003]

- Group meets to share information about obesity prevention efforts.
- Beginning of what became the ESMM Leadership Team.
- A group of 20 or 30 partners, now has over 90 partners.

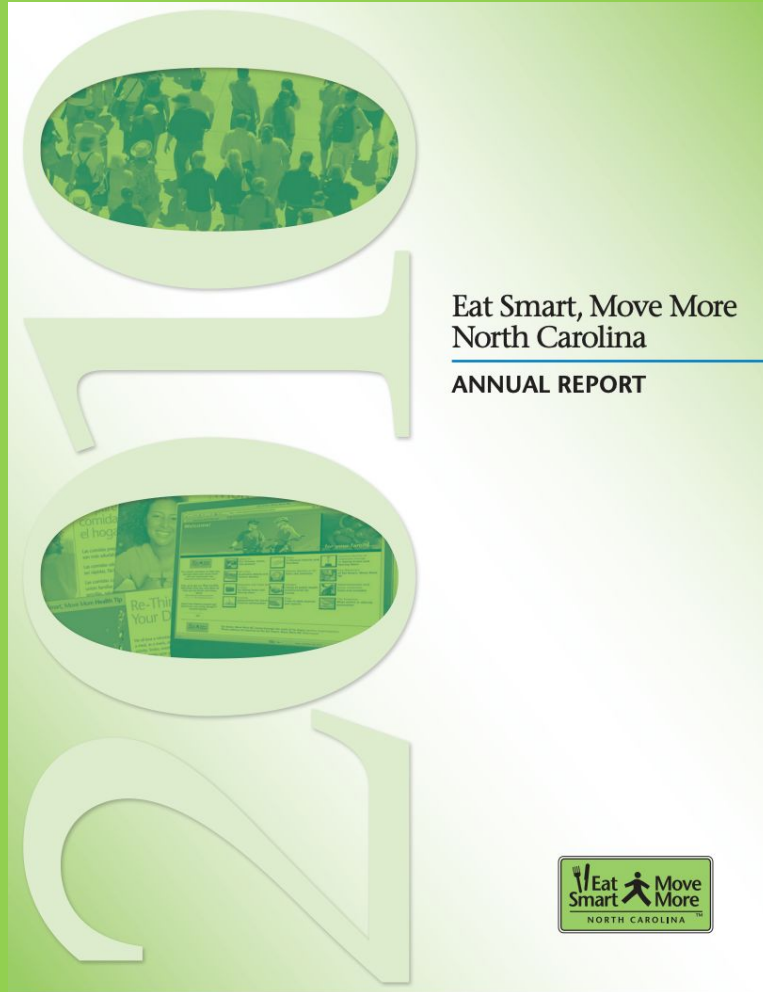


[2006]

1. Increase healthy eating and physical activity opportunities for all North Carolinians by fostering supportive policies and environments.
2. Increase the percentage of North Carolinians who are at healthy weight.
3. Increase the percentage of North Carolinians who consume a healthy diet.
4. Increase the percentage of North Carolina adults and children age > 2 years who participate in the recommended amounts of physical activity.

Progress Plans

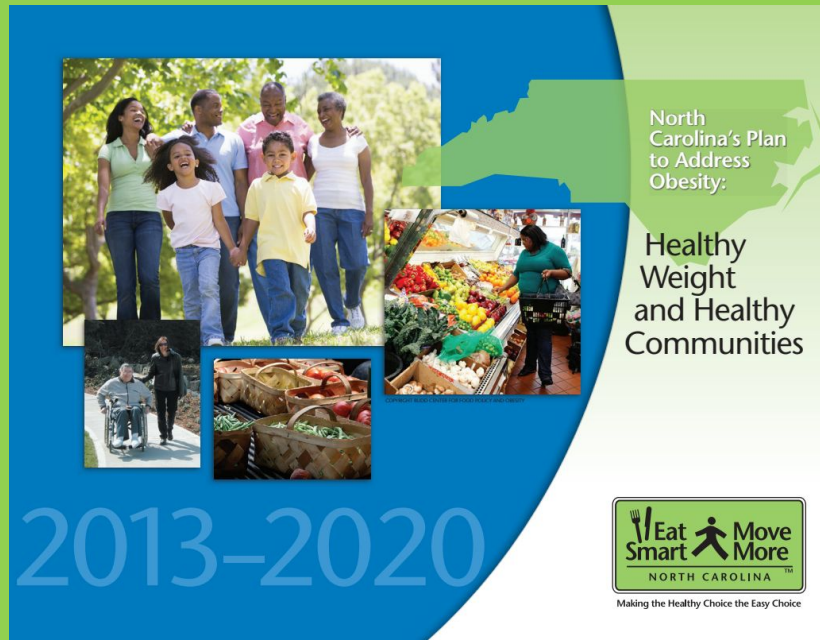
[2009]



