



# Statewide Health Promotion

## 2004 - 2008 Highlights

Using funding from the state of North Carolina and the Preventive Health and Health Services Block Grant, the Statewide Health Promotion Program funds 83 local health departments to address obesity and tobacco use in their communities. The local Health Promotion Coordinators supported by these funds have leveraged more than \$14 million in additional resources to support their efforts during the four-year period.

The following county highlights are just a sample of program accomplishments from 2004 to 2008. Health Directors and stakeholders across North Carolina can be proud of the work that Health Promotion

Coordinators are doing in collaboration with schools, worksites, faith communities, health care and other community partners. They are making it easier for North Carolinians to eat smart, move more, and avoid tobacco use by establishing policies and environments supportive of active living, healthy eating and tobacco-use prevention and cessation.

The Statewide Health Promotion Program, managed by the Physical Activity and Nutrition Branch, Health Promotion Unit, in partnership with the Tobacco Prevention and Control Branch, resides within the Chronic Disease and Injury Section, North Carolina Division of Public Health.

### **Why Environmental & Policy Change?**

Empowering individuals and families with knowledge and skills to change their eating, physical activity, and tobacco use patterns is imperative. However, knowledge is only the beginning. People must live in environments that support healthy behaviors in order to put their knowledge and skills to use. By improving the rules (policies) and physical surroundings (environments) of the places where North Carolinians spend most of their time – schools, worksites, communities – we can make it easier for everyone to make healthy choices. To accomplish this goal, the Statewide Health Promotion Program provides funding to local health departments and districts to support community-based programs. These programs promote policy and environmental change to support increased healthy eating, physical activity and tobacco-free living.

## **Alamance**

In 2008, the Alamance Health Department made significant progress on several health fronts. Alamance Regional Medical Center adopted a 100% tobacco-free policy, 11 restaurants adopted smoke-free policies, a local park received \$10,000 for the development of a trail that was the direct result of a successful community walk initiative and a walking track was established behind the Human Services Center. Advocacy efforts also focused on smoke-free policies in public parks, municipal buildings and a 100% tobacco-free schools policy. Since 2004, the county's Health Promotion Coordinator has pursued implementation of the Take 10! physical activity curriculum in public schools and the Winner's Circle Healthy Dining Program in local restaurants. Alamance also won an Eat Smart, Move More Community Grant in 2005.

## **Albemarle District**

The Albemarle Regional Health Department had a busy year in 2008, with several initiatives coming to fruition. This included all government buildings throughout the Albemarle district adopting tobacco-free policies, two counties agreeing to post walking trails on their Web sites, walking paths measured off and marked with signage at four elementary schools and three restaurants implementing the Winner's Circle Healthy Dining Program. Health staff also leveraged significant amounts of outside funds, including a \$20,000 grant from University Health Systems/Roanoke-Chowan Hospital Foundation to construct a fitness course and walking track at a local elementary school. Additionally, the Healthy Carolinians Task Force will receive \$30,000 over three years to sustain physical activity and nutrition programs. The success of these projects is built upon health promotion work going back several years. Since 2004, Albemarle health staff have pursued school-based tobacco-use cessation programs supported by media coverage, healthy dining guides, walking trail brochures and convincing health insurance companies to cover smoking cessation aids such as classes and nicotine patches.

## **Alexander**

In Alexander County, health department officials are continuing to pursue environmental and policy change in their communities. One successful initiative culminated with four restaurants agreeing to adopt smoke-free policies and the formation of a wellness program for county employees. Since 2004, the county's Health Promotion Coordinator has overseen a variety of

initiatives, including the 100% tobacco-free schools policy, smoke-free policies in government buildings and increasing the number of healthy snacks offered in vending machines and snack bars.

### **Anson**

In 2004, Anson County established a Local Physical Activity and Nutrition Coalition as a subcommittee of the local Healthy Carolinians Task Force. This helped connect the Health Promotion Coordinator to key partners locally and opened doors for new funding opportunities and program resources. Since that time, an initial push for the Color Me Healthy curriculum has resulted in multiple trainings for Pre-K and kindergarten teachers and implementation of the program in six schools and 13 daycare facilities. Other successes have included the construction of a walking trail in Wadesboro, adoption of smoke-free policies in several local restaurants and implementation in at least five local churches of physical activity and/or nutrition policies. These programs represent sustainable policy and environmental changes that can make a real difference among Anson County residents.

### **Appalachian District**

The Appalachian Health District has made real progress promoting policy and environmental change in Alleghany, Ashe and Watauga Counties. The Health Promotion Coordinator has partnered with schools, worksites and government agencies to reach as broad an audience as possible in the tri-county area. As a result, in 2008 the Ashe and Alleghany Services for Aging adopted healthy eating policies, five childcare providers implemented the Be Active Kids program and pedestrian improvements were approved and implemented in the Town of Boone. Furthermore, the district was awarded its second Eat Smart, Move More Community Grant, which organizers used to construct a walking track in the town of Lansing. The first, implemented in 2005, funded interventions targeting policy and environmental change in local communities. Appalachian has maintained its diverse focus since 2004, targeting school health through the Winner's Circle Healthy Dining Program and staff wellness initiatives, smoke-free policies in restaurants and lunch-and-learn education sessions for hospital employees.

## **Beaufort**

Beaufort County Health Department staff have actively promoted environmental and policy change in their community. In 2008, four walking paths were completed, marked with signage and promoted through media coverage and a local church adopted a healthy eating policy. Since 2004, the county's Health Promotion Coordinator has pursued several other health promotion initiatives, such as establishing a Local Physical Activity and Nutrition Coalition, implementing the Winner's Circle Healthy Dining Program in local restaurants and cafeterias and working with local churches to develop policies and walking trails to support healthy behaviors. Additionally, the Health Promotion Coordinator has worked with Beaufort County Schools on their policy to require daily physical education for students and with the city of Washington to designate the city as a breastfeeding-friendly community.

## **Bladen**

Since 2004, the Bladen County staff have worked with local businesses and organizations to help them adopt healthy eating and physical activity policies. These efforts were bolstered by a \$100,000 Health and Wellness Trust Fund grant, part of which went to promoting policy and environmental changes in the county. The Winner's Circle Healthy Dining Program has been a focus of these efforts and, as a result, all Bladen County Schools have launched the initiative and several area restaurants have followed suit. Under the auspices of Bladen's Health Promotion Coordinator, the Sneaker Net program, which promotes safe and accessible walking trails and programs, has also flourished. New trails and clubs have cropped up through Bladen Community College, the Board of Education, local churches and other partners. Additionally, the county received an Eat Smart, Move More Community Grant in 2008 to reduce type 2 diabetes by identifying youth at risk for developing the disease and providing tools that can improve lifestyles and reduce risk factors.

## **Brunswick**

Brunswick County's health promotion efforts have focused heavily on establishing walking trails and other environmental changes in local communities. The Health Promotion Coordinator has worked closely for several years with members of African American churches, senior groups and government agencies to build walking trails and increase opportunities for physical activity.

In the Northwest Community, an Eat Smart, Move More Community Grant enabled the development and construction of a paved walking trail. Additionally, Brunswick has partnered with health officials from New Hanover and Pender Counties to lobby for a 75¢ state tobacco tax as a way to discourage tobacco use. In 2008, health promotion efforts in Brunswick included encouraging the serving of healthy foods at faith community events and implementing the Winner's Circle Healthy Dining Program in a county cafeteria. Brunswick's Healthy Promotion Coordinator has been a frequent guest on a local radio station to advocate for healthy living and promote physical activity and nutrition.

