



The mission of the Physical Activity and Nutrition (PAN) Branch is to promote and support policies, environments, and programs that increase physical activity, healthy eating, and healthy weight thereby reducing the risk of chronic diseases for all North Carolinians.

Chronic Disease and Injury Section
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Organizations • Programs • Initiatives • Projects



www.EatSmartMoveMoreNC.com

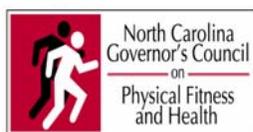




Eat Smart, Move More...North Carolina is a statewide initiative focusing on policies and environments supporting increased physical activity and healthy eating. The cornerstones of the initiative are two companion blueprints titled *North Carolina Blueprint For Changing Policies and Environments In Support Of Health Eating* and *North Carolina Blueprint For Changing Policies and Environments In Support Of Increased Physical Activity*. Visit www.EatSmartMoveMoreNC.com for more information about the Initiative. The *Blueprints* are available free of charge by calling 919.733.9615 or can be downloaded from the site.

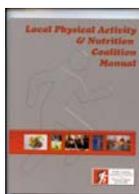


The mission of the **NC Healthy Weight Initiative** is to shape the eating and physical activity patterns of North Carolina children and youth in ways that lead to healthy weight and reduce the risk for chronic disease. The NC Task Force for Healthy Weight in Children and Youth created a comprehensive state plan, *Moving Our Children Toward a Healthy Weight: Finding the Will and the Way*, that provides recommendations for action to address childhood overweight. The Initiative currently works to implement these recommendations. Please visit www.NCHealthyWeight.com for more information. The *Plan* is available free of charge by calling 919.733.9615 or can be downloaded from the site



NC Governor's Council on Physical Fitness and Health has as its mission: *"To improve the physical activity and healthy eating opportunities for all North Carolinians."*

Eight members appointed by the Governor, one State Representative, one State Senator and an Executive Director serve as leadership. The Council members and various community partners makeup three committees that meet quarterly: Legislation and Resource Development, Best Practices and Public Awareness.



Local Physical Activity & Nutrition Coalitions (LPANs) promote physical activity and healthy eating opportunities at the community level. Currently, 70 (out of 100) counties have or are forming an LPAN. These coalitions initiate and/or coordinate local programs and interventions to increase opportunities for community members to increase physical activity and promote healthy eating. They are encouraged to focus on policy and environmental approaches. LPANs, supported by the Physical Activity & Nutrition (PAN) Branch, are a part of a comprehensive strategy promoting the quality of life of North Carolina residents. Visit www.EatSmartMoveMoreNC.com for more information.

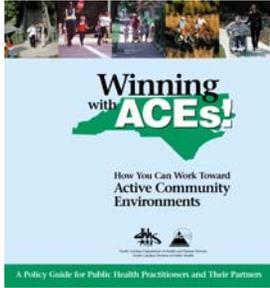


The NC Statewide Health Promotion Program provides funding to 85 local health departments and districts to support community-based programs promoting policy and environmental changes that will support increased physical activity, healthy eating and tobacco cessation. Regional Physical Activity and Nutrition (PAN) Consultants are available to provide training and technical assistance to health departments and their community partners. Visit www.EatSmartMoveMoreNC.com for more information.



NC 5 A Day Coalition promotes better health for all North Carolinians by encouraging them to eat more fruits and vegetables. The Coalition has over 160 members who represent multiple governmental and industry partners. The PAN Branch, in conjunction with the 5 A Day Coalition Steering Committee, provides support for the NC 5 A Day Program. The Coalition has four subcommittees involved in Resource Development, Communications and Marketing, Local Interventions for Children & Adults and Special Events. Members work collaboratively in spreading the 5 A Day message in NC. Membership is open to anyone wanting to promote the 5 A Day message. Visit www.NC5aDay.com for more information.

Partner Projects



Creating **Active Community Environments (ACEs)** represents a valuable opportunity for public health practitioners interested in increasing opportunities for people to be physically active. ACEs are places where people are able and encouraged to walk, bike, or roll for both pleasure and purpose. There is increasing recognition of the importance of the environment in shaping behavior, yet public health professionals are just beginning to learn about effective strategies that focus on changing environments.

