

# **Eat Smart, Move More...North Carolina:**

## **Statewide & Community Approaches and Partnerships to Promote Healthy Weight (and Prevent Chronic Diseases) in Children & Adults**



**Diane Beth, MS, RD, LDN**

**Physical Activity & Nutrition Branch,  
Chronic Disease & Injury Section**

**NC Division of Public Health, NCDHHS**



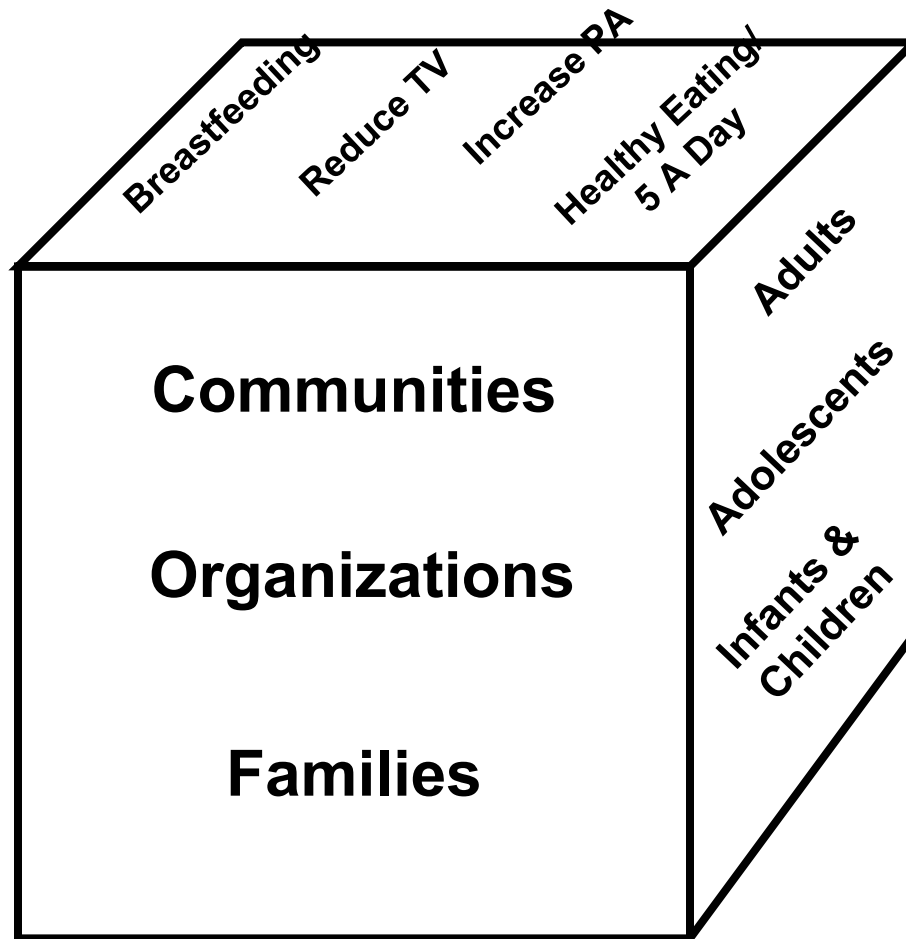


# Support from the Top

## No Quick Fix or Magic Bullet

“Obesity is preventable, but it requires an approach that begins with our children and is consistent throughout our society...we must involve individuals and families, business and industry, government and NGO’s, and policy makers at all levels.”

--Carmen Hooker Odom,  
Secretary NCDHHS



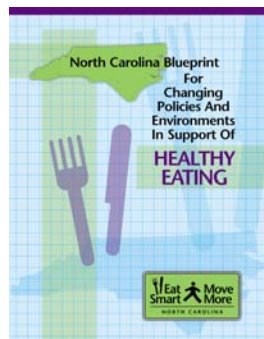
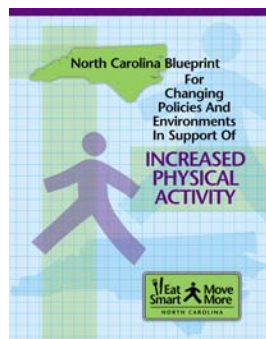
**North Carolina's Model for the Prevention of Chronic Disease Through Nutrition and Physical Activity...  
A Multilevel Approach**

NC's Physical Activity and Nutrition Grant 2003-2008



**A statewide initiative promoting increased opportunities for healthy eating and physical activity**

**[www.EatSmartMoveMoreNC.com](http://www.EatSmartMoveMoreNC.com)**



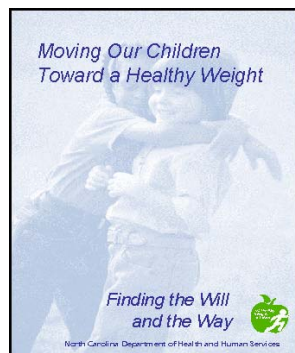
**Goals:**

**Increase awareness of the importance of healthy eating and physical activity and the need for supportive policies and environments**

