

Children, Youth and Community Obesity Prevention / Reduction Initiative



health & wellness

Trust Fund Commission



North Carolina Health and Wellness Trust Fund Commission

Children, Youth and Community Obesity Prevention/Reduction Initiative

First Technical Assistance Meeting

Friday, January 30, 2003

The R. David Thomas Executive Conference Center
Glaxo Classroom

Agenda

9:30 – 10:00	Morning refreshments and registration	
10:00 – 10:30	Welcome Overview Introductions	Jim Davis Lloyd Michener Maggie Sauer, Heidi Churchill
10:30 – 11:00	Required Activities Stretch Break	Heidi Churchill Shellie Pfohl
11:00 – 11:30	Required Reports Financial Reports and Budget Revision Requests	Maggie Sauer Richard Clark
11:30 – 11:45	Action Plans	Heidi Churchill
11:45 – 12:45	Lunch (Provided)	Thomas Center Dining Hall
1:00 – 1:15	Call to Action	Lieutenant Governor Bev Purdue
1:15 – 2:15	Progress Reports IRB Requirements Stretch Break	Maggie Sauer Maggie Sauer Shellie Pfohl
2:15 – 2:45	Program Evaluation	Lauren Whetstone
2:45 – 3:00	Wrap-up and Adjourn	Vandana Shah Maggie Sauer

North Carolina Health and Wellness Trust Fund Commission

Children, Youth and Community Obesity Prevention/Reduction Initiative

HWTFC and Duke Management Team Personnel

Commission Staff

Jim Davis, Executive Director
Vandana Shah, Policy Director
Richard Clark, Administrative Officer
Mark Ezzell, Community Outreach and Communications Coordinator
Sherry Heuser, Grants Administrator
Kristal Kingi-Shearin, Special Projects Coordinator and Operations Assistant

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Roles and Contact Information

<u>Team Member</u>	<u>Role</u>	<u>Assigned Projects</u>	<u>Contact regarding</u>
<p>Heidi Churchill Email: heidi.churchill@duke.edu Office Phone: (919) 668-2693 Cell Phone: (919) 812-2196 Fax: (919) 681-3371</p>	<p>Project Coordinator, Duke Management Team</p>	<p>Be Active North Carolina NC Division of Public Health NCAFP New Life Children First of Buncombe Mitchell/Avery Co Schools Partnership for Health Mecklenburg Co Health Dept</p>	<p>All programmatic or reporting issues. Heidi will be working closely with these grantees and will provide assistance, recommendations, or referrals to appropriate information sources. Heidi will conduct site visits and help to coordinate all conference calls, meetings, reporting systems, and other grant activities.</p>
<p>Susanne Schmal Email: susanne.schmal@duke.edu Office Phone: 919-681-5724 Cell Phone: 919-812-3648 Fax: (919) 681-3371</p>	<p>Project Coordinator, Duke Management Team</p>	<p>Person County Schools Durham Public Schools Halifax County Health Dept Pitt County Schools Robeson/Columbus Counties Cumberland County Schools Wake Forest University</p>	<p>All programmatic or reporting issues. TBN will be working closely with these grantees and will provide assistance, recommendations, or referrals to appropriate information sources. TBN will conduct site visits and help to coordinate all conference calls, meetings, reporting systems, and other grant activities.</p>
<p>Kitty Schainman Email: schai001@duke.edu Office Phone: (919) 684-5758 Fax: (919) 681-3371</p>	<p>Administrative Assistant, Duke Mgmt Team</p>	<p>All Projects</p>	<p>Scheduling, logistical questions, changes in contact information, etc. Kitty will be involved in helping to schedule and coordinate all project activities. She works closely with the Project Coordinators.</p>
<p>Maggie Sauer Email: sauer004@mc.duke.edu Office Phone: (919) 681-3086 Fax: (919) 681-3371</p>	<p>Program Manager, Duke Mgmt Team</p>	<p>All Projects</p>	<p>Maggie has overall responsibility for the technical assistance team. The Project Coordinators communicate and consult with Maggie on a regular basis.</p>
<p>Richard Clark Email: Richard.clark@ncmail.net Office Phone: (919) 733-0763 Fax: (919) 733-1240</p>	<p>Administrative Officer, HWTF</p>	<p>All Projects</p>	<p>Budget or financial concerns. Richard will review and approve budget revision requests and monthly financial statements from all grantees.</p>

North Carolina Health and Wellness Trust Fund Commission

Children, Youth and Community Obesity Prevention/Reduction Initiative

HWTFC: Overview

The Health and Wellness Trust Fund Commission was created by the General Assembly as one of three entities to invest North Carolina's portion of the tobacco Master Settlement Agreement. The Commission receives one fourth of the state's tobacco settlement funds, which are paid in annual installments over a 25-year period.

