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# CUMBERLAND COUNTY HEALTHIEST CITIES AND COUNTIES CHALLENGE MEETING

SEPTEMBER 16, 2020 | 11 AM EST

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# HOUSEKEEPING

- Welcome! Please mute your audio!
- Please do not join with more than one audio in the same space or it will create an echo.
- If you are using the call-in number and joining by computer, please mute the computer audio.
- Please use raise your virtual hand
- The presentation will be recorded and shared out after the meeting

# AGENDA

- Introduction
- Brief Overview of Grant Strategies
- Mission and Vision Development
- Food System Assessment Action Plan
- Next Steps and Opportunities

# INTRODUCTIONS

- Share your name, organization/neighborhood, and one word describe effective community engagement

# ICEBREAKER: RAISE YOUR VIRTUAL HAND...IF YOU'RE SURE!

I am ready for fall.

I am an introvert.

I am a Cumberland County native.

I could *totally* be a Jeopardy champion.

I speak more than one language.

I am a cool grandparent.

I am a Service member, Retiree or Veteran.

I have visited the local botanical gardens.

I am aware of local food access issues.

**I AM READY FOR FRIDAY!**

# OVERARCHING AIMS + GOALS

## **HCCC GRANT AIMS**

- Advance health equity
- Improve access to foods that support healthy eating patterns

## **CUMBERLAND COUNTY-FORT BRAGG GRANT GOALS**

- By April 2021, establish a joint Cumberland County-Fort Bragg Food Policy Council
- By April 2021, complete a resident-led food system assessment that includes at least three policy recommendations
- By April 2022, implement at least two policy, system or environmental priorities as identified by our local food policy council

# HEALTH EQUITY DEFINITIONS

- "Health equity" or "equity in health" implies that ideally **everyone should have a fair opportunity** to attain their full health potential and that no one should be disadvantaged from achieving this potential. (WHO)
- Health equity is achieved when **every person has the opportunity** to "attain his or her full health potential" and no one is "disadvantaged from achieving this potential because of social position or other socially determined circumstances." (CDC)
- By health equity, we mean **everyone has the opportunity to attain their highest level of health.** (APHA)
- Health equity means **increasing opportunities for everyone to live the healthiest life possible,** no matter who we are, where we live, or how much money we make. (RWJF)

# HCCC VISION AND MISSION STATEMENTS

- Describe **purpose of your Challenge team**
- Capture **desired future for your community**
- Share additional information that clarifies your team's core values and goals, such as a model or theory of change (optional)

# VISION DEVELOPMENT: OUR ENVISIONED FUTURE

## ■ WHAT DOES A HEALTHIER CUMBERLAND COUNTY / FORT BRAGG LOOK LIKE TO YOU?

### ■ VISION STATEMENTS:

- express ideal conditions for our community and a preferred future
- are broad, hopeful and inspiring
- are concise; easy to state

### Examples:

Healthy Vermonters living in healthy communities  
(Vermont Department of Public Health)

A world without breast cancer  
(Susan G. Komen Breast Cancer Foundation)

A world without Alzheimer's  
(Alzheimer's Association)

Inspiring all people to connect with and protect  
America's national parks (National Park Foundation)

# MISSION DEVELOPMENT: OUR COLLECTIVE ACTION

- **WHAT WILL WE DO TO MOVE TOWARD OUR ENVISIONED FUTURE?**

- **MISSION STATEMENTS:**

- are action-oriented; inspire action
- communicate what will be done and why (purpose; problem to address)
- focus on achievable outcomes
- are high-level and brief; no more than 1-2 sentences typically

## Examples:

Save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer (Susan G. Komen Breast Cancer Foundation)

To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health (Alzheimer's Association)

As the official nonprofit partner of the National Park Service, the National Park Foundation generates private support and builds strategic partnerships to protect and enhance America's national parks for present and future generations (National Park Foundation)

