

Healthy Eating and Active Living Overview of Evidence-Based and Promising Practices School Focus



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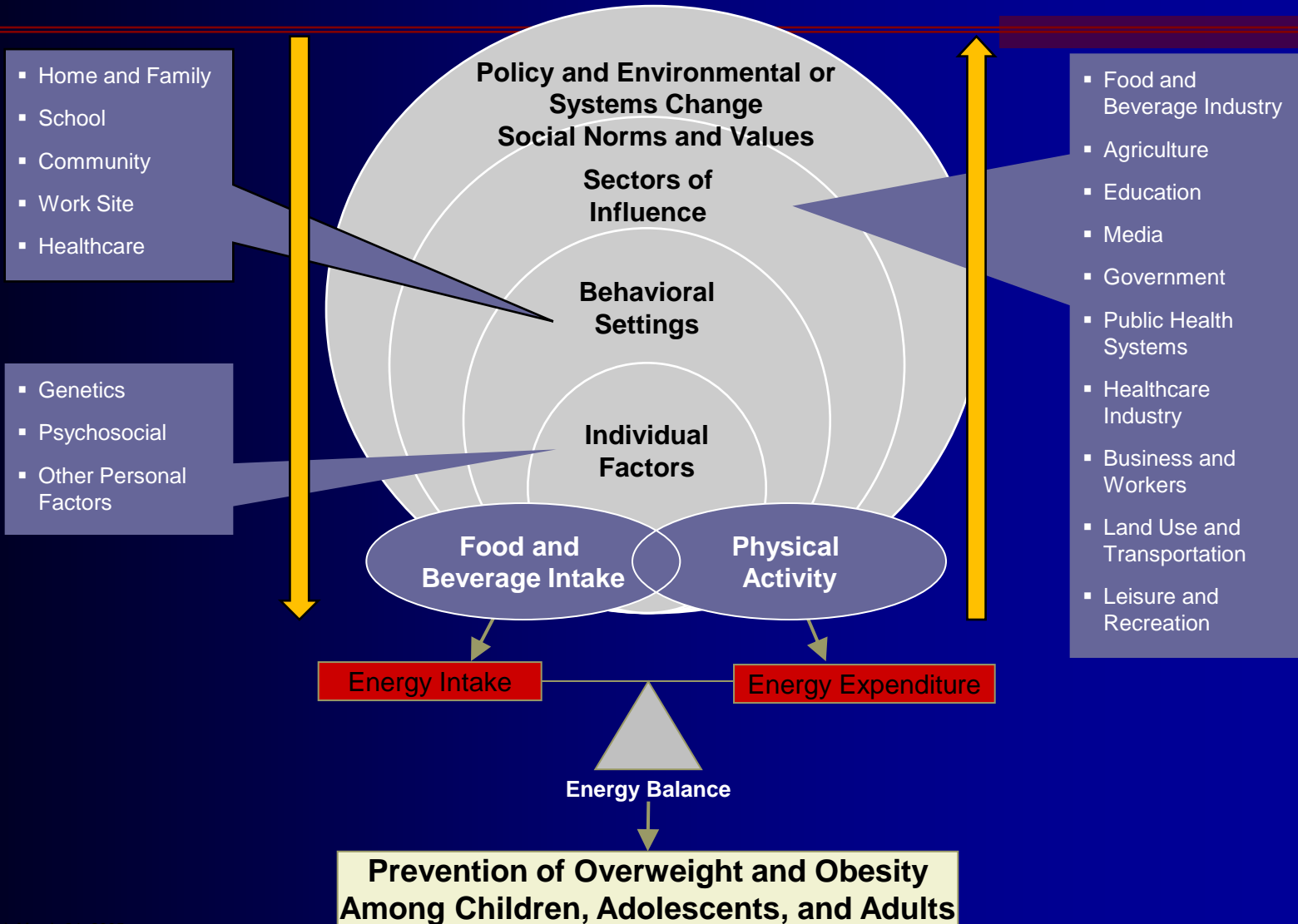


UNC
CENTER FOR HEALTH
PROMOTION AND
DISEASE PREVENTION



UNC
GILLINGS SCHOOL OF
GLOBAL PUBLIC HEALTH

Socio-ecologic Model (CDC Framework)



What makes something evidence-based?