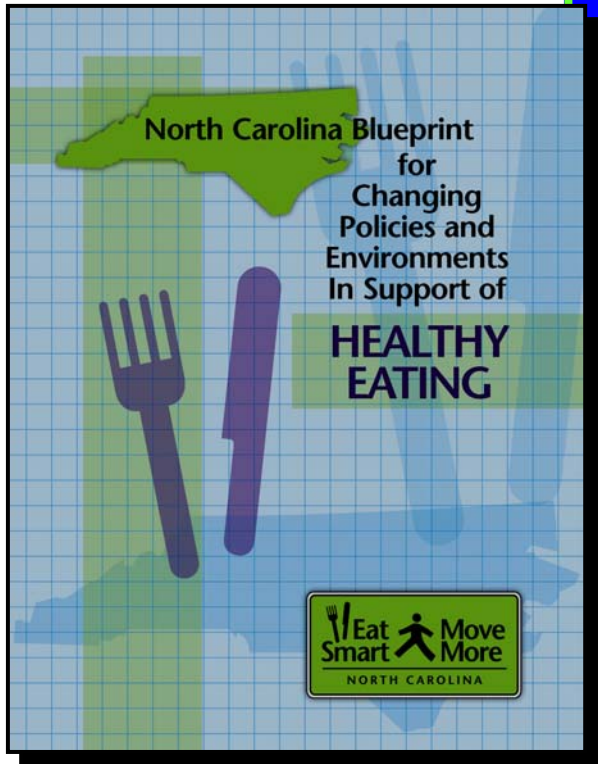
**Increase opportunities for healthy eating and physical activity by fostering supportive policies and environments**

**Goal:**

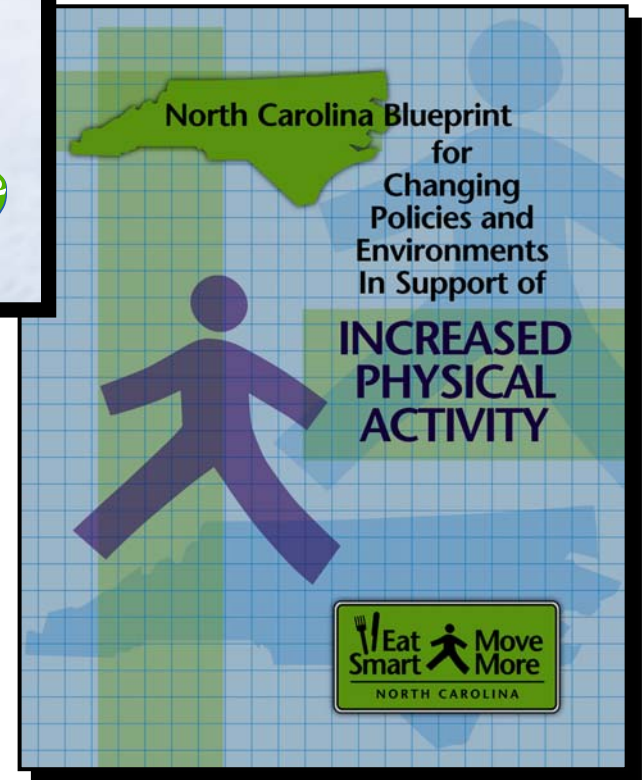
**To shape the eating and physical activity patterns of children and youth in ways that lead to healthy weight and reduce the risk of chronic disease**



# Finding the Will



# Taking Action



**NC's State  
Plans to  
Prevent  
Obesity and  
other Chronic  
Diseases**

**Launch September 25, 2002**

**Many partners  
working to  
ensure that  
programs have  
an integrated...**



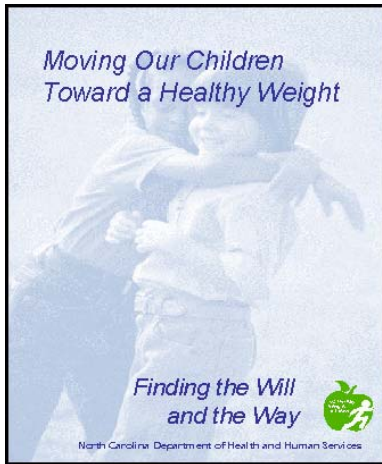
- **Infrastructure**
- **Focus on Policy and Environmental Change**
- **Consistent Communication Strategies**

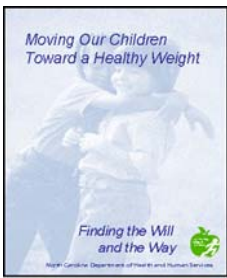


MOVING OUR CHILDREN  
TOWARD A HEALTHY WEIGHT

# What and Where

- **Twelve key recommendations**
  - Five individual/interpersonal
  - Six policy/environment
  - One surveillance/research
- **Actions in six settings**
  - Families
  - Schools/Child Care
  - Communities
  - Health Care
  - Media/Communication
  - Surveillance & Research