The North Carolina Division of Public Health recognizes this unique opportunity for impacting physical activity levels and has developed *Winning with ACEs! How You Can Work Toward Active Community Environments* (referred to as the *ACEs Guide*). The *ACEs Guide* was developed to assist North Carolinians who are interested in making their communities more supportive of physical activity. Please visit www.EatSmartMoveMoreNC.com for more information.

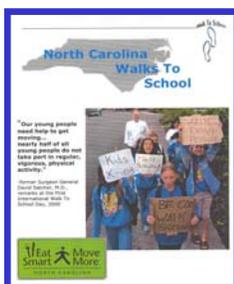


Color Me Healthy is a program developed to reach limited-resource children ages four and five with fun, interactive learning opportunities on physical activity and healthy eating. It is designed to stimulate all of the senses of young children: touch, smell, sight, sound, and, of course, taste. Through the use of color, music, and exploration of the senses, Color Me Healthy teaches children that healthy food and physical activity are fun. This project is in partnership with NC Cooperative Extension, Physical Activity and Nutrition Branch, DPH, NC Nutrition Network, WIC (The Special Supplemental Nutrition Program for Women, Infants, & Children), and the NC Healthy Weight Initiative. Visit www.ColorMeHealthy.com for information.



The **NET Program** coordinates numerous nutrition education initiatives aimed at improving students' knowledge about healthful eating and provides training and technical assistance for improving school nutrition environments. The NET Program works closely with the Child Nutrition Services Section in the Department of Public Instruction (NCDPI) to implement its initiatives. The placement of the NET Program within DHHS allows for collaboration between public health and education at state and local levels. The NET Program's potential audience includes 117 school systems with more than 2,250 public and charter schools with over 82,000 teachers educating more than 1.3 million students.

In addition to its collaboration with Child Nutrition Services, the NET Program has created numerous partnerships to strengthen its ability to carry out its mission. The primary collaborative effort is the School Nutrition Action Committee (SNAC) which represents three state governmental agencies: the Department of Public Instruction, the Department of Health and Human Services and the North Carolina Cooperative Extension. For more information, visit www.nutritionnc.com.



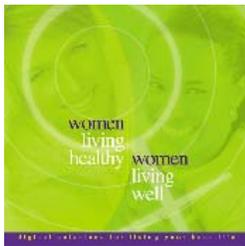
Walk To School Programs promote physical activity by raising awareness for the need for physical activity and the need for more safe, walkable, and accessible environments. The NC Walks To School Module explains how to promote change, moving beyond one-day events to long term programs with community advocacy to create more walkable communities.



SyberShop is an interactive CD for youth ages 13-19 that focuses on physical activity and healthy eating. The CD can be used individually, in the classroom as a supplemental teaching tool, or with any group of teenagers interested in learning about physical activity and healthy eating. SyberShop is composed of five modules that allow teenagers to learn about different areas of physical activity and healthy eating. Visit www.EatSmartMoveMoreNC.com for more information.



Winner's Circle is a statewide healthy dining initiative designed to create and promote healthy eating environments through free and voluntary partnerships between local eating establishments and health agencies. Winner's Circle healthy alternatives are identified and promoted based on widely accepted nutritional criteria that encourage foods with nutrients that promote optimal health, ie. fruits, vegetables, grains, beans, and calcium rich foods. The initiative is in partnership with NC Prevention Partners, NC HDSP Program, PAN Branch, WCH Section, and local partners. Visit www.NCWinnersCircle.com for more information.



Women Living Healthy, Women Living Well is an interactive CD developed for women focusing on healthy eating, physical activity and women's health issues. Health information, tips and fun ways to live a healthy life are all included on the CD. This project is in partnership with NC Cooperative Extension, Eat Smart, Move More...North Carolina, NC Nutrition Network and the Alice Poe Aycock Center for Health Education. Visit www.EatSmartMoveMoreNC.com for more information.

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