- Likely to have a positive impact on the outcome of interest (chronic disease prevention) in the intended population (rural)
- How do we know this?
 - Research/evaluation re behavior/health indicator impact
 - ALSO critical for true/sustainable impact
 - Does it reach the intended population?
 - Is it responsive to the local environment (political, systems, cultural)?
 - Including local interests and passions!
 - Can it be delivered using existing or modestly enhanced resources?
 - People, organizations, facilities
 - Can it be sustained over time?

Most recognized evidence-based school-based interventions

- CATCH
- Planet Health
- You'll also hear about
 - SHAPE NC
 - MATCH
- Core Elements
 - Garner support from administrators
 - Rally support/enthusiasm from teachers and parents
 - Get the kids engaged
 - Convey knowledge about health (nec/ not suff.)
 - Train teachers and provide materials
 - Support/enhance existing staff resources
 - Teach/reinforce/structure behavior change
 - Organizational/policy/systems change to support above



Hearty Heart
Welcomes Jared
to
CATCH[®]



Why CATCH?

Learn about our research, awards and policy efforts to reduce child obesity

[LEARN MORE >](#)



The Programs

Learn about our evidence-based Early Childhood, School, and After-School Programs

[LEARN MORE >](#)



Ready-Set-Go

We make it easy to bring CATCH to your community with grant help, program checklists and evaluations

[LEARN MORE >](#)



What is CATCH?

For 25 years, the CATCH Programs have guided kids on how to be healthy for a lifetime and it is now the #1 health promotion and childhood obesity prevention program available

The Jared Foundation and CATCH



The CATCH Group

The CATCH Group is made up of universities, non-profits and corporations all working together to promote child health

Support for the CATCH Programs comes from a unique team of several organizations that make up the CATCH Group. Each individual organization plays an important role in the development, research, promotion and distribution of the programs.



The CATCH Group is proud to have [The Jared Foundation](#) as their partner.



PLANET HEALTH

An Interdisciplinary Curriculum
for Teaching Middle
School Nutrition and
Physical Activity

HOME

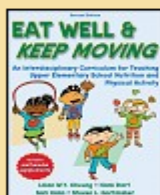
PROGRAM OVERVIEW

PARENT INFORMATION

TEACHER INFORMATION

RESOURCE STORE

Visit our Upper Elementary site



What Is Planet Health?

Planet Health, Second Edition, is a complete curriculum that helps academic, physical education, and health education teachers guide middle school students in these areas:

- Learning about nutrition and physical activity while building skills in language arts, math, science, and social studies.
- Understanding how health behaviors are interrelated.
- Choosing healthy foods, increasing physical activity, and limiting TV and other screen time.

What Information Is on This Web Site?

For an overall description of the benefits of using **Planet Health**, click on [Program Overview](#).

If you are a parent, click on [Parent Information](#) on the navigational bar. Here you will find more in-depth information on the topics covered in **Planet Health**.

If you are a teacher, click on [Teacher Information](#) to learn more about teacher training opportunities, sample lesson plans, and information on how **Planet Health** matches up to the Massachusetts Curriculum Frameworks. You'll also find out more about how **Planet Health** can benefit you and your students.

To find detailed descriptions of other products offered by Human Kinetics, click on [Resource Store](#).

For purchase options, including bids, volume discounts, and custom orders, click on [Contact Your Sales Rep](#). You'll also find complete contact information here if you have further questions.

To read frequently asked questions and answers, click on [FAQs](#).

To learn about the authors, click on [About the Authors](#). For more information, visit the [Harvard School of Public Health's Web site](#).



Consider combining evidence-based *STRATEGIES* to create an evidence-based *INTERVENTION*

Search

The Center TRT's mission is to enhance the public health impact of state and community obesity prevention efforts by providing the training and evidence public health practitioners need to improve health behaviors, environments, and policies in ways that are equitable, efficient, and sustained over time.



A collection of 'best hits' from the 2012 Obesity Prevention in Public Health Course! Lots of hard work, smiling faces, and fun times!



Center TRT | **Web-based Trainings**



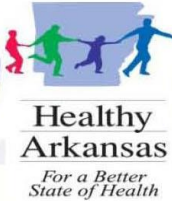
[CLICK HERE](#)

Updated RE-AIM Module
NOW Available!