### **Buncombe**

The Buncombe County Health Department finished 2008 with several exciting accomplishments under its belt. Highlights included the city of Asheville adopting a new bicycle master plan and the return of the Moveabout Program, which was implemented in 28 worksites. Additionally, funding was secured to hire staff to collect annual body mass index (BMI) data for all elementary students and the health department received more than \$294,000 in additional resources for the fiscal year. To keep these and other initiatives in the public eye, 58 media events were aired or published that promoted healthy behaviors and the need for policy and environmental change. These successes reflected several years of targeted health promotion work, including efforts to purchase bikes for public use in downtown Asheville, implement worksite wellness initiatives and offer healthy food options in schools and vending machines. In addition, Buncombe County was awarded an Eat Smart, Move More Community Grant for 2006, which was used to promote healthy eating and physical activity policies in high-need communities.

### **Burke**

In Burke County, health department staff and community partners continue to promote environmental and policy change to support healthy behaviors. The county's Health Promotion Coordinator formed a partnership with Meridian Yarn, Western Piedmont Community College and Mull Elementary to increase opportunities for physical activity and healthy eating. Other events have included the installation of a walking track at Chesterfield Elementary School and the award of a \$5,000 grant to work with another school on a similar project. Since 2004, the

Burke County Health Department has also been engaged in promoting the Winner's Circle Healthy Dining Program to improve snack options in vending machines.

### **Cabarrus**

In Cabarrus County, tobacco-use cessation has been a primary focus of the health promotion activities for several years running. In 2008, Cabarrus County Schools adopted a 100% tobacco-free campus policy while four individual schools implemented the Towards No Tobacco program and a fifth launched the 5 A's cessation program. Additionally, twenty new restaurants adopted smoke-free policies. These successes come on the back of efforts since 2004 to promote tobacco-use cessation in communities by convincing restaurants to adopt no-smoking policies and schools to implement programs targeting youth. The county's Health Promotion Coordinator has also pursued nutrition and healthy eating initiatives, such as training teachers on incorporating nutrition education into the classroom, improving snacks in vending machines and addressing diabetes in the Cabarrus Latino community. Cabarrus County is also working to increase opportunities for residents to be active, as evidenced by a grant of \$65,000 awarded to Cabarrus County Parks and Recreation Department as the lead agency for the Cabarrus Carolina Thread Trail Steering Committee.

### **Caldwell**

Caldwell continues to pursue a broad, successful agenda for promoting healthy behaviors in the community. For example, five restaurants became smoke free (in addition to four in the previous year), a local church implemented a "fit-for-life" campaign, the Caldwell County wellness committee launched a "biggest loser" contest for county employees and participants in a walking challenge logged 10,000 miles. The county also won two Eat Smart, Move More Community Grants in 2005 and 2006, which it used to expand walking and biking trails in key locations. Since 2004, the Health Promotion Coordinator has pursued a number of initiatives, including implementing the Winner's Circle Healthy Dining Program in public and private schools, working with Kerr Drug to provide health education to the community and limiting smoking in local schools, ball parks, businesses and clubs.

## **Carteret**

Carteret health officials are continuing their successful promotion of physical activity and nutrition throughout the county. Countdown Carteret remains in place, encouraging residents to adopt healthy behaviors and training local businesses and churches to make healthy decisions easier for their employees and members. Walking and bicycle trails in the county and Morehead City get heavy traffic, to the extent that the health department ran out of maps for one of its trails! Other initiatives implemented since 2004 have included the Winner's Circle Healthy Dining Program, policies to include fitness and nutrition education in Parks and Recreation programs, consistent media coverage of farmers' markets, Eat Smart, Move More, Weigh Less classes and the Color Me Healthy curriculum. The county Health Promotion Coordinator is pursuing fitness center discounts for community members and increased daily activity for students at county schools. These programs represent sustainable policy and environmental changes that can make a real difference among Carteret County residents.

## **Caswell**

The Caswell County Health Department made great strides in 2008 to increase physical activity. A new master plan for county trails was developed and approved by the Recreation Commission and County Commissioners. In addition, a grant of \$177,400 was awarded to the Caswell County Heritage Trails Initiative to support the development of trails. Similarly, the county received \$60,000 over two years from the Health and Wellness Trust Fund to build trails at the new Caswell Senior Center, as well as to initiate a community gardening program for seniors. Health promotion highlights from previous years include the awarding of nine mini-grants to local churches to support the formation of lay health ministries, the implementation in four elementary schools of Healthy Homework projects and the pursuit of "mother-friendly" policies in two local worksites to support breastfeeding.

## **Catawba**

In 2008, the Catawba County Health Promotion Coordinator and community partners secured an Eat Smart, Move More Community Grant, which resulted in 15 childcare centers adopting the Be Active Kids program, five organizations establishing healthy eating and physical activity policies and 23 elementary schools initiating wellness policies for after-school programs. This

was the county's second Eat Smart, Move More Community Grant in recent years, the first being in 2006 when funds were awarded to implement Take 10!, Food for Thought and the Winner's Circle Healthy Dining Program. These programs are now underway in classrooms throughout the county. Since 2004, the county's Health Promotion Coordinator has also sought to improve snack items in vending machines and work with a local pediatric practice to promote physical activity and healthy eating to patients.

### **Chatham**

Chatham County continues to promote environmental and policy change in its local communities. Highlights from 2008 include adoption of healthy eating policies by several restaurants and churches and the completion of the Active Chatham Web site. In the previous year, Chatham launched the "Town Lake to Downtown" project, funded by an Eat Smart, Move More Community Grant and more than \$6,000 in additional funds from partners, to enhance Town Lake Park and create physical activity and educational opportunities for children. Since 2004, the county's Health Promotion Coordinator has pursued a variety of strategies to support nutrition and physical activity, including health initiatives in local churches, the Winner's Circle Healthy Dining Program in schools and community mobilization efforts such as "Chatham on the Move" and the Active Chatham 5k Reindeer Run. Proceeds from the 2008 annual Reindeer Run were put towards park enhancements.

### **Cherokee**

Now that an extended vacancy in the Health Promotion Coordinator position in Cherokee County has been filled, health department officials are hopeful about getting their health promotion activities back on track. Efforts in past years have included the development of walking trails. In the town of Murphy, a walking trail established in 2004 has been expanded through additional phases in hopes of extending it around the perimeter of the town and connecting it with a local elementary school. With new staff in place, the Cherokee County Health Department is ready to pick up where it left off!

## Clay

In Clay County, health department officials have done an excellent job leveraging additional funds to support health promotion activities and messages. In 2008, enough money was raised to complete construction on a new recreation center and to continue the Cooking with Clyde healthy cooking program and the health message program targeting Haysville Elementary School parents. Since 2004, the county's health promotion activities have included 100% tobacco-free policies in schools, the Hall of Terror event to reduce tobacco use, walking trails in the community and new athletic and recreation equipment for youth sports and senior centers. In addition, the health department has made strong use of local media to communicate health messages to Clay County residents.

## Cleveland

In Cleveland County, health department officials have been working hard to promote policy and environmental change in their communities. Activities have focused on recruiting churches into the Temple Initiative, a program that encourages physical activity and nutrition in faith communities. These efforts were bolstered by the creation of a full-time staff position based in the county health department to work with churches to address physical inactivity, unhealthy eating, tobacco use and other risk factors for chronic disease. Health promotion staff also played a key role in the city of Shelby's designation as a Fit Community and securing grant funds for other health initiatives. Since 2004, the county Health Promotion Coordinator has worked with local stakeholders on a variety of initiatives, including training daycare staff to use the Color Me Healthy curriculum, promoting worksite wellness policies at local businesses, implementing stairwell initiatives and creating a smoke-free dining guide for restaurant patrons. These efforts are in pursuit of sustainable policy and environmental changes that can make a real difference among Cleveland County residents. In 2008, Cleveland County was selected to participate in the Action Communities for Health, Innovation and EnVironmental Change (ACHIEVE) Initiative. Additionally, the county received funding from Kate B. Reynolds for to institute supplementary nutrition education menu boards in two middle schools and two high schools.

