

Programs Addressing Health in North Carolina's Schools

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Because children spend such a large portion of their time in school, it is important that schools are healthy settings. Many organizations have designed programs to help schools increase physical activity, improve nutrition, and reduce substance use. The following is a list of some of these programs, including a brief description of what the program does, how to contact their organization, and where to learn more. Many of these programs are specific to North Carolina, whereas others are national programs which also serve North Carolina's schools. This list is not comprehensive, but exemplifies the types of resources available. Information presented here comes from each program's website.

100% Tobacco-Free Schools

Funded by the Health and Wellness Trust Fund (HWTF), 100% Tobacco-Free Schools is an initiative for all schools in North Carolina to prohibit tobacco use by anyone, anytime, and during all school-sponsored events. The NC Tobacco Prevention and Control Branch collaborates with the HWTF to promote tobacco-free schools. The campaign includes television commercials and a website with resources for school administrators, teachers, parents, and students.

<http://www.tobaccofreeschoolsnc.com>

Alice Aycock Poe Center for Health Education

Created in 1991, the Poe Center has a number of interactive lessons designed to be entertaining for children in preschool through 12th grade. These include lessons on general health, nutrition, physical activity, dental health, drug education, and family life. Educational programs are done in specially-designed theaters located at the Poe Center in Raleigh.

<http://www.poehealth.org>

Alliance for a Healthier Generation

The Alliance for a Healthier Generation is a partnership between the American Heart Association and the William J. Clinton Foundation focused on reducing the prevalence of childhood obesity in the United States. Programs are designed to focus on many settings affecting a child's health, including homes, restaurants, doctor's offices, communities, and schools. Participating schools receive a tool called the "Healthy School Builder," which assesses what improvements can be made, including increasing physical activity levels, increasing healthy food options in cafeterias and vending machines, and helping teachers become healthy role models. A number North Carolina schools have been highlighted and have received awards from the Alliance for a Healthier Generation, including Scotland Neck Primary in Scotland Neck, Pittman Elementary School in Enfield, and McIver Elementary School in Halifax County.

<http://www.healthiergeneration.org/schools>

ATLAS & ATHENA

Athletes Training and Learning to Avoid Steroids (ATLAS) is designed to prevent the use of alcohol, illegal drugs, anabolic steroids, and other unhealthy sports supplements among 13 to 19 year-old male high school athletes. Athletes Targeting Healthy Exercise & Nutrition Alternatives (ATHENA) does the same for female high school athletes. Interventions for a sports team are done through training sessions which promote healthy nutrition and exercise as alternatives to substance use. ATLAS and ATHENA have been recognized as model programs by the US Department of Health and Human Services and exemplary programs by both the US Department of Education, and the US Department of Juvenile Justice. The programs were created by the Division of Health Promotion and Sports Medicine at the Oregon Health & Science University.

<http://www.ohsu.edu/hpsm/>

Be Active North Carolina

Be Active North Carolina is a nonprofit organization focused on increasing physical activity levels in North Carolina through engaging in grassroots advocacy, creating model programs, and promoting positive health policies. They provide resources targeted to educators, health professionals, families, employers, individuals, and communities. This includes training for all certified teachers in North Carolina about how to meet physical activity requirements. Programs geared for students include the Active Steps Youth Program, with a kit which includes pedometers, curriculum resource guides, posters, log cards, stickers, incentives, and a walking music CD.

<http://www.beactivenc.org>

Fit Kids

Sponsored by the North Carolina Health and Wellness Trust Fund, Fit Kids helps schools find ways to meet physical activity requirements, and helps parents make healthier choices with their children. The Fit Kids website provides a large number of resources for schools, parents, and community leaders.

<http://www.fitkidsnc.com/>

Lions-Quest

Sponsored by the Lions Clubs International Foundation, Lions-Quest runs three programs—Skills for Growing, Skills for Adolescence, and Skills for Action—which provide resources for educators to teach life skills. Specifically, the programs aim to reduce risk factors encouraging drug use; help families, schools, and communities work together in discouraging drug use; establish beliefs that drug use is not the norm; and encourage factors such as peer influence which help prevent drug use. Lions-Quest has been recognized as a select program by the Collaborative for Academic, Social, and Emotional Learning (CASEL) and as a model program by the Center for Substance Abuse Prevention of the US Department of Health and Human Services.

<http://www.lions-quest.org>

North Carolina Action for Healthy Kids

Action for Healthy Kids is a partnership of more than 60 national private and public organizations focused on improving children's health, with teams in every part of the country. The North Carolina team worked with the NC Division of Public Health, the NC Department of Public Instruction, and the NC Cooperative Extension Service to create documents supporting the *Eat Smart Standards*, which address classroom celebrations, fundraising, rewards and incentives, school concessions, school stores, and vending. Resources and information are available on their website.

<http://www.actionforhealthykids.org>

North Carolina Alliance for Athletics, Health, Physical Education, Recreation and Dance (NCAAHPERD)

NCAAHPERD is an alliance of six organizations focused on improving health in North Carolina: The Dance Education Association of NC (DANCE), the NC Association for Athletic Education (NCAAE), the NC Association for the Advancement of Health Education (NCAAHE), the NC Sports Management Association (NCSMA), the Physical Education Association (PEA), and the Student Majors Association (SMA). NCAAHPERD brings professionals and students in each of these fields together to promote effective programs and further research. One way this is

accomplished is through publication of the *North Carolina Journal* twice a year.

<http://www.ncaahperd.org>

Project ALERT

Project ALERT describes itself as "a skills-based curriculum that teaches teens how to say no." The program includes training for educators on three core strategies: motivating students against drug use, providing skills and strategies to resist drugs, and establishing new non-use attitudes and beliefs. The program was developed and has been evaluated by the RAND Corporation. The Project ALERT website describes results from the RAND evaluation which include a 30% reduction in marijuana initiation, a 60% decrease in current marijuana use, and a 20% reduction in past month cigarette use. Project ALERT has been endorsed by the National Middle School Association.

<http://www.projectalert.best.org>

Successful Students Eat Smart and Move More

Successful Students Eat Smart and Move More is a "social marketing intervention intended to create a buzz around school wellness policies." The program helps schools implement, monitor, evaluate, and modify policies which improve the health of their students. Resources and other materials are available for download on their website.

http://www.eatsmartmovemorenc.com/programs_tools/school/successful_students.html

Zone Health

NC Prevention Partners (NCP) created Zone Health to help schools assess nutrition and physical activity policies and develop specific objectives to improve the health of their students. The program helps schools: (1) form a school wellness team; (2) assess the school's obesity environment, including policies, environments, and programs; (3) prioritize needs and develop an action plan; (4) implement changes using evidence-based resources; (5) write policies that support healthy weight; and (6) monitor and evaluate success over time. Once schools have identified priorities that they wish to address, Zone Health points them to existing programs and resources that can help them achieve those goals. Training and technical assistance are offered to schools through Prevention Institutes, community trainings, and ongoing contact through phone and email.

NCP has also partnered with the State Board of Education to share the lessons learned with participating schools in their efforts to combat childhood obesity. The program is made possible with support from GlaxoSmithKline Community Partnerships.

<http://www.ncpreventionpartners.org/schools>

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