



AHA Quarterly Meeting

December 7, 2012

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Wake County Human Services Strategic Plan 2012 - 2014



Obesity Objective:

- By June 2014, the percent of adults, youth and children who are classified as overweight or obese will reduce by 0.5%.

Focus on Wake County



- Preschool / school-age children
- 18 y.o. and older
- Adults

** Population(s) will be specified per baseline data collection*

Process of Strategic Plan:

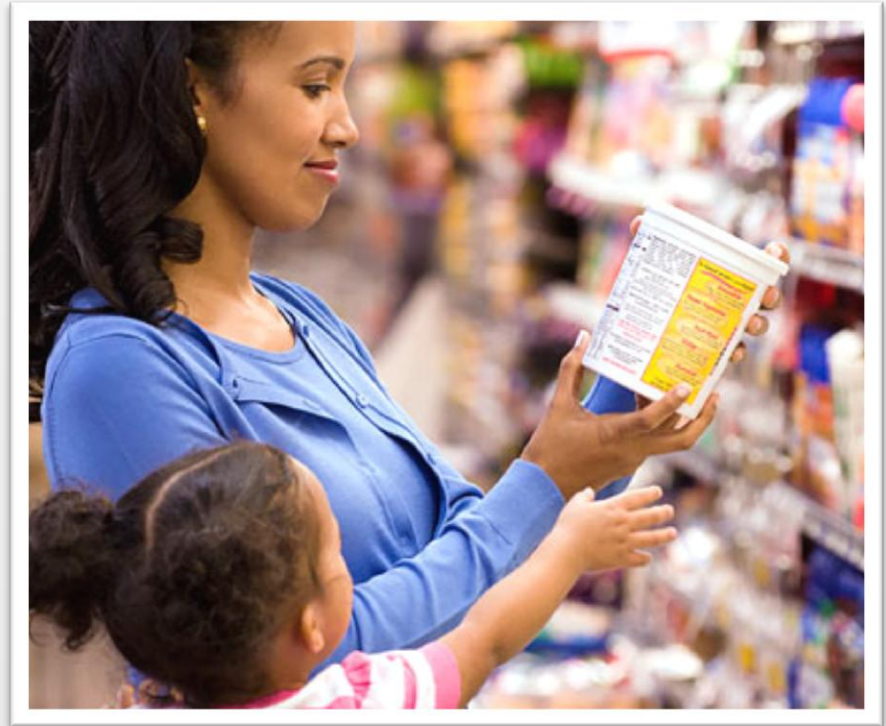


- HS Strategic Planning Group facilitated the process
- Staff from HS Divisions provided input
- Identified Critical Success Factors, Barriers, and Strategies
- *Obesity* Divisional objective was incorporated into a Departmental objective
- Develop Action Steps, per strategies

Common Themes:

A. Education

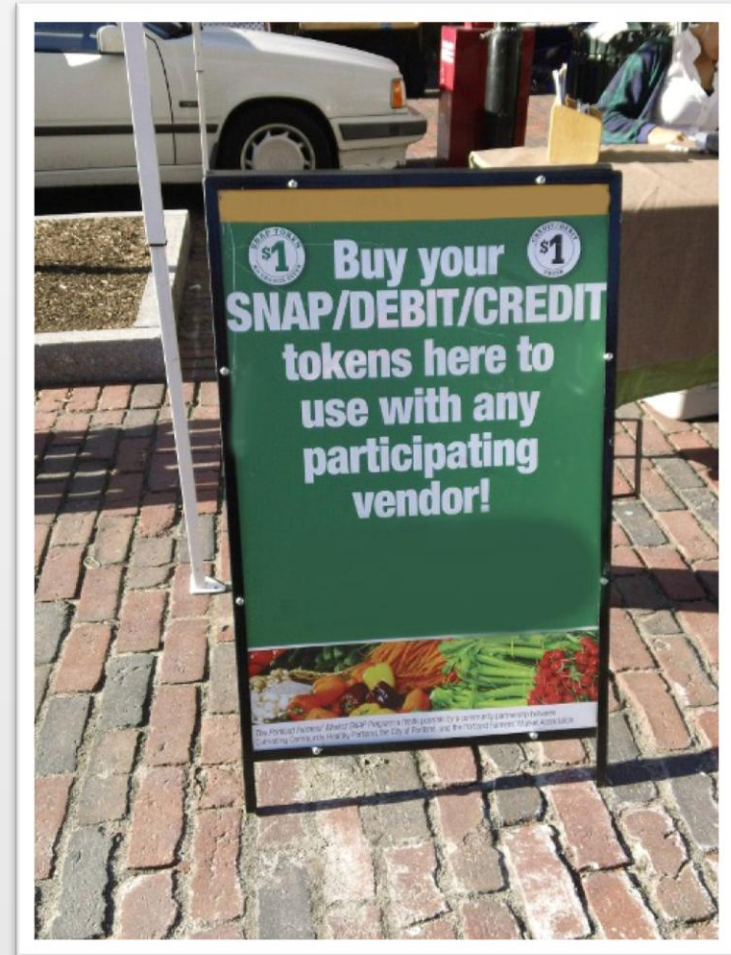
- Clients
- Stakeholders & community partners
- Employees
- Wake County leadership