## **Columbus**

The Columbus County Health Department has been actively pursuing physical activity and nutrition programs throughout its communities. In the past two years, more than 12 walking trails were developed along with a guide brochure for local residents. The county has also added smoking cessation classes to its offering of women's preventive health courses and worked with a local business on worksite wellness. That company subsequently adopted a policy change offering 30 minutes of daily physical activity to employees. Since 2004, other successes include multiple restaurants and schools implementing the Winner's Circle Healthy Dining Program or other nutrition initiatives as well as the Fit in Five campaign, which enrolled more than 2,000 participants in health-related activities and programs. Finally, Columbus County received a \$50,000 grant to implement the CATCH (Coordinated Approach To Child Health) program at Whiteville Elementary School. Program achievements to date have included the development and regular use of a one-mile walking trail and a documented increase in fruit and vegetable consumption among students. The CATCH program offers an excellent opportunity to make policy and environmental changes in schools supportive of physical activity and healthy eating.

## **Craven**

In Craven County, health department officials have implemented a number of initiatives promoting physical activity and nutrition for community members. Craven County Community College, for example, hosted a fifteen-week Eat Smart, Move More, Weigh Less program for school employees. In addition, five elementary schools implemented the Take 10! curriculum for students while the county's Health Promotion Coordinator helped launch Kids in Motion, a 10-week physical activity program that targets families. Health department staff have also made efforts to develop a walking trail, implement the City of New Bern's bicycle plan, create a school wellness policy for Craven County Schools and increase the number of cafeterias adopting the Winner's Circle Healthy Dining Program. These initiatives represent sustainable policy and environmental changes that can make a real difference among Craven County residents.

## **Cumberland**

Cumberland County's track record with building strong community partnerships continues to benefit residents. The health department's Health Promotion Coordinator has engaged

restaurant owners to adopt the Winner's Circle Healthy Dining Program, churches to implement walking trails and programs, parks and recreation departments to organize summer health camps and local schools to promote physical activity. Since 2004, similar nutrition and physical activity programs have been implemented throughout the community, providing a broad base of mobilized stakeholders. Past successes include the training of teachers in seven schools on the Take 10! curriculum, the addition of healthier snack options in government vending machines and a program offering mini-grants to churches to make healthy policy and environmental changes to support members. The Health Promotion Coordinator has also used a local cable access channel to air public awareness messages and educate the community. These initiatives are vital to building the sustainable environmental and policy changes needed in Cumberland County to help residents eat smart and move more every day.

### **Dare**

Staff at the Dare County Health Department have continued to make good progress on promoting healthy eating, physical activity and tobacco-use cessation. In 2008, a government agency adopted a policy to offer health-related programs to employees, two local restaurants adopted 100% smoke-free policies and Dare County Parks and Recreation added healthy snacks to its vending machines. Since 2004, the county's Health Promotion Coordinator has been pursuing similar initiatives throughout the community, including physical activity and nutrition curricula in schools, the Winner's Circle Healthy Dining Program in Dare County elementary schools and the education of peer counselors to work with local businesses to stop the sale of tobacco products to minors.

### **Davidson**

Davidson County's Health Department is laying the foundation for long-term environmental and policy change. The county's Health Promotion Coordinator has worked steadily to reach out to local businesses and organizations to promote physical activity, healthful eating and smoking cessation. Since 2004, these efforts have focused on implementing the Winner's Circle Healthy Dining Program, smoke-free policies, the Color Me Healthy curriculum and stairwell initiatives. As a result, ten restaurants implemented smoke-free policies in 2008, twice the number of restaurants initially targeted. Other initiatives have included the submission of recommended bike routes to the Davidson County Department of Transportation, the pursuit of healthier

vending machine snacks and a rewards program for employees participating in wellness activities.

### **Davie**

Efforts continue in Davie County to promote healthful living through sustainable environmental and policy changes. One highlight for the county was receiving an Eat Smart, Move More Community Grant for 2007 for implementation of the Take 10! program in elementary schools to promote physical activity. Other areas of focus since 2004 have included the Winner's Circle Healthy Dining Program, the 100% tobacco-free schools policy (adopted earlier than required) and working with Cooperative Extension to assist African American churches with implementing healthy eating and physical activity policies.

### **Duplin**

The Duplin County Health Department is promoting health through a variety of settings and initiatives. In 2008, the Health Promotion Coordinator partnered with Duplin Partners for Health on the promotion of a walking trail and creation of a walking program for the community. The county had also seen the implementation of tobacco-cessation policies in its schools and health department. Since 2004, health promotion activities have also included the implementation of the Winner's Circle Healthy Dining Program in schools and local restaurants as well as physical activity and nutrition programs in local churches.

### **Durham**

In 2008, Durham County received an Eat Smart, Move More Community Grant to continue a multi-year health promotion effort to reach out to local churches. This funding helped launch a faith conference and program to revitalize health ministries in local congregations. The Durham County Health Ministry Network now includes twelve churches. This process began in 2005 with the Durham PEACE project (Physical Activity and Eating Healthy through Activities in the Church Environment), which was also started with an Eat Smart, Move More Community Grant. The county's Health Promotion Coordinator has pursued a variety of other initiatives as well, including tobacco-use cessation programs in restaurants and public buildings, adoption of tobacco-use-cessation guidelines in the health department clinics, the Winner's Circle Healthy

Dining Program in schools and the annual Walk to School Day event to promote physical activity. In addition, the health promotion team has supported worksite wellness by implementing a stairwell initiative at the Durham County Health Department and offering ongoing wellness programs to employees.

### **Edgecombe**

In 2008, the big news in Edgecombe County was the selection of Tarboro as one of three Fit Community award winners in North Carolina. Residents enjoy a comprehensive system of biking and walking trails that link residential and downtown areas as well as amenities including a farmers' market, free cooking classes and large public parks. The county health department has also focused on health initiatives within specific organizations such as smoke-free policies in restaurants and around government agencies, school-based wellness benefiting students and staff and nutrition and physical activity promotion in faith communities. School wellness programs have covered everything from removing deep fat fryers to implementing the Winner's Circle Healthy Dining Program to launching physical activity programs for elementary school-aged children. These programs represent sustainable policy and environmental changes that can make a real difference among Edgecombe County residents.

### **Forsyth**

Since 2004, the Forsyth County Health Department has made great strides in promoting healthy eating in its communities. Activities have focused on implementing the Winner's Circle Healthy Dining Program in more than 20 schools and encouraging healthy snack policies for products sold in vending machines. In addition, the county received an Eat Smart, Move More Community Grant in 2007 to fund interventions targeting policy and environmental change in local communities. Forsyth's Health Promotion Coordinator played a key role in the formation of the Forsyth County Employee Wellness Task Force, the construction of vegetable gardens at Ashley Elementary School and the installation of signage to encourage stairwell use.

