

Using the Energy Balance Resource Guide: Eat Smart, Move More North Carolina

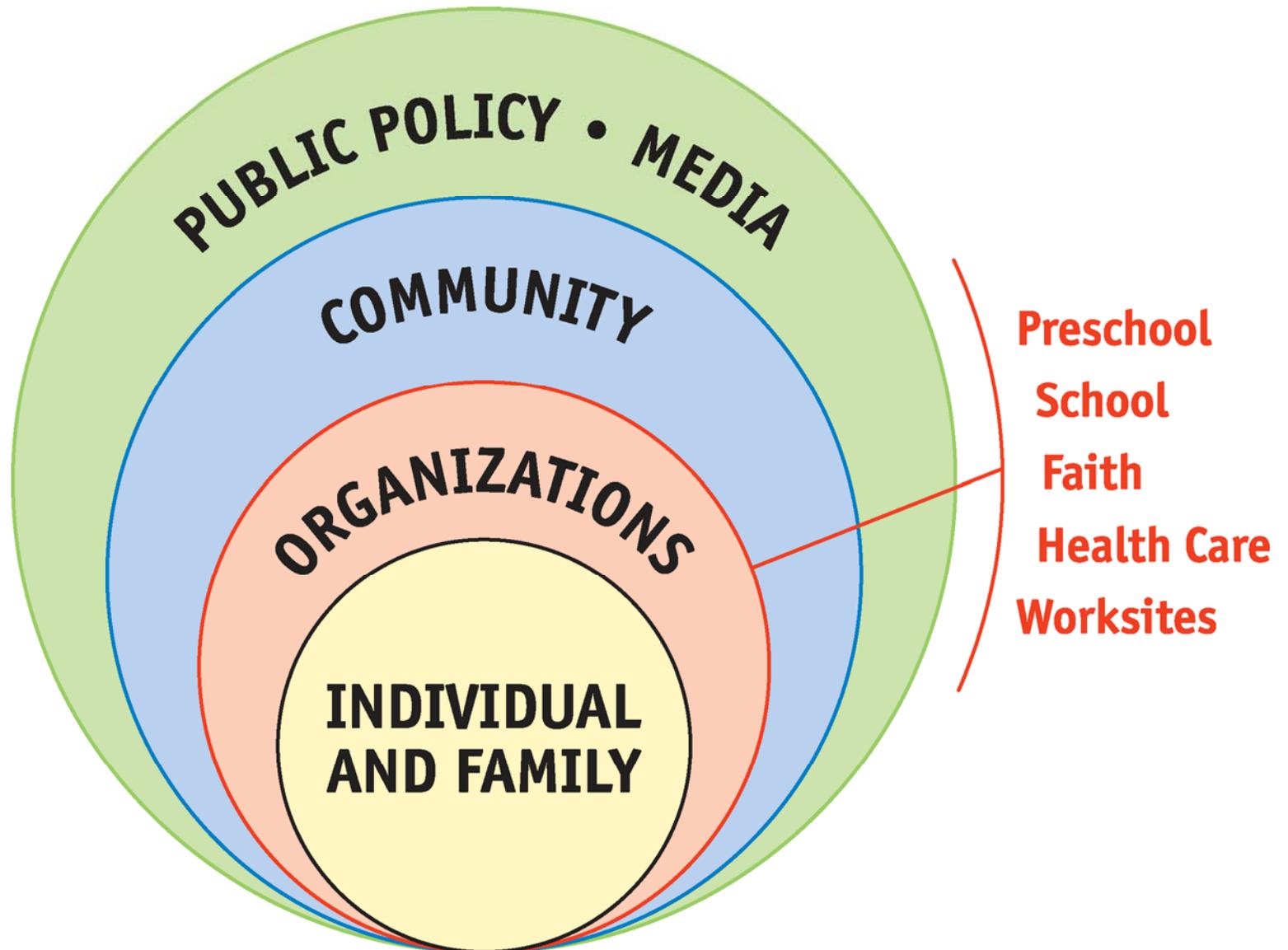
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What is Eat Smart, Move More?



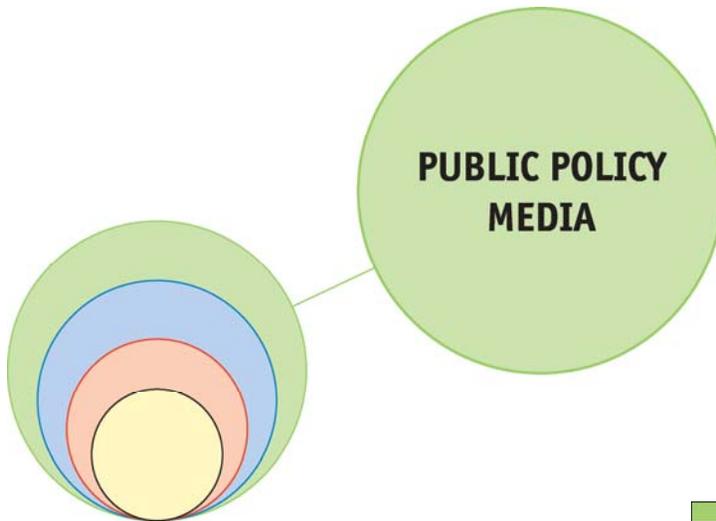
A statewide movement that encourages healthy eating and physical activity wherever people live, learn, earn, play and pray.

