



NEWS RELEASE

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June 30, 2010

For Immediate Release

Orange County receives *Eat Smart Move More NC* grant to help youth move more and sit less

(Hillsborough, NC) – Orange County has received an *Eat Smart, Move More NC* Community Grant for 2010-2012 to fund local physical activity projects targeting youth ages 9 to 14.

The **Preparing Lifelong Active Youth** (PLAY) program will get middle-school children enrolled in Orange County after-school programs moving more. As part of the program, collegiate athletes will promote new ways for children enrolled in after-school programs to be active and healthier. After-school programs will adopt a policy that requires 30 minutes of moderate-to-vigorous physical activity everyday; and middle-school teachers will encourage more active learning in classrooms.

“It is understood that collaborative efforts are needed to make best use of limited resources, expand and sustain projects, and advocate for change. The PLAY program is a great example of partners coming together to help our children exercise more...Also, UNC athletes will serve as great role models for healthy living, lifelong physical activity, and academic success.”

–*Dr. Rosemary Summers, Orange County Health Director.*

PLAY partners include Healthy Carolinians of Orange County, UNC Campus Recreation, Communities in Schools of Orange County, Orange County Schools, and Orange County Parks and Recreation.

For the first time, the *Eat Smart, Move More NC* community grants are being awarded for a two-year cycle to study the impact the grants are having in the communities that receive them. The Robert Wood Johnson Foundation awarded funding in the fall of 2009 to the N.C. Division of Public Health’s Physical Activity and Nutrition Branch to work with East Carolina University’s Department of Public Health in evaluating the program. Orange County will receive funding for program implementation in 2010-2011 and for data collection in 2010-2012.

North Carolina ranks 14th in the nation in overweight and obese adolescents. The percentage of children and adults who are overweight or obese rises each year and despite advances in medicine, the current generation of children may be the first to live shorter lives than their parents. *Eat Smart, Move More NC* strives to reverse this trend by making the healthy choice the easy choice.



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The N.C. Division of Public Health funded 20 county/district health departments for the two-year grant cycle. The *Eat Smart, Move More NC* Community Grants support the *Eat Smart, Move More North Carolina* movement and *Eat Smart, Move More: North Carolina's Plan to Prevent Overweight, Obesity and Related Chronic Diseases*, the state's obesity prevention plan. This plan emphasizes strategies that make healthier eating and increased physical activity easier to achieve by, for example, adding walking paths in neighborhoods or around schools, or changing what foods a school can serve both at lunch and for after-school snacks.

"Making our schools and after school programs, our neighborhoods and our places of worship supportive of healthy eating and active lifestyles is important so that kids learn these habits early and carry them into adulthood," said State Health Director Dr. Jeff Engel. "It also means each generation of kids gain the benefit of these more sustainable changes to our communities."

All the funded projects are described on the *Eat Smart, Move More NC* Web site at www.EatSmartMoveMoreNC.com. *Eat Smart, Move More North Carolina* is a statewide movement that promotes increased opportunities for healthy eating and physical activity wherever people live, learn, earn, play and pray. The movement is led by a coalition of more than 60 organizations. For more information on the *Eat Smart, Move More NC* movement or to find out how your community can promote healthful eating and physical activity, visit www.EatSmartMoveMoreNC.com on the Web.

For more information on Orange County's project, contact Nidhi Sachdeva, Healthy Carolinians Coordinator, at nsachdeva@co.orange.nc.us or 919.245.2440.

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