The original eighteen members were appointed to the Commission in 2001. The Governor, President Pro Tempore, and the Speaker of the House have the authority to appoint six members each. Lieutenant Governor Beverly Perdue was elected as Chair of the Commission.

Monies from the fund may be used for any of the following purposes:

- To address the Health Needs of vulnerable and underserved populations in NC.
- To fund programs and initiatives that include research, education, prevention and treatment of health problems in NC and to increase the capacity of communities to respond to the public's health needs.
- To develop a comprehensive, community-based plan with goals and objectives to improve the health and wellness of the people of NC with a priority on preventing, reducing and remedying the health effects of tobacco use and with an emphasis on reducing youth tobacco use. The plan shall include measurable health and wellness objectives and a proposed timetable for achieving these objectives. In developing the plan, the Commission shall consider all facets of health, including prevention, education research and related areas.

Thus far, the Commission has supported the following initiatives:

- *Senior Care* Prescription Drug Program
- Medication Assistance Program
- Teen Tobacco Use Prevention and Cessation
- Children, Youth and Community Obesity Prevention / Reduction

North Carolina Health and Wellness Trust Fund Commission

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The following documents are inserted here:

- November 4 Press Release, “Commission awards \$7.43 million in grants to fight childhood obesity in NC” (2 pages)
- “Counties Served by Grantees” map showing HWTFC Obesity grant counties (1 page)
- Short summaries of Obesity projects, including small maps to show where projects are located in NC (5 pages)
- Document showing mapping of projects to RFP goals (5 pages)

**Second section of notebook
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<p style="text-align: center;">North Carolina Health and Wellness Trust Fund Commission Children, Youth and Community Obesity Prevention/Reduction Initiative</p>
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Required Activities

1. **Conference Calls** – Participation in conference calls is mandatory. We will hold four conference calls per year (March, June, September, December). The Duke Management Team will make arrangements for each call and will send the agenda and call-in information to participants prior to the call.
 - Calendar of Activities for Year 1 (note: the symbol ➤ indicates a handout on the following pages)

2. **Site Visits** – Members of the Duke Management Team will conduct site visits with each grantee at least twice per calendar year. Additional site visits may be conducted as needed or requested. Members of the ECU evaluation team may attend these site visits.
 - Initial Site Visit Calendar

3. **Annual Meeting** – Attendance at annual meetings is mandatory. Our experience shows that these meetings are a wonderful opportunity for grantees to present their progress, discuss their projects with other grantees, and set goals for the coming year. The first Annual Meeting will be Monday, November 1, 2004.

4. **Technical Assistance Trainings** – The Duke Management Team will coordinate one technical assistance training in Fall 2004 and additional trainings in later program years. Participation is voluntary but encouraged. Topics will be chosen based on grantee interest and need. Dates and locations to be determined.

Required Reports

1. **Financial Reports** – Grant Expense Reports will be required on a monthly basis. Grantees should fill out the Excel spreadsheet that was emailed to them when their budget was approved. Send the Expense Report as an email attachment to Richard Clark (hwtfc@ncmail.net) no later than the 20th of the following month. The first Expense Report, which will show expenditures for January, **is due by February 20th**. Grant Expense Reports will always be due the 20th of the following month. If the 20th falls on a weekend or holiday, the report is due the Friday before.
 - Instructions for Monthly Grant Expense Report Submissions
 - Monthly Grant Expense Report Example
 - Guidelines for Requesting Budget Revisions
 - Approved Budget Revision Example

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Required Reports, Continued

2. **Action Plans** – Each project will develop an action plan that details the goals, objectives, strategies and evaluation plans for the upcoming year. The action plan will serve as a working document that should be continuously updated based on project changes. Grantees will develop the first Action Plan early in Year 1, and will submit Action Plans for Years 2 and 3 with the first and second annual reports.
 - Sample Action Plan for Year 1
 - Blank Action Plan Template for Year 1

3. **Monthly Progress Reports** – These will be required starting February 20, 2004. Grantees are required to account for their project-related activities on a monthly basis. The monthly progress report format will be available on the HWTFC web site (www.hwtfc.org) and you will be trained on the procedure for completing and submitting this report. You should submit your monthly report to your assigned Project Coordinator no later than the 20th of the following month. If the 20th falls on a weekend or holiday, the report is due the Friday before. **A sample is provided for grantees to follow for the report due February 20th. This is a temporary template to use only for the February 20th Monthly Progress Report; the permanent form will be provided at a later date.**
 - Sample for Monthly Progress Report due February 20 (temporary)

4. **Six-Month Report** – Each project will complete a six-month report in the format provided by the Commission. The six-month report will detail the grantee's progress made toward the goals, objectives and strategies named in the Action Plan. The format for the six-month report will be provided to you well in advance of the deadline and will be available on the HWTFC web site (www.hwtfc.org). For Year 1, the six-month report is due July 20, 2004.