Eat Smart, Move More – Making change at all levels



Media

- Community-wide campaign
 - Advertising
 - PR/Media Relations



Eat Smart, Move More... North Carolina
North Carolina E-Letter
April 2007 Edition

Greetings!
The Eat Smart, Move More...NC E-letter provides journalists and public health professionals with resources and story ideas each month that relate to healthy eating and increased physical activity throughout the state.

In this issue:

- National Cancer Control Month
- April 23 – 29 is National TV Turn-off Week

National Cancer Control Month
During National Cancer Control Month, we recognize that the fight against cancer continues and that we must keep working to reduce the risk of this deadly disease among people across the country.

Cancer survival rates are increasing, with approximately 10 million survivors in the United States. New understanding of diseases, better diagnostic tools, and

Eat Smart, Move More Health Tip

Tame the Tube—and Get Moving

Many of us say we don't have time for physical activity, yet we spend 3 to 4 hours in front of the TV. Not only are we inactive while watching television, we often snack on high-calorie foods at the same time. Trade TV time for physical activity. Walk or bike with your family after dinner. By planning TV time, you'll have more time for physical activity.

For more tips on how to tame the tube where you live, learn, earn, play and pray, visit www.EatSmartMoveMoreNC.com

The message brought to you by



EAT SMART MOVE MORE

100th year of the frozen action biopsy

Begin with the Target Audience in Mind

The Marketing Mindset

Seeking but Struggling

- Our broad, target audience for all of our marketing communications, including:
 - Eat Smart, Move More community-wide campaign
 - Eat Smart, Move More -- Maintain, Don't Gain Holiday Challenge
- Tool and Resource development

Seeking but Struggling ...

- View portion control as effective for weight control (vs. calorie counting)

Eat Smart, Move More Health Tip

A close-up photograph of a pair of hands holding a single, shiny red apple. The hands are positioned as if presenting the apple, with fingers gently gripping it. The background is a soft, out-of-focus blue.

Right-Size Your Portions

How big are *your* portions? Eating large portions adds extra calories, and extra calories means more pounds on you! Most of us think we eat less than we do. Eat smaller portions of foods and drinks at a leisurely pace to fill you up, not out. So next time, remember to right-size your portions.

To find out how to right-size your portions where you live, learn, earn, play and pray, visit

www.EatSmartMoveMoreNC.com

The logo for "Eat Smart Move More North Carolina" is repeated at the bottom of the graphic, featuring the same green square with a white fork and knife icon, a stylized black figure, and the text "Eat Smart Move More" and "NORTH CAROLINA".

This message brought to you by

Seeking but Struggling...

Eat Smart, Move More Health Tip



Choose to Move More Every Day

Physical activity is essential for all of us. Children, adults and seniors can benefit from moderate activity every day. Take a walk with a friend, take the stairs instead of the elevator, or work in your yard. Dancing works too and is great fun! Thirty minutes or more of motion for adults and 60 minutes for children on most days can help keep you in shape and feeling good. Can't find a 30 minute chunk of time? Break it up throughout the day.

For more tips on how to move more every day where you live, learn, earn, play and pray, visit

www.EatSmartMoveMoreNC.com



This message brought to you by

- More likely to walk for exercise and feel pleased with themselves if they exercise
- Enjoy regular exercise
- BUT less likely to exercise regularly

Seeking but Struggling...

- View eating more fruits and vegetables as effective for weight control

A graphic titled "Eat Smart, Move More Health Tip" featuring a vibrant collage of fresh fruits and vegetables including oranges, radishes, avocados, carrots, bell peppers, and broccoli. The text "Enjoy More Fruits and Veggies" is written in a large, orange, sans-serif font. Below the title, a paragraph explains the benefits of fruits and vegetables for health and weight control. At the bottom, the website URL "www.EatSmartMoveMoreNC.com" is displayed in a yellow box, followed by the "Eat Smart Move More North Carolina" logo and the text "This message brought to you by".

Eat Smart, Move More Health Tip

Enjoy More Fruits and Veggies

What are low in calories, full of essential nutrients and can help reduce your risk for chronic diseases? Fruits and vegetables! Make fruits and vegetables half your plate at every meal and for every snack. Fresh, frozen, dried, canned—it all counts. Shake things up by enjoying a variety of colors to stay healthy and fit. Your body will thank you.