- www.centertrt.org



SACC



West Virginia Department of Education



NASHVILLE AREA

Metropolitan Planning Organization



NC PREVENTION PARTNERS™

Overview

What are Intervention Strategies?

Web-Tutorial: [How to Find a Strategy](#)

Web Tutorial: [What's in a Strategy?](#)

Intervention strategies are **broad approaches to address healthy eating, physical activity and obesity prevention**. Each of the intervention strategies described in this section can be part of an overall strategy to prevent obesity in states and communities. More often than not, multiple strategies will be combined to create a comprehensive obesity prevention initiative. These intervention strategies answer the question: **What are the best available options for taking action to prevent and control obesity?**

This list of **twenty-six strategies** is based on the **best available evidence** – including prior research and expert consensus – for preventing obesity. The strategies were identified by **cross-walking six of the most prominent documents** on policy and environmental change intervention strategies for obesity prevention:

1. CDC's *Community Strategies and Measurements to Prevent Obesity in the U.S. (COCOMO)*
2. CDC's *Guide to Breastfeeding Interventions*
3. *The Community Guide* by the Community Prevention Services Task Force
4. IOM's *Early Childhood Obesity Prevention Policies*
5. IOM's *Local Government Actions to Prevent Childhood Obesity*
6. Convergence Partnership's *Promising Strategies for Creating Healthy Eating & Active Living*

The goal was to provide practitioners with a **one-stop shop** for obesity prevention strategies. For a complete list of the **26 strategies** and the associated supporting documents, [click here](#). In addition, TRT-reviewed [interventions](#) provide detailed **how-to instructions** for implementing one or more strategies in a variety of settings.

Overview

Strategies

Overview

Find Strategies

References

Interventions

Overview

Find Interventions

Web-Tutorial: [How to Find a Strategy](#) Web Tutorial: [What's in a Strategy?](#)

Active Transportation

Use of active transportation can increase physical activity by integrating activity into daily routines. Examples of active transportation are biking/walking to a destination, such as work or school, rather than driving. Policies can encourage active transport by affecting the physical and social environment.

Changing Access and Availability to Favor Healthy Foods and Beverages

Changing access and availability to favor healthy foods and beverages is crucial for promoting healthy eating. Nudging consumers towards healthy foods and beverages through environmental changes, while making it more difficult to obtain less healthy options, can increase opportunities for healthy eating.

Community-Wide Campaigns to Promote Healthy Eating

Community-wide campaigns are multi-sectoral in nature, using multiple approaches across several settings to promote healthy eating. Such campaigns most often target the individual, organizational and community levels.

Community-Wide Campaigns to Promote Physical Activity

Community-wide campaigns are multi-sectoral in nature, targeting individuals as well as organizational, community, social, or policy factors that support positive behavior changes. Such a campaign could incorporate mass media, social support programs, individual education, and physical activity events, among other approaches.

Found 26

Title:

Setting [?]

All / None

- Childcare
- School
- Worksite
- Health care
- Community

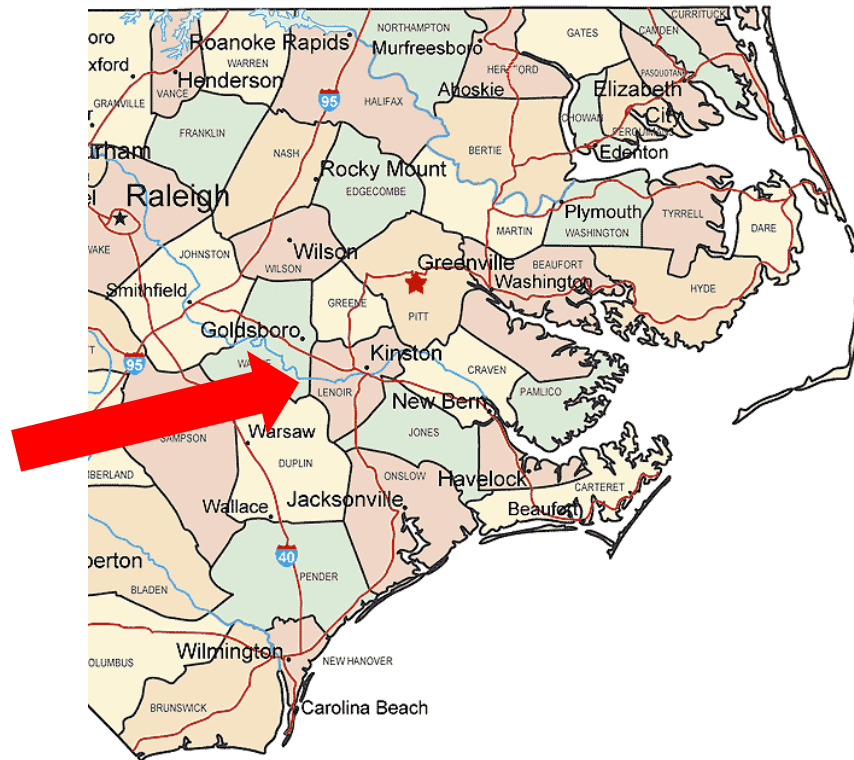
Topic [?]