### **Franklin**

In 2008, the Franklin County Health Department made solid progress on a number of health promotion fronts: two churches established health ministries, the Franklin County Employee

Wellness Committee was re-formed and a permanent employee wellness area and walking path were implemented. In addition, a \$1,000 grant was awarded by Wake Electric to purchase educational materials. Since 2004, the county's Health Promotion Coordinator has pursued a variety of environmental and policy change initiatives, including adding exercise time to activities at the Louisburg Senior Center, implementing the Winner's Circle Healthy Dining Program in schools and creating walking trails and clubs at local churches. In 2004, the county received an Eat Smart, Move More Community Grant, which funded a healthy eating incentive program in three middle schools. Health Department staff also worked to improve vending machine options in schools and promote Energizers.

### **Gaston**

Gaston County continues to pursue environmental and policy change in its local communities. Efforts in 2008 included establishing nutrition and physical activity policies in worksites and churches, implementing the Color Me Healthy curriculum in childcare facilities and launching Girls on the Run/Girls on the Track. Since 2004, the county's Health Promotion Coordinator has worked with a variety of partners to promote physical activity, nutrition and tobacco-use cessation. These initiatives have varied from working with pediatricians to promote health among patients and families to implementing the Winner's Circle Healthy Dining Program in Gaston County Schools to increasing public awareness of health issues. The latter has occurred through newspaper ads, advertisements in grocery stores and working with the mayor of Gastonia to promote a Walk to School week.

### **Graham**

In 2008, the Graham County Health Department continued its success with promoting policy and environmental change in the local community. A new fitness room was installed at the health department and the track around the high school was paved. Since 2004, the county's Health Promotion Coordinator has pursued partnerships with local stakeholders to develop initiatives such as ongoing walking programs at a senior center, removing fryers and soft drinks from schools and convincing local restaurants to go smoke free. In the fall of 2005, the health department offered a walking challenge for county employees with incentives for participation. Efforts are currently underway to implement regular physical activity breaks during the workday.

### **Granville-Vance District**

The Granville-Vance Health District has been a leader in North Carolina, promoting health through an ambitious program of policy and environmental change. In 2008, Creedmoor adopted Granville County's Greenway Master Plan, which the health district's Health Promotion Coordinator has consistently supported since receiving an Eat Smart, Move More Community Grant in 2005 to complete a section of the plan. Granville and Vance Counties saw a number of other key developments that year, including a policy change offering county employees physical activity breaks for up to 45 minutes two times per week as well as a second Eat Smart, Move More Community Grant. This funding supported the construction of a playground in a low-income neighborhood and led to several nutrition and physical activity policy changes in three churches. Since 2004, health promotion staff have pursued a number of other initiatives, including implementing the Winner's Circle Healthy Dining Program in local schools and helping government agencies initiate worksite wellness programs.

### **Greene**

The Greene County Health Department has worked steadily to promote environmental and policy change in its communities. Thanks to these efforts, a local church adopted a healthy eating policy, a daycare center developed a fruit and vegetable container garden and health department staff began implementing a school wellness policy. Since 2004, the county's Health Promotion Coordinator has sought to implement a number of innovative programs, including a kayak-loaning program in the town of Snow Hill, a \$3,000 mini-grant program to help launch the county's 100% tobacco-free schools policy and a 3K run/walk, which led to Snow Hill's mayor committing to make the event an annual activity. Additionally, Greene County Schools received funding to hire a tobacco education coordinator, the health department established an on-site breastfeeding room and the Winner's Circle Healthy Dining Program was implemented in all county schools.

### **Guilford**

The Guilford County Health Department continues to promote healthy eating and physical activity among local communities. For example, county employees implemented a healthy eating program, two faith communities adopted healthy eating policies and the initial steps were

taken to develop a greenway connector trail. The seeds for these initiatives were planted several years earlier, as Guilford's Health Promotion Coordinator pursued nutrition and physical activity programs for local worksites and churches as well as community workshops such as Health and Walkability, Walking Wednesday Adventures and Get Healthy Guilford. Information on these and other initiatives have been promoted through media coverage and the Healthy Guilford.com Web site. The county also received an Eat Smart, Move More Community Grant for 2005, which helped to kick start new efforts for policy and environmental change.

### **Halifax**

The Halifax County Health Department continues to strive for policy and environmental change in its local communities. For example, the county established a worksite wellness program that features an exercise room and equipment for staff. Weldon City Schools took similar steps for teachers by creating a walking path and converting a boardroom into exercise space. Halifax also used funds from an Eat Smart, Move More Community Grant to construct a walking trail and provide indoor physical fitness equipment at the Department of Social Services. Additionally, teachers and daycare providers in several schools received training on nutrition and physical activity curricula such as Energizers, Color Me Healthy and Food For Thought. Since 2004, the county's Health Promotion Coordinator has helped to implement several school and community programs, including a walking trail at a local mall, healthy eating policies in churches and healthy snacks in school staff lounges. Media coverage of these and other events has been substantial, with one paper running weekly health articles and another providing coverage of four schools that implemented the Energizers physical activity curriculum.

### **Harnett**

Health Department staff in Harnett County have made significant progress with several initiatives that promote nutrition and physical activity. The town of Erwin established a policy to offer healthy snack and beverage options to youth participating in the Erwin Spring Sports league. Additionally, several county departments, worksites and churches adopted healthy food policies and point-of-decision prompts promoting physical activity and healthy eating. Since 2004, the county's Health Promotion Coordinator has pursued several other initiatives including healthy homework assignments for students, completion of a community health assessment, installation of bike racks to facilitate bicycle use and promoting a farmers' market in the town of

Dunn. Health department staff have also worked towards an adopt-a-trail initiative for local agencies and a partnership with a local grocery store to provide healthy food tours for consumers.

### **Haywood**

In 2008, Haywood County's Health Department continued its strong record of health promotion outreach. Three new Girls on the Run programs were launched, the Roughcreek Watershed trail was completed and 100% tobacco-free policies were adopted at the county's health department and community college. In addition, all county health clinics adopted the 5 A's protocol for tobacco-use cessation. Funding for these programs was aided by the Healthy Haywood annual fitness challenge and other initiatives, which raised funds and volunteer time valued at more than \$17,000. Since 2004, the county's Health Promotion Coordinator has implemented several anti-smoking campaigns, including Tuscola High School's tobacco-cessation program for students and Haywood County Public School's tobacco-prevention training for 5th grade classes (596 students and 28 teachers), which was provided by high school students. Additionally, the health department adopted a 100% tobacco-free policy and nine childcare centers received American Lung Association tobacco prevention training. The Health Promotion Coordinator has also worked to maintain outstanding media coverage of programs and accomplishments – one local newspaper even created a new column to highlight local citizens making healthy lifestyle changes. Finally, in 2006, Haywood implemented funds from an Eat Smart, Move More Community Grant to increase daily physical activity for children during and after school.

### **Henderson**

Henderson County has continued to make progress promoting environmental and policy change in the community. In 2008, walking trails were mapped out in 13 schools, two restaurants became smoke free and the health department received an Eat Smart, Move More Community Grant to develop a staff wellness program for school employees. Since 2004, the county has focused on a broad array of initiatives such as expanding healthy breakfast programs in schools, implementing healthy eating and physical activity policies in African American and Latino faith communities and incorporating Energizers into schools and summer camps.

