North Carolina Obesity Prevention Funders Alliance

Joint Legislative Task Force on Childhood Obesity

Jennifer MacDougall
Blue Cross and Blue Shield of North Carolina Foundation

Meka Sales
The Duke Endowment

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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
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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Jennifer MacDougall 919.765.2128
jennifer.macdougall@bcbsncfoundation.org

Meka Sales 704.927.2266
msales@tde.org