5. **Annual Report** – Each project will also complete an annual report each project year. The annual report will detail the grantee's progress made toward the goals, objectives and strategies named in the Action Plan during Year 1. The format for the annual report will be provided to you well in advance of the deadline and will be available on the HWTFC web site. The first Annual Report is due January 20, 2005. The Annual Report should also include an Action Plan for the upcoming year.

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Evaluation Requirements

1. To evaluate the effectiveness of the individual grantee projects and of the Children, Youth and Community Obesity Prevention/Reduction Initiative, a comprehensive outcome documentation and program evaluation system is being developed by a team of experts from East Carolina University. The Evaluation Team will work with the Duke Technical Assistance Team and the individual grantees to develop and implement evaluation plans for each grantee. The evaluation plans will be tailored to address the specific goals and objectives of the individual grantees. In addition, an overall evaluation of the Initiative's aims, goals and objectives will be conducted. More information about the evaluation of this initiative is provided in the next section of this notebook.
2. Federal regulations require that all research involving human subjects be reviewed and approved by an Institutional Review Board (IRB). Because grantees will be collecting data from project participants, it is essential that all projects comply with these federal regulations. More information about obtaining IRB approval is included in the next section.

North Carolina Health and Wellness Trust Fund Commission
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Calendar of Activities for Year 1

<p><u>January 2004</u></p> <ul style="list-style-type: none"> ▪ Friday, January 30: First Meeting, Thomas Center, Duke University, Durham NC, 10:00 – 3:00 	<p><u>July 2004</u></p> <ul style="list-style-type: none"> ▪ Tuesday, July 20: Six-Month Progress Report due to Commission ▪ Tuesday, July 20: Monthly Progress Report due to Duke and Monthly Grant Expense Report due to Commission ▪ Duke Management Team – Site visits ▪ IRB
<p><u>February 2004</u></p> <ul style="list-style-type: none"> ▪ Duke Team begins administrative visits (see calendar) ▪ Friday, February 20: Monthly Progress Report due to Duke and Monthly Grant Expense Report due to Commission ▪ IRB 	<p><u>August 2004</u></p> <ul style="list-style-type: none"> ▪ Friday, August 20: Monthly Progress Report due to Duke and Monthly Grant Expense Report due to Commission ▪ Duke Management Team – Site visits
<p><u>March 2004</u></p> <ul style="list-style-type: none"> ▪ Duke Team continues administrative visits (see calendar) ▪ Friday, March 19: Monthly Progress Report due to Duke and Monthly Grant Expense Report due to Commission ▪ Wednesday, March 31: Program Conference Call, 10:00am ▪ IRB 	<p><u>September 2004</u></p> <ul style="list-style-type: none"> ▪ Monday, September 20: Monthly Progress Report due to Duke and Monthly Grant Expense Report due to Commission ▪ Wednesday, September 29, Program Conference Call, 10:00 ▪ Duke Management Team – Site visits
<p><u>April 2004</u></p> <ul style="list-style-type: none"> ▪ Tuesday, April 20: Monthly Progress Report due to Duke and Monthly Grant Expense Report due to Commission ▪ IRB 	<p><u>October 2004</u></p> <ul style="list-style-type: none"> ▪ Wednesday, October 20: Monthly Progress Report due to Duke and Monthly Grant Expense Report due to Commission ▪ Duke Management Team – Site visits
<p><u>May 2004</u></p> <ul style="list-style-type: none"> ▪ Thursday, May 20: Monthly Progress Report due to Duke and Monthly Grant Expense Report due to Commission ▪ IRB 	<p><u>November 2004</u></p> <ul style="list-style-type: none"> ▪ Monday, November 1: Annual Meeting, time and location to be determined ▪ Friday, November 19: Monthly Progress Report due to Duke and Monthly Grant Expense Report due to Commission
<p><u>June 2004</u></p> <ul style="list-style-type: none"> ▪ Friday, June 18: Monthly Progress Report due to Duke and Monthly Grant Expense Report due to Commission ▪ Wednesday, June 30, Program Conference Call, 10:00am ▪ IRB 	<p><u>December 2004</u></p> <ul style="list-style-type: none"> ▪ Wednesday, December 15: Program Conference Call, 10:00 ▪ Monday, December 20: Monthly Progress Report due to Duke and Monthly Grant Expense Report due to Commission

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Site Visit Schedule for Winter 2004