# Key Recommendations Policy and Environmental Change

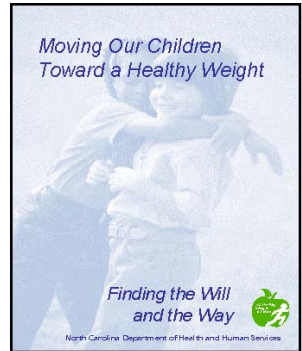
- State Standards for all foods available in schools, after-school programs and child care
- Establish state policies to ensure adequate time for PA in schools and after-school activities
- Provide more community-based opportunities for leisure-time/rec. PA
- Create an environment that makes healthy eating and active lifestyles the norm
- Third party coverage for overweight prevention and treatment services
- Equitable access to prevention and treatment





# Key Recommendations

## Individual & Interpersonal Change

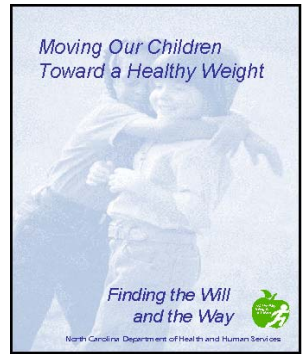


- 60 minutes of physical activity every day
- Fewer sweetened beverages
- No more than 1-2 hours of TV/video time a day
- Smaller portion sizes
- Prepare and eat more meals at home



# Key Recommendations

## Surveillance and Research



- Monitor BMI, chronic diseases related to weight, and nutrition and physical activity behaviors



# Policy Intervention

**Lead Partner: DPH Women's and Children's Health Section**

## **WIC**

- Policy change to support alternative food package
- Expanded education to include physical activity (completed)

## **CACFP**

- Rules changes to support healthful foods
- Expanded education to include physical activity (completed)

**Formative Research Completed -- Recommendations Made  
Education expanded to include PA**

# **Environmental Intervention**

**Lead Partner: UNC School of Public Health**

**Nutrition  
And  
Physical Activity  
Self  
Assessment for  
Child  
Care**





# NAP SACC

The goal of the NAP SACC project is to promote healthy eating and physical activity in young children in child care and preschool settings



# NAP SACC

## Development Team



- NC Division of Public Health
- UNC Center for Health Promotion Disease Prevention
- UNC Schools of Public Health and Medicine, Dept of Nutrition
- North Carolina Prevention Partners

**Funding for NAP SACC was provided by the CDC Division of Nutrition and Physical Activity**

# NAP SACC Project



Sara Benjamin, MPH

UNC Center for Health Promotion and Disease Prevention

1700 Airport Rd Campus Box 3411

Chapel Hill, NC 27599-3411

919 966 3927

[ssbenja@email.unc.edu](mailto:ssbenja@email.unc.edu)


# NAP SACC Development

## Process

- Key Informant Interviews of child care staff
- Focus Groups with parents
- Review of literature, regulations and best practice guidelines
- Consultation with experts including advisory committee
- Assessment tool drafted, reviewed and revised
- NAP SACC Tool Kit developed around the assessment tool



# NAP SACC Assessment



**NAP**  
(Nutrition And Physical activity  
Self-Assessment for Child Care)

Instructions: Please read each statement or question carefully and check the response that best fits your child care center. Your honest responses will help us work with you to build a healthy nutrition and physical activity environment at your center.

**SECTION I: NUTRITION**

**(N1) Fruits and Vegetables**

A. A fruit or vegetable is served to a child enrolled full time at the center.	<input type="checkbox"/> Less than once a day	<input type="checkbox"/> 1-2 times a day	<input type="checkbox"/> 3 or more times a day
B. Vegetables are served steamed, boiled, roasted, or lightly stir-fried with little or no added fat (butter, margarine, meat fat, or cheese sauce):	<input type="checkbox"/> Rarely	<input type="checkbox"/> Some of the time	<input type="checkbox"/> Most of the time
C. Juice is served as a fruit/vegetable serving:	<input type="checkbox"/> 3 or more times a day	<input type="checkbox"/> 1-2 times a day	<input type="checkbox"/> Less than once a day

**(N2) Fried Foods and High Fat Meats**

A. Fried or pre-fried meats (chicken nuggets, fish sticks) are served:	<input type="checkbox"/> Every day or almost every day	<input type="checkbox"/> 2-3 times a week	<input type="checkbox"/> Once a week or less
B. Fried or pre-fried potatoes (French fries, tater tots, hashbrowns) are served:	<input type="checkbox"/> Every day or almost every day	<input type="checkbox"/> 2-3 times a week	<input type="checkbox"/> Once a week or less
C. High fat meats like sausage, bacon, hot dogs or bologna are served:	<input type="checkbox"/> Most days	<input type="checkbox"/> 2-3 times a week	<input type="checkbox"/> Once a week or less

