



## 5 A Day and School-Age Children

# NC 5 A Day Coalition

The NC 5 A Day Coalition promotes better health by encouraging North Carolinians to eat five to nine servings of fruits and vegetables each day. There are many benefits to joining this coalition.

### Coalition Purpose and History

The purpose of the Coalition is to provide an organized structure for the sharing of ideas and resources in order to help members plan and implement 5 A Day initiatives. Through programs and promotions in supermarkets, schools, restaurants, cafeterias, worksites, health agencies and community groups, North Carolinians learn that eating 5 or more servings of fruits and vegetables a day can reduce the risk of cancer, heart disease, and other illnesses. The Coalition's membership is comprised of representatives from government, academia, industry, media and other non-profit and private organizations. Begun in 1996 with just five members, the Coalition has grown to over 148 members representing 62 of the 100 NC counties and the Cherokee Indian Reservation.

The National Cancer Institute licenses the North Carolina Department of Health and Human Services (NCDHHS) to administer the 5 A Day Program. Within NCDHHS, the NC 5 A Day Coordinator is housed in the Physical Activity and Nutrition Unit, Division of Public Health and is responsible for launching 5 A Day programs and coordinating 5 A Day activities at the state level. To accomplish this goal, the NC 5 A Day Coordinator works closely with the NC 5 A Day Coalition. The NC 5 A Day Coalition is led by a Steering Committee. Together, the NC 5 A Day Coordinator and Coalition Steering Committee guide 5 A Day initiatives in North Carolina. Coalition members plan and implement 5 A Day activities at the local level.

### Coalition Membership Benefits

- Free 5 A Day resources and materials, program updates, e-mail listserv and media kits.
- Training and networking opportunities.
- Promotion of a simple, positive and a unified nutrition message.

### Responsibilities of Coalition Members

- Actively promote 5 A Day within their own organizations and programs.
- Participate in Coalition meetings as able.
- Complete 5 A Day activity tracking forms and submit them to the State 5 A Day Coordinator.
- Participate in Coalition subcommittees or projects.
- Abide by national standards for appropriate use of the 5 A Day logo and content of program.

### Coalition Membership

Any interested individual or organization can become a member of the NC 5 A Day Coalition. There is no charge for membership. The Coalition seeks active participation from a variety of groups. Please call or e-mail the NC 5 A Day Coordinator (information provided below) to receive a Coalition membership application.

**NC 5 A Day Program Coordinator:** Diane Beth - 919/715-3829 or [diane.beth@ncmail.net](mailto:diane.beth@ncmail.net)

Visit the website: [www.EatSmartMoveMoreNC.com](http://www.EatSmartMoveMoreNC.com)