## Hertford

In Hertford County, health department staff have made exciting progress on several initiatives, including an ambitious effort to promote a county-wide recreation plan. The county's Health Promotion Coordinator has been building community support for the plan while securing funding from the Golden Leaf Foundation. Additionally, Hertford County Public Schools developed a wellness committee and action plan and three elementary schools implemented walking trails with signage. These developments come on the heels of several other successful initiatives, including a new health and wellness center located in a low-income community and efforts to enhance local sports fields, basketball courts, skating/walking tracks and playground equipment. The health department and community partners were also awarded Eat Smart, Move More Community Grants for two consecutive years – 2006 and 2007 – which were used to implement the Take 10! physical activity curriculum in three elementary schools, along with a program to increase fruit and vegetable consumption among students. In addition to these successes promoting physical activity and nutrition, Hertford County made progress in the area of tobacco-use cessation. The county health department and Roanoke Chowan Hospital implemented 100% tobacco-free policies.

## Hoke

Hoke County Health Department staff have made progress on an ambitious plan for health promotion in local communities. Two walking trails have been paved at the Hoke County Health Center and a policy to offer and support a weight management and healthy eating program is expected to be adopted. The health department has also partnered with a local physician to support healthy eating, physical activity and tobacco-use cessation initiatives and joined the Sparrow Project (a health promotion partnership of churches). Additionally, the county Health Promotion Coordinator has worked with the town of Raeford to build a pedestrian crosswalk for McLauchlin Elementary School and with the Hoke County Parks and Recreation Department to develop a smoke-free policy for events held in park facilities.

## Hyde

Due to vacancies in the Health Promotion Coordinator position, Hyde County Health Department's health promotion activities have been inconsistent since 2006. Previously,

however, the health department actively pursued environmental and policy change. Staff helped local churches to adopt healthy eating and beverage policies and establish health training and diabetes management programs. Additionally, health department staff worked with a local school to implement the Winner's Circle Healthy Dining Program.

### **Iredell**

The Iredell County Health Department continues to push for policy and environmental change in local communities. Despite vacancies in the Health Promotion Coordinator position, several initiatives have moved forward and have resulted in the implementation of the NAP-SACC (Nutrition and Physical Activity Self-Assessment for Child Care) program in several childcare centers and a worksite wellness program for county employees. Since 2004, health promotion activities have focused on launching the Winner's Circle Healthy Dining Program, developing a resource guide on local biking and walking trails and increasing the nutritional value of foods served in Mooresville schools.

### **Jackson**

In Jackson County, health department staff have continued to build a supportive environment for healthy behaviors. Accomplishments have included the construction of a pavilion in Bridge Park and the implementation of a walking program in local schools. These efforts follow several years of work on other initiatives, including walking programs in seven faith communities, a 100% tobacco-free schools policy, the enhancement of two Sylva parks and an Active Community Environment assessment between Sylva and Dillsboro. The county's Health Promotion Coordinator bolstered these programs by ensuring consistent media coverage and developing financial resources, which, in 2006-2007 alone, reached \$56,000. Other plans have included implementing the Winner's Circle Healthy Dining Program in schools, ensuring that a la carte foods in school cafeterias meet recommended standards and expanding local greenways and bike trails.

### **Johnston**

Several health promotion initiatives launched by the Johnston County Health Department came to fruition in 2008. Specifically, the health department and Johnston Memorial Hospital adopted

100% tobacco-free campus policies, three churches adopted healthy food and beverage policies and one local daycare adopted a policy to offer 1% milk instead of 2% milk. Since 2004, health promotion efforts have included training WIC (Special Supplemental Nutrition Program for Women, Infants and Children) staff as well as teachers in more than 30 daycare centers to use the Color Me Healthy curriculum. Additionally, the health promotion staff has reached out to faith communities to promote wellness programs and health education. Other efforts since 2004 have included implementing the Winner's Circle Healthy Dining Program, developing a physical activity and nutrition guide for local residents and pursuing 100% tobacco-free policies in Johnston County high schools.

### **Jones**

Health department staff in Jones County have remained committed to working with stakeholders to promote environmental and policy change. And when encountering resistance, staff have consistently pursued alternative approaches, including distributing information packets to local churches and meeting faithfully with school leaders to implement wellness initiatives. Since 2004, the county's Health Promotion Coordinator has pursued a variety of initiatives, such as the establishment of a student tobacco prevention advisory group, employee wellness programs at the health department and worksite wellness among local businesses. Significant progress has also been made integrating nutrition and physical activity education into classrooms. This includes new policies such as physical education on a daily basis in the elementary school, every other day in the middle school and two additional physical education courses in the high school. Students in grades K-9 are also receiving at least nine weeks of nutrition and physical activity education in healthful living classes. Furthermore, schools are continuing to use Take 10!, Energizers and Color Me Health curricula supporting healthy eating and physical activity.

### **Lee**

In 2008, the Lee County Health Department continued pursuing several local health promotion initiatives. A walking trail accessible to youth and adults was developed and its completion was marked by a kick-off event for residents. Additionally, health department staff partnered with a local African American church to implement a policy to serve healthy foods and beverages at all church functions, and are working with a Latino church to do the same. The health department has worked extensively with Lee County's African American and Latino populations for several

years and, in 2006, developed a social marketing campaign aimed at increasing physical activity and decreasing television time among minority children ages 5 to 11 years old. The county's Health Promotion Coordinator has also pursued several worksite wellness programs for county staff through the Committee for Lee Employee Wellness. As a result, the County Manager awarded \$500 to the committee and agreed to allow employees one hour per month of work time to attend wellness activities. Additionally, the Health Promotion Coordinator maintains a healthy snack bar for health department employees as an alternative to unhealthy vending options.

### **Lenoir**

Since 2005, Lenoir County has maintained a record of robust health promotion and success with winning grant awards. Lenoir County schools adopted a policy to become 100% tobacco free and implemented the Take 10! physical activity curriculum in many classrooms. Additionally, health promotion staff have been working with faith communities to support healthy eating, increased physical activity and tobacco-use prevention. In 2005, Lenoir County had excellent success with securing grant funding, including:

- \$17,000 in Eat Smart, Move More Community Grant funds to increase physical activity and healthy eating in all county Kindergarten and 1<sup>st</sup> Grade classes and in selected after-school programs;
- \$1,250 from the American Lung Association to work on tobacco prevention partnering with the Boys and Girls Club;
- \$25,000 from the Office of Minority Health and Health Disparities to partner with Parks and Recreation on an adolescent diabetes prevention program;
- \$300,000 awarded from the Health and Wellness Trust Fund Commission to work on tobacco prevention in Lenoir county and the school system;
- \$40,000 grant from Health and Wellness Trust Fund Commission to work with the local community college toward tobacco prevention.

### **Lincoln**

In Lincoln County, the health department continues to look for new ways to promote nutrition and physical activity. In 2008, health department staff developed a smoke-free dining guide for the community and a second guide cataloging opportunities for physical activity. The county's

Health Promotion Coordinator also sought out partnerships to launch free fitness classes, increase public awareness messages about health and implement a school wellness program. Since 2004, a broad array of initiatives has been pursued, including training teachers on the Take 10! and Be Active Kids curricula, a walking and running program for middle school students and nutrition and physical activity policies in faith communities. These initiatives promote healthful living among Lincoln County residents of all ages in a variety of settings.

### **Macon**

In 2008, Macon County experienced another strong year for health promotion, as it completed a 1.5 mile walking trail and won an Eat Smart, Move More Community Grant to develop a second trail. These accomplishments were built upon previous successful programs to reduce tobacco use, improve healthy snack options in schools and offer milk with 1% or less fat in school cafeterias. In addition, the county's health promotion team was contacted by a local bank and the county government to develop employee wellness programs for staff. This team also managed to raise almost \$14,000 in funds and donated services in 2006-2007 alone. Since 2004, Macon's health department has worked hard to implement the Winner's Circle Healthy Dining Program in both restaurants and schools and to install a water feature in a local park to draw residents, which was funded by a 2006 Eat Smart, Move More Community Grant. Efforts to develop a comprehensive recreation plan for the entire county are underway.

