

NC Physical Activity and Nutrition Connections Initiative Recipients

Beginning in April 2019 the Community and Clinical Connections for Prevention and Health Branch, NC Division of Public Health, will fund seven organizations to implement CDC's State Physical Activity and Nutrition Program strategies across the state.

Eastern Band of Cherokee Indians (EBCI)

Strategy: Implementing Physical Activity and Nutrition Standards in Early Care and Education Centers

Award Amount: \$40,000

Place: Early Care and Education Centers

EBCI will establish gardens and healthy meal plans at Qualla Boundary Head Start and New Kituwah Academy that will ensure access to healthy foods consistent with the Cherokee tradition. They will also implement the "I am Moving, I am Learning" intervention to increase physical activity and "Resources for Resilience" to support Adverse Childhood Experiences awareness and prevention in these early childcare centers.

North Carolina Breastfeeding Coalition (NCBC)

Strategy: Interventions Supportive of Breastfeeding

Award Amount: \$56,520

Place: Primary care clinics serving New Hanover, Pender and Brunswick Counties

NCBC aims to increase breastfeeding rates among populations at highest risk for health inequities. NCBC's project will coach primary care providers through a process to 1) increase accessibility of breastfeeding support by medical providers and peer counselors, 2) improve their breastfeeding protocols, practices and interventions and 3) attain the Mother-Baby Friendly clinic award for outpatient clinics. They will begin their work in two primary care clinics serving low-income families and families of color in New Hanover, Pender and Brunswick Counties.

NC State University

Strategy: Connecting Activity-Friendly Routes with Everyday Destinations

Award Amount: \$70,000

Place: Edgecombe County

NC State University will work in partnership with the Edgecombe County Cooperative Extension to improve physical activity opportunities in low-income communities with high health disparities. They will assess the built environment for opportunities to improve connectivity between places where people live, learn, earn, play and pray. They will also partner with the Recreation Resources Service, at NC State University, to create and implement a community resident survey that will influence the creation of a master plan.

Smart Start of New Hanover County

Strategy: Implementing Nutrition Standards in Early Care and Education Centers

Award Amount: \$ 32,887

Place: Early Care and Education Centers

Smart Start of New Hanover County will use the Farm to Early Care and Education model to enhance technical assistance and training in support of nutrition, physical activity and breastfeeding in three to five child care centers. This initiative will increase the number of Child and Adult Care Food Program nutrition standards met and support mothers who choose breastfeeding options after they return to work and enroll their children in early childcare.

Town of Carthage

Strategy: Connecting Activity-Friendly Routes with Everyday Destinations

Award Amount: \$22,185

Place: Needmoore Community

The Town of Carthage will develop a small area/neighborhood plan for a predominately African American and low-income community to inform implementation of their adopted land use plan. The plan will focus on efforts to enhance health outcomes within the community through proactive planning and will work to incorporate a shared use path along a proposed bypass that will increase access to everyday destinations and active living opportunities within the town.

University of North Carolina at Charlotte (UNC Charlotte)

Strategy: Food Service Guidelines

Award Amount: \$50,000

Place: UNC Charlotte Campus Dining

UNC Charlotte will develop, implement and assess the impact of healthy food service guidelines at the university's fast food restaurants with the goal of increasing the sales of healthy foods among UNC Charlotte students participating in the university meal plan. They will use the food transaction dataset that was created by UNC Charlotte's Public Health Nutrition Team to analyze the change in food and beverage purchases made by students on the meal plan, with specific attention to demographic information.

Wilkes Community Partnership for Children (WCPC)

Strategy: Implementing Physical Activity and Nutrition Standards in Early Care and Education Centers

Award Amount: \$33,724

Place: Early Care and Education Centers

WCPC will work in 15 early childcare sites across Wilkes County to: introduce the USDA "Grow It, Try It, Like It Nutrition Education Kit" featuring "MyPlate"; create vegetable gardens; train teachers in the use of "Be Active Kids"; introduce yoga as a tool to help children regulate emotions, manage stress, and calm themselves; and complete a self-assessment using Go NAP SACC.