For more tips on how to eat your fruits and veggies every day where you live, learn, earn, play and pray, visit

www.EatSmartMoveMoreNC.com



This message brought to you by

Seeking but Struggling...

Eat Smart, Move More Health Tip



Prepare More Meals at Home

All of us can benefit from eating more meals at home. Healthy meals can be quick, easy and inexpensive. Home-cooked meals also bring families together. Try using the “rule of thirds.” Fill two-thirds of your plate with fruits, vegetables and grains and one-third with meat. Busy families can reduce preparation time by using simple, healthy recipes and by getting the family involved.

For more tips on how to prepare meals where you live, learn, earn, play and pray, visit

www.EatSmartMoveMoreNC.com

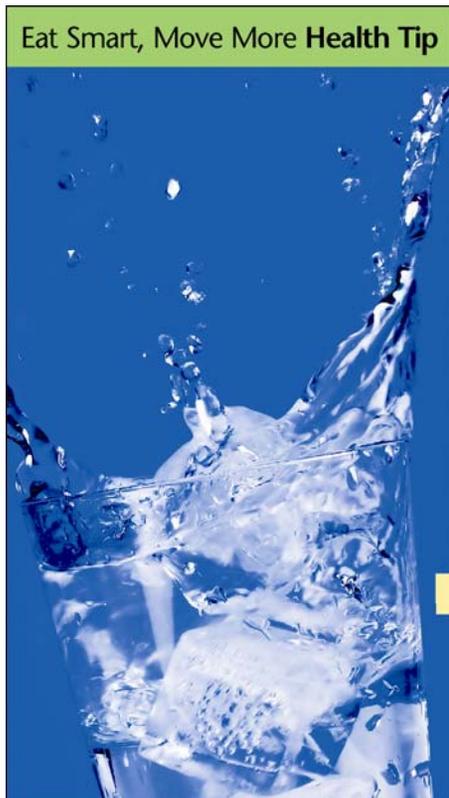


This message brought to you by

- Enjoy trying new foods, recipes and cooking
- As likely as the other segments to eat out or bring home take-out

Seeking but Struggling...

Eat Smart, Move More Health Tip



Re-Think Your Drink

We all love a refreshing drink with a meal, as a snack, or after physical activity. Sodas, sweet tea and other sugary drinks taste great, but have a lot of calories and no nutrients. Next time you're thirsty, re-think your drink. Try water with lemon or other flavored, unsweetened drinks instead.

For more tips on how to re-think your drink where you live, learn, earn, play and pray, visit

www.EatSmartMoveMoreNC.com

 Eat Smart Move More
NORTH CAROLINA

This message brought to you by

- Try to avoid foods and drinks high in fat, sugar and calories

What We Don't Know

- Tame the Tube
- Breastfeed Your Baby

Eat Smart, Move More Health Tip



Tame the Tube—and Get Moving

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Eat Smart, Move More Health Tip



This Year's #1 Baby Gift

Breast milk! It's the best gift you can give your baby. Breastfeeding fights disease and obesity and helps babies' brains develop—making baby healthier, happier and smarter. Mommy feels better too. She loses pregnancy weight faster and lowers her risks for cancer. And best of all, she's giving baby something that no one else can.

Doctors recommend exclusive breastfeeding for the first six months. After that, breastfeed and give your baby iron-rich foods until baby's first birthday.

For more tips on healthy nutrition where you live, learn, earn, play and pray, visit

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Seeking but Struggling...

