Addressing the Health of North Carolina’s Children

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In North Carolina

- 1 in 7 children ages 2-4 is overweight
- 1 in 4 children ages 12-18 is overweight
- Less than 14% of elementary schools offer daily physical education
- Each overweight child is likely to require more than $200,000 in related medical expenses

1. North Carolina Nutrition and Physical Activity Surveillance System
2. NC Health and Wellness Trust Fund
3. Raleigh News & Observer
Our Mission

- Improve the health and well-being of North Carolinians

- We accomplish this through:
  - Investing in programs and services in response to grant requests
  - Proactively supporting initiatives that address specific needs identified by our board or staff
Focus Areas

- Health of Vulnerable Populations
- Community Impact through Nonprofit Excellence
- Healthy Active Communities
Healthy Active Communities

- **Our Goal:** To increase physical activity and encourage healthy eating habits for North Carolinians

- **Results we are seeking:**
  - Increased physical activity and healthy eating opportunities for school age children and staff
  - Increased physical activity and healthy eating opportunities for urban areas specifically targeting vulnerable populations, and any rural area
Healthy Active Communities

- Be Active Kids Signature Program
- Fit Together Grants Program
- YWCA – “All the Right Moves”
- Responsive Grants
Be Active Kids

- Targets 4-5 year-olds
- Physical activity, nutrition, food safety
- Interactive, hands on curricula
- Train the trainer model
- 200 trainers and 1500 providers
Be Active Kids

- Reaches all 100 NC counties
- Undergoing comprehensive program evaluation, in partnership with UNC School of Public Health
- Exploring incorporating BAK as part of the star-rated licensure system for childcare centers
- Recipient of 19 national awards
Fit Together Grant Program

- Funding and technical assistance program for groups seeking to improve the health of rural communities
- **5-P approach:** programs, policies, physical projects, partnerships and promotion (Robert Wood Johnson)
- Pitt County: After school physical activity programs
  - Goal: Provide daily physical activity opportunities
  - Includes: physical activity, nutrition education and academic tutoring
YWCA – “All the Right Moves”

- Builds physical and financial fitness in girls
- Combination of weekly meetings, residential camp experience and one-on-one mentoring
  - *Walk and Talk program*
- Groups from six Raleigh area schools are participating
Responsive Grant Program

- Two Annual Grant Cycles
- Anticipated Average Grant Size: $60,000
- Examples of Current Investments
  - Big Brothers and Big Sisters of Western North Carolina “Every Step Counts” program
  - YWCA of Central Carolinas “Kid Fit” program
What We’ve Learned

- Align with key partners
- Invest in people, not just programs
- Focus on multi-level approaches
Thank you.