

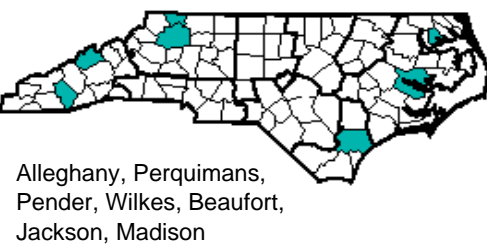
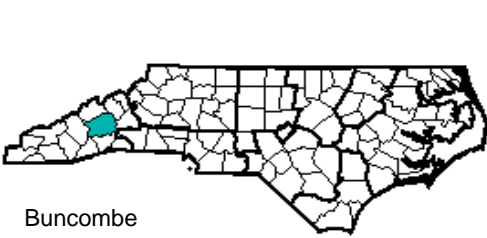

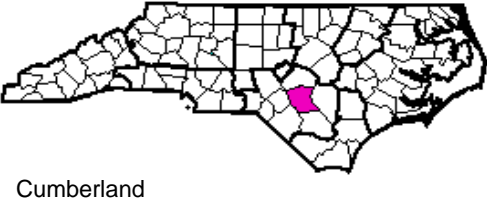

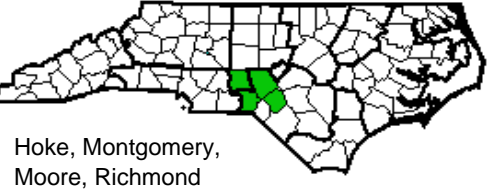




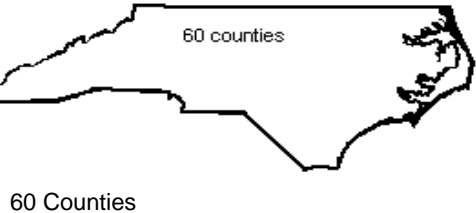

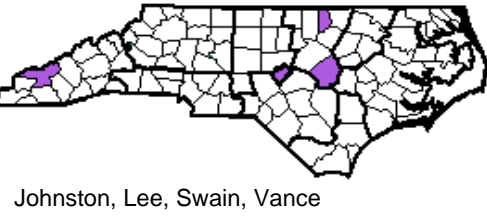

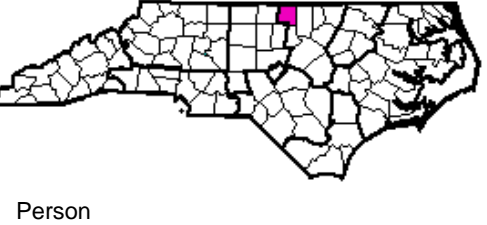

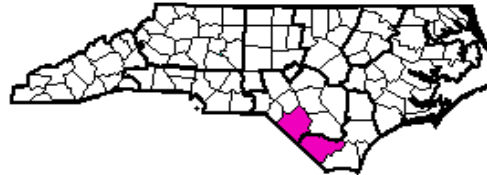
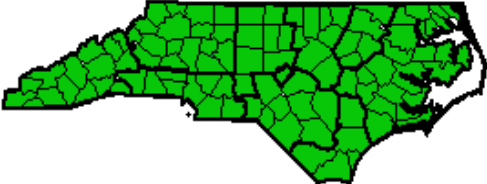



