

# HEALTHY EATING, ACTIVE PLAY



For many families in Durham, access to food for an active, healthy life is a very serious issue. **52%** of children in Durham live in low-income households. Of children in that percentage that are ages 2 - 4, **25.6%** are overweight or obese. *Shape NC: Healthy Starts for Young Children* approaches this problem through education, innovation, and support.

## Double Your Support

Each dollar you invest in this project will leverage equivalent dollars from the Corporation for National and Community Service (CNCS).\*



## CCSA & Shape NC

**Shape NC: Healthy Starts for Young Children**, an initiative of Smart Start and BCBSNC Foundation, funded by the Corporation for National and Community Service (CNCS), is a multi-year initiative created to increase the number of children starting kindergarten at a healthy weight and ready to learn. Shape NC helps communities and child care centers like the ones Child Care Services Association (CCSA) works with to develop environments, practices and policies that encourage young children to be healthy.

For three years CCSA will provide technical assistance, coaching and training to over 20 early education centers in the counties of Durham and Orange serving children birth to age 5. The project uses the combined evidence based models of [Go NAPSACC](#), [Be Active Kids](#), and [Preventing Obesity by Design](#) to improve center practices and children's attitudes towards healthy nutrition and physical activity. An external firm will evaluate the program's effectiveness and will measure outcomes at the center—and child-levels after participation for 1, 2, and 3 years. Through Shape NC, CCSA will make a positive impact on children's health and will influence practices in early education as the results of the study are disseminated more broadly.

# Shape NC brings together three major statewide programs:



Be Active Kids®—an innovative, interactive health program for children ages birth to five that is available to adults working in child care centers, child care homes, and schools across North Carolina.

[www.beactivekids.org](http://www.beactivekids.org)



Go NAP SACC works with child care programs to set young children on a lifelong path to healthy eating and activity.

[www.gonapsacc.org](http://www.gonapsacc.org)



Preventing Obesity by Design—an on-going comprehensive, health promotion design intervention focused on the outdoor environments of child care centers.

[www.naturalearning.org/pod](http://www.naturalearning.org/pod)



This innovative project targets child care centers serving a high proportion of children from low income families focusing on children's health and well being in the counties of Durham and Orange. The Corporation for National and Community Service grant requires communities to support the work through a direct cash match of awards.

## How You Can Participate:

Contribute at [www.childcareservices.org](http://www.childcareservices.org) or send contributions to: **Child Care Services Association, PO Box 901, Chapel Hill, NC 27514.**

*\* Your investment will be matched with equivalent dollars from the Corporation for National and Community Service up to \$400,000. Helping children learn early on how to live a healthy life will lessen the risk of health issues later and prevent chronic illness.*

For more information, please contact Linda Chappel  
[lindac@childcareservices.org](mailto:lindac@childcareservices.org) • 919-403-6950  
Child Care Services Association • PO Box 901 • Chapel Hill, NC 27514



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