

# Sustaining and Replicating Obesity Prevention Projects: North Carolina's Fit Together Initiative

Lori Carter-Edwards, PhD

Claudia J. Graham, MBA

Heidi Churchill, MPH

Childhood Healthy Weight Collaborative

Health and Wellness Trust Fund and Commission (HWTF)

Duke University Medical Center (Duke)

East Carolina University School of Medicine (ECU)

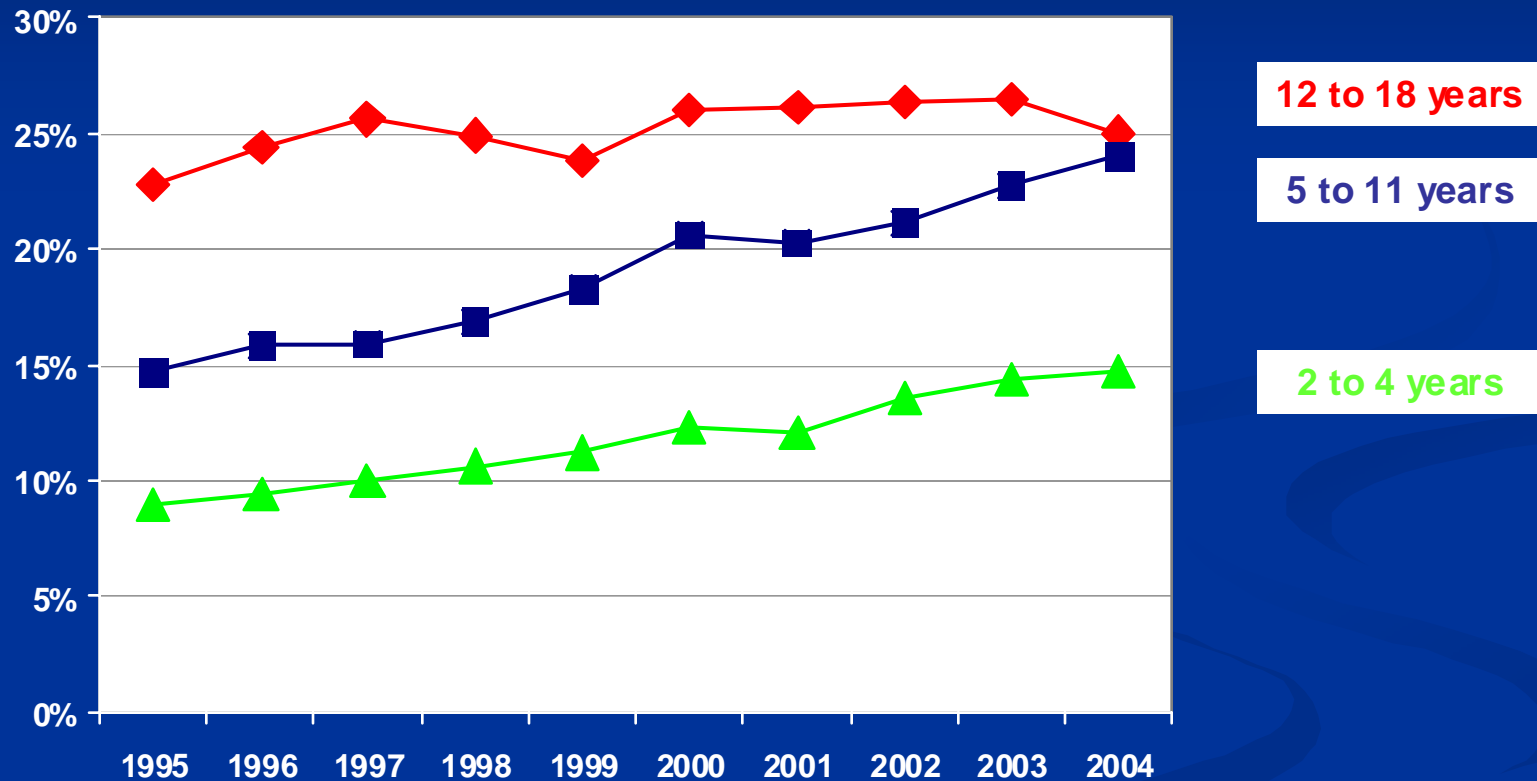


# Purpose

- To briefly describe the North Carolina Childhood Obesity (Fit Together) Initiative.
- To provide examples of the initiative's strategies for sustainability.
- To identify replicable obesity programs or program features.