Agency	Abstract	Primary Contact	Location
Albemarle Regional Health Services	The grantee will implement a model physical activity and nutrition program within elementary schools in three counties. Specific activities include forming walking/fitness clubs and lifetime sports programs in 10 elementary schools.	Battle Betts Health Promotion Director PO Box 189 Elizabeth City, NC 27909 252-338-4491 rbb@ppcc.dst.nc.us	 Bertie, Chowan, Perquimans
Avery County Schools	The "Avery NEEDS" project will offer after-school physical activity, recruit high school healthy role models, work with teachers to integrate nutrition lessons into the curriculum, implement Be Active's Active Steps Youth Program in target schools, and work with community agencies to hold a family health night at each target school. This group also plans to measure children's BMI and send results to parents.	Pat Johnson Avery County Schools PO Box 1360 Newland, NC 28657 pjohnson@avery.k12.nc.us 828-733-4911	 Avery
Be Active North Caorlina	Be Active North Carolina, Inc. will implement the "Active Steps Youth Program" in elementary schools in seven counties. The Active Steps Youth Program uses pedometers to help students set and achieve physical activity goals. Teachers in six of the schools will also participate in pedometer-based programming. The Be Active group is willing to provide consultation to other grantees who plan to use pedometers. These grantees may also attend Be Active trainings that take place in their region.	Shellie Pfohl Executive Director PO Box 2291 Durham, NC 27702 919-765-7172 shellie@beactivenc.org	 Alleghany, Perquimans, Pender, Wilkes, Beaufort, Jackson, Madison
Children First of Buncombe County	Children First of Buncombe County will partner with Appalachian Sustainable Agriculture and MANNA Food Bank for this project. The partners have designed a program called "Growing Minds - Healthy Bodies" that will target elementary school children and their families. School activities will include school gardening programs, nutritious evening meals for needy children in an after-school program, and a backpack program whereby teachers will fill children's backpacks with fresh produce and other nutritious foods for kids to take home to their families. Several activities will target the larger community, including families of the children. The team plans to implement an Electronic Benefits Transfer system at two local farmer's markets, which will enable food stamp recipients to use their stamps to purchase fresh fruits and vegetables. They will also expand the use of a community garden by providing meals to needy families and encouraging families to harvest their own foods from the garden.	Katie Russell Executive Director Children First 50 S. French Broad Ave, Ste 246 Asheville, NC 28801 828-259-9717 katier@childrenfirstbc.org	 Buncombe

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Cleveland County Health Department	The grantee will work with schools to implement physical activity and healthy eating initiatives, including policy and environmental changes. They will also work with families in churches and worksites to promote healthy lifestyles. The grantee will work with the local municipalities to develop and carry out the Active, Healthy, Historic (AHH) Pedestrian-focused community plan, with the goal of providing opportunities for people of all ages and abilities to engage in routine daily physical activity.	Jimmy Hines Cleveland Cnty Health Dept 315 East Grover Street Shelby, NC 28510 704-484-5241 jimmy.hines@clevelandcounty.com	 <p>Cleveland</p>
Cumberland County Schools	The Cumberland County Public Schools, Health Department, Mental Health Department, and Cape Fear Valley Health Foundation will work together to implement Project Move. Each of 12 selected schools will provide after-school activity classes such as yoga, dance and kickboxing to students, family members, and school staff. "Family Fit Nights" will be open to the community and will be a chance for class participants to showcase their skills and for families to receive valuable health information. Three teachers from each of the 12 schools will be trained in active-based learning and will be responsible for designing lesson plans that incorporate physical activity into the regular classroom curriculum. They will also train other teachers to use the lesson plans, which will be compiled and distributed to all the schools in the county.	Shirley Johnson Healthful Living Coordinator Healthful Living/Cumberland Co. Schools P.O. Box 2357 Fayetteville, NC 28302 910-678-2409 shirleyj@ccs.k12.nc.us	 <p>Cumberland</p>
Durham Public Schools	Durham County Schools, Durham County Health Department and El Centro Hispano will collaborate on this project that focuses on elementary school children and their families. The team will involve parents and school staff in conducting a health assessment of each school. The partners will work within the elementary schools to implement a physical activity program (chosen by the individual school) and to expand an existing nutrition program. After-school programs will be required to provide daily physical activity and healthy snacks. The project will involve parents and the community through presentations, health fairs and other events. The team will translate all materials into Spanish, and El Centro Hispano will incorporate childhood obesity prevention into its current programming. Finally, the project will work with health care providers by holding educational sessions and by encouraging physicians to refer patients to program activities.	Alan Teasley Executive Director for Grants Administration Durham Public Schools P.O. Box 30002 Durham, NC 27702 919-560-2029 alan.teasley@dpsnc.net	 <p>Durham</p>
FirstHealth of the Carolinas	The program will integrate nutrition and physical activity messages into classroom instruction using established curricula and training for teachers in pilot schools in four counties. The program will disseminate healthy eating and physical activity messages through physicians' offices.	Lisa Hartsock P.O. Box 3000 155 Memorial Drive Pinehurst, NC 28374 919-215-1922 lhartsock@firsthealth.org	 <p>Hoke, Montgomery, Moore, Richmond</p>

