

North Carolina Obesity Prevention Funders Alliance

Joint Legislative Task Force on Childhood Obesity

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NORTH CAROLINA OBESITY PREVENTION FUNDERS ALLIANCE

- **Subgroup of the North Carolina Network of Grantmakers Health Funders**
- **Members include:**
 - Blue Cross and Blue Shield of NC Foundation
 - The Duke Endowment
 - John Rex Endowment
 - Kate B. Reynolds Charitable Trust
 - NC Health and Wellness Trust Fund
 - Physical Activity and Nutrition Branch, NC Division of Public Health
 - Reidsville Area Foundation



Purpose of the Alliance



To make strategic investments in obesity prevention

- *Improve individual agency investments*
 - Identify existing evidence-based programs/policies and outcomes
 - Encourage practical application of evidence-based programs/policies; identify gaps and needs for innovation
- *Identify priorities for collaborative work*
 - Discover ways to leverage the unique role of foundations
 - Develop public/private partnerships; stop working in isolation

COLLABORATIVE PROJECTS TO DATE

2008 Obesity Summit

- *Convened agencies to create learning and networking opportunities*
 - Representation from public health, planning, parks and recreation, universities, K-12 education, faith communities, statewide and local nonprofits and foundations
 - Sessions on evidence-based and promising strategies in four broad areas:
 - individual behavior
 - community and environment
 - public policies
 - clinical care



COLLABORATIVE PROJECTS TO DATE

North Carolina Institute of Medicine Prevention Task Force

- *2008 – Convened to develop a prevention action plan for the state*
- *October 2009 – Released Prevention Action Plan*



**Prevention
for the
Health
of North
Carolina:**
Prevention Action
Plan

October 2009

North Carolina
Institute of Medicine
In collaboration with the North
Carolina Division of Public Health

Supported by the Blue Cross and
Blue Shield of North Carolina
Foundation, The Duke Endowment,
the Kate B. Reynolds Charitable
Trust, and the North Carolina
Health and Wellness Trust Fund



What We Have Learned

- **Identify strategies with the best evidence or most promising practice**
- **Identify community capacity to implement strategies – strong leadership and effective partnerships are key**
- **Invest in technical assistance and infrastructure to ensure outcomes**
- **There is no silver bullet – obesity prevention strategies must involve multiple sectors and approaches**
- **Long-term investment is necessary**



MOVING FORWARD



- *Focus on challenges*
 - Avoid duplication
 - Coordinate communication, knowledge management and outcomes
 - Adopt a broad framework
- *Support recommendations from the Prevention Action Plan*
- *Strengthen state/local monitoring systems to track progress toward Healthy People 2020 objectives*
- *Continue to develop public/private partnerships for a collective strategy*
- *Provide leadership*
- *Align state activities with ongoing national efforts*

FOUNDATION INVESTMENTS – PROMISING OUTCOMES

- **Advocates for Health in Action**
- **Reidsville Greenway Master Plan**
- **Fit Community/A+ Fit School**
- **Healthy Food Environments in Hospitals**
- **Nutrition and Physical Activity Self-Assessment for Child Care**
- **Healthy Lives, Healthy Futures (Cabarrus Health Alliance)**
- **Childhood Obesity Demonstration Project**



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