<p><u>February 4, 2004</u> Pitt County Schools Greenville 12:30 – 2:30 pm</p>	<p><u>March 16, 2004</u> Mecklenburg County Health Department Charlotte 9:30 – 11:30 am</p>
<p><u>February 5, 2004</u> Halifax County Health Department Halifax 9:30 – 11:30 am</p>	<p><u>March 16, 2004</u> Wake Forest University School of Medicine Winston-Salem 1:30 – 3:30 pm</p>
<p><u>February 5, 2004</u> New Life Women's Leadership Project Williamston 1:30 – 3:30 pm</p>	<p><u>March 18, 2004</u> Columbus/Robeson County Project HEALTH Lumberton 9:30 – 11:30 am</p>
<p><u>February 10, 2004</u> Be Active NC Durham 9:30 – 11:30 am</p>	<p><u>March 18, 2004</u> Cumberland County Schools Fayetteville 1:30 – 3:30 pm</p>
<p><u>February 23, 2004</u> Mitchell & Avery County Schools Newland 1:30 – 3:30 pm</p>	<p><u>March 19, 2004</u> Durham Public Schools Durham 12:00 – 2:00 pm</p>
<p><u>February 24, 2004</u> Partnership for Health Hendersonville 9:30 – 11:30 am</p>	<p><u>March 30, 2004</u> NC Division of Public Health Raleigh 2:30 – 4:30 noon</p>
<p><u>February 24, 2004</u> Children First of Buncombe County Asheville 1:30 – 3:30 pm</p>	<p><u>April 5, 2004</u> Person County Schools Roxboro 2:00 – 4:00 pm</p>
<p><u>March 10, 2004</u> NC Academy of Family Physicians Raleigh 2:30 – 4:30 pm</p>	

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Monthly Grant Expense Reports

The Commission's Policies and Procedures state that: All grantees shall file monthly expense reports with the Commission in a format provided by the Commission, which shall detail the grantee's expenditures for the previous month on the grant project, which expenditures should match the approved line item budget for that grantee.

This is accomplished by filing an Excel Workbook that is provided electronically to each grantee with their original approved budget for the project and at the time of each approved budget amendment. The approved budget figures for the grantee are entered on the grant expense report by the Commission to facilitate budget management. (See attached example on the following page)

Instructions for Monthly Grant Expense Report Submission:

- Enter the reimbursable costs that your organization incurred under that month's heading in the appropriate approved budget category. (Categories used for the budget are those tracked by the State Auditor's office for grantors and grantees.)
- File the report electronically by the 20th working day of each month by emailing it to hwafc@ncmail.net . The 20th is the deadline but early submissions are encouraged.
- The report must be attached to the email, not in the body of the email, and titled in the following manner. For example, a file from a project named "Fit Kids" that is administered by an agency with the Federal ID number 566980328 would look like this:
566980328FitKidsExpenseJan04.xls

Components of this title for your individual organization are:

566980328 - Federal ID Number of Organization (omit the dash (-) in the Fed ID)

FitKids – Short title of your Organization

Expense – everyone uses "Expense"

Jan04 – month and year expenses were incurred

xls – generated by Microsoft to ID Excel

Your organization is identified in our accounting systems by your Federal ID so it must be correct and it must be the first component of your report

Monthly Payments

- Monthly payments are mailed the first week of the month following the report submission (for example, if you submit your January 2004 report by the 20th of February your payment will be mailed the first week of March).
- Prior to payment, the reports must be approved by Commission Staff and the Technical Assistance Provider for the grant program (therefore the deadline of the 20th).
- If you exceed an approved budget line item by 10% or less your monthly payment will be forwarded on the normal cycle. A budget adjustment must be submitted and approved to adjust the budget before the next payment is made.
- If you exceed an approved budget line item by more than 10% you need to submit a budget adjustment request with the report and it must be approved by Commission staff prior to payment.

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Monthly Expense Report Goes [HERE](#) (excel spreadsheets, 3 pages)

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Guidelines for Requesting Budget Revisions

The Commission's Policies and Procedures states that: All grantees shall file monthly expense reports with the Commission in a format provided by the Commission, which shall detail the grantee's expenditures for the previous month on the grant project, which expenditures should match the approved line item budget for that grantee.

Each grantee is provided with copies of their approved budget at the time that the grant is formally approved and awarded. A digital copy is sent to the primary contact for the grant and a hard copy is returned with the fully executed grant contract. It may become necessary to adjust your budget in order to keep it aligned with the spending patterns of your program.

Budget adjustment requests are required:

- Any time that you exceed the authorized amount for a budget line item by any amount.
- Any time that a significant programmatic change is approved by Commission staff that will have an impact on how budget will be spent over the remainder of the grant period. Budget adjustments must be approved at the same time as the programmatic change.