All / None

- Breastfeeding
- Healthy Eating
- Physical Activity

Lenoir County Childhood Obesity Prevention Task Force

Building community capacity to address childhood obesity in rural NC



What we had...

- *Growing community concern for the health of Lenoir County children*
- *A nurse practitioner with obesity slides and a passion for child health*
- *A few local politicians who listened to the nurse and took up the cause*
- *A university research team responsive to community input*

What we did...



- *Convened everyone with a vested interest in child health (politicians, healthcare providers, the hospital, Extension, Child Nutrition, schools, etc.)*
- *Focused on schools as the best way to reach ALL Lenoir County children*
- *Asked who the champions for child health already were in schools, and started with projects these champions were passionate about*

What we got..

- *Project DIG (Discover. Investigate. Grow)*
 - *So far at CSS k-8: garden/nutrition curriculum k-8; 18 raised beds; 2 row gardens; 2 walking tracks*
 - *Next: greenhouses, more sports equipment, community garden, selling produce at the farmers market...*
- *Project FIT America equipment and curriculum in the first school east of Greensboro*
 - *Southeast ES also has 4 new raised beds and a PE teacher for the first time in years*
- *More and more players coming to the table*
 - *Collaborations with CTG, health department, Lenoir Memorial Hospital, pre-K programs, and 3 more elementary schools...*
 - *2 new funded grants to address physical activity and/or school food*



What's next?

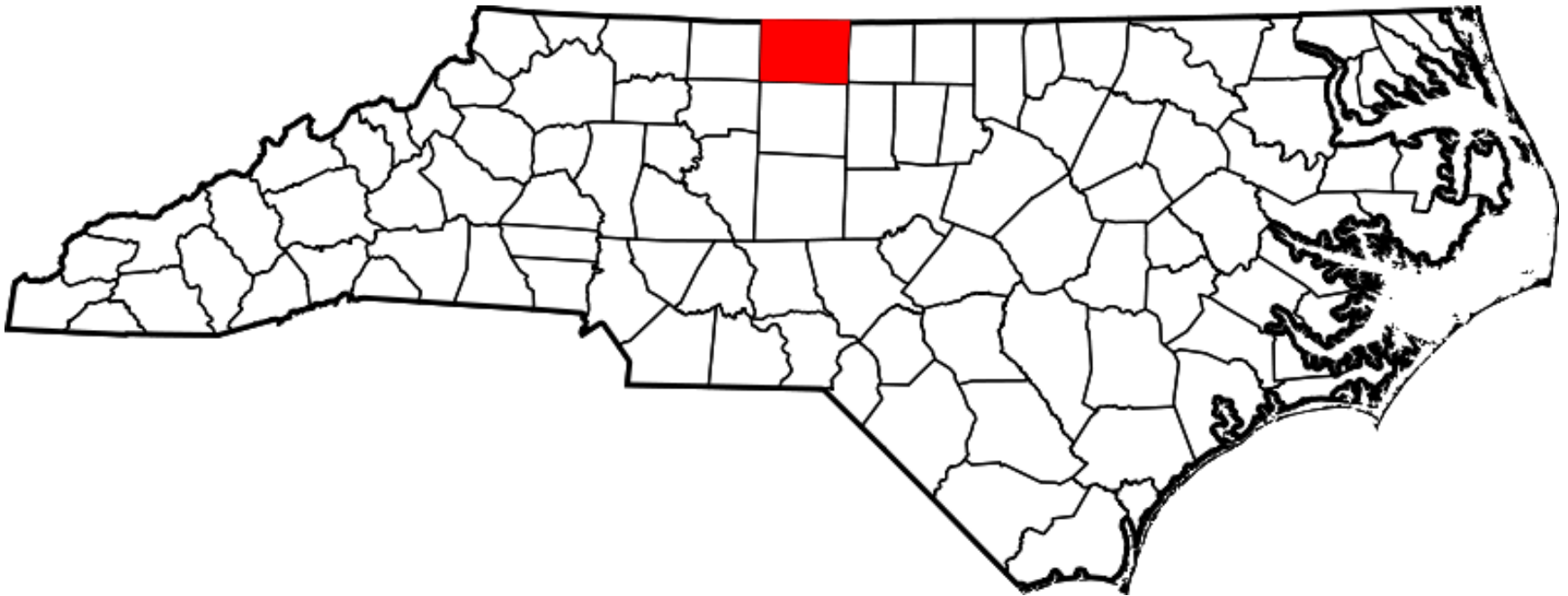
- *Continue to serve as a connector to bring resources (expertise, funding, in-kind services) to Lenoir County School effort to address childhood obesity.*
- *Tackling child eating through school food and family-centered programming.*
- *Whatever our members can dream up!*