Common Themes:

B. Access

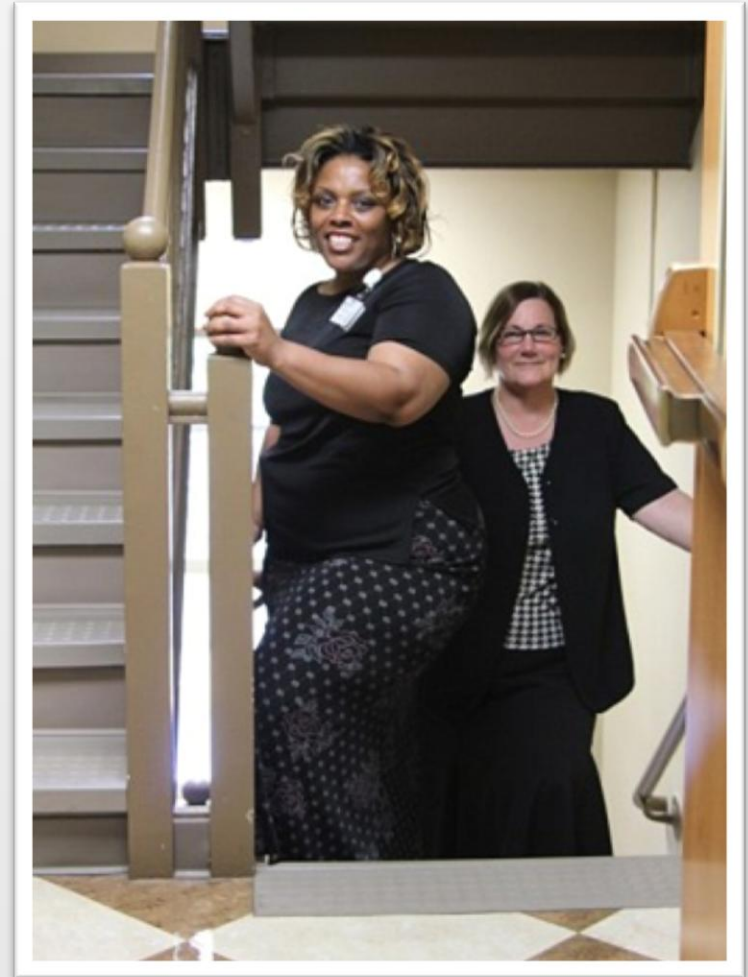
- EBT Card Holders
- Food Outlets
- Physical Activity Spaces



Common Themes:

C. Policy (physical activity, healthy eating)

- Worksite (employees)



Common Themes:

D. Data

- Clinics
- Child Welfare (foster care)
- Economic Services
- Community Organizations



Eat Smart, Move More Wake County Stakeholders

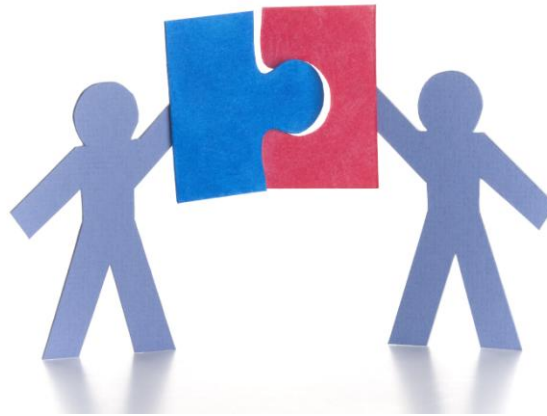


- Adopted the HS *obesity* objective goal
- Reviewed critical successes and barriers
- Reviewed NC State Plan (from eight community settings)
- Selected settings and strategies (from the NC Plan)
- Prioritized settings and strategies
- Established 2 subgroups to address strategies:
 - Local Govt. (*adopt healthier food and beverage policies and practices including offering smaller portion sizes, discouraging consumption of sugar-sweetened beverages, and restricting availability of less healthy foods in public venues*)
 - Health Care (*promote physical activity for all patients, record patients' physical activity levels, and stress the importance of constant exercise and daily physical activity*)

Next Steps...



Action Steps....Partner Roles



“Never doubt that a small group of thoughtful citizens can change the world. Indeed, it's the only thing that ever has.” Margaret Mead

THANK YOU!