**(N3) Beverages**

A. Drinking water is:	<input type="checkbox"/> Not easily available to children	<input type="checkbox"/> Available easily on request	<input type="checkbox"/> Freely available so children can serve themselves
B. Sweetened drinks other than 100% juice (kool-aid, sports drinks or punches) are served:	<input type="checkbox"/> Nearly every day	<input type="checkbox"/> Several times a week	<input type="checkbox"/> Rarely or never
C. Milk most often served to children age 2 or older:	<input type="checkbox"/> Whole or regular	<input type="checkbox"/> 2%	<input type="checkbox"/> 1% or skim
D. Soda and other soft-drink vending machines are located:	<input type="checkbox"/> In public areas	<input type="checkbox"/> In staff lounge (out of sight of the children)	<input type="checkbox"/> No vending machines on site

**(N4) Menus and Variety**

A. Center plans meals to maximize variety using cycle menus or other approaches:	<input type="checkbox"/> 2 week cycles or less	<input type="checkbox"/> 3 or more week cycles that change with the seasons	<input type="checkbox"/> 3 or more week cycles
B. Menus include healthy food items from a variety of cultures:	<input type="checkbox"/> Rarely or never	<input type="checkbox"/> Some of the time	<input type="checkbox"/> Most of the time

- Nine nutrition and six physical activity areas of assessment
- Minimum practice based on NC licensing requirements
- Based on national recommendations, standards, and literature review

# Baseline Data

- Intervention and control centers did not significantly differ at baseline for total score ( $p=0.24$ ), nutrition score ( $p=0.80$ ) or physical activity score ( $p=0.07$ )
- One control center was disappointed about being randomized to the control group

# Pilot Results

- 13/14 intervention centers improved their overall NAP SACC score
- Average increase in overall score in intervention centers was 13 points (132 total possible points)
- Control centers increased as well, but the change wasn't significant

# NAP SACC Evaluation

- Follow-up assessment with Child Care Centers (CCC) and Child Care Health Consultants (CCHC)
- Phone interviews with all intervention CCC Directors
- Focus group with CCHC
- Site visits at 6 intervention centers to observe and document changes

# NAP SACC: Next Steps

- Expert review of NAP SACC instrument
- Follow-up with Advisory Group
- Revise tool kit materials as well as NAP SACC instrument (validity and reliability testing)
- Develop a statewide dissemination plan
- Evaluate feasibility of web-based dissemination of project

# NAP SACC Future Endeavors...

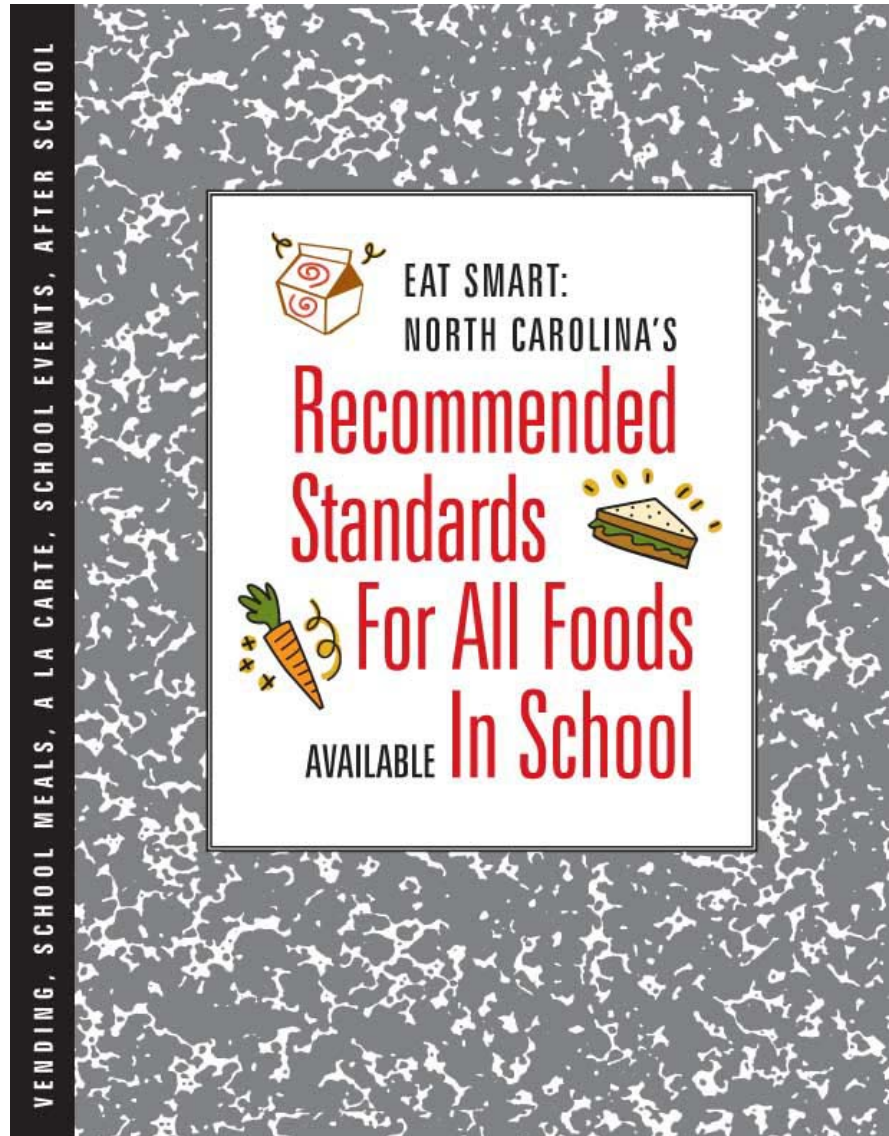
- Large scale 2-3 year evaluation of project
- National dissemination of NAP SACC
- NAP SACC materials in Spanish
- Baby NAP



