

## In Catawba County... Did You Know?

- 38.1% of children ages 2-18 are overweight or obese.
- Nearly half (49.5%) of teens ages 12-18 are overweight or obese.
- More than one-third (34.3%) of toddlers ages 2-4 are overweight or obese.
- The number of adults considered overweight or obese has risen by 60.2% since 2007.

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## What We're Doing About It

To improve these statistics, Eat Smart Move More Catawba County is creating sustainable changes to help make Catawba County a place where eating fresh foods and participating in physical activities are easy choices for everyone.

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## How?

Through strategies that benefit an entire community, rather than one person at a time.



**CATAWBA COUNTY**

## Making the Healthy Choice the Easy Choice in Catawba County

### CURRENT INITIATIVES

#### **Schools**

**Healthy Schools Recognition Program** – Providing recognition to schools meeting recommended nutrition and physical activity standards. Ten schools were named Healthy Schools in the program's inaugural year (2010-11).

**Healthy Food Preparation Training** – Helping school cafeteria staff incorporate healthy food preparation methods into existing menus.

#### **Childcare Centers**

**Healthy Childcare Centers Recognition Program** – Designed to recognize childcare centers that implement and maintain minimum physical activity and nutrition standards.

#### **Environment**

**Joint Use Agreements** – Partnering with schools to provide safe, accessible locations for physical activity during non-school hours.

#### **Food Access**

**EBT at Farmers' Markets** – Enabling food assistance patrons to purchase fresh fruits and vegetables at local farmers' markets.

**Curb Markets** – Providing access to fresh fruits and vegetables in the county's food deserts through farmers' curb markets.

**Healthy Food Policies** – Working with the Catawba County Food Policy Council and local agencies to adopt food policies that ensure healthy options for served or donated food.

#### **Who We Are**

Eat Smart Move More Catawba County (ESMM) is a community coalition working to improve access to healthy nutrition and physical activity in Catawba County. Partners include hospitals, school systems, healthcare providers, service agencies, school nurses, businesses, faith communities, universities, childhood obesity prevention and treatment programs, and the Eat Smart Move More North Carolina movement. Current initiatives are funded by the national ACHIEVE grant program and Catawba County Health Partners.

**For more information or to get involved:**  
(828) 695-5818  
[www.catawbacountyhealthpartners.org](http://www.catawbacountyhealthpartners.org)