### **Madison**

In Madison County, the health department continues to make progress creating policy and environmental change in the community. Since 2004, health promotion work has focused on making Madison County Schools tobacco free and using the media to communicate the importance of this initiative. In addition, the county's Health Promotion Coordinator used funds from a 2006 Eat Smart, Move More Community to implement six walking trails. Other areas of focus include promoting worksite wellness and increasing physical activity opportunities for youth through the county parks and recreation department.

### **Martin-Tyrell-Washington District**

Staff in the Martin-Tyrell-Washington Health District pursued a broad range of health promotion activities in 2008. As a result of these and previous efforts, five churches implemented wellness programs or healthy food/beverage policies, Tyrell County formed a Local Physical Activity and Nutrition Coalition and the district Board of Health passed a policy to allow employees 15 minutes of paid work time for physical activity. Walking routes were measured off in Tyrrell and Martin Counties for employees at those sites. Additionally, Washington County Schools created a walking group, a Web site was developed with a section devoted to health promotion messages, and a local apartment complex agreed to a healthy food/beverage policy at all apartment community events. In 2007, the county used Eat Smart, Move More Community Grant funds to install a community garden at a local school. Since 2004, the district's Health Promotion Coordinator has sought to implement a variety of health-based initiatives, with particular emphasis placed on the Winner's Circle Healthy Dining Program. District staff promoted the program through newspaper and radio coverage, community events and the development of healthy recipe cookbook. Efforts have also included a partnership with Child Nutrition Directors in all three school districts and outreach to local restaurant owners.

### **Mecklenburg**

The Mecklenburg County Health Department made significant health promotion progress in 2008. Thirty-five childcare settings adopted curricula and/or policies to improve nutrition, such as serving milk that is 2% or less and prohibiting outside food in the center. In addition, almost six miles of walking trails were added to the community, and grading and stream restoration was completed on Little Sugar Creek. Since 2004, more than 478 daycare providers have been trained on the Color Me Healthy curriculum, and healthy food and/or physical activity curricula have been implemented at 99 of the school system's After School Enrichment Program (ASEP) sites. Mecklenburg County's Health Promotion Coordinator has also pursued a number of nontraditional partnerships to promote increased physical activity and improved nutrition. These partners include organizations such as the local Arts and Science Council, Johnson & Wales University and staff from area Head Start programs.

## **Montgomery**

The Montgomery County Health Department continues to promote environmental and policy change in local communities. Thanks to these efforts, two churches have adopted policies to provide healthy food and beverage options at church functions and the county government has agreed to offer all employees a paid 30-minute break for physical activity. Since 2004, the county's Health Promotion Coordinator has pursued other initiatives including working with local restaurants to label healthy menu items, establishing walking groups and walking trails at local churches, improving vending machine and beverage options at schools and promoting a 5K fun run fundraiser for Moving Montgomery, the local physical activity and nutrition coalition.

## **Nash**

In 2008, the Nash County Health Department had another busy year promoting nutrition, physical activity and tobacco-use cessation. Among its accomplishments were four churches that adopted healthy food and beverage policies, one church that implemented a no-smoking policy, two restaurants that adopted the Winner's Circle Healthy Dining Program and a decision by the local Obesity Task Force to sponsor Families Eating Smart and Moving More classes three times per year. In addition, health department staff pursued grant funding from Wake County Health Services to fund diabetes efforts in Nash County after receiving \$26,000 from the University of North Carolina at Chapel Hill to pilot a weight-loss program targeting low-income residents. Since 2004, the county's Health Promotion Coordinator has focused on a broad variety of community initiatives, including the development of a park in the Red Oak area, training teachers in more than 20 preschool classes to use the Color Me Healthy curriculum and providing after-school physical activity programming and counseling to students. Additionally, four middle schools have launched peer-mentoring programs to reduce tobacco use.

## **New Hanover**

In New Hanover County, 2008 brought several health promotion initiatives to fruition. Nine local restaurants implemented the Winner's Circle Healthy Dining Program, a community walking trail was developed and the health department launched an employee wellness program. These accomplishments come on the heels of similar successes in previous years, when several local restaurants and all campus food establishments at the University of North Carolina at

Wilmington adopted the Winner's Circle Healthy Dining Program. Since 2004, the county's Health Promotion Coordinator has helped to establish a downtown walking trail and pursued the adoption of multiple policies – policies to support breastfeeding in a local faith community, policies to promote healthy food and snacks in schools, and policies to make the health department smoke free.

### **Northampton**

Health promotion has long been a priority for the Northampton County Health Department. As a result, three churches have adopted healthy food and beverage policies and Northampton County government has adopted a policy to allow employees one hour of work time every other week for wellness education. In addition, a local nature trail has been paved to make it more accessible to community members. The county is working to establish two more trails and has already set aside almost \$60,000 for the project. Other initiatives pursued by the county's Health Promotion Coordinator since 2004 have included the implementation of worksite wellness policies by local businesses, wellness policies in local schools, and the Winner's Circle Healthy Dining Program in schools and restaurants.

### **Onslow**

In 2008, health department staff in Onslow County successfully implemented a worksite wellness program for county employees. They also worked with local schools and the local hospital to establish healthy policies and practices – such as rewarding students with healthy snacks instead of candy and labeling healthy cafeteria foods at Onslow Memorial Hospital. These efforts follow several years of similar initiatives to bring about policy and environmental change in the community. Since 2004, Onslow's Health Promotion Coordinator has improved policies to increase healthy choices in vending machines, add labels to healthy foods in grocery stores, increase physical activity and healthful eating at local churches and train the staff of local childcare center to implement the Color Me Healthy curriculum.

### **Orange**

For several years running, Orange County has focused on creating more healthful food options for community residents, employees and students. Government staff created a wellness

committee and implemented a healthy food and beverage policy requiring vending machines to offer healthy snack options. Since 2004, the Orange County Health Promotion Coordinator has also worked on several initiatives to promote physical activity. These efforts have included constructing a high-visibility crosswalk to facilitate walking, training community members to conduct walking and biking suitability assessments of areas around local schools and supporting physical activity opportunities for older adults. Additionally, Orange County was awarded two Eat Smart, Move More Community Grants (for 2007 and 2008), which supported health department staff to partner with nine local churches to change policies and practices to make it easier for congregation members to lead healthy lifestyles.

### **Pamlico**

The Pamlico County Health Department has continually pursued a broad variety of initiatives to promote healthy behaviors in surrounding communities. Successes have included the installation of new lights at two baseball parks and the establishment of 20 new fitness stations along a local walking trail, the latter supported by a \$5,000 grant award from the North Carolina Department of Public Instruction. The county's Health Promotion Coordinator also worked with local restaurants to label healthy foods and adopt no-smoking policies and helped to create a community garden. Additional health promotion initiatives since 2004 have included the introduction of the Winner's Circle Healthy Dining Program in local restaurants, the promotion of the Quit Line for tobacco-use cessation, and the installation of climbing walls in Pamlico County Schools to increase physical activity among students.

### **Pender**

Pender County has made great strides in establishing smoke-free environments for its employees and residents. The Health Promotion Coordinator worked with community partners to launch an initiative to promote smoke-free restaurants in 2006. The initiative gathered steam throughout 2007, with six new restaurants going smoke free by June 2008. The county's grass-roots success in promoting tobacco-free public places helped spur the health department to designate its campus as a smoke-free facility. Encouraged by this focus on employee health, the county government implemented a worksite wellness program and developed a half-mile walking trail on the county office campus in 2008.