**Standards that promote policy and environmental change at the local and state level**

**Increase opportunities for healthy eating at school and reduce risk of costly chronic health conditions associated with poor diets and obesity**

**Released May 27, 2004**



# the partners

**IN SUPPORT OF**

**Eat Smart Move More**  
NORTH CAROLINA

**NC HEALTHY SCHOOLS**

**NC Healthy Weight Initiative**  
MOVING OUR CHILDREN TOWARD A HEALTHY WEIGHT

**PROJECT PARTNERS**

**NC Department of Public Instruction**

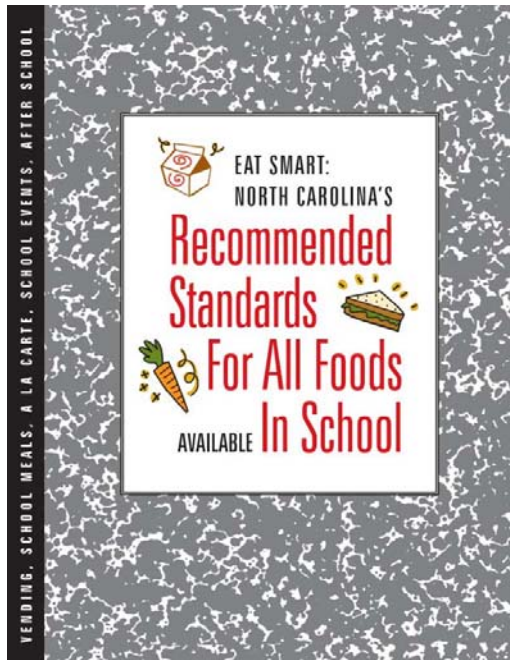
**NCRH**  
North Carolina Risk to Health Research Center

**NC STATE UNIVERSITY AND STATE UNIVERSITY COOPERATIVE EXTENSION**  
Enabling People For Knowledge to Work

**WORKING TOGETHER TO HELP CHILDREN AND ADOLESCENTS EAT SMART AND MOVE MORE**



# the standards



**Vending**  
**After School**  
**Programs**  
**School Events**  
**School Meals**  
**A la carte**

# What is Winner's Circle?



- Statewide (and now national) healthy dining initiative to create and promote healthy eating environments
- Developed by NC Prevention Partners in partnership with the NC Heart Disease and Stroke Prevention Program & PAN Branch - NC DHHS and with local partners
- Operates at local and statewide levels
- Program piloted in 1999/2000

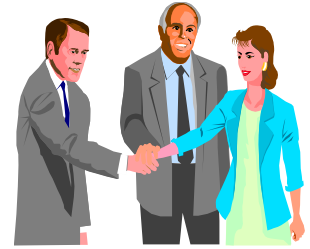
**[www.ncwinnerscircle.com](http://www.ncwinnerscircle.com)**

PAN Branch website

**[www.winnerscircle.org](http://www.winnerscircle.org)**

NC Prevention Partners  
website

# Winner's Circle Aims



- To create healthy eating environments across NC by empowering *local partners* to offer *various dining venues* technical assistance to identify & promote healthy menu items;
- To create consistent, credible and easily recognized nutritional guidance *for consumers* in *participating restaurants (and other eating venues)* on menus, doors, menu inserts, brochures, table tents...
- To increase *consumer demand* for healthy items eaten away from home with marketing tools and local promotions

NC  
Prevention Partners



North Carolina Department  
of Public Instruction

A Healthy Dining  
Program



WINNER'S CIRCLE

Where Nutritious Meets Delicious



Your community  
partners logos !!



# What is the NC Winner's Circle Healthy Dining Program?

The NC Winner's Circle (NCWC) Healthy Dining Program is coordinated through the NC Division of Public Health, Physical Activity and Nutrition Branch with funding support from the US Centers for Disease Control and Prevention.

All **local** Winner's Circle activities in NC are coordinated through the NCWC Program.