Rockingham County

Partnership between a local and a state level foundation with the community

- Reidsville Area Foundation
- Blue Cross Blue Shield Foundation of NC





Initial grants to fund kitchen equipment and
cafeteria staff TA + evaluation

Identified need for formative work and social marketing



Chef Cyndie... Making food fun!



Chef Cyndie

[Home](#) | [Training](#) | [Consulting](#) | [Custom Video Production](#) | [Chef Cyndie Video Clips](#) | [Press & Client Comments](#)

ALL ABOUT CHEF CYNDIE



[Chef Cyndie Bio](#)
[Chef Cyndie Resume](#)

Chef Cyndie has a PhD in Food and Lodging Management obtained through Iowa State University's Child Nutrition Leadership Academy. She is a Registered Dietitian and culinarian working primarily in school foodservice since 1989. Chef Cyndie has presented numerous hands on and demonstration style food production and food safety classes throughout the U.S. Her specialties include quantity food preparation, recipe development, food safety, work simplification, fresh produce fabrication, nutrition, and merchandizing techniques that encourage customers to make healthier choices. Chef Cyndie knows the importance of exceptional food quality, presentation, and safety. Call Chef Cyndie today to bring her knowledge and skills to your organization.



CHECK OUT CHEF CYNDIE'S LATEST PROJECT:
Florida Department of
EDUCATION
Food and Nutrition Training Videos

Chef Cyndie has been given an award by the President for her work in child nutrition! [Click here to learn more about it!](#)

Champions of Change
WINNING *the* FUTURE ACROSS AMERICA



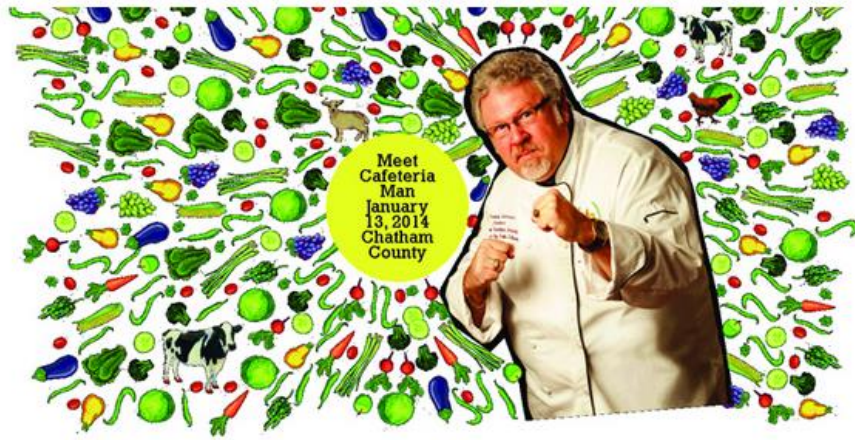
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 - expert panel
- LOCAL FOOD & COMMUNITY
 - pecha kucha
 - farming adaptation conference
 - pre-conference event
 - speaker bios
- SMALL HOUSE CONTEST
- FISCAL SPONSORSHIP
- LOCAL ECONOMY
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Like Billie Karel, Vaughn Upshaw and 1,895 others like this.



