



NC Children Deserve the Chance to Live Long, Productive Lives.

Support SB 240/HB 774

Childhood Obesity Prevention Demonstration Projects

In FY 2008-2009 the General Assembly took bold action against the obesity epidemic by funding (\$2 million) the Childhood Obesity Prevention Demonstration Projects in five counties: Cabarrus, Dare, Henderson, Moore & Watauga. *Lessons learned from these projects are reshaping NC obesity prevention efforts and are creating a model for other communities to follow.*

The North Carolina Alliance for Health supports recurring funding of the Childhood Obesity Prevention Demonstration Projects in the amount of \$3 million for fiscal years 2009-10 and 2010-11 (as included in SB 240/HB 774 - Fund High Priority Public Health Initiatives).

These projects are beginning to show results and deserve continued funding.

Obesity Prevention through Sustainable Policy and Environment Change

Setting	Year One Successes
Schools	6 school systems have revised and promoted wellness policies to increase physical activity for students, decrease sweetened beverages and snack foods, decrease food as reward in classrooms and increase healthy food options.
Faith Communities	8 faith communities have implemented policy changes to include healthy beverage and food options at meetings/events, walking groups, and weekly health messages.
Child Care Centers/Preschools	43 child care centers and preschools with over 2,400 children enrolled have implemented environmental and policy changes such as increased fruit and vegetables on menus, decreased sweetened beverages and increased active play-time.
Built Environments (Greenways & Sidewalks)	Over 6 miles in sidewalk and greenway trails will be built to connect neighborhoods with parks, schools, and local amenities. These improvements increase opportunities for everyone to be physically active and create safe routes to schools for children, parents, and staff.
Hospitals Worksite Wellness	6 hospitals have established policies resulting in pricing structure changes and food options in vending machine and cafeterias to influence purchasing behavior. One health system saw a 680% increase in turkey burger sales.
Healthcare Provider Offices	100+ providers from over 25 practices have been trained in pediatric obesity clinical toolkit to engage parents in understanding health risks of obesity for children.
Farmers Markets	4 counties will increase access to fruits and vegetables through enhanced farmers markets.

Obesity Prevention through Education and Behavior Change

Intervention/Program	Year One Successes
In-School Prevention of Obesity and Disease	180 teachers were trained in SPARK physical education curriculum that encourages increased movement during class, adoption of healthy lifestyle behaviors and tracking student progress.
Social Marketing	Eat Smart Move More messages have been promoted to educate individuals on being more active and how to eat healthy.
WakeMed ENERGIZE! Program	89 children at-risk for diabetes and their families have completed a 12-week program to promote healthy eating and physical activity.
School Wellness	3 school systems initiated a comprehensive worksite wellness programs for employees. In Moore County, 464 employees were screened; 13 unknown diabetics and 3 hypertensive cases were detected and linked to primary care.

Invest in Our Children and Communities Today for a Healthy North Carolina Tomorrow

Fund the Childhood Obesity Prevention Demonstration Projects – Support SB 240/HB 774

For additional information, go to www.NCAllianceforHealth.org or contact ncalliance@heart.org