*A Healthy Dining  
Establishment*

**WINNER'S CIRCLE**

**Where Nutritious Meets Delicious**



# Winner's Circle Program Components

- **Building the Team**--Establishing a community-based coalition invested in improving the nutrition environment of communities across NC
- **Building the Program**
  - Establishing formal partnerships with owners, managers, and other food service venues within your community
  - Providing nutrition analysis and recommendations based on a preventive approach for these establishments based on WC nutritional criteria
  - Marketing the program
- **Participating in Statewide WC Program** efforts to document efforts and results

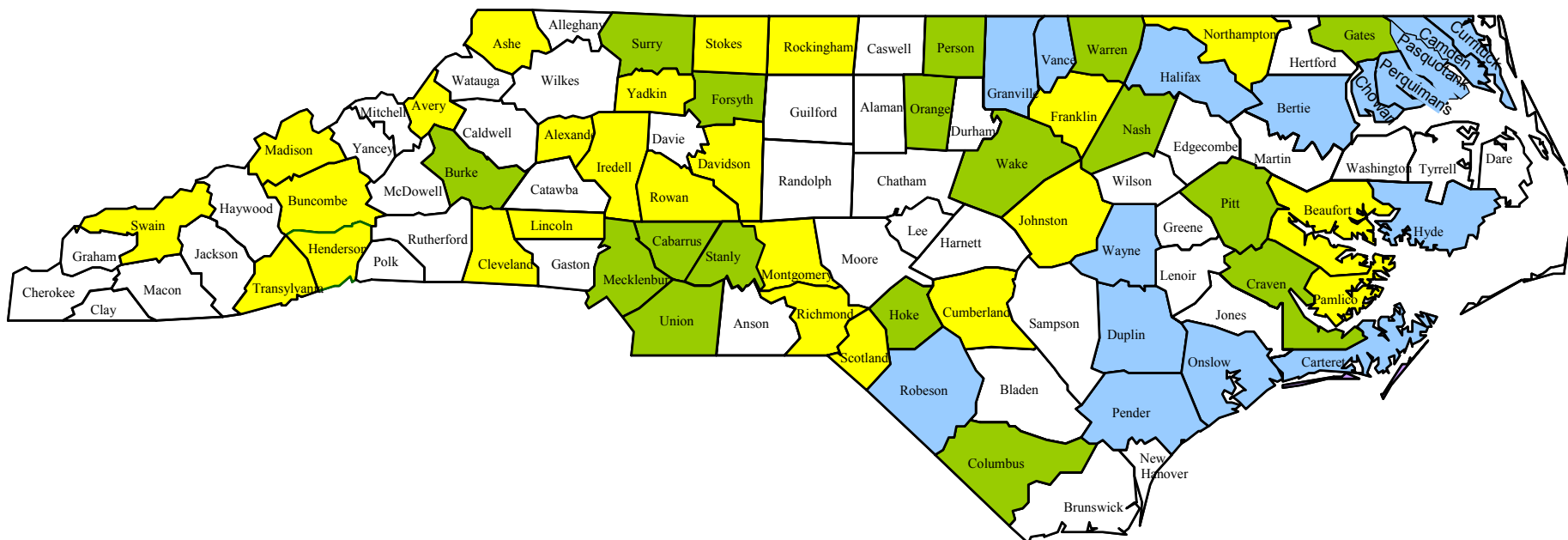
# Winner's Circle Healthy Dining Program January 2004 Teams





*A Healthy Dining  
Choice*



**WINNER'S CIRCLE**

*Where Nutritious Meets Delicious*



-  **Counties with community and school-based Winner's Circle teams**
-  **Counties with school nutrition Winner's Circle teams**
-  **Counties with community-based Winner's Circle teams**
-  **Counties with no involvement in Winner's Circle**

# Winner's Circle Successes



- Increased signage, labeling and marketing of healthy foods & beverages
- Venues making more healthy food/beverage options available
- Nutrition guidelines
- Increased consumer awareness of the logo
- Adoption & Expansion of the WC program into a variety of venues (especially in schools)



