



## The Fit Community Designees

**Asheville:** Over the past 10 years, Asheville agencies and organizations have developed the foundations needed to establish the city as a showcase for active living, concentrating largely on promoting pedestrian activity as a viable alternative to automobile use. The Healthy Buncombe Physical Activity and Nutrition Coalition is extremely active, and works with individuals, schools and families to promote healthy living throughout the county.

Promotion and awareness efforts include an exhaustive newspaper listing of outdoor physical activity opportunities including parks and recreation programs, hiking, biking and watersport events, and regional parks and facilities for outdoor recreation. Awareness of the benefits of walking, biking and alternative transportation is promoted with the annual Strive Not to Drive event. In addition, a collaborative effort is looking at effective strategies to promote physical activity among residents to promote the state's Eat Smart Move More initiative.

**Chapel Hill:** Access to physical activity is the hallmark of any healthy community, and Chapel Hill is working to give its citizens every opportunity to be active. The town, in partnership with GO Chapel Hill, Active Living by Design, Chapel Hill-Carrboro City Schools and some of the largest employers in the area, is working toward promoting physical fitness by making opportunities for physical activity more accessible.

Additionally, health and healthcare are centerpieces of the municipality's economy so Chapel Hill and its many residents are health-conscious and proactive regarding healthy eating issues. The Chapel-Hill Carrboro City School District offers only the most healthy and nutritious foods in its schools; and, throughout the community, the Winner's Circle program has made a strong impact in the public's recognition of healthy choices.

**Durham:** Durham is known as the "City of Medicine," and strives to foster a healthy, active community for all citizens to enjoy by encouraging healthy behavior. Cyclists, hikers and joggers enjoy a number of clubs and events, and the city's Department of Parks and Recreation offers a wide variety of facilities and programming to keep children and adults trained and entertained throughout the year.

The city's strategy for healthy eating begins by instilling positive dietary habits during the early developmental stages of life, and uses programs in the public school system to promote healthy eating. This strategy extends through the age-demographic spectrum by providing outreach to the elderly and low-income citizens through programs like Winner's Circle and DINE for LIFE (Durham's Innovative Nutrition Education for Lasting Improvements in Fitness and Eating).



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**Greensboro:** The City of Greensboro's Parks & Recreation Department offers literally hundreds of programs for physical activity from volleyball, swimming and roller hockey to martial arts, dance and fencing. These programs are offered at very little cost to the public. Moreover, at least 50 percent of all homes within Greensboro are located less than a quarter mile from a public park or multi-use recreational facility.

Walking and bicycling are valued modes of transportation in Greensboro. The city currently has 89 miles of new sidewalks in the design planning stage, over 80 miles of trails already constructed, with 20 additional miles being planned for implementation over the next six years.

**Cramerton:** The Cramerton Parks and Recreation Department in conjunction with its local advisory board are always seeking new and innovative opportunities for its citizens. The department offers a wide range of activities to all citizens, churches and businesses in the area.

Activities include sports programs like basketball, soccer and baseball for youth, flag football, basketball and softball leagues for adults, and walking classes and fitness centers for seniors.

**Oak Island:** The Town of Oak Island has several community initiatives that have been fundamental in putting physical activity and healthy eating within reach of its citizens. It offers a myriad of diversified physical activities that appeal to citizens of each age group. There are fitness classes for seniors and adults, sports and fitness activities for children and teens, programs for individuals with disabilities, and special provisions for individuals with low incomes.

Wellness groups, healthy eating plans and weight management are examples of programs offered not only to school children, but to employers and community members alike.

**Mount Airy:** The City of Mount Airy invests in excess of one million dollars in recreation and parks annually. It maintains a 90,000 square foot indoor community facility, two public park sites and a nearly two-and-half mile greenway system. In the last few years, the city has developed and approved a Sidewalk Master Plan, and completed a Downtown/Market Street Study and Comprehensive Recreation Master Plan. In the last year, it has successfully been awarded more than two million dollars for rebuilding a dam/reservoir and restoring the beautiful Ararat River.

Currently, the community supports various programs such as the "Step-Up Mount Airy" Downtown Walking Initiative, Cooperative Extension Healthy Cooking Classes, Cooperative Extension Healthy Snacks for Kids demonstrations, Mount Airy City Schools Summer Feeding Program, annual 5K on the Greenway, Tour Des Gaps bicycle



ride, weekly sports articles devoted to local physical activities and the administration of all City Youth/Adult Leagues.

**Wilmington:** As an oceanside community in a temperate climate, outdoor living is an important part of Wilmington's identity. Under the leadership of Cape Fear Healthy Carolinians, the community has embarked on a variety of health initiatives promoting increased activity and healthier eating. A coalition representing the private, governmental, non-profit and business sectors has been hard at work to establish a coordinated approach to addressing the community's eating and exercise behaviors.

**Pitt County:** The climate in Pitt County is extremely conducive for supporting environmental and policy changes that encourage healthy eating initiatives. Community partnerships such as the local Healthy Carolinians Task Force and Pitt Partners for Health (PPH) have laid the ground work for identification of the health needs of Pitt County residents. Through community assessment, nutrition and physical activity have been identified as a priority area in Pitt County.

The Nutrition and Physical Activity Partners subcommittee of PPH was created to work on local initiatives that support the Healthy People 2010 objectives. The wide-reaching impact of these initiatives stems from the subcommittee's diverse representation of community agencies and organizations such as the health department, hospital, university, schools and wellness center.