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

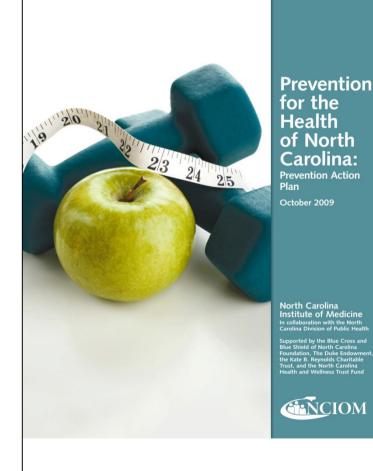
- Convened agencies to create learning and networking opportunities
 - Representation from public health, planning,
 parks and recreation, universities, K-12 education,
 faith communities, statewide and local nonprofits
 and foundations
 - Sessions on evidence-based and promising strategies in four broad 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



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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