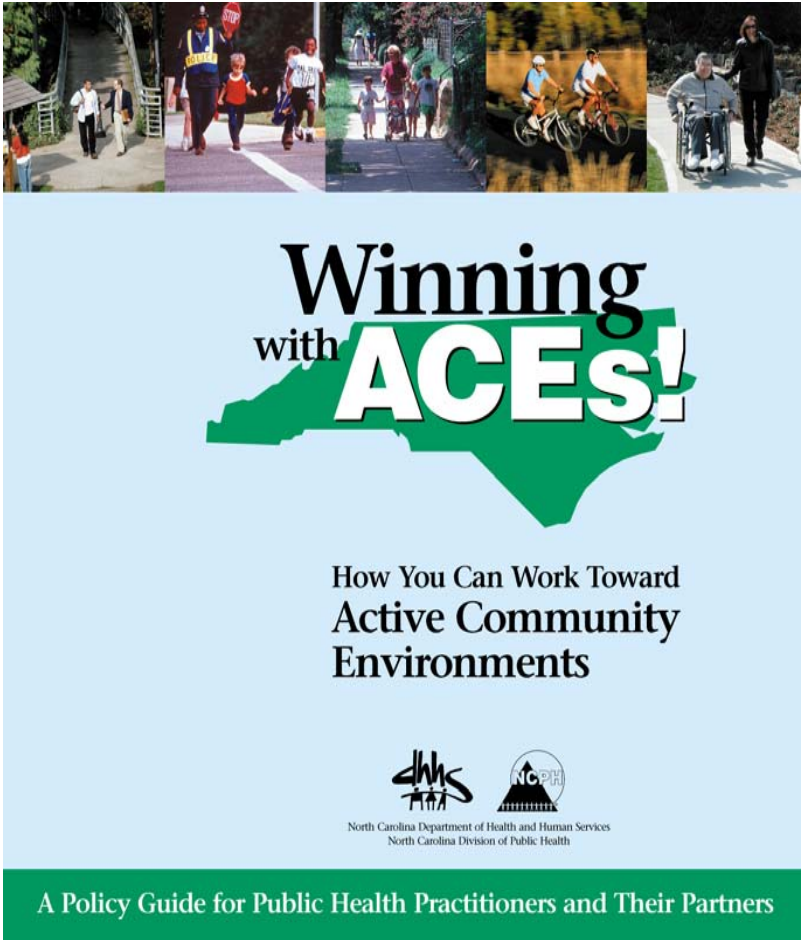
# NC ACTIVE COMMUNITY ENVIRONMENTS

## ACE's

- *Winning with ACEs! How you can work towards Active Community Environments (ACEs Guide)*
- Community Assessment Tools
- Pedestrian Roadshow
- Walking and Bicycling Suitability Assessment
- NC Walks To School Project(s)




# ACE's Guide



- Practical "How To" for public health practitioners and partners
- Tailored to NC systems
- A Policy Primer
- Community Tools
- Useful steps when opportunities arise

# NC Walks To School Module


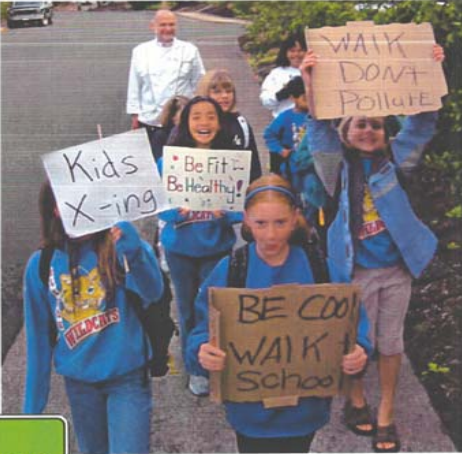


Walk To School

**North Carolina  
Walks To  
School**

**"Our young people need help to get moving... nearly half of all young people do not take part in regular, vigorous, physical activity."**

-former Surgeon General David Satcher, M.D., remarks at the First International Walk To School Day, 2000



- Resources & overview
- Bridges Schools and Community Needs
- School Health Advisory Councils
- Less confrontational intro to ACE's
- Benefits everyone

# ACE's / WTS Partnerships

- Dept of Transportation
- NC Smart Growth Alliance
- Active Living By Design
- Dept of Public Instruction (Walk To School)
- UNC School of Public Health

# NC Statewide Health Promotion



**Suzanna Young, RD, MPH, Program Manager**

**Mary Bea Kolbe, RD, MPH, Consultant - *Eastern Region***

**Sharon Nelson, MPH, Consultant - *Central Region***

**Brenda Gordon, MS, RD, LDN, Consultant – *Western Region***



# What is Required of Local Health Departments...

Health Departments are expected to

- Engage community partners and mobilize the community to promote policy & environmental level changes addressing at least one of the three major risk factors for chronic disease--physical inactivity, poor diet, or tobacco use.
- Make efforts to address health disparities among special populations.
- Complete an annual Community Action Plan with budget and submit electronically.
- Participate in Progress Check Reporting system.
- Participate in two regional meetings and one approved training event per year.

# Guide to the

# Progress ✓ Check System

Version 2.10  
October 2003

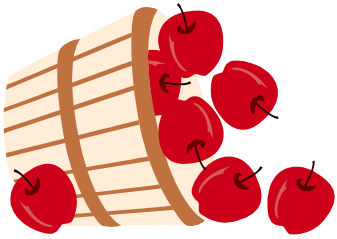
Diabetes Prevention and Control Branch  
Physical Activity and Nutrition Branch  
Heart Disease and Stroke Prevention Branch  
Division of Public Health  
North Carolina Department of Health and Human Services

## The NC Progress Check System

- An Access-based system originally developed by the NC Heart Disease and Stroke Prevention Program (NC Division of Public Health) derived from a national model.\*
- Based on a logic model that forms the basis for documenting progress toward program objectives.
- Captures policy and environmental change outcomes and the processes to get there

---

\*Fawcett, S. B., Paine-Andrews, A., Harris, K. J., Francisco, V. T., Richter, K. P., and Lewis, R. K. (1995). *Evaluating Community Efforts to Prevent Cardiovascular Diseases*. Lawrence, KS: Work Group on Health Promotion and Community Development, University of Kansas.