Steps for requesting budget adjustments:

- Locate and open the digital copy of the current approved budget or most recent approved budget adjustment for your grant. (This file is sent to you with your Federal ID number as the first part of the file name as an Excel Spreadsheet. The approved budget is probably significantly different than the one submitted with the initial grant application).
- Increase the budget amount in the budget category(s) that have been exceeded by an amount sufficient to cover the current over-expenditure and projected expenditures for the remainder of the budget period.
- Decrease the budget amount in the budget category(s) that you request to move money from to cover current and anticipated over expenditures. The amount of the decrease must equal the amount of increase in other budget category(s).
- Change the name of the revised budget file by adding the word AMENDMENT REQUEST to the **end** of the file name so that it will not overwrite your approved budget.
- Write a brief budget adjustment narrative in a Word document explaining why the adjustment is necessary and the impact that it will have on your program. (Budget adjustments are normally not approved unless they demonstrate that the grantee's program is being strengthened by the adjustment).
- Attach the both the Excel and Word files to an email and send it to hwtfc@ncmail.net.
- Your request will be reviewed by Commission staff and the Technical Assistance Provider for your grant program. You will be notified by email if it is approved or disapproved or if additional justification is required.

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Approved budget revision goes here (1 page, excel)

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Project Action Plan for 2004

Project Name: Sample County Healthy Families Healthy Futures

Goal: Significantly increase the number of school and childcare settings that promote healthy eating and physical activity

Objective: Increase the number of 6th - 8th grade students who report getting at least 20 minutes of exercise at least 3 times per week by the end of the spring semester

Strategies	Cost Estimate	Target Group, Including Target Number	Timeline	Roles of Community Partners	Measures of Success
1. Form "Spring Action" after-school walking clubs	\$500 per school for advertising, incentives, and copying log books and other materials	At least 2 teachers and 25 students at each of the 3 public middle schools	Clubs will be up and running by the first weeks of April	Schools - provide meeting and walking space WQXP - cover kickoff events on TV Health Dept - help with marketing	
2. Promote the use of the track at one school for organized family activities during nights, weekends and summer	\$1,000 for advertising, exercise supplies, participant incentives	At least 25 families at Crescent Middle School	Family recruitment will begin in February, open gym and track will start in March and continue through the summer	WQXP will cover the kickoff, Crescent High will provide space, the Health Dept will provide an exercise physiologist for initial assessments	

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Project Action Plan for 2004

Project Name:

Goal:

Objective:

Strategies	Cost Estimate	Target Group, Including Target Number	Timeline	Roles of Community Partners	Measures of Success

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Monthly Progress Report
Sample for Report due February 20, 2004

This is a temporary template. Use only for the report due February 20. A new report format will be provided at a later date

For each strategy listed on your Action Plan, list the activities you have accomplished during January. For all meetings, presentations, trainings or other gatherings, be sure to note how many people attended.

Strategy – Form “Spring Action” after-school walking clubs

We contacted representatives from each of the three schools and scheduled meetings with administrators for February to go over initial plan and to identify teachers/students who may be interested in being on the planning committee.

The Project Director attended a teacher meeting at one school and gave a 15-minute presentation to teachers. 14 teachers and two Vice Principals were at the meeting. We will conduct presentations for teachers at the other two schools in early February.

We started brainstorming ideas for the design of the materials that will be used to advertise the program to students (planning committee will ultimately design, but we want to give them some options to react to).

We contacted each school’s PTA to request that they add us to their next meeting agenda.

Strategy – Promote the use of the school’s gym and track for organized family activities during nights, weekends, and summer

We scheduled a meeting at Crescent Middle School with the Athletic Director and two Physical Education instructors to go over the program and start putting together a schedule for the open gym and open track times.

We contacted the Health Department and set up a meeting with the exercise physiologist who will conduct the initial health assessments. She will also attend the February meeting at Crescent Middle with the Athletic Director and PE teachers.

We advertised for the Activity Leader position and received 23 applications. During January we interviewed 4 candidates and will continue interviewing into February.

Additional narrative (optional):

We spent much of January recruiting and interviewing for our Project Coordinator position. During January we received 14 applications but we did not find a qualified candidate who we feel is a good fit for the position. We hope to fill this position by mid-February. We also began recruiting additional members for our advisory panel, which will have input into all program activities. All grant partners will be represented on the panel, but we also want to recruit membership from other organizations. We successfully recruited a representative from the Healthy Carolinians group and the YMCA.

