Priorities in Children’s Health: Partnering to Combat Obesity

Jennifer MacDougall
Healthy Active Communities Program Manager
BCBSNC Foundation
Early Childhood

- **NAPSACC-Nutrition and Physical Activity Self Assessment for Child Care**
  - Scope of 118 child care centers in nine counties. After one year, 52% made significant changes in nutrition practices and 53% made significant changes in physical activity practices.

- **POD-Preventing Obesity by Design**
  - Redesigned outdoor play area using natural features in three child care centers, resulting in increased active outdoor play for those children. Expanding to reach at least 10 additional child care centers.

- **Be Active Kids**
  - Educational curricula for 4- and 5-year-olds focusing on physical activity, nutrition, and food safety (first 10 years). Moving to physical activity only for children birth through age 5.

- **Early Childhood Health Alliance**
  - Collaborative effort of funders and practitioners to assess gaps in service in early childhood and focus efforts to achieve a collective impact. Current focus on breastfeeding and physical activity.
School-Based

- MATCH: Motivating Adolescents with Technology to Improve Health
  - 68% of 7th grade students showed decrease in BMI z-score, 70% of 8th grade students showed sustained BMI z-score improvement one year after completing the MATCH program, 42% showed continued BMI z-score improvement one year after completing the program.

- Communities in Schools of Moore County First School Gardens
  - Created school gardens at five elementary schools in a rural county, created parent/school sustainability teams. Schools integrating garden into curriculum.

- Equipment Grants
  - Playgrounds
  - SPARK Equipment
Youth Engagement

- Advocates for Health in Action
  - Youth as change agents. Assessing the food and activity environments in their communities, surveying their peers to determine demand, working with store managers to affect change.

- Youth Empowered Solutions
  - Capacity building project-focused on strategic planning/fund development planning to enable them to sustain their work beyond grants.
NC Obesity Prevention Funders’ Alliance

- Seven member Alliance, consisting of private foundations and state entities.
- Purpose: To make strategic investments in obesity prevention.
  - Improve individual agency investments
  - Identify priorities for collaborative work
- Collaborative investments to date include the 2008 Obesity Summit and the NC Prevention Action Plan.
- Moving forward with a focus on community mobilization and youth engagement.