



MAKING A DIFFERENCE in North Carolina

The UNC Center for Health Promotion and Disease Prevention (HPDP) connects individuals and North Carolina communities with public health research focused on people most vulnerable to disease. As one of the first CDC Prevention Research Centers, HPDP has helped advance the field of community-based participatory research, in which researchers work hand in hand with communities at every research step. By involving communities in designing and conducting research, HPDP develops health strategies ready to be applied where they are most

OBESITY

CDC data show that more than 60% of North Carolinians are overweight or obese (BRFSS, 2006).



HOPE Works (Health, Opportunities, Partnerships, Empowerment) addresses the social determinants of health through community-based participatory research. This project in Sampson and Duplin counties tries to help women lose weight by also addressing

other important issues in their lives, such as lack of education or job skills. Local staff lead HOPE Circles—small groups of women who meet together to provide each other with knowledge and support to meet both health and life goals. HPDP has been conducting research in partnership with this community for more than 15 years.

The **Wake to Wellness** grants program, supported by the John Rex Endowment, provides funding to Wake County public elementary schools for programs that help meet the nutrition and/or physical activity requirements of state, district and local school wellness policies. These grants support public schools in their efforts to develop programs that create healthier school environments. HPDP serves as the Wake to Wellness Program Office and provides ongoing technical assistance and guidance to the program's 15 grantees.

Kids Eating Smart and Moving More (KESMM)

works with primary care doctors, case managers, and Expanded Food and Nutrition Education (EFNEP) Program Assistants across NC to reduce obesity in children, particularly those with Medicaid or NC Health Choice insurance. This study focuses on improving doctors' abilities to identify children who are overweight or obese, communicate effectively with families about childhood obesity, link them with helpful resources, and improve local policies related to nutrition and opportunities for physical activity.



WAY to Health (Worksite Activities for You!) examines the effectiveness of worksite wellness and weight loss programs in two phases. Phase I assembled Employee Wellness Committees at NC universities



and community colleges to create tailored wellness action plans for each campus. Phase II enrolls employees from 12 campuses in a weight loss study including web-based weight loss programs and cash incentives for some

participants. Researchers check the employees' progress and track wellness programs and services offered on campus. They will also conduct a cost analysis and cost-effectiveness study of the program.

Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC)

promotes healthy eating and physical activity in young children in child care settings. Researchers observe what children eat and train workers to encourage healthy eating in the centers. This program has been modified for use in homes and in other settings where children can be encouraged to eat healthy foods and exercise more.



Healthy Eating Research examines barriers to implementing nutrition standards in schools. A pilot study conducted in seven NC school districts showed that schools lost money and experienced resistance to the changes in nutrition standards from parents, students, administrators, and teachers. This study investigates possible reasons for why these schools were not successful in maintaining school food service profits and gaining stakeholder support. This study also uses a participatory photography method developed by HPDP called Photo-Based Inquiry to understand what students see as barriers and facilitators to eating healthy at school.

Active Living Research examines the impact of the Healthy Active Children Policy (HSP-S-000), which requires that all elementary and middle school students receive 30 minutes of physical activity at school every day. This study investigates the results of an existing survey developed by the NC Department of Public Instruction to assess barriers and facilitators among school districts in meeting the requirements of the Healthy Active Children Policy. This study also uses surveys, focus groups, and interviews to assess perceived barriers and facilitators to the physical activity policy.

Weight-Wise builds on a successful pilot weight-loss study conducted in a Wilmington community health center and church. The purpose of the current study is to see if participants experience similar weight loss when the program is conducted through local health departments across the state.

CANCER

The rate of cancer deaths in North Carolina is higher than the national average (National Cancer Institute, 2004).

Greensboro Cancer Care and Racial Equality Study (CCARES)

uses community-based participatory research to address racial disparities in breast cancer mortality. Researchers are studying the effects of differences between the care that white and black women receive in clinical settings. The Moses Cone Health System in Greensboro partners with CCARES, working with local health care providers to help identify elements of the care process that could be altered for better health outcomes.



ACTS of Wellness

seeks to increase colorectal cancer screening in African Americans by working in urban African American churches. The research team uses customized newsletters, videos, peer counseling and decision aids to help participants make informed choices about colorectal screening. All the participants in the project are at least 50 years old and churches are in Raleigh and Durham. The project is a partnership with the University of Michigan.

Comprehensive Cancer Control Collaborative of NC (4CNC)

brings evidence-based interventions into NC communities in areas such as colorectal cancer, breast cancer and tobacco control. 4CNC is one of eight centers nationwide that comprise the Cancer Prevention and Control Research Network



(CPCRN). HPDP is also the Coordinating Center for the national network.

HEART DISEASE

Heart disease is the number one cause of death for North Carolinians (NCDHHS, 2007).

“Are We Our Brother’s Keeper?” recruits black men in church congregations in northern Orange County to serve as “navigators” for men who have heart disease or have had a stroke. This community-based participatory project partners with the United Voices of Efland-Cheeks to identify churches and work with ministers and churchgoers to find ways to help men discuss and address risk factors of heart disease and stroke.

Heart to Heart, based in the General Internal Medicine Clinic at UNC, studies heart disease prevention. Researchers invite patients at moderate to high risk for heart disease to participate in a series of three study visits over several months. The study assesses the effects of educational intervention on patients’ decisions about heart disease prevention and their ability to stick to those decisions over time.



ECONOMIC DISPARITY

Residents in low-income areas of North Carolina have limited economic opportunities to improve their standard of living.

Threads of HOPE extends HOPE Works by developing effective, sustainable economic opportunities for women living in disadvantaged rural areas of NC. This project works with a community-based organization, the Multicultural Business Association, to help low-income Hispanic, Coharie, black and white women develop sustainable small businesses in Duplin and Sampson counties. The first business under the Threads of HOPE umbrella is creating and marketing reusable conference bags.

AGING

NC’s older population is projected to more than double from 2000 to 2030 (NC Office of State Planning, 2008).

The **NC Healthy Aging Network (NCHAN)** strives to better understand healthy aging in older adults and find ways to translate healthy aging research into community-based programs. The NCHAN helped to create the NC Healthy Aging Coalition (NC HAC), a group of health promotion leaders who are considered to be influential policymakers and change agents within their departments and networks. NC HAC builds partnerships to increase awareness about research on aging through programs, policies and research briefs.

POLICY AND TRAINING



The North Carolina Physical Activity Policy Research Center

is part of a national Prevention Research Center network that collaborates with other centers around the country on physical activity policy projects, including examination of policies related to: active transport to and from school, trail development, concept mapping to determine a physical activity policy agenda, bicycle/pedestrian planning and physical education

policies. The Center’s advisory board includes representatives from planning, transportation, architecture, public health, parks and recreation, economics and law.

The Center of Excellence for Training and Research Translation (Center TRT)

is devoted to bridging the gap between research and public health practice with an emphasis on nutrition, physical activity and the prevention and control of heart disease, stroke and obesity. Center TRT identifies evidence-based strategies and programs and disseminates them via its website, www.center-trt.org. Center TRT also provides web-based training in these areas.