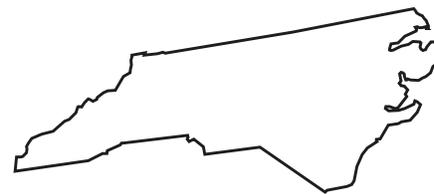


North Carolina Obesity Prevention Efforts (2008-2013)

Background

The Centers for Disease Control and Prevention's (CDC) Division of Nutrition, Physical Activity, and Obesity (DNPAO) provided support (training, technical assistance, data, funds) to the North Carolina Department of Health and Human Services to prevent and control obesity and other chronic diseases through healthful eating and physical activity. North Carolina successfully implemented initiatives and activities in multiple settings (community, schools, healthcare, faith-based organizations, and worksites) to address all six target areas delineated in cooperative agreement 805:



1. Increase physical activity.
2. Increase the consumption of fruits and vegetables.
3. Decrease the consumption of sugar sweetened beverages.
4. Increase breastfeeding initiation, duration and exclusivity.
5. Reduce the consumption of high energy dense foods.
6. Decrease television viewing.

Leveraged Funds

During cooperative agreement 805, the North Carolina Department of Health and Human Services generated \$20M in leveraged funds* to support obesity prevention work.

Activities and Partnerships

- The Faithful Families Eating Smart and Moving More program worked in 55 churches located in low-income communities to offer nutrition and physical activity education sessions and work with faith community leadership to implement strategies to prevent and control obesity.
- The North Carolina Farmer's Market Nutrition Programs Integration Pilot Project linked multiple government food assistance agencies and programs to make buying produce at seven farmer's markets feasible for over 3,200 low-income individuals.
- The North Carolina Division of Public Health, Physical Activity and Nutrition (PAN) Branch with the North Carolina Department of Health and Human Services designed *Move More NC: A Guide to Making Physical Activity a Part of Meetings, Conferences and Events* to provide information on opportunities for physical activity during meetings, conferences, and events.
- The North Carolina Department of Health and Human Services developed *Aisle by Aisle*, a 12-video series and a pocket-sized checklist to take consumers through grocery stores and teach them how to make healthier purchases.

* State grantees leveraged funds from multiple stakeholders and sectors to support obesity prevention work. Funds leveraged include sources of funding outside DNPAO cooperative agreement 805, such as federal organizations, state programs, foundations, private businesses, and other sources. States were not required, but encouraged to leverage funds.

- The PAN Branch worked closely with the North Carolina Healthy Schools and the North Carolina Diabetes Prevention and Control Branch to design, implement, and evaluate the PAN-led Childhood Obesity Prevention Demonstration Project. This demonstration project worked in five counties to reshape North Carolina's obesity prevention efforts and create models for other communities to follow.
- The PAN Branch collaborated with the North Carolina State University Cooperative Extension to develop Eat Smart, Move More, Weigh Less (ESMMWL), a 15-week weight management program that helps individuals across the state achieve and maintain healthy weights. An analysis in 2009 and 2010 noted that for every \$1 spent on ESMMWL \$2.16 was being saved in medical and lost productivity costs.
- The Power of Partnership meeting hosted by the Chronic Disease and Injury Section and the PAN Branch brought together partners to discuss their efforts in obesity prevention and learn from each other to improve future efforts.

Lessons Learned

- Convene partners to create synergy that expands beyond what one agency or organization can do alone.
 - » Evaluations from 97% of Power of Partnership meeting attendees reported that something new and beneficial about the work of partners was learned.



“The [Power of Partnership] meeting made us all slow down and listen to what others had going on in the area of obesity prevention. It was valuable to have many of the players in one place hearing about each other’s work. No doubt, we will work better and smarter thanks to the meeting.”

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