

Healthy North Carolina 2020

EVIDENCE BASED STRATEGIES

FOCUS AREA	Physical Activity & Nutrition
OBJECTIVE	3. Increase the percentage of adults who report they consume fruits and vegetables five or more times per day.

EBS PROGRAM DESCRIPTION	Increase access to healthy food choices at convenience and other small retail stores. May also impact objectives 1.1 and crosscutting 4.
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EBS LEVEL <i>CDC Ranking</i>	P = Promising
REFERENCE/CITATION <i>Data Supporting Level/Ranking</i>	CDC Guide to Strategies to Increase the Consumption of Fruits & Vegetables

PROGRAM ATTRIBUTES	
Influence Level	Multilevel
Target Population	Rural, minority, and low-income neighborhoods
Intervention Setting	Convenience/corner stores/dollar stores (<10,000SF)
Key Measures	Increase number of small retail venues (corner/convenience stores) that sell healthier food options in underserved areas
Cost	Moderate to High
Time to Implement	<u>Organization -- 6-18 months</u> <u>Patient/Client--NA</u>
Difficulty to Implement <i>Resource Intensity</i>	Moderate to High
ROI <i>if known</i>	

PROGRAM CONTACT INFORMATION	
Organization	Community Transformation Grant Project
Contact Person	Karen Stanley, CTG Healthy Eating Coordinator
Email / Telephone	Karen.Klein.Stanley@dhhs.nc.gov 919-707-5230
Web Site	

CURRENT NC-DPH SUPPORT	
T.A. – Yes/No	Yes
Specific group?	Specific group: Mostly targeted to local health departments
Other limitations?	Funding expires in 2016
T.A. Contact	Karen.Klein.Stanley@dhhs.nc.gov 919-707-5230
Funding – Yes/No	Yes
Specific group?	Local health departments receiving CTG Project funds
Other limitations?	Funding expires in 2016
Funding Contact	Sharon Boss Nelson, CTG Project Manager sharon.boss.nelson@dhhs.nc.gov

EBS PROGRAM IMPLEMENTED BY / NC EXAMPLES	
#1 – Organization Name / Contact Information	Pitt County Health Department Diana Vetter Craft diana.vetter-craft@pittcountync.gov
#2 – Organization Name / Contact Information	Davidson County Health Department Jen Hames Jen.Hames@DavidsonCountyNC.gov
#3 – Organization Name / Contact Information	Travis Greer Robeson County Health Department 704.880.4933 travis.greer@hth.co.robeson.nc.us

OTHER COMMENTS / NOTES

Policy and infrastructure supports that help stores sell more healthy foods and provide an opportunity to increase access to and availability of fruits and vegetables.

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EVIDENCE BASED STRATEGIES

FOCUS AREA	Physical Activity & Nutrition
OBJECTIVE	3. Increase the percentage of adults who report they consume fruits and vegetables five or more times per day

EBS PROGRAM DESCRIPTION	Increase access to and use of community gardens. May also impact objectives 1.1 and crosscutting 4.
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EBS LEVEL <i>CDC Ranking</i>	P = Promising
REFERENCE/CITATION <i>Data Supporting Level/Ranking</i>	CDC Guide to Strategies to Increase the Consumption of Fruits & Vegetables

PROGRAM ATTRIBUTES	
Influence Level	Community
Target Population	Multiple depending on the setting
Intervention Setting	Community
Key Measures	Increase the quantity of community gardens in NC Increase the quality of community gardens in NC Increase the sustainability of community gardens in NC
Cost	Low to Moderate Cost
Time to Implement	<u>Organization --1-2 years</u> <u>Patient/Client 4-8 hours per month</u>
Difficulty to Implement <i>Resource Intensity</i>	Moderate
ROI <i>if known</i>	

PROGRAM CONTACT INFORMATION	
Organization	North Carolina Community Garden Partners (NCCGP)
Contact Person	NC Community Garden Partners Coordinator—Lisa (Poser) Valdivia
Email / Telephone	eaposer@ncat.edu ; 336.285.4622
Web Site	NCCGP.org