January 30, 2004

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IRB Background and Requirements

All HWTFC Obesity grantees are providing services to children and their families that technically qualifies as research as defined by the US Department of Health and Human Services. As such, all grantees must follow federal regulations in the “Federal Policy for the Protection of Human Subjects.” The guidelines define “human subjects” and “research” as follows:

Human subject means a living individual about whom an investigator (whether professional or student) conducting research obtains

- (1) data through intervention or interaction with the individual, or
- (2) identifiable private information

Research means a systematic investigation, including research development, testing and evaluation, designed to develop or contribute to generalizable knowledge. Activities that meet this definition constitute research for purposes of this policy, whether or not they are conducted or supported under a program that is considered research for other purposes. For example, some demonstration and service programs may include research activities.

In short, these guidelines were adopted by the US Department of Health and Human Services to protect the rights of persons participating in research. To ensure that human subjects are treated fairly and according to their rights, the guidelines require that an Institutional Review Board (IRB) review and approve all procedures and consent forms before any human subject is involved in research. IRBs are typically found in institutions that conduct research regularly, such as universities and hospitals. According to the US Department of Health and Human Services:

IRB members are charged with the task of making sure that participants are treated fairly and given all the information they need to make an informed decision about whether they want to participate. Specifically, IRBs give consideration to:

- The risks of subjects
- The risks in relation to the anticipated benefits to the subjects and to society
- The selection of subjects
- The informed consent process to be employed
- The privacy of subjects and the confidentiality of the data that is collected

Even when the risks to participants seem minimal, as may be the case with many of the HWTFC projects, it is critical that grantees go through an IRB approval process to ensure that each participant fully understands the project, its activities and assurances of privacy. This will involve some paperwork, including documenting the anticipated benefits of your project, the procedures that will be used to inform children and parents about the project, and the procedures that will be followed for collecting data from participants. Each IRB determines the process of

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submission and accompanying paperwork for review by the Board. The Duke Management Team will assist HWTFC Obesity grantees with this process regardless of where the IRB is located. Be assured, technical assistance is available to support each grantee during this process. Some grantees, like those affiliated with hospitals or universities, may choose to use IRBs that exist within those institutions. Another option is to utilize the IRB within the North Carolina Department of Health and Human Services, or the IRB associated with Duke University Medical Center. The Duke Management Team will discuss these options and other details about the IRB process during the site visits scheduled for February and March, 2004.

If you choose to use the NC Department of Health and Human Services IRB, the contact person will be Chris Hoke. You can reach Chris at 919-715-4168 or by email at chris.hoke@ncmail.net. You will send the IRB packets that you prepare to:

Mr. Chris Hoke
IRB Chairperson
1915 Mail Service Center
Raleigh, NC 27699-1915

For more information about IRBs and the guidelines mentioned above, please visit:
http://ohrp.osophs.dhhs.gov/irb/irb_guidebook.htm

North Carolina Health and Wellness Trust Fund Commission

Children, Youth and Community Obesity Prevention/Reduction Initiative

Outcomes Evaluation

The ECU-UHS Pediatric Healthy Weight Research and Treatment Center, Department of Family Medicine has been selected by the Commission to design an evaluation plan for its Children, Youth and Community Obesity Prevention / Reduction Initiative. The evaluation plan consists of three components: evaluation of the individual projects, evaluation of the overall aims of the Commission, and evaluation of the specific goals and objectives specified by the Commission in the Request for Proposals.

1. The ECU Evaluation Team and the Duke Management Team will work closely with each grantee during the first several months of the Initiative to develop individual project evaluation plans that are tailored to address each project's specific goals and objectives as specified in their approved action plan.
2. The second component of the evaluation will measure success in reaching the overall aims of the Commission which are to:
 - Raise awareness about the prevalence of obesity in the community
 - Engage decision makers to encourage adoption of state and local policies to promote community-based strategies that support healthy eating and increased physical activity
 - Emphasize school policies and environments that ensure access to healthful food choices and opportunities for physical activity
 - Promote healthy eating and physical activity in children and their families through culturally relevant social marketing interventions that are designed to affect behavioral change

The goal of this portion of the evaluation is to examine the impact of your projects on specific outcome variables that are important in addressing the prevention and reduction of obesity. One way we will measure this success is to track children's weight and behavior over time. To facilitate this, grantees will be required to administer questionnaires and collect additional data from a select group of children several times over the life of the project. The ECU Evaluation Team will work with grantees to develop a strategy for each grantee to use to select a representative sample of children (from schools, practices or the community). The measures on the next page are examples of information that grantees will be asked to collect from selected children at baseline and at determined intervals thereafter.