Meet Cafeteria Man
January 13, 2014
Chatham County

“Cafeteria Man” Panel Discussion with Tony Geraci

January 13, 2014

3.00pm-4.30pm

Chatham Community Library
Mary Hayes Holmes Room
(down hall on right inside main entrance)
197 North Carolina 87
Pittsboro, NC 27312

Food Explorers Program

Rockingham County Statistics



Obesity Percentages for Rockingham County Compared to Those of the State and Peer Counties			
Location	% Obesity Population		
	2010	2011	2012
North Carolina	29%	29%	29%
Rockingham County	31%	31%	33%
Burke County	28%	27%	28%
Caldwell County	30%	31%	30%
Lee County	29%	29%	30%
Surry County	28%	28%	31%
Wilkes County	28%	29%	30%

- Rockingham County has a **higher obesity rate** than the state of North Carolina



With support from the Reidsville Foundation and the Blue Cross Blue Shield Foundation - your school has been selected to **help change the current obesity epidemic.**

The small things you do – will make all the difference.

Food Explorers Program

Background & Invitation



- The “Food Explorers” program was developed over a 1 year period with **input and feedback from Rockingham County students and teachers**
- Today, **we are inviting you** to help us test this innovative program for the first time
- **We cannot do it without your help** – nor can the program be successful going forward without **your feedback**
- The UNC team will be **evaluating the effects** of this effort on children’s fruit and vegetable consumption
- If successful, the program **could be disseminated more broadly throughout Rockingham County** or beyond