CURRENT NC-DPH SUPPORT	
T.A. – Yes/No Specific group? Other limitations?	TA: Yes Specific group: No
T.A. Contact	Diane Beth diane.beth@dhhs.nc.gov
Funding – Yes/No Specific group? Other limitations?	No, unless chosen by local health departments who receive funding from DPH and work community gardens into their work.
Funding Contact	No one DPH person would be responsible for this since funding could come from multiple funding sources and Branches

EBS PROGRAM IMPLEMENTED BY / NC EXAMPLES	
#1 – Organization Name / Contact Information	http://www.nccgp.org/garden_directory As of August 2013, 43 gardens were listed on the NCCGP website
#2 – Organization Name / Contact Information	
#3 – Organization Name / Contact Information	

OTHER COMMENTS / NOTES

Community gardens can be managed by neighborhood, community-based organizations, government agencies, or coalitions.

Widespread, more than 60 counties; majority working on health disparities

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EVIDENCE BASED STRATEGIES

FOCUS AREA	Physical Activity & Nutrition
OBJECTIVE	3. Increase the percentage of adults who report they consume fruits and vegetables five or more times per day

EBS PROGRAM DESCRIPTION	Increase access to Farmers' Markets
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EBS LEVEL <i>CDC Ranking</i>	P = Promising
REFERENCE/CITATION <i>Data Supporting Level/Ranking</i>	CDC Guide to Strategies to Increase the Consumption of Fruits & Vegetables

PROGRAM ATTRIBUTES	
Influence Level	Multi-level
Target Population	Low-income and rural populations
Intervention Setting	Community settings which include health clinics, worksites, and on public grounds.
Key Measures	Increase the number of enhanced farmers markets (enhancements include structural improvements, increasing transportation options, SNAP-EBT access and land use protections)
Cost	Low to Moderate
Time to Implement	<u>Organization—1-2 years to begin a new farmers market; 3-12 months to enhance an existing market depending on the enhancement chosen.</u> <u>Patient/Client</u>
Difficulty to Implement <i>Resource Intensity</i>	Low to Moderate
ROI <i>if known</i>	

PROGRAM CONTACT INFORMATION	
Organization	NC Division of Public Health, Chronic Disease and Injury Section, Community & Clinical Connections for Prevention & Health Branch
Contact Person	Diane Beth
Email / Telephone	diane.beth@dhhs.nc.gov ; 919-707-5221
Web Site	

CURRENT NC-DPH SUPPORT	
T.A. – Yes/No	Yes
Specific group?	Specific group: Mostly targeted to local health departments
Other limitations?	Funding for local health departments expires in 2016; state level funding would end in 2018
T.A. Contact	diane.beth@dhhs.nc.gov ; 919-707-5221
Funding – Yes/No	Yes
Specific group?	Local health departments receiving CTG Project funds
Other limitations?	Funding expires in 2016
Funding Contact	Cathy.thomas@dhhs.nc.gov ;

EBS PROGRAM IMPLEMENTED BY / NC EXAMPLES	
#1 – Organization Name / Contact Information	Wes Gray Albemarle Regional Health Services Wes.gray@arhs-nc.org ; 252.794.6213
#2 – Organization Name / Contact Information	Leah Ferguson Buncombe County Health Department ctcbuncombe@gmail.com ; 828.275.2289
#3 – Organization Name / Contact Information	Annie Martinie Alamance County Health Department anmartinie@gmail.com ; 336.229.3826

OTHER COMMENTS / NOTES
<p>Populations that have previously lacked access to fresh produce may need education on how to use and store these items.</p> <p>Widespread, more than 60 counties; majority working on health disparities</p> <p>Providing access to farmers markets in partnership with the CTG program is a proposed strategy in the competitive portion the new grant, <i>State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health CDC-RFA-DP13-1305</i>. This grant consolidates the efforts and funding of the Diabetes Prevention and Control, Heart Disease and Stroke Prevention, School Health, and Physical Activity and Nutrition Branches. The capacity of this new branch, Community & Clinical Connections for Prevention & Health, to implement this strategy will be determined by the award amount announced in June 2013.</p>