## Person

In 2008, Person County maintained its impressive record of yearly accomplishments to support healthy behaviors. Government employees benefited from several new employee wellness policies and environmental changes to promote physical activity - discounted memberships at a local fitness center, a stairwell initiative, new fitness stations and a track near the government offices. In addition, the county secured Eat Smart, Move More Community Grant funds to create an Eat Smart, Move More section in the Person County Library, offer health-related story times for children and incorporate Energizer activities and the Families Eating Smart and Moving More curriculum into programs at a local hospital. Since 2004, Person County's Health Promotion Coordinator has pursued a broad array of initiatives to improve nutrition and physical activity policies at worksites, schools and churches and to increase the opportunities for healthful living available to residents.

## Pitt

In 2008, the Pitt County Health Department maintained its focus on promoting environmental and policy change at the local level. With the help of Pitt County's Health Promotion Coordinator, walking trails were established at eight local churches and an additional walking trail and walking program were initiated for community members. Pitt County Government adopted policies to support employee wellness, and the Pitt County Board of Commissioners adopted a healthy vending policy. Since 2004, health department staff and community partners have secured a significant amount of outside funding, including grant awards from the local Healthy Carolinians Task Force, the North Carolina Health and Wellness Trust Fund and the Pitt County Memorial Hospital Foundation. The county has also received Eat Smart, Move More Community Grant funding to create walking trails, as well as funds from the Pitt County Health Education Foundation to support the Farmers' Market Nutrition Education Program. Health department staff have formed partnerships with local churches, schools, worksites and various government agencies, which have led to many successes through the years - employee wellness initiatives, the implementation of the Winner's Circle Healthy Dining program and the implementation of ad campaigns to promote healthy eating, physical activity and tobacco-use cessation.

## **Randolph**

The Randolph County Health Department has remained focused on promoting environmental and policy change throughout surrounding communities. For example, health department staff and community partners have implemented a healthy-meal-planning initiative with two Lowes Foods grocery stores and have worked with restaurants to implement smoke-free policies. Since 2004, the county's Health Promotion Coordinator has pursued a variety of other initiatives as well in schools, worksites and churches, including the implementation of the Winner's Circle Healthy Dining Program and the development of walking trails and walking programs.

## **Richmond**

In Richmond County, health department staff have focused for several years on promoting health in local schools and faith communities. These efforts have led to changes in policies and practices – one example being a church that established a lay health advisor team, implemented Sunday morning exercises and adopted a policy to serve water as a healthy option at all church events. Health department staff have also trained teachers in eight schools on nutrition and physical activity curricula such as Take 10! and Food for Thought. In addition, Richmond's Health Promotion Coordinator has advocated for smoke-free dining in several local restaurants.

## **Robeson**

The Robeson County Health Department has made significant progress promoting tobacco-free policies in local communities. Numerous restaurants in the county have become smoke-free environments and the push continues in schools to reach young people and discourage them from tobacco use. In 2008, the county received an Eat Smart, Move More Community Grant that resulted in 22 teachers making changes to their classroom environments to increase healthy eating and physical activity. These successes were built on efforts since 2004 to encourage smoke-free policies in area businesses, target teen smoking in schools, promote healthy eating through the Winner's Circle Healthy Dining Program and encourage employers to offer discounted memberships to local fitness centers for employees. The Robeson County Health Department received an Eat Smart, Move More Community Grant in 2004 to partner with Head Start programs to make healthy policy changes such as replacing whole milk with low-fat milk.

## **Rockingham**

In Rockingham County, health department staff have focused on increasing opportunities for healthy eating. As a result, two workplaces have begun offering healthy snacks to employees while a number of restaurants and vending machine companies have adopted the Winner's Circle Healthy Dining Program in an effort to offer and label healthy options. In 2006, the county was awarded an Eat Smart, Move More Community Grant to plant vegetable gardens at four elementary schools and implement accompanying educational programs on physical activity and nutrition. The project included media coverage and community events such as food tastings to reach beyond students to their families and other community members as well. Since 2004, the county's Health Promotion Coordinator has pursued a variety of other initiatives - creating walking trail maps, organizing cooking demonstrations and promoting employee wellness programs.

## **Rowan**

In 2008, the Rowan County Health Department and community partners, fueled by a grant from the Kate B. Reynolds Charitable Trust, worked with four local schools to start a walking club for staff and students, host an annual health day and incorporate nutrition and physical activity into the curriculum in new ways. In addition, a Fit Community Grant supported similar policy initiatives in other local schools, including policies to create school wellness committees and to increase community access to school playgrounds and athletic fields. Other initiatives pursued by Rowan's Health Promotion Coordinator since 2004 have included efforts to expand local greenways and address diabetes in the Latino community.

## **Rutherford-Polk-McDowell District**

Health promotion efforts in the Rutherford-Polk-McDowell Health District paid off in a big way in 2008. Three pre-K programs in the district established new gardens and McDowell County opened a new farmers' market. The Rutherford County Schools adopted a no-foods-as-rewards policy. The Rutherford County Government paved a 1.5-mile trail on campus, and the WIC (Special Supplemental Nutrition Program for Women, Infants and Children) programs in all three counties adopted policies to provide physical activity education to clients. Finally, the district committed more than \$300,000 to greenway and trail development. These accomplishments

were built upon health promotion efforts dating back to 2004 – efforts to encourage student and staff wellness at schools, implement the Winner’s Circle Healthy Dining Program, create walking trails and decrease tobacco use throughout the community.

### **Sampson**

Sampson County continues to make progress in creating new physical activity and healthy eating opportunities for county residents. The Health Promotion Coordinator has played a key role in creating new walking trails at a variety of locations. One Sampson County elementary school was selected to participate in the United States Department of Agriculture Fruit and Vegetable pilot program, which created an opportunity for the health department and county school system to work together to improve the nutritional environment in all schools. Furthermore, efforts have been underway since 2004 to promote healthy eating and physical activity in faith communities and to create walking trails and programs targeting older adults. The health department has also focused on 100% tobacco-free schools and diabetes initiatives along with media coverage to promote these programs.

### **Scotland**

Scotland County has not participated in the Statewide Health Promotion Program since 2006, but previously, Scotland’s health promotion agenda attracted generous amounts of volunteer aid, sought to fund health initiatives in churches and created partnerships with other community agencies. For example, the health department worked with Scotland County Parks and Recreation to serve healthy snacks to youth sports participants and summer camp attendees. Other accomplishments included implementing the Winner’s Circle Healthy Dining Program in Scotland County Schools and training teachers to use the Take 10! curriculum to increase physical activity among students during the school day.

### **Stanly**

In 2008, the Stanly County Health Department launched an array of health promotion initiatives targeting a variety of settings and county residents. As a result, local daycare centers implemented new nutrition and physical activity policies and Stanly County government adopted a policy to provide ongoing wellness programs to employees. Since 2004, the county’s Health

Promotion Coordinator has pursued similar initiatives for the community, including re-establishing the Stanly County Partners in Health task force, reaching out to restaurants and schools to pass tobacco-free policies and promoting the Winner's Circle Healthy Dining Program.

### **Stokes**

The Stokes County Health Department has been working steadily to promote healthy eating and physical activity. Highlights from the past few years include the establishment of a new walking trail in 2005 with the support of an Eat Smart, Move More Community Grant and the adoption by four schools of the Take 10! curriculum to promote physical activity during the school day. The county's Health Promotion Coordinator has joined and supported the work of the local School Health Advisory Council and has partnered with Cooperative Extension to engage youth in hands-on nutrition education through supermarket tours. The Health Promotion Coordinator has also worked to establish a walking trail and trail map for county employees and to ensure the availability of healthy options in vending machines.

