



Communities Transforming
For a healthier North Carolina

North Carolina Community Transformation Grant Project



Tobacco Free Living **Active Living** **Healthy Eating** **Clinical Preventive Services**

Eat Smart Move More Leadership Team

3.11.14



- Increase the number of smoke-free government buildings and indoor public places.
- Increase the number of tobacco-free government grounds, including parks and recreational areas.
- Increase the number of smoke-free multi-unit housing, including public, affordable, and market-rate housing.
- Increase the number of 100% tobacco-free community colleges campuses and state and private university/college campuses.

- Increase the number of new or revised comprehensive plans that include health considerations.
- Increase the number of organizations that allow access to physical activity facilities.



Healthy Eating

- Increase the number of small food retail stores offering and promoting healthier food and beverage options.
- Increase the number of new or enhanced farmers markets, mobile markets, farm stands and community supported agriculture programs.

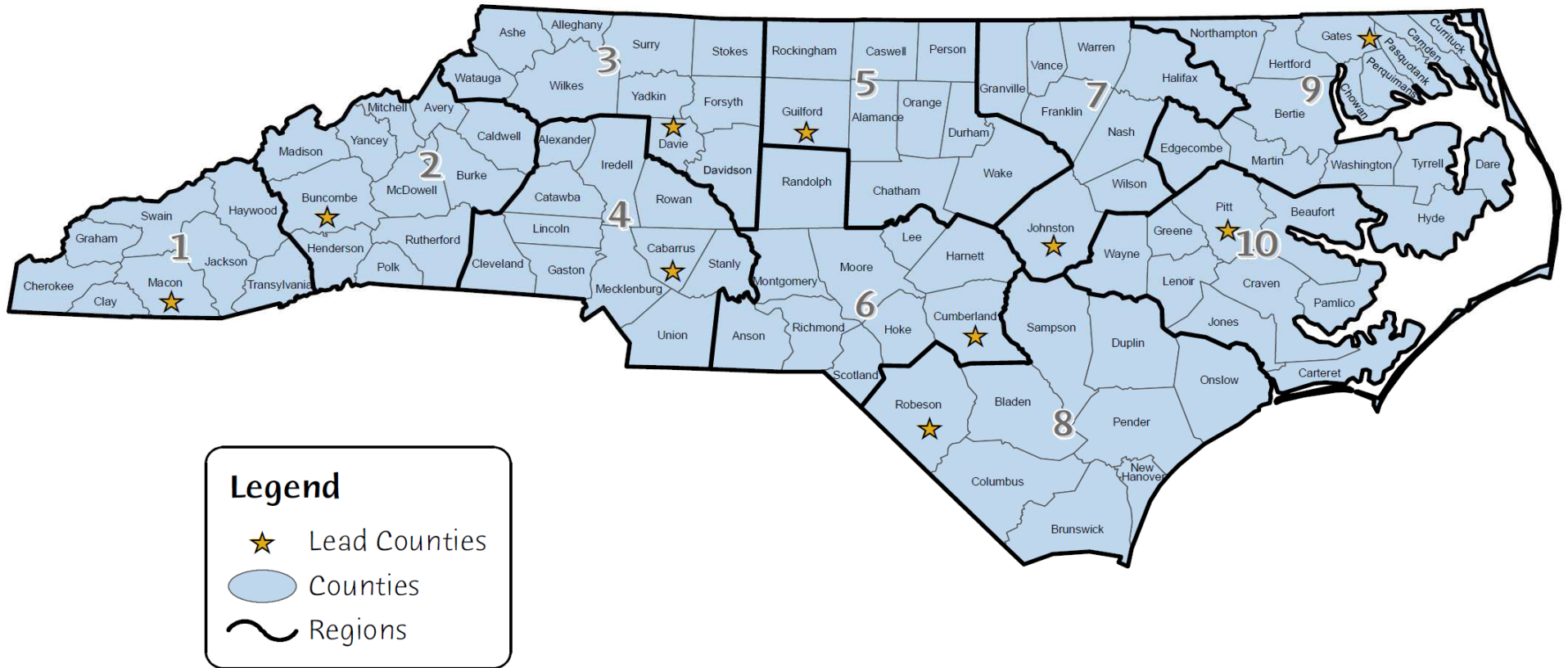


Clinical Preventive Services



- Increase the number of healthcare providers who implement Quality Improvement (QI) systems for the clinical practice management of high blood pressure and high cholesterol.
- Increase the number of healthcare providers that implement QI systems for tobacco use screening, referral and treatment.
- Improve systems for referrals of patients with high blood pressure, high cholesterol and tobacco use to existing community prevention and self-management programs, services and resources.

Community Transformation Collaboratives



Increase the number of small retail stores that offer and promote healthier food and beverage options

- NC is focused on stores $\leq 10,000$ square feet (includes Dollar Stores) that are located in food desert areas.
- Small food retail stores near middle and high schools are a priority.
- Six of ten CTG Project regions focused on this strategy in 13/14.



