

Blue Cross and Blue Shield of North Carolina Foundation Fit Together Grant Awards

The Blue Cross and Blue Shield of North Carolina Foundation's Fit Together grant program was created to provide funding and technical assistance to communities that seek to improve community health. The grant program supports nonprofit organizations and government agencies that form innovative partnerships to improve access and remove barriers to physical activity in rural counties. Projects will utilize a comprehensive approach developed by Active Living by Design (www.activelivingbydesign.org), a national program of the Robert Wood Johnson Foundation. Each grant recipient will receive a three-year grant of up to \$40,000 per year.

Fit Families of Chatham, *Chatham County*

This Fit Together project will maximize the potential of the new Southwest Park in Chatham County, recruiting nearby families and workplaces for physical activity programs centered at the park. Participants will learn how to incorporate physical activity into their everyday life, and local employers will be recruited to develop policies encouraging workers to use the park.

Gateway to Healthy Living, *Camden County*

A limited tax base and moratorium on new construction have resulted in limited facilities and programs for physical activity in Camden County. This project will increase opportunities for physical activity through a new park in the center of the county. Project efforts will initially target county and school employees, then expand to other community members such as students and local businesses.

Walking to Jerusalem Faith Based Walking Program, *Jackson County*

Nine churches in Jackson County have joined together to increase routine physical activity amongst their church members. Through a faith-based walking program, church and community members will walk the distance from Sylva to Jerusalem (an equivalent of 6,313 miles) and assist in implementing policies to encourage physical activity and walking. This and other physical activity programs will encourage use of physical facilities in the community such as the walking trail, two parks and a church gym.

Students Lead the Way to "Fit Together Move More Communities," *East Carolina University*

In two underserved towns in Pitt County, mentors will serve as positive role models and engage middle school children in routine activity through the Students Lead the Way to "Fit Together Move More Communities" project. Opportunities for students to be physically active will be provided through programs such as the GO FIT! after school program, and school running and walking clubs. Students' families and school staff will also have opportunities to participate in wellness programs.

Walk Walnut Cove, *Healthy Carolinians of Stokes*

A walkable community in the London neighborhood of Stokes County is the vision of the Walk Walnut Cove Fit Together project. The goal of the project is to make active living accessible to residents of all ages through building safe, well-lit sidewalks in key connection areas of the neighborhood and utilizing complimentary promotion, programs and policy strategies.