### **Surry**

In Surry County, health promotion efforts to curb tobacco use have been especially successful, leading to the adoption of 100% tobacco-free policies by local schools, a local mall, Hugh Chatham Hospital and Surry Community College. In 2008, four restaurants implemented no-smoking policies. The county's Health Promotion Coordinator played a key role in enabling the construction of a climbing wall in Fisher River Park for community use. Other health promotion highlights have included the installation of bike racks and park benches along a local greenway, the renovation of sidewalks in Mount Airy, the revision of school policies and practices to promote water and healthy snacks in vending machines and the award of an Eat Smart, Move More Community Grant for 2005.

### **Swain**

The Swain County Health Department has made great strides in partnering with local schools to establish policies and practices that support healthy eating and physical activity. Two elementary schools implemented pedometer programs and Swain Middle School changed its calendar to ensure Physical Education classes for all students. The Swain School Health

Advisory Council committed to conducting school wellness programs for all school staff and students. These accomplishments were built upon several years of previous work that included training teachers on the Take 10! physical activity curriculum and improving the school food environment. For example, Swain Middle School removed all vending machines and began offering only healthy snacks in the cafeteria. These efforts were funded in part by a Kate B. Reynolds Charitable Trust grant awarded to Swain County in 2004 and an Eat Smart, Move More Community Grant awarded the following year.

### **Toe River District**

The Toe River Health District has completed a broad array of health promotion initiatives in local communities. Bald Creek Elementary School implemented a staff worksite wellness program and incorporated Energizers into the school day to offer more opportunities for students to be active. The Burnsville Community Gym was completed and new playground equipment was installed at Burnsville Park. Yancey County Parks and Recreation adopted a tobacco-free policy. Mitchell County Schools removed deep fryers from all cafeterias. These successes were built upon health promotion efforts in previous years to advocate for implementation of the Winner's Circle Healthy Dining Program, 100% tobacco-free policies, a pedestrian plan in Burnsville, walking trails on school campuses, and a skateboard park in Yancey County.

### **Transylvania**

Health officials in Transylvania County have made progress in promoting policy and environmental change to support healthy eating, physical activity and tobacco-use cessation among residents. The health department secured funding for a full-time childhood obesity coordinator to help local schools integrate physical activity and nutrition education into the school curriculum. Teachers received training on Food for Thought, a resource for incorporating nutrition into core subject areas. Efforts to reduce tobacco use have revolved around making Transylvania a tobacco-free county through initiatives such as offering alternatives to suspension programs for the middle and high school, training health department staff to conduct tobacco-use cessation classes for clinic patients, forming youth tobacco-free advocacy groups and working with the Transylvania County Parks and Recreation Department to make all sports fields tobacco-free zones.

## **Union**

Health promotion activities in Union County have continued to move forward, despite vacancies in the Health Promotion Coordinator position. The county has made significant progress with the implementation of the Color Me Healthy curriculum by daycare center staff and kindergarten teachers to promote healthy eating and physical activity among young children. Efforts around healthy eating policies have also seen success, with five daycare centers adopting healthy food policies and eight schools implementing the Winner's Circle Healthy Dining Program. In addition, the county has seen an increase in the number of smoke-free restaurants.

## **Wake**

Wake County health promotion staff, who have worked closely with faith communities over the past several years, saw the fruits of their labor in 2008 when several local churches collectively made nineteen changes to church policies and practices to support physical activity and healthy eating. Over the past few years, health promotion staff have also helped to improve the built environment through trail enhancements (e.g., benches and trail markers) and the construction of a series of paved connectors between sidewalks to create a half-mile walking trail with funding from an Eat Smart, Move More Community Grant. Additionally, a resource guide for greenways and trails in Wake County was developed and distributed. Other successful initiatives in Wake County have included Walk to School days and the distribution of mini-grants to local groups for nutrition and physical activity programs.

## **Warren**

The Warren County Health Department continues to promote physical activity and nutrition through partnerships with other community organizations. Since 2004, Warren's Health Promotion Coordinator has focused on increasing access to physical activity opportunities by partnering to develop walking paths throughout the county. Local churches, schools and organizations are some of the many sites that now offer measured and marked trails for use by area residents. For example, one church measured off two indoor and two outdoor walking paths and installed temporary signage for each. In addition, health department staff have teamed up with Warren's School Health Advisory Council to secure funding for an employee wellness program within Warren County Schools. Other school-based initiatives pursued by

health department staff have included implementing the Winner's Circle Healthy Dining Program, enforcing the 100% tobacco-free schools policy and working with schools to incorporate Energizers and Color Me Healthy to increase opportunities for physical activity and healthy eating in school and preschool environments.

### **Wayne**

In 2008, Wayne County's health promotion efforts led to the improvement of a walking trail at Brogden Primary School and the establishment of a new walking trail at a local church. These accomplishments came on the heels of similar success in 2007 with the establishment of seven walking trails – two at churches and five on school campuses. Also in 2008, the county office building adopted a healthy vending machine policy, and the local Board of Health passed a resolution to offer healthy options at events where foods and beverages were served. Additionally, a mobile farmers' market was established on the grounds of the Wayne County Health Department and the Department of Social Services, providing easy access to fresh fruits and vegetables for employees and clients during the spring and summer months. Since 2004, Wayne's Health Promotion Coordinator has worked on similar initiatives, such as helping churches develop health ministries and physical activity programs, implementing the Winner's Circle Healthy Dining Program in public schools, addressing smoking-cessation initiatives for school staff, developing plans for a new local park and promoting worksite wellness.

### **Wilkes**

In Wilkes County, 2008 brought the culmination of several years of work by the county's Health Promotion Coordinator to reach out to community organizations. Accomplishments included the establishment of a new wellness committee by Wilkes County government, the collection of BMI data for all 6th and 7th graders, the adoption of smoke-free dining policies in seven restaurants, and the training of one local faith community on how to promote healthy eating and physical activity among members. In addition, Wilkes County made great progress in health promotion in schools with funding from a 2008 Eat Smart, Move More Community Grant. All four Wilkes County middle schools adopted healthy eating guidelines for school concessions and new healthy eating policies for staff meetings. A fitness room was established at one school in addition to new physical activity policies to help employees stay active.

## Wilson

In Wilson County, health department staff have worked closely with communities to promote environmental and policy change to support healthy eating, physical activity and tobacco-use cessation. Much of their focus has been on promoting the Winner's Circle Healthy Dining Program in popular restaurants and adding healthy options to vending machines in local schools and worksites. The county Health Promotion Coordinator has also pursued establishing wellness groups at these locations and communicating health-related news and education through newsletters and local media.

## Yadkin

The Yadkin County Health Department has successfully engaged community stakeholders in the development of new opportunities for healthful living. In 2008, the county's Health Promotion Coordinator worked with a committee of town leaders, businesses and citizens on the Yadkinville downtown revitalization and park project. The Coordinator has also worked with local school staff to revitalize the School Health Advisory Council and has helped to coordinate the Healthy Yadkin Partnership. Other successes have included the development of a walking program complete with a marked walking route and guidebook, the implementation of the Winner's Circle Healthy Dining Program in school cafeterias and the creation of a 1% milk campaign in eleven Yadkin County schools. In addition, Yadkin County secured an Eat Smart, Move More Community Grant in 2005 to promote physical activity and healthy eating among K-8 students.