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Height
Weight
Calculated body mass index (BMI)
Waist circumference
Physical activity assessment
Dietary assessment
Television diary
Quality of life
Self-efficacy (self perception of capability/skills for change)
Readiness to change (perceived readiness to make lifestyle changes)
Personal characteristics (age, race, gender, etc)

In addition to tracking children's weight and behavior, the ECU Evaluation Team will work to assess and document this Initiative's effect on policy change as well as community awareness and perceptions of obesity.

The Evaluation and Management Teams will provide the necessary questionnaires and measurement tools as well as training to administer them. Grantees that are implementing school-based projects are not expected to begin collecting data from participants until the Fall 2004 semester. Starting dates for data collection for community and statewide projects will be determined on an individual basis.

3. The final component of the evaluation assesses the extent to which the following goals and objectives of the Initiative (as specified in the RFP) are met:
 - Significantly increase the number of school and child care settings that promote healthy eating and physical activity
 - Reduce barriers in children's homes/communities to healthy eating and physical activity
 - Increase the number of neighborhoods that are designed to support safe play and healthy eating
 - Increase the number of healthcare settings that participate in the prevention and treatment of obesity and childhood overweight in partnership with their communities to create integrated, comprehensive systems of care

Much of the information needed to evaluate progress toward these goals and objectives will be collected as part of the monthly progress reports submitted to the Commission. This information will be submitted via an online reporting system developed by the Duke Technical Assistance team. Grantees will be trained in its use.

Fourth section of notebook
(tab reads, “Resources”)

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HWTFC Web Site

Please bookmark the HWTFC web site (www.hwtfc.org) and check it often. Very soon, we will post documents on the web site that will be useful to your project. Examples of documents that we will post on the web site include:

- Contents of your notebook
- Notebook updates for you to insert into your notebook
- PowerPoint slides from meetings, including the January 30 meeting
- Report templates for you to download
- Instructions for submitting reports
- Calendar of activities for Year 1
- Site Visit Schedule
- Updated contact information
- Other information that is relevant to all projects

We look forward to hearing your suggestions for additional items you would like to see posted on the HWTFC Obesity Prevention section of the web site.

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BRINGING YOUR COMMUNITY TO YOUR PROJECT

You've brought this project to your community. Now comes the real challenge-- bringing your community to your project. How do you do that? Here are a few suggestions:

- Invite city council members, legislators, local media representatives, business leaders and others not normally involved in the issue to join your coalition.
- If prominent community leaders don't have time to join the working community coalition, ask them to join an advisory board that will meet less frequently.
- If you are working on a school board policy, invite one or two school board members to join your coalition.
- Ask an elected official to deliver a brief introduction at a coalition meeting or project. (Develop an information packet to give them before the meeting or project. The packet should include background about your coalition, talking points, background about the Health and Wellness Trust Fund Commission, directions and other important materials).
- Hold a community breakfast meeting and invite coalition members and other prominent community leaders.
- Have coalition representatives speak at a city council meeting to tell them about your coalition's activities.
- Invite non-elected community opinion leaders, such as civic volunteers, spouses of elected officials, retired elected officials and others, to join your coalition.
- Contact your fellow grantees and the Health and Wellness Trust Fund Commission staff to share your ideas, successes, failures and questions.

Of course, every local coalition is different. That's why the Health and Wellness Trust Fund Commission wants to work with YOU to help you spread excitement about your work throughout your community!

Mark Ezzell, Community Outreach Coordinator with the Health and Wellness Trust Fund Commission, is available to provide assistance and advice on creative ways to inform policy makers and others about efforts to ensure the health and wellness of North Carolinians. Contact him at (919) 733-4022 or by email at mark.ezzell@ncmail.net.

Remember, weaving your work into the fabric of your community is the best way to ensure your project's sustainability. Using the HWTF's Community Outreach office as a resource is a great way to make that happen.

