

Obesity, Diabetes, Heart Disease and Stroke Prevention Project Overview

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Community & Clinical
CONNECTIONS
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Branch NORTH CAROLINA
DIVISION OF PUBLIC HEALTH

Obesity, Diabetes, Heart Disease and Stroke Prevention (ODHDSP) Project

- Funding through September 2018.
- Administered by the Community and Clinical Connections for Prevention and Health Branch, housed within the Chronic Disease and Injury Section of NC Division of Public Health.
- Implementation of population-wide and priority population approaches to prevent obesity, diabetes, heart disease and stroke, and reduce related health disparities among adults.

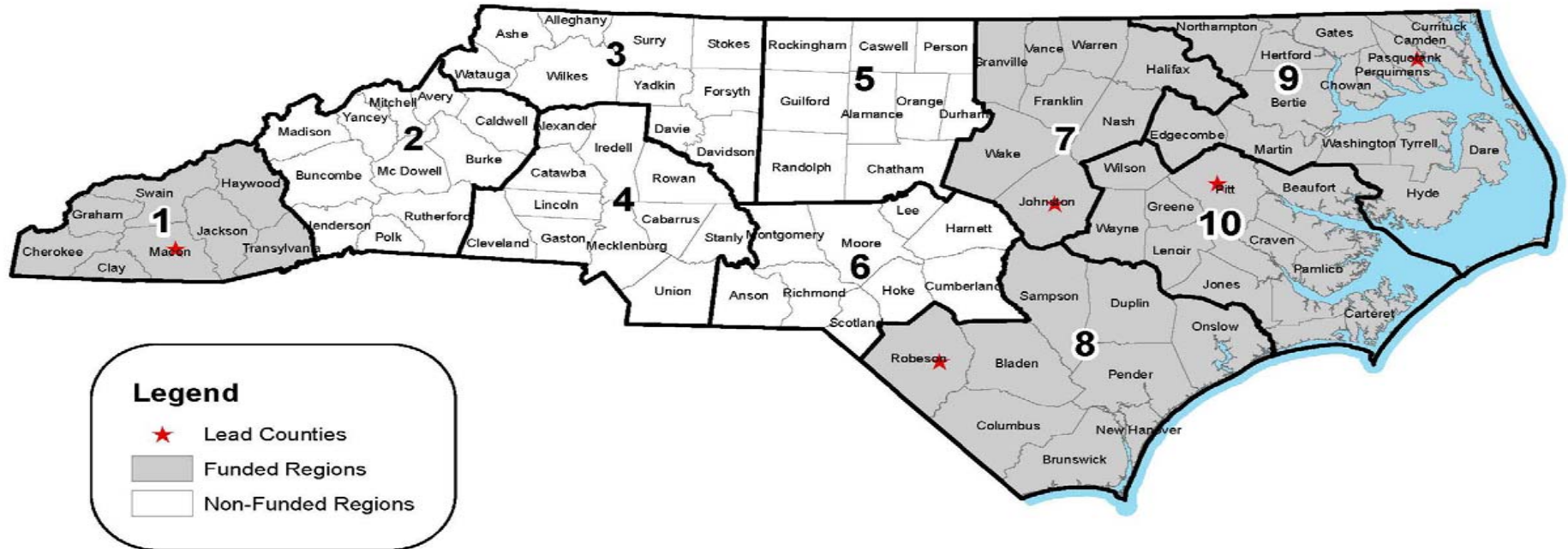
ODHDSP Project Focus

- Environmental strategies to promote and support healthy eating and active living.
- Strategies to build support for healthy lifestyles.
- Health system interventions to improve the quality of health care delivery.
- Community-clinical linkages that bridge community prevention efforts with health care systems.

Approach

- **Create** physical activity and healthy eating opportunities
- **Improve** quality and delivery of clinical services
- **Connect** patients and their health care providers to community prevention and management programs

ODHDSP Project Regions



Data Source: North Carolina Association of Local Health Directors (NCALHD) Regions. <http://ncalhd.org/region.htm>. Accessed June 11, 2014.

**Community & Clinical
CONNECTIONS
for Prevention & Health
Branch**
NORTH CAROLINA
DIVISION OF PUBLIC HEALTH
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Community Promotion of Physical Activity



Physical Activity

Communities

- Support communities in creating policies and environments where people have access to places to be physically active. For example: shared use, greenways, trails and community plans.