6 evidence-based core behaviors

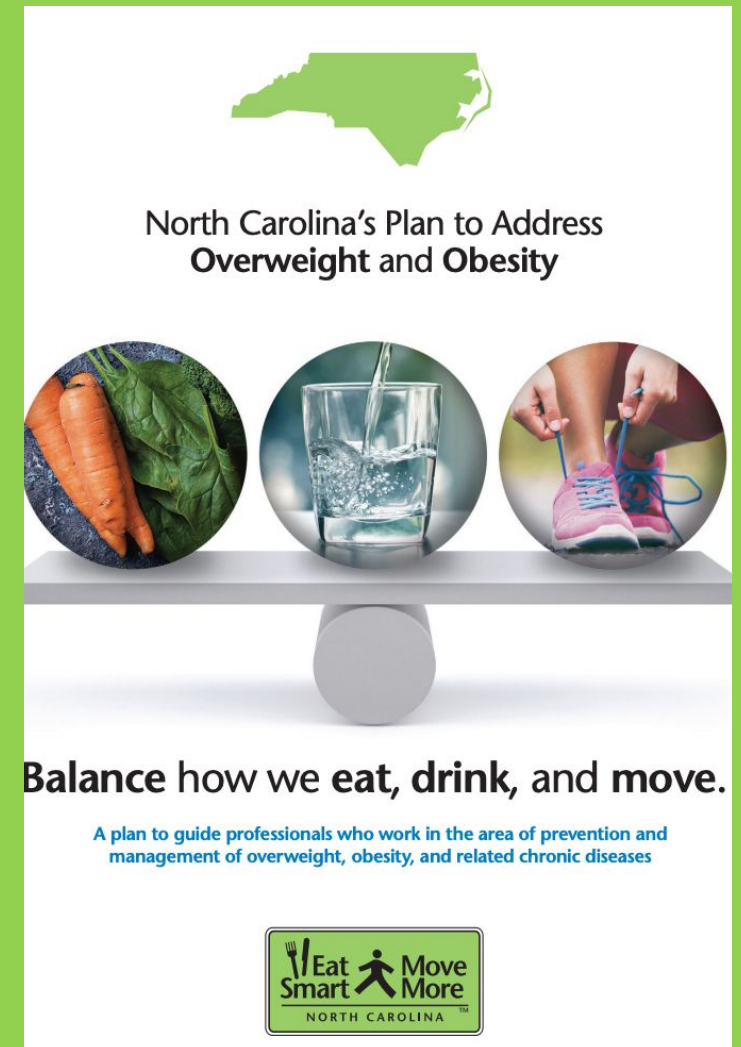
[2013]

- increase physical activity;
- increase consumption of fruits and vegetables;
- decrease consumption of sugar-sweetened beverages;
- reduce consumption of energy-dense foods; and
- increase breastfeeding initiation, duration, and exclusivity



[2020]

- continued commitment to evidence-based solutions to reduce overweight and obesity.
- shortened format
- easy to use tools and graphics
- highlights core behaviors
- strategies for implementation across sectors



Who's Who of ESMM NC

Alice Ammerman, DrPH, UNC Dept. of Nutrition, School of Public Health

Carolyn Dunn, PhD, RD, LDN, Department of Agricultural and Human Sciences, North Carolina State University