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Goldsboro Family YMCA	The grantee will expand its successful weight management program for overweight/obese youth ages 6-17, emphasizing support for families with limited financial means.	Hal Warner 1105 Parkway Drive Goldsboro, NC 27534 919-778-8557 wellness@esn.net	 Wayne
Halifax County Health Department	Halifax County Health Department will implement a nutrition and physical fitness program at seven after-school sites throughout the county. The program follows an established 16-week curriculum that includes a parent education component. Program coordinators will encourage local pediatricians, school nurses and other health care providers to refer overweight children. The Health Department hopes to expand the program to additional sites in years 2 and 3 of the project.	E.B. Odom Halifax County Health Dept. P.O. Box 10 Halifax, NC 27839 252-583-5021 ext. 2 odome@halifaxnc.com	 Halifax
Mecklenburg County Health Department	Mecklenburg County Health Department will work with the Charlotte-Mecklenburg Schools, the YMCA, the Parks and Recreation Department and the Council for Health and Fitness to target elementary, middle and high school students. Interventions include expanding an enhanced version of Winner's Circle (including parent, teacher and student nutrition education) to four schools per year and increasing enrollment in a weight management program for overweight high school students by having enrolled students market the program to their peers. They will also implement exercise and nutrition programs at after school sites that are run by the school system and the YMCA.	Jon Levin Mecklenburg County Health Department 249 Billingsley Road Charlotte, NC 28211 704-336-4669 jlevin@carolinas.org	 Mecklenburg
Mitchell County Schools	Mitchell County Schools is implementing an obesity prevention program aimed at elementary, middle and high school youth. The Health Coordinator will organize school-based prevention strategies including: a walking program, in-school nutrition improvements, and Be Active's Active Steps Youth Program. Select teachers will serve as Healthy Role Models, and will integrate health topics into the regular curriculum.	Robin Buchanan Asst. Superintendent Mitchell County Schools 72 Ledger School Road Bakersville, NC 28705 828-688-4432 rbuchanan@central.mitchell.k12.nc	 Mitchell,
NC Academy of Family Physicians	The North Carolina Academy of Family Physicians Foundation will build a referral system between Family Physicians and local Cooperative Extension Agents in 60 counties. Along with partners from North Carolina PTA, Start With Your Heart, NC Department of Public Instruction, and Eat Smart-Move More, the Academy is targeting the youth ages 12-18 and their families who are patients of Family Physicians in North Carolina. The team will develop a resource kit for physicians that will enable them to provide initial assessment, distribute materials, and refer patients, if appropriate, to an Extension Agent or other local resource for follow-up counseling and support. The intervention will begin with recruitment of 10 pilot counties in Year 1, 20 more in Year 2, another 30 in Year 3, and the state's remaining counties after Year 3.	Sue Makey Executive Vice President NCAFP P.O. Box 10278 Raleigh, NC 27605 919-833-2110 smakey@ncafp.com	 60 Counties

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New Life Women's Leadership Project	The New Life Women's Leadership Project is targeted toward rural African American families and churches in Martin and Washington Counties. Their established network of Lay Health Advisors will receive training in obesity and obesity prevention, and will initiate a variety of nutrition and physical activity programs in their communities. A family-centered outreach program will include cooking classes, healthy lifestyle education, opportunities for physical activities, and integration of physical activity and nutrition messages into church events.	Donna Dudley P.O. Box 1174 Williamston, NC 27892 252-792-7499 newlife@coastalnet.com	 <p>Martin, Washington</p>
North Carolina Division of Public Health	The North Carolina Division of Public Health - Women's and Children's Health Section and Chronic Disease Section - will conduct a pilot program for developing culturally appropriate obesity prevention interventions. This will be an effort to design and implement a social marketing intervention to increase daily physical activity and limit TV time. Specific geographic target areas will be selected based on demographics and overweight burden. The target population is African American, American Indian, and Hispanic children, ages 5-11, and their families. The three year program will develop and test specific intervention strategies based on formative research conducted in Year 1.	Mike Newton-Ward NC Division of Public Health 1915 MSC Raleigh, NC 27699 919-715-6077 mike.newton-ward@ncmail.net	 <p>Johnston, Lee, Swain, Vance</p>
Partnership for Health	Partnership for Health, Inc. has partnered with the Family YMCA, the Boys and Girls Club, the Department of Public Health, and the county public schools to continue healthy lifestyle promotion in Henderson County. This is a community-wide effort that will involve elementary, middle and high schools, one charter school, as well as four African American and three Latino churches. Strategies include an after-school exercise program for at-risk students (grades K-5), a weight management program for obese kids, developing a family health series for African-American churches and Latino groups, and working in schools to implement nutrition and physical fitness modules. Community Health Ministries will develop a family health series, piloted in the Boys and Girls Club, then extended to AA churches and Latino groups. The BiPeds Task Force will promote more sidewalks, bike facilities, and biking and walking safety.	Terri Wallace Partnership for Health, Inc. P.O. Box 2742 Hendersonville, NC 28793 828-698-4600 pfh@brinet.com	 <p>Henderson</p>
Person County Schools	Person County Schools Obesity Intervention Program is focused on children ages 2-14 within the county's school system and daycares. They have enlisted a number of partners including NC Cooperative Extension Service, the County Health Department, local media outlets, and the Person Co. Parks & Recreation. Efforts within the county schools will include implementing BMI assessments, developing health plans for overweight children, altering school menus, and training cafeteria managers. Community and family interventions will include meal education classes and health fairs. Additionally, staff from the Parks & Recreation Department will travel to churches, community groups and schools to conduct physical activity sessions for people in their own communities.	Lyn Holt Child Nutrition Director Person County Schools 304 S. Morgan St., Rm. 25 Roxboro, NC 27573 336-599-2191 holtl@person.k12.nc.us	 <p>Person</p>