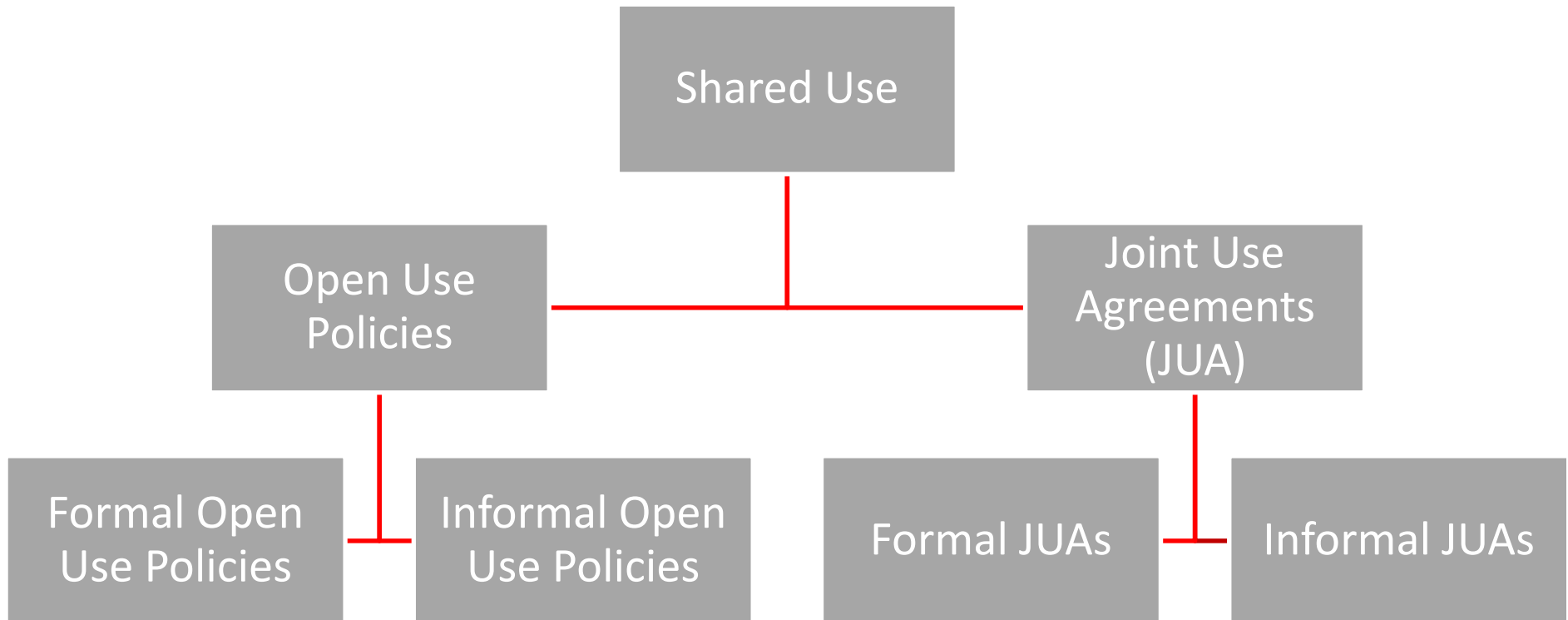
Faith Communities

- Provide resources and support to promote physical activity in faith communities.

Worksites

- Provide resources and support to promote physical activity at worksites.

Shared Use Framework



Open Use Policies : an organization opens use of its facilities to the general public.

Joint Use Agreements: an organization allows another organization or group to have use of its facilities (e.g., school allows YMCA to run after-school program on site).

Physical Activity

Walk More. Connect More. Ads

**I WILL
WALK MORE!**

WALK MORE. CONNECT MORE.



For Healthy Tips, Visit: MyEatSmartMoveMore.com

Physical Activity

Walk More. Connect More. Ads

- Support the Surgeon General’s Call to Action to Promote Walking and Walkable Communities.
- Feature tested messaging from *Every Body Walk!* that emphasizes the opportunity to build stronger relationships by walking with others.
- Available in both English and Spanish in print, billboard, internet, TV and radio formats.

Faith Community Assessment

- Physical Activity
 - Environment
 - Policies and Leadership
 - Group Support/ Classes
 - Individual Education/ Information