Food Explorers Program

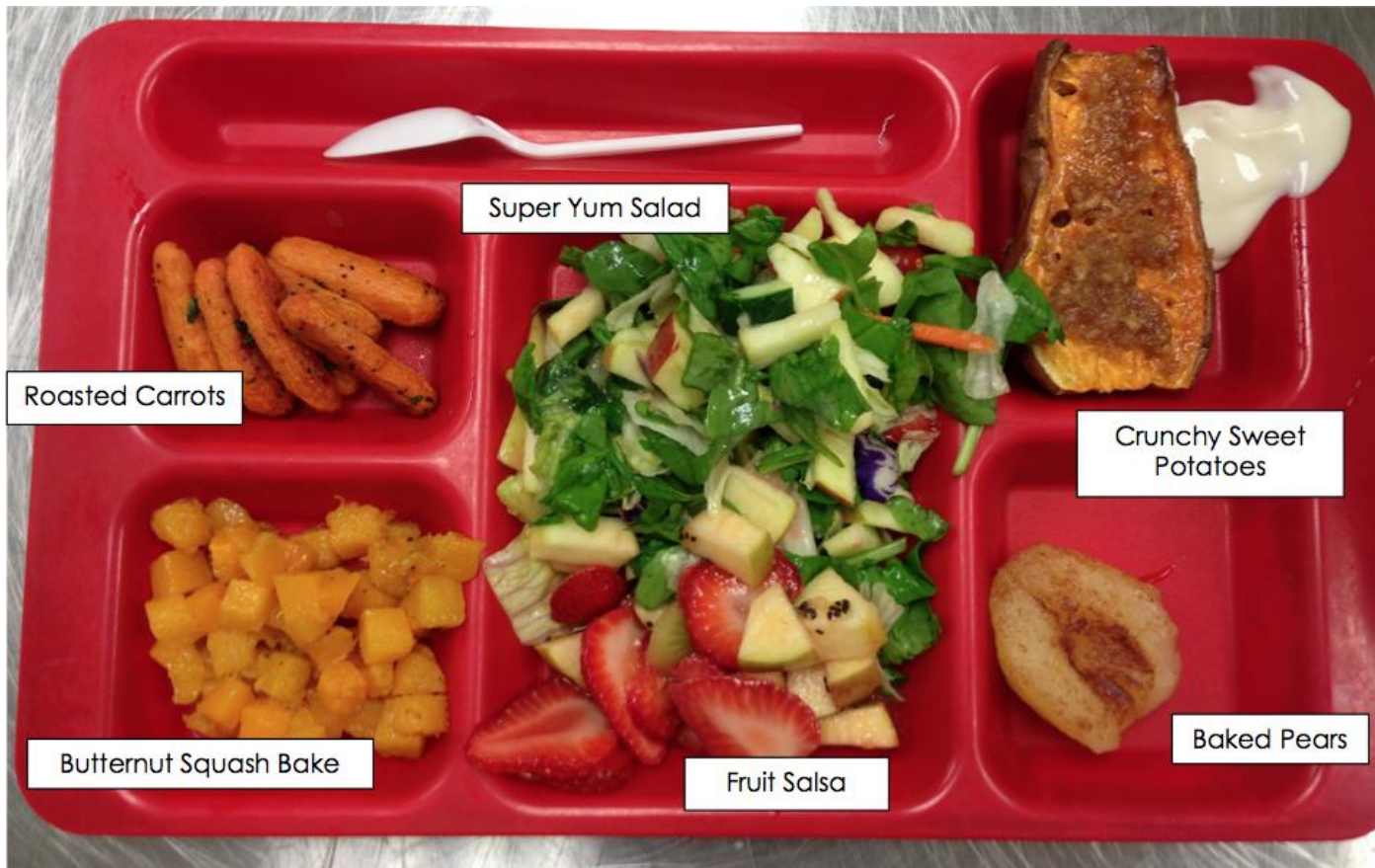
Program Objectives



- Promote the **new school lunch** menu
- Provide a **fun & engaging program** for kids
- Deliver a program that is **easy & non-disruptive** for teachers
- Reinforce **math and writing skills**
- **Positively affect Rockingham County children** this year
- Engage **3rd and 4th graders** directly, and others indirectly
- **Opportunity for broader impact** based on results

Food Explorers

NEW MENU



Roasted Carrots

Super Yum Salad

Butternut Squash Bake

Fruit Salsa

Crunchy Sweet Potatoes

Baked Pears

Food Explorers Program

Program Components



- Providing **new fruits and vegetables** at lunch with **new recipes**
- **Labeling healthy foods** in the cafeteria
- **Providing taste tests** of fruits and vegetables in cafeteria
- The **Master Explorer** challenge
 - Passports
 - Trading Cards
- Acknowledge **Master Explorer achievement**
- **Frozen Yogurt Celebration** for Master Explorers



Passport Front

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[3]

Food Explorer Passports: A Look Inside



Food Explorers Program

Passport: Fact Pages



Sweet Potato

Earn points when you eat Sweet Potatoes!

Every time you eat a dish with **Sweet Potatoes** in it, mark a badge with an X. You get **10 points** for the first time you eat it during Food Explorers (even if you already tried it before!) and **2 points** every time after until you use up the badges.

Find Sweet Potatoes in these dishes:

Crunchy Sweet Potato Bake, Honey Glazed Sweet Potato, Zesty Sweet 'Taters

Collect the Sweet Potato card!

The **Sweet Potato** card is worth **20 Health Points**. It belongs to the **Agent Red** type and has **Immunity Shield** and **Vibrant Vision** perks.



Keep track:

How many Sweet Potato cards do you have? You can keep track of them with tally marks below:

Fall Semester:

Spring Semester:

+10

+2

+2

+2

+2

+2

+10

+2

+2

+2

+2

+2

+2

Total Badge Points:

[20]

Apple

Earn points when you eat Apples!

Every time you eat a dish with **Apples** in it, mark a badge with an X. You get **10 points** for the first time you eat it during Food Explorers (even if you already tried it before!) and **2 points** every time after until you use up the badges.

Find Apples in these dishes:

Apple Dunkers, Classic Applesauce, Cinnamon Baked Apples, Fresh Fruit Cup, Island Time Apples, Gourmet Fruit Salsa, Super Yum Salad

Collect the Apple card!

The **Apple** card is worth **20 Health Points**. It belongs to the **Fruit Forager** type and has **Immunity Shield** and **Energy Boost** perks.