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Pitt County Schools	<p>Pitt County Schools is developing physical activity and nutrition improvement program to prevent obesity in the K-5 student population. NC Agromedicine Institute, the County Health Department, and the Pitt Partners for Health will participate in the school-based programming. The program will strive to implement a policy change whereby all K-5 students will be active for 30 minutes per school day, and students in after school programs will have 60 minutes of activity per day. In addition, teachers and cafeteria workers will be trained to participate in nutrition education and cafeteria programming. The ultimate goal, along with healthier students and employees, is to achieve a formal change in county school policy by Year 3 of the program.</p>	<p>Alice Keene Pitt County Schools 1717 W. 5th Street Greenville, NC 27834 252-830-4216 afkeene@co.pitt.nc.us</p>	 <p>Pitt</p>
Southeastern Regional Medical Center	<p>Southeastern Regional Medical Center is leading a two-county initiative to empower elementary and high school youth to make healthy lifestyle choices. Columbus County Hospital, Wake Forest University School of Medicine, Public Schools of Robeson County, Whiteville Primary School and Hallsboro-Artesia Elementary School are joining the Medical Center to serve the target population. The project will follow two cohorts (1st and 9th graders) over three years to assess changes during and after implementation of multi-faceted program that targets health at the student, family, organizational and community levels. In-school interventions include incorporating physical activity and nutrition into the daily curriculum. Community intervention includes nutrition and cooking education and improvements to the communities' options for living a healthy lifestyle. Lay Health Educators will assist in a train-the-trainer initiative to increase outreach into faith and family oriented communities.</p>	<p>Mary Black 4300 Fayetteville Road Lumberton, NC 28358 910-671-5830 black01@srmc.org</p>	 <p>Columbus, Robeson</p>
UNC-TV	<p>The statewide public broadcasting system is embarking on a two-year initiative called HealthWise: Healthy Living for a Lifetime to educate its viewers on a broad range of public health issues. As part of this Obesity Initiative, UNC-TV will produce and broadcast a social marketing campaign comprising 32 Public Service Announcements (PSA) that will air four times daily. The Grantee will work with the Commission in creating a campaign logo and identity that will serve as an umbrella for all promotional aspects of the Commission's Obesity Initiative. Moreover, the Grantee will offer use of its PSAs to commercial TV stations across North Carolina and to PBS nationwide. Grantee will also organize training workshops for educators, daycare workers, parents and caregivers.</p>	<p>Cathy Dobbins UNC-TV P.O. Box 14900 Durham, NC 27709 919-549-7172 cdobbins@uncvtv.org</p>	 <p>Statewide</p>
Wake Forest University School of Medicine	<p>The School of Medicine at Wake Forest University is partnering with the Winston Salem/Forsyth County Schools, Kernersville Family YMCA, Family Life Center, and the First Christian Church to bring their "Commit to be Fit" program to over 10,000 youths in the Kernersville community. The program will address obesity issues by increasing understanding and awareness of obesity and its health risks and by increasing opportunities for physical activity. Students who pledge to follow the CTBF program will receive discounts at participating local businesses. Those identified as obese can participate in a more specific treatment program with student-parent classes at the YMCA and counseling. Prevention strategies include integration of nutrition and physical education programs, targeting higher at-risk populations for prevention, and involving the community in the promotion of the initiative.</p>	<p>Ann Lambros Wake Forest University School of Medicine Medicine Center Blvd. Winston-Salem, NC 27157 336-713-7723 alambros@wfbmc.edu</p>	 <p>Forsyth</p>