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Internet Resources

NC ORGANIZATIONS & WEB SITES

- **The North Carolina Division of Public Health's** mission is protecting, promoting and preserving the health of North Carolinians through ethical, compassionate and evidence-based health practice. Several programs exist under the umbrella of the Division, including:
 - www.eatsmartmovemorenc.com - The web site for the Physical Activity and Nutrition (PAN) Branch, Chronic Disease and Injury **Section** of the NC Division of Public Health. This statewide initiative promotes increased opportunities for physical activity and healthy eating through policy and environmental change. Files for download include "NC Blueprint for Changing Policies and Environments in Support of *Healthy Eating*" and "NC Blueprint for Changing Policies and Environments in Support of Increased *Physical Activity*." Follow the "Programs and Organizations" link to view information about programs including the *NC Healthy Weight Initiative*, *Color Me Healthy*, *Five A Day*, *Strive for Five*, and more. Be sure to check out the *Resource Library* that has numerous tools for eating smart and moving more in the real world (i.e., "Ideas for Physical Activity Breaks in Meetings" and "Three Tasty Ways to Eat Well on Road Trips"). There are also handouts, modules, useful links.....and much more!
 - www.nutritionnc.com – The website of the NC Nutrition Services Branch, Women's and Children's Health Section of the NC Division of Public Health. Explore the Nutrition Education and Training (NET) Program library, materials and information about *Team Nutrition*, *nutrition data* on school-age children, information about WIC and other *food service programs*, and links to many other valuable resources.
- **NC Prevention Partners** strives to put prevention first for a healthier NC by fostering partnerships, promoting prevention and influencing policy. At www.ncpreventionpartners.org, find links to physical activity and nutrition resources, other prevention resources, *North Carolina's Prevention Report Card*, the *Winner's Circle Healthy Dining Program*, and more.
- **NC Healthy Schools** (www.nchealthyschools.org) focuses on improving the health of students and staff by providing coordination and resources in *eight component areas of school health*. The web site describes those eight components in detail and provides links to help schools find *funding opportunities* and access *grant writing assistance*. Several state and national reports are available for download, including *NC YRBS reports* and *NC School Health Education Profiles*.
- **North Carolina Department of Public Instruction** (www.ncpublicschools.org)
In addition to lots of information about NC Schools, find an overview of the *Healthy Active Children Policy*, passed by the State Board of Education in January 2003.

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NATIONAL ORGANIZATIONS & OTHER USEFUL WEB SITES

- **The VERB Campaign for Kids** is a \$200 million national effort, targeted at 9-13 year olds, focused on getting “tweeners” to be more physically active throughout their day. By registering and logging onto the fun and interactive web site (www.verbnow.com), kids can track their daily activities, learn new game ideas, and even watch videos with famous instructors who demonstrate dance, skateboard and BMX moves. Check it out!
- **The National Coalition for Promoting Physical Activity** has a mission of uniting the strengths of public, private, and industry efforts into collaborative partnerships that inspire and empower all Americans to lead more physically active lifestyles. On their web site (www.ncppa.org), find useful *reports and tools*, including a series of *Physical Activity Fact Sheets* and a resource document titled, “*Active Communication: A Guide to Reaching the Media.*”
- **US Department of Health and Human Services, National Institutes for Health**
This web site (www.nih.gov) contains a great deal of information on all aspects of health. Follow the Health Topic link for Obesity and find several helpful resources including modules called, “*Helping Your Overweight Child,*” “*Interactive Menu Planner,*” and “*Portion Distortion.*” Also find links to NIH Institutions, including the *National Cancer Institute* (www.nci.nih.gov), which has articles on the *relationship between obesity and cancer*, as well as brochures and other resources about healthy eating, physical activity, and healthy cooking.
- **US Department of Health and Human Services, Center for Disease Control**
(www.cdc.gov) is a tremendous source of information for all aspects of health. Follow the Overweight and Obesity link to read about *Defining Overweight and Obesity, Body Mass Index, Obesity Trends, Contributing Factors, Health Consequences, Recommendations*, and more. Also, check out the following CDC interactive web site for kids.

www.bam.gov – Body and Mind – a student & teacher site with stress reduction, nutrition and physical activity information cards, interactive pages, and links
- **The Center for Science in the Public Interest (CSPI)** offers great tools for improving nutrition in schools. Resources include the *School Foods Toolkit*, which contains all kinds of information about food and vending in schools, and how to affect change. At (www.cspinet.org/schoolfood), download tips and sample materials for communicating with decision makers and the press. Read about and contact other individuals, organizations and states that are working to improve the nutritional quality of school foods and beverages.

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www.kidnetic.com – This is a really fun kids' pages with healthy recipes disguised under the label *Gross Out Delights*.

www.5aday.com – This site that offers *free downloads* of kids' activities, recipe tips, charts for recording healthy eating, and *retail offerings* of signs, posters, and more in Spanish and English.

www.whymilk.com – Contact the National Dairy Council for brochures including *Eat To Win* and *Sports Nutrition Pyramid*.

www.nal.usda.gov/fnic/ - The Food and Nutrition Information Center (FNIC) web site provides a directory to credible, accurate, and practical resources for consumers, nutrition and health professionals, educators and government personnel. Visitors can find printable educational materials, government reports, research papers and more.

schoolmeals.nal.usda.gov/ - The Healthy School Meals Resource System (HSMRS) provides information to persons working in USDA's Child Nutrition Programs and instruction on how to borrow school food service publications from National Agricultural Library (NAL).

Fifth section of notebook (tab reads, "Project Documents")

This section includes a copy of the Initiative RFP, the grantee's original application, and their Year 1 contract.