Kathy Kolasa, PhD, RD, LDN, Department of Family Medicine and of Pediatrics, Brody School of Medicine, East Carolina University

Cathy Thomas, ME, retired from Community and Clinical Connections for Prevention and Health Branch with the Chronic Disease and Injury Section, NC Division of Public Health

ESMM NC Future of the Movement

[2021]

- Structure and Committees
 - Communications
 - Partner Recruitment & Engagement
 - Partner Meetings
 - Leadership & Administration
- 2021 Strategic Planning
 - Identify what niche the ESMM movement now fills in creating a healthy NC, and focus most efforts on promoting the new Plan to help create a healthy NC.
 - Engage members in a landscape assessment to identify how the ESMM movement can add value to promote core behaviors outlined in the 2020 Plan to Prevent Obesity.
- Partner Driven

[2022-2023]

Vision: North Carolina communities have equitable opportunities everyday and everywhere for healthy eating and active living that lead to healthy behaviors.

Mission: Support and connect North Carolina communities as they develop equitable policies, systems, and environmental infrastructure that foster healthy eating and active living.

What we Do: Support and connect North Carolina communities as they develop equitable policies, systems, and environmental infrastructure that foster healthy eating and active living.



Eat Smart Move More NC Executive Committee

2024-2025 - Keeping it Going!

Participate in the Subcommittees:

Partner Meetings

Plan meetings and events

3rd Wednesday - 3:00-4:00pm

Lead: Ashley Honeycutt

Partner Engagement

Recruit and enhance membership

3rd Monday - 11:00am - 12:00pm

Lead: Richard Rairigh

Partner Communication

Share and promote the movement

4th Tuesday - 9am-10am

Lead: Jayne McBurney





WESTERN NORTH CAROLINA

Girls on the Run of Western North Carolina

Nicole Lowery
Executive Director



Special Olympics
North Carolina

Special Olympics of North Carolina

Vickie Tilley
Health Director



North Carolina Senior Games

North Carolina Senior Games

Lynn Harrell & Morgan Thompson
Associate Director & State Finals Coordinator

2024 Eat Smart Move More Awards - Champion

The Eat Smart Move More, North Carolina (ESMMNC) Champion Award honors individuals and teams who have **contributed visible and tangible implementation of ESMMNC Strategies to create change in their communities**. The contribution may be in the form of distinguished service to the organization at the state, regional, or county level. Awardees must be aligned with the mission and vision of ESMMNC and current Executive Committee members are ineligible.

Criteria for Selection:

- Supports innovative programming around health and wellness,
- Has documented impact of improving community well-being at the state, district, or county level,
- Uses ESMMNC branding in project materials (optional),
- Awardee must have been an active partner of ESMMNC but do not need to be a current member,
- Completion of the nomination form.

2024 Eat Smart Move More Awards - Innovator

The Eat Smart Move More, North Carolina (ESMMNC) Innovator Award honors individuals and teams who **energize their work through new initiatives** that support ESMMNC Core Behaviors. Their contributions **affect communities at the regional, or county level**. Awardees must be aligned with the mission and vision of ESMMNC and current Executive Committee members are ineligible.

Criteria for Selection:

- Supports new initiatives around health and wellness for years or less,
- Catalyzes partnerships or projects in communities through innovation and energy,
- Award can be received by professionals or volunteers,
- Awardee does not need to be a partner of ESMMNC, though attendance at meetings is considered,
- Completion of the nomination form

2024 Eat Smart Move More Awards - Student

The Eat Smart Move More, North Carolina (ESMMNC) Student Award honors individuals who **show promise to the ESMMNC mission and vision**. Awardees must be aligned with the mission and vision of ESMMNC and current Executive Committee members are ineligible.

Criteria for Selection:

- Exhibits evidence of commitment to the ESMMNC Mission and Vision,
- Involved in campus efforts to promote health and wellness,
- Includes ESMMNC concepts in a statement of professional goals,
- Awardee does not need to be a partner of ESMMNC, though attendance at meetings is considered,
- Completion of the nomination form.

Nominate Someone Now!



Get Involved!



info@eatsmartmovemorenc.com