*Westside Market & Grille –
Lincoln Co. (Before)*



*Westside Market & Grille –
Lincoln Co. (After)*

Healthy Small Food Retail Store Requirements



- Follow program guidelines based on model healthy corner store initiatives
- Choose items from product menu based on WIC food package:
 - fresh, canned, frozen or dried fruits and vegetables;
 - low-fat or fat free dairy products;
 - 100% whole grain or whole wheat products;
 - lean cuts of meat, poultry, fish, eggs, dried beans, peas and soybean products'
 - beverages such as water and 100% fruit or vegetable juice
- Include promotion and placement strategies

Key Activities



- Developed Healthy Small Retail Store Guidelines and product menu
- Hosted a visit from The Food Trust
- Provided a Healthy Corner Store workshop



Photo courtesy of
CTG Region 4

Increase the number of new or enhanced farmers markets mobile markets, farm stands and community supported agriculture programs

- Farmers' Market enhancements:
 - structural improvements,
 - increased transportation options to the market,
 - securing land use protections in support farmers markets; and
 - implementation of SNAP/EBT programs
- Nutrition education and promotion are required components.
- All 10 CTG Project Regions implementing strategy in 13/14



Key Activities

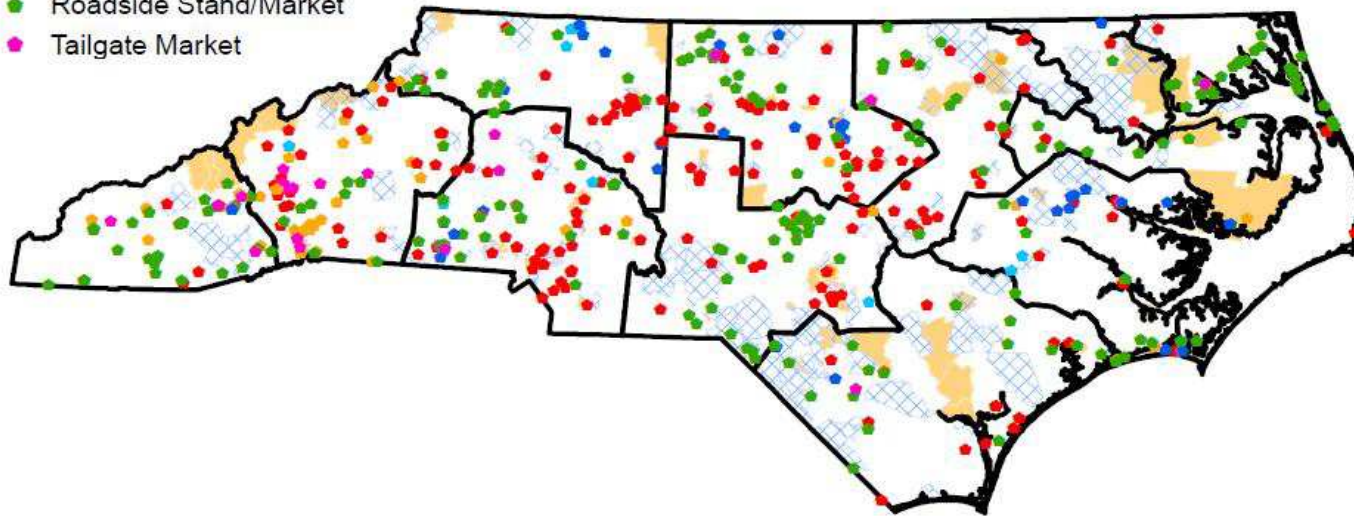


- Provided training:
 - USDA Equipment Grant --funding for wireless Point of Sale terminals and related wireless fees to farmers' markets.
 - Assessing Farmers' Market Readiness for SNAP EBT and Other Card Service Programs
 - SNAP/EBT in NC Farmers' Markets Workshops
 - Working with The Food Trust on completion of the *Encouraging SNAP Participation at Farmers Markets* toolkit
- Completed 2012 and 2013 NC Fruit and Vegetable Outlet Inventory; 2014 rollout coming soon

2012 NC Fruit and Vegetable Outlet Inventory

Fruit and Vegetable Outlets North Carolina Community Transformation Grant Project

-  Food desert
-  At least 25% of population in poverty
- Outlet Category**
-  Farm Stand/Store
-  Farmers' Market
-  Other
-  Produce Market
-  Roadside Stand/Market
-  Tailgate Market



Food desert data source: USDA ERS Food Desert Locator Map
Poverty data source: US Census, American Community Survey 5
Year Estimates, 2006-2010 Poverty status for the last 12 months

Regional Accomplishments



- 12 small food retail stores offer and promote healthy food and beverage options
- 31 new farmers markets were created
- 72 farmers markets were enhanced



CDC Progress Report Sept. 2013