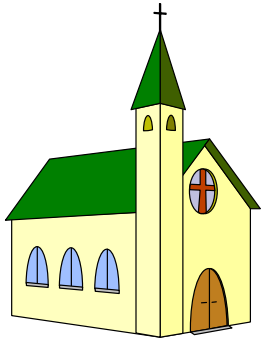
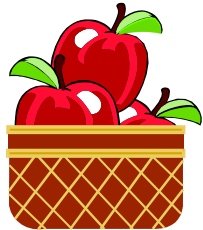


## Winning Worksite (TS Designs, Inc) in Alamance County (Burlington, NC)

- T.S. Designs, Inc won the 2003 NC Prevention Partners Award for Excellence in Business. They were nominated by the Alamance County Health Department Health Promotion (ACHDHP) coordinator.
- The ACHDHP coordinator has worked with T.S. Designs for 10 years. Initially the focus was on wellness screenings and classes. Four years ago the Coordinator moved them toward policy and environmental (P & E) level changes.
- Accomplishments include:
  - ♥ Increasing physical activity by establishing an on-site walking track and exercise room.
  - ♥ Lowfat snacks available at a minimal cost, fresh fruits and vegetables from local farmers, and a community worksite garden established.
  - ♥ Smoke-free workplace. Smoking cessation classes were provided to the 60-70% of employees who smoke. Separate outdoor covered gazebos are provided for smokers and non-smokers away from the building.



# What is Being Accomplished in Local NC Health Promotion Programs...some examples



- Haywood County installed climbing walls in all 8 elementary schools and developed policies to increase physical activity during the school day.
- Swain County's School Nutrition Improvement Team was successful in changing policies to to include healthy items in vending machines, implement Winner's Circle, and replace fryers with ovens.
- Guilford County passed a sidewalk ordinance in Greensboro and Highpoint to require sidewalks in new developments and retrofit existing neighborhood.

# Examples Continued...



- Orange County installed milk vending machines in two high schools.
- Gates County has replaced soft drinks with water in the County School vending machines.
- Halifax County has implemented the Color Me Healthy curriculum in local day care settings.
- Mecklenberg County Fitness Council has partnered with local physicians in developing a physical activity prescription pad.
- Pitt County has developed a media campaign around the Eat Smart Move More...NC initiative in the school system along with Winner's Circle and the Take 10! Program.

# www.EatSmartMoveMoreNC.com

*A Resource for Health Professionals & Consumers*

Winner's Circle - Netscape

File Edit View Go Bookmarks Tools Window Help

http://www.eatsmartmovemorenc.com/programs/winnerscircle/index.php

Search

Mail Home Bookmarks

**Eat Smart, Move More...North Carolina**

Home

Programs & Organizations


Resource Library

Funding Opportunities

Success Stories

ESMM...NC Materials

Contact Directories



North Carolina Dept. of Health & Human Services

North Carolina Division of Public Health

Disclaimer

If you would like to contact us, please email Web Liaison Emily Johnson

Site designed and maintained by Purple Genie, Inc.

This page last updated on July 7, 2004

Programs & Organizations

## Winner's Circle

A STUDENT AT LEAKSVILLE-SPRAY ELEMENTARY IN ROCKINGHAM COUNTY SHOWS OFF A STAR FRUIT DURING A WINNER'S CIRCLE KICK-OFF EVENT TO ENCOURAGE STUDENTS, FAMILIES AND STAFF TO EAT MORE FRUITS AND VEGETABLES.



North Carolina Winner's Circle is a statewide healthy dining initiative designed to create and promote healthy eating environments through free and voluntary partnerships between local eating establishments and health agencies. The

**Winner's Circle**

- NC Winner's Circle Healthy Dining Program
- Find Winner's Circle in Your Community
- Start Winner's Circle in Your Community
- Information for Restaurant Owners, Food Vendors, etc.
- For Active North Carolina Winner's Circle Members
- Winner's Circle Contacts

**Programs & Organizations**

- Creating Active Community Environments (ACEs)
- Color Me Healthy
- 5 A Day
- NC Healthy Weight Initiative

Start

[Fwd: Elim... Microsoft ... Microsoft ... PowerPoin... Winner's ...

10:41 AM



# For More Information or Contacts for ESMMNC:

**Diane Beth, MS, RD, LDN**

**Nutrition Coordinator, Physical Activity & Nutrition Branch,  
Chronic Disease & Injury Section NC Division of Public Health, NCDHHS**

**diane.beth@ncmail.net**

**919/715-3829**

**<http://www.EatSmartMoveMoreNC.com>**