# Childhood Obesity in North Carolina

Percent of NC Children Who Are Overweight  
by Age Group by Year (1995 to 2005), NC-NPASS\*

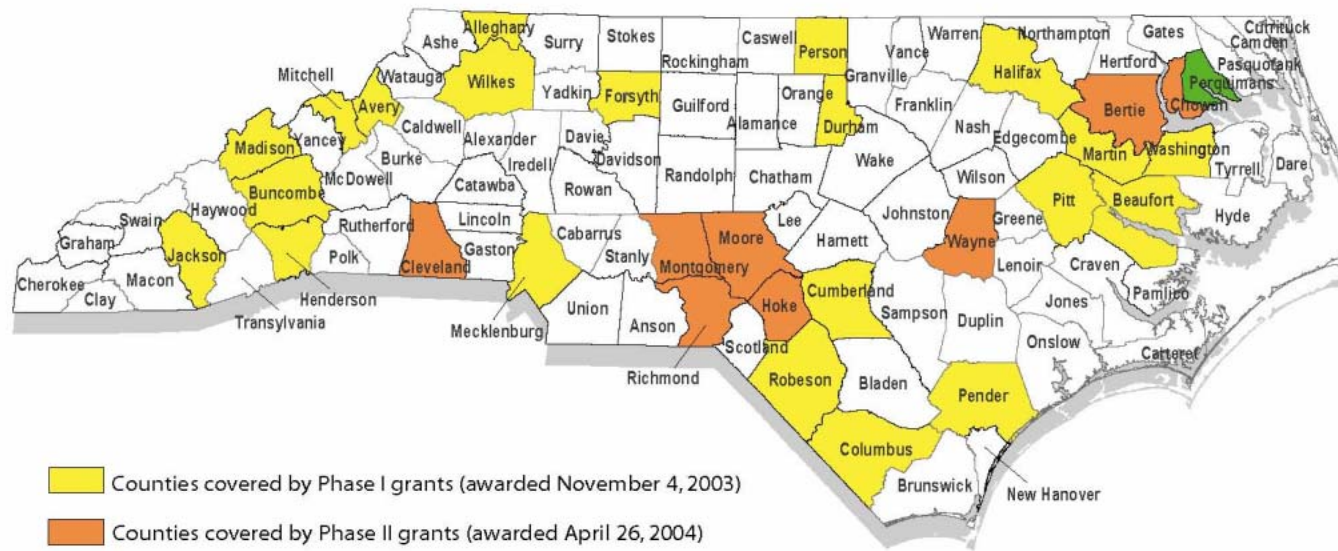


\* North Carolina-Nutrition and Physical Activity Surveillance System (NC-NPASS) includes data on children seen in NC Public Health Sponsored WIC and Child Health Clinics and some School Based Health Centers.



## North Carolina Health and Wellness Trust Fund Commission Fit Together Initiative

### Counties Covered by Grantees



- Counties covered by Phase I grants (awarded November 4, 2003)
- Counties covered by Phase II grants (awarded April 26, 2004)
- Counties covered by Phase I and Phase II grants

- NOT SHOWN**
- UNC-TV (all counties)
  - NC Academy of Family Physicians (60 undetermined counties)
  - North Carolina Division of Public Health (6 undetermined counties)



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## Goals

- Reduce healthy lifestyle barriers.
- Significantly increase healthy eating and physical activity in:
  - School and child care settings.
  - Neighborhoods.
  - Healthcare settings.



## Project Team

- Grantees
  - 6 school systems
  - 4 community non-profits
  - 4 health departments
  - 4 statewide agencies
  - 2 hospitals/hospital systems
  - 1 university
- HWTF Fit Together Staff
- Technical Assistance (TA) Team (Duke)
- Evaluation Team (ECU)

# Sustainability

- Sustainability:
  - *Continuation over time of community benefits.*
- TA Team Strategies
  - Grantee sustainability training
  - Monthly tracking
  - Conference calls
  - Site visits
  - Annual meetings
  - Grantee semi-annual and annual reports

# Sustainability Planning - Examples

- Network building
  - Cumberland County Public Schools (local)
    - Project Move
    - Built multiple partnerships
  - NC Academy of Family Physicians (statewide)
    - Referral system and resource kit for physicians
    - Partnered with large state agencies



# Sustainability Planning - Examples

- Implemented sustainability steps
  - **Durham Public Schools**
    - Implemented and expanded programs
    - Executed all sustainability steps from training
  - **Southeastern Regional Medical Center**
    - Project HEALTH
    - In-school interventions and community education

# Replicability

- To help grantees prepare replicable projects, the TA Team:
  - Assigned level of program flexibility
  - Assessed project reach
    - Estimated group size
    - Alternate settings for programs
    - Age groups
  - Projected participant appeal
  - Assessed ease of implementation

# Replicability - Examples

- Selected 24 programs/activities
  - Total: Approximately 2-4/grantee
- Examples
  - **Lunch and Learn (Cleveland County Health Dept.)**
    - Lunchtime topic-based discussions for employees
  - **Be Active Challenge (Partnership for Health, Inc.)**
    - Cards with activities; incentive based for elementary children

# Summary

- Collaborative partnerships are important for sustainability.
- Projects benefit from outside advice on replicable programs.
- Community childhood obesity programs can be developed and sustained.

# Our Partners



<http://www.fittogethernc.org/>

## Contact

Lori Carter-Edwards, PhD  
Director, Health Promotion and Disease Prevention  
Division of Community Health, Department of Community and Family Medicine  
Duke University Medical Center  
[Lori.c.edwards@duke.edu](mailto:Lori.c.edwards@duke.edu)