



## Newsletter from Eat Smart, Move More North Carolina

### Message from the Chair

On May 25, our Partner meeting featured speakers from North Carolina Alliance for Health, NC Child, and the Justus Warren Heart Disease and Stroke Prevention Task Force, who shared the work that they do to promote and advocate for health and wellness through policy change. Each speaker reminded us of the importance of bringing local voices forward so support for local and statewide initiatives can be shared with decision makers to improve the lives of North Carolinians. To view the recording, click [here](#).



Building supports in a community through policy, systems, and environmental (PSE) change initiatives provides the multi-level approach that ensures that goals in behaviors and practice are achievable for clients and program participants. Eat Smart Move More North Carolina has tools that you can use every day to achieve these goals.

We encourage you to revisit the [Plan to Address Overweight and Obesity](#) that is the foundation of Eat Smart Move More NC. The Plan focuses on strategies in a variety of to support [core behaviors](#) within those sectors. Share these strategies with your stakeholders as opportunities for policy changes that can be implemented, or as a springboard for more ideas.

If you work in **childcare**, [click here](#) to see a list of strategies like implementing and maintaining breastfeeding-friendly child care initiatives.

If you work in **schools**, [click here](#) to see a list of strategies like implementing policies and practices to promote joint use and community use of school facilities or limiting advertisements for less healthy foods and beverages.

If you work for a **community organization**, [click here](#) to see a list of strategies like allowing community members to use facilities (e.g., outdoor space, meeting rooms, playgrounds) for physical activity.

If you are a champion for making **your own worksite** a healthier place, [click here](#) to see strategies like encouraging opportunities in the workplace for activity breaks and walking meetings or providing all lactating employees breaks to express milk or nurse their children.

If you work in **local or state government**, [click here](#) to see a list of strategies, like improving access to fruits and vegetables through farmers' markets or maintaining parks and playgrounds that are safe and attractive.

ESMMNC provides a wonderful opportunity to build partnerships within your community by networking with others who are working towards similar goals. At our next gathering on September 20, from 10:00 am – 11:00 am you will have the opportunity to build those networks and find partners for collaboration. We hope you will join us!

Jayne McBurney  
Chair, ESMMNC

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## Welcome to New Partners

From January 2022 - April 2022, we welcomed nine new partners to the Eat Smart, Move More NC movement! New partners join the movement simply by completing the [Partner Information Form](#) on the Eat Smart, Move More NC website. We are always excited to welcome new partners, so please help us spread the word. Many thanks to our new partners for providing the information below when they completed the Partner Information Form earlier this year.

Melissa Haynes is a health educator with the Wilson County Health Department. As a health educator, Melissa is out in the community talking about all things health and wellness.

Agawanda Hickman is in Mint Hill (Mecklenburg County) and is the owner of Reduce U, PLLC. As a medical consultant/Advanced Practice Nurse, Agawanda frequently provides education on the risks of overweight, obesity and morbid obesity as well as strategies to change behavior.

Rosaana Hudson is a community healthcare worker with Novant Health in Charlotte (Mecklenburg County). Rosaana works with the community to help them advocate for themselves to be and stay healthy.

Treva Johnson is a Coordinated School Health Specialist with Charlotte Mecklenburg Schools (CMS). Treva collaborates, coordinates, and is a liaison with multiple CMS departments, school-

based staff, community organizations, service providers and the Mecklenburg County Health Department to support district-wide initiatives and ongoing activities that involve school health and related areas.

Lorraine Kimble is in Raleigh (Wake County). She is a Master Health Education Specialist and is also the author of the book *The Heart Health Guide for Women*.

Tiffany Reuss is a Dietetic Intern in New Bern (Craven County). As an intern and future Registered Dietitian, Tiffany communicates messages of healthy eating, exercise, and mental health/positive body image into any appropriate interactions and through social media accounts as well.

Cynthia Rivenbark is an Expanded Food and Nutrition Education Program (EFNEP) Nutrition Educator with NC Cooperative Extension in Burgaw (Pender County). Cynthia teaches youth and families the importance of eating and staying healthy through diet and exercise.

Bonnie Sanchez is a Registered Dietitian in the Wilmington area (New Hanover County) with An Apple A Day, LLC. Bonnie is working with a rural family practice to begin a diabetes prevention program and help with a weight loss program.

Karin Szymanski is in Fuquay Varina (Wake County) and is the NC Engagement Manager for Benefits Data Trust (BDT). BDT links people to services, ensuring that they are connected to the benefits for which they are eligible. In NC, BDT works as a SNAP Outreach Partner and also works with NCCARE360 and Unite Us.

Submitted by Jenni Albright

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## Fuquay-Varina Growers Market

In 2020, the Poe Center for Health Education contacted the Fuquay-Varina Chamber of Commerce to learn more about the local grower's market, and why it had closed its doors in 2018. After learning more about the [market's history](#), and establishing an interest in the area for its reopening, a team from the Poe Center collaborated with the Chamber to help get the Growers Market back up and running. Partners rallied behind the market to provide sponsorships, and vendors signed up to kick off the 2021 season and make it a success. Throughout the return season, the Poe Center hosted a booth providing nutrition education, activities, and food samples, while Poe staff worked behind the scenes to allow the market to provide SNAP/EBT and WIC/Senior FMNP benefits to customers. The next step was to find ways to support the market with a focus on sustainability and strengthening a community network.

The initial steps toward sustainability included securing ongoing funding for the Growers Market through grants and sponsorships and hiring a full-time market manager. While planning for the 2022 market season, a team comprised of Poe staff, the market manager, and a handful of college interns were able to secure resources to enhance the mission of the market, which is "to provide

healthy eating and active living opportunities and connections between local farmers and community members, and to provide a convenient and affordable resource for local foods”. New programs have been put into place, including doubling SNAP/EBT and FMNP benefits, buybacks from farmers, produce donations to four local food security sites, bilingual communication material, stipends for BIPOC, women or Wake County vendors, weekly live music, kid’s activities, and increased promotion through social media. Wake County has been instrumental in supporting the market and making these programs possible.

Through these outreach and sustainability efforts, the Growers Market has seen expansion through vendor and customer count, the latter of which has quadrupled since the previous season. This has brought increased foot traffic to local businesses in downtown Fuquay and got the attention of several return customers, including the town mayor. The market has seen an outpouring of support from the community. The town of Fuquay-Varina provided street banners and permanent signage on the Chamber of Commerce building, where the market is held Saturdays, from mid-April to mid-September.

The Poe Center continues to support the market through a monthly nutrition education booth, a [web-based](#), and community building. The Growers Market has always been built for the community, by the community. Through incredible partnerships, the willingness of local volunteers to assist with setup and operations, and a continued focus on sustainability, the market will continue to Grow for many years to come.



Pipas Farm



Ogburn Berries & Produce

Submitted by Rachel Pittman

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## Infant Formula Shortage

Effective June 6, 2022, NC WIC is making even more formula brands and types available to WIC families that can be purchased at the store when approved Gerber products are not readily available. These changes will help families buy the formula that is available in stores throughout the shortage. For more information, click [here](#).

Submitted by Catherine Hill

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