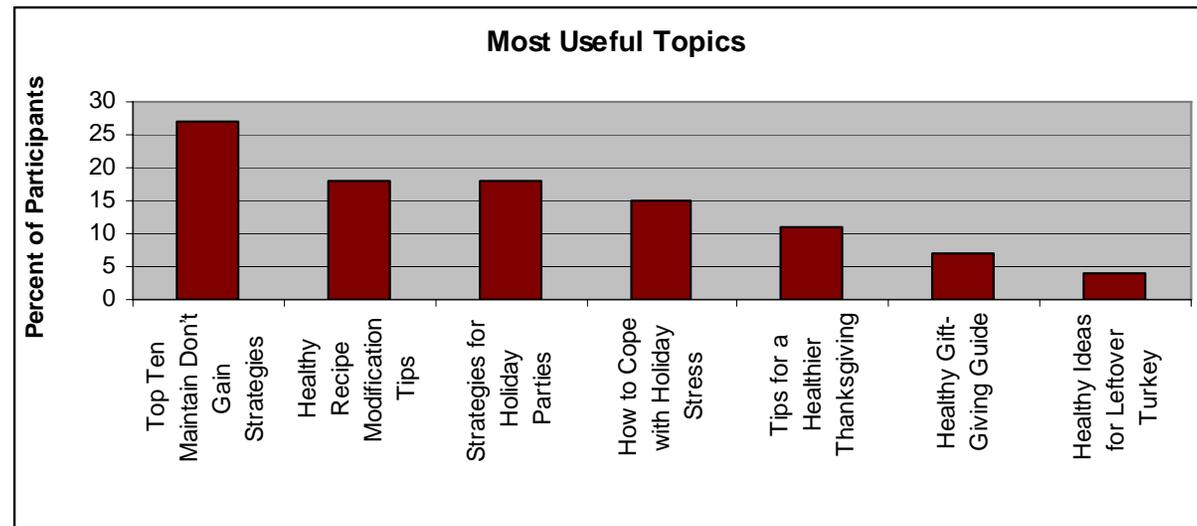
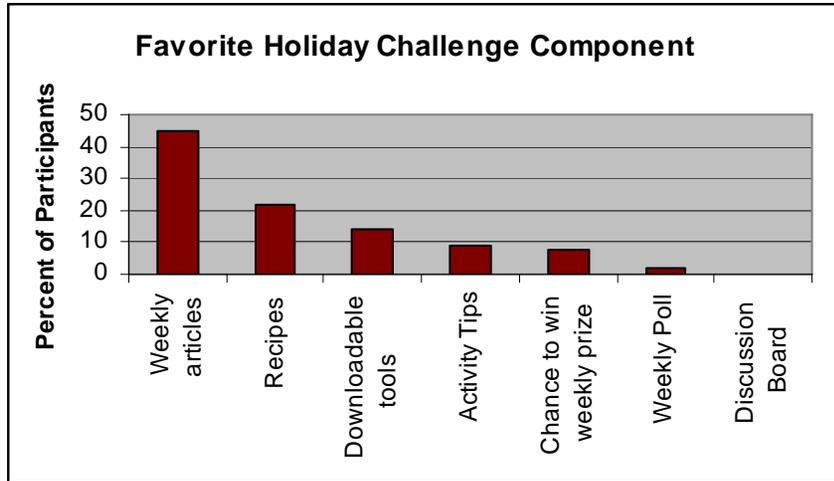
- Feeling good about myself, feeling better physically and managing weight are “What’s in it for them”
- Look for health info on the web
- Belong to health club
- Join Weight Watchers

Eat Smart, Move More – Maintain, Don't Gain Holiday Challenge

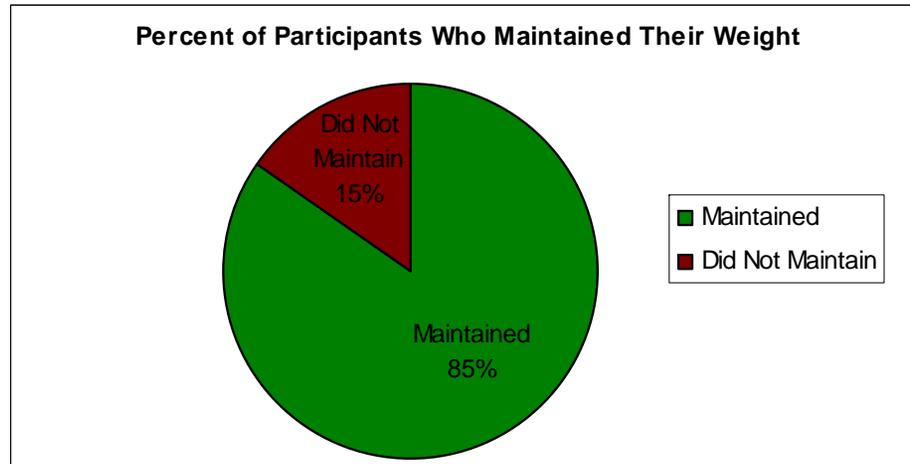


- E-newsletter
 - Short articles on simple strategies
 - Tips and hints
 - RECIPES
- Ask the Expert forum
 - Answer specific questions
 - “Virtual” social support
- Downloadable tracking tools
- Holiday Challenge Poll
- Eat Smart, Move More, Weigh Less classes begin January 2008!

Holiday Challenge Results



Holiday Challenge Results



- “I found it helpful to just have some encouraging words that came along each week as a reminder to keep on track.”
- “I really like having the daily logs where I had to keep track of my weight and exercise routine. It made me accountable to me and made me realize how many times I splurge on a treat for myself instead of remembering moderation is the key.”

New Ways NC Will Use the Energy Balance Toolkit

- Add the 10 Q component to the Challenge questionnaire
- Ask questions in our evaluation of the Challenge about how the program improved confidence



What's on the Horizon?

- Further segment the Seeking but Struggling audience into two:
 - Crystal – our younger SBS segment
 - Mary – our older SBS segment
- Consumer Panel of Crystals and Marys to test our materials



Questions?

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