Introduction

Obesity is now widely recognized as one of the most pressing public health challenges in the United States. Eat Smart, Move More NC is a statewide movement that promotes increased opportunities for healthy eating and physical activity wherever people live, learn, earn, play and pray. The Eat Smart, Move More, Weigh Less curriculum supports this movement with group education and social support.

Curriculum Development

- A multidisciplinary development team conducted training for 200 Family & Consumer Science Agents from Cooperative Extension and health department Programs in 85 of NC’s 100 counties.
- Training components: — Curriculum content, including the theory of planned behavior — The evidence for what works for weight loss — Basics in medical and surgical obesity management, as well as an overview of popular supplements — Strategies for successfully marketing and operating weight management programs
- In January 2008, classes launched in 38 counties.
- Classes were held primarily in worksites, with some held in schools, churches and other community settings.
- Average cost to participants was $20, ranging from $5 to $75.

Dissemination

- In Fall 2007, the development team conducted training for 200 Family & Consumer Science Agents from Cooperative Extension and health department Programs in 85 of NC’s 100 counties.
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Evaluation Methods

- Each participant completed anthropometric measures at the first class including: — Blood pressure — Waist circumference — Height, weight (BMI calculated)
- Each participant completed a survey during the last class to report behavior change and provide feedback on the curriculum.
- Each participant completed post-curriculum anthropometric measurements.
- Each instructor completed a survey to provide feedback on the curriculum.

Lesson 1: Setting Realistic Goals

- The role of regular physical activity in weight management
- The role of fast food in unhealthy weights and strategies for managing fast food intake

Lesson 2: Introduction

- Setting realistic goals
- The role of fast food in unhealthy weights and strategies for managing fast food intake
- Move More
- Enjoy More Vegetables
- Plan, Shop, Fix and Eat
- Eat Less Fast Food
- Move Strong
- Enjoy More Fruit
- Start Smart
- Move Forward
- Keep Your Commitment
- Eat Out Less
- Tame the Tube
- Pack Smart Lunches
- Enjoy More Whole Grains

Lessons and Key Messages

- Make your Commitment
- Weight Loss Readiness; Plan, Track & Live Mindfully
- Setting realistic goals
- The role of fast food in unhealthy weights and strategies for managing fast food intake
- Move More
- Enjoy More Vegetables
- Plan, Shop, Fix and Eat
- Eat Less Fast Food
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Results

- Overall weight loss for the cohort averaged 7 pounds (p < 0.001), representing a 3.6% decrease in body weight — mean 15.2 lbs, 1534 post
- 83.5% of participants reported BMI — mean 34.4 lbs, 111 post; n=447
- 77.4% reduced waist circumference — mean 10.4 lbs, 38.6 post; n=88
- 58.1% lowered both systolic and diastolic blood pressure — mean systolic: 128 lbs; 124 post; mean diastolic: 79 lbs; 73 post; n=299
- Most reported improving dietary habits — 86.7% report eating fewer calories, 88.1% reduced portions
- Fewer participants reported increasing physical activity beyond 30 minutes per day — 46.5 reported being active more than 30 minutes per day, while 49.5 reported adding strength training
- 91.7% of participants were more mindful of what and how much they eat.

Participant Demographics

- 921 participants from 38 NC counties
- Average age: 51 years
- 86.1% female; 13.9% male

CONCLUSIONS

- The curriculum appears to be successful in aiding modest weight loss.
- Participants were more successful at changing dietary behaviors and becoming mindful of eating behaviors; they were less successful with achieving more aggressive exercise recommendations.
- Initial feedback was very positive from both participants and instructors.
- The content can be covered in 15 classes, rather than 19, by collapsing some topics.
- This delivery model appears to meet a need in the community for low-cost weight management offered in non-health care settings.