Keep track:

How many Apple cards do you have? You can keep track of them with tally marks below:

Fall Semester:

Spring Semester:



+10

+2

+2

+2

+2

+2

+10

+2

+2

+2

+2

+2

+2

+10

Total Badge Points:

[9]

Dishes

Badge Points

Card track

Food Explorers Program

Trading Cards: Explanation



- Teacher gets card deck at beginning of semester
- Each card has **Health Points (HP)**, **type of food**, and **health perk**.
- Teachers hand out **two cards per student** per week
- **Student decides what track to pursue** (Big Collector, Super Specialist, Color Wizard, or High Scorer)
- Student then **trades with peers** to collect appropriate cards for their chosen track
- **Student keeps track** of cards and stamps

Food Explorers Program

Master Explorer Challenge



Four ways to become a Master Explorer:

- **Color Wizard** – Collect 5 cards from each of the 5 colors (25 cards total)
- **Big Collector** – Collect 8 cards from each of the 4 types (24 cards total)
- **Super Specialist** – Collect all cards from two perks of your choice.
- **High Scorer** – Earn 5,000 HP points from trading card HP + passport HP badges.
- ***For each designation above, students must also have 12 stamped passport pages.***

Food Explorers Program

Teachers: Materials Provided



Food Explorers **Tracking Form**

Name: _____
Grade Taught: Third | Fourth School Name: _____
Month Logged: September | October | November | December | January | February | March | April | May | June

Weekly Checklist

Please circle 'Yes' or 'No' if the action was taken during the specific week. Your honesty is appreciated!

Week of the Month	Gave Each Student 2 Cards	Gave Students Time to Trade Cards	Gave Students Time to Fill Out Passports	Tried Food Samples in Cafeteria
Week 1	Yes No	Yes No	Yes No	Yes No
Week 2	Yes No	Yes No	Yes No	Yes No
Week 3	Yes No	Yes No	Yes No	Yes No
Week 4	Yes No	Yes No	Yes No	Yes No

Feedback: _____

Food Explorer Completion

Fill out the form below if a student in your classroom has reached 'Food Explorer' Status.

Date Verified	Student's Name	Challenge Completed (circle one)	Filled Out Take-Home Certificate	Gave Certificate for Posting in Cafeteria
		Color Wizard Super Specialist Big Collector High Scorer	Yes No	Yes No
		Color Wizard Super Specialist Big Collector High Scorer	Yes No	Yes No
		Color Wizard Super Specialist Big Collector High Scorer	Yes No	Yes No
		Color Wizard Super Specialist Big Collector High Scorer	Yes No	Yes No
		Color Wizard Super Specialist Big Collector High Scorer	Yes No	Yes No
		Color Wizard Super Specialist Big Collector High Scorer	Yes No	Yes No

Feedback: _____

Please turn into Food Explorer Ambassador at the end of the month for your chance to become the food explorer MVP!

“How am I going to remember all of this?”

- We provide an **easy to use laminated guide** to Food Explorers
- We also provide **a tracking form** to help remind you – this is also the form to turn into your FE Ambassador
- We provide: **bins, pouches, passports, stamps, ink, and trading cards**
- ***We want this to be as easy as possible!***

Food Explorers Program

Key Takeaways



- Making **cafeteria food changes** and having a **fun program** can engage kids with fruits and vegetables
- Teacher & cafeteria staff **encouragement can and will go a long way**
- We invite you to **help fight childhood obesity**, make this program a success, and **improve children's health**
- This will be the first test of this innovative program – **we need your help** and **we need your feedback and ideas** as Food Explorers is implemented

Chapel Hill Carrboro Schools

Child Nutrition Program Chef and UNC Nutrition graduate/Southern Seasons staff developed:

Home Base Together Achieving Good Grub Education and Development (TAGGED) curriculum, manual, and train-the-trainer classes

- Focus on engaging and increasing capacity of cafeteria staff



Summary recommendations

- Know your community and identify champions who have the passion and commitment
- Get key stakeholders on board
- Rally the troops before *imposing* anything
- After you identify the community passions (physical activity, school gardens, fundraisers, etc)
 - ✓ Look for evidence-based interventions AND strategies
 - ✓ Talk to folks who have implemented these interventions
 - ✓ Tweak (adapt) to make it fit your environment without sacrificing core elements
 - ✓ Implement with the help of an advisory group
 - ✓ Check progress and evaluate frequently to allow mid-course corrections



Questions???