# WHAT WE HAVE PROPOSED

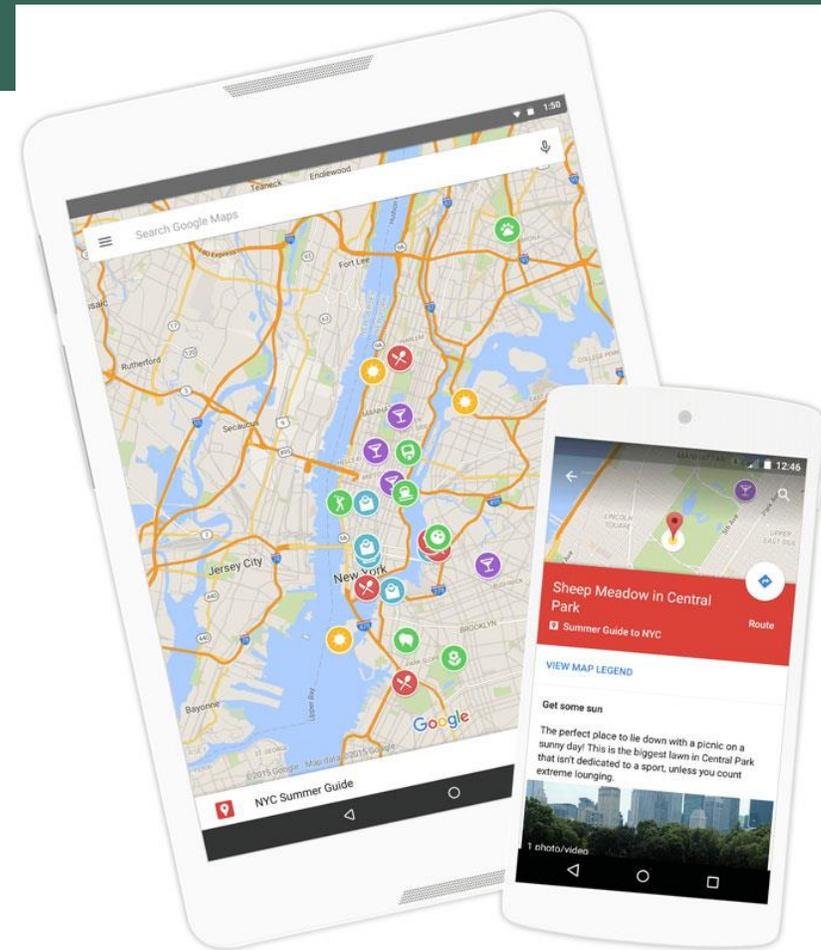
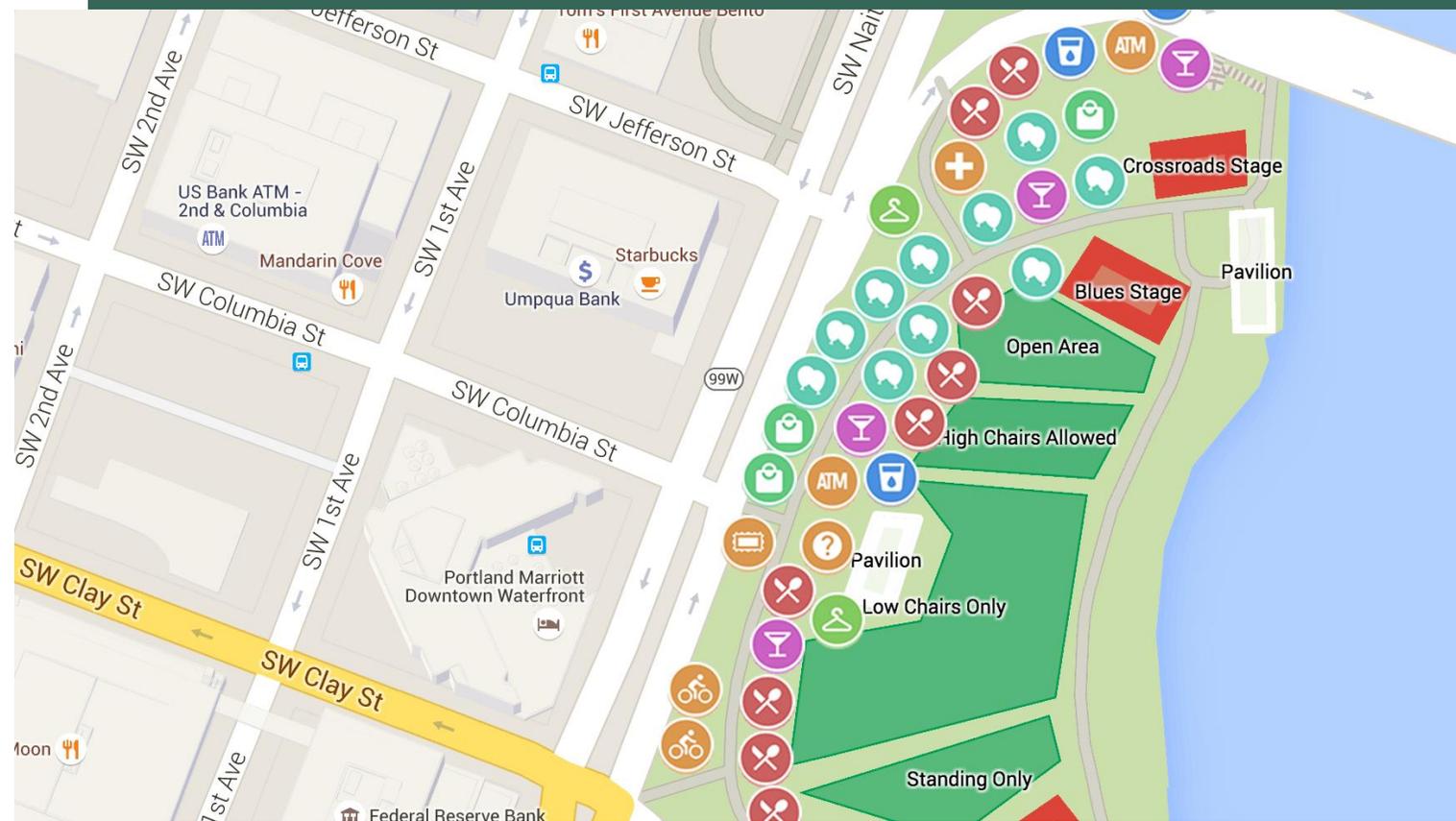
- Our approach will build the capacity of community members by training them in food environment assessment techniques that can be used beyond the scope of this project.
- Our team will work with residents to compile secondary data and collect primary data as part of a Comprehensive Food System Assessment for CC/Ft. Bragg.
- Collecting data across five dimensions of access (accessibility, availability, affordability, acceptability, accommodation).
- Utilizing GIS technology to map the food environment using existing and derived data.
  - This data will include: Reference USA Business Database, US Census Data, USDA Food desert designation map files, CDC's modified Retail Food Environment Index, location of Fruit and Vegetable Market locations.

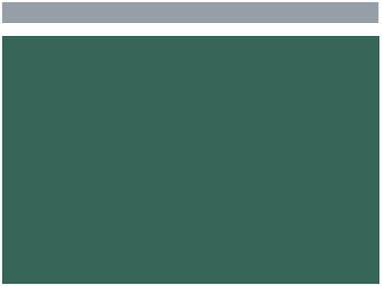
## WHAT WE HAVE PROPOSED

- Our team will engage residents to collect mapping data that can be overlaid with the maps.
- Our team will train residents to use smartphones to map food access and collect contextual information in their neighborhoods using Google MyMaps.
  - The collected data can be interpreted and connected with existing secondary data.
  - Residents will identify assets that promote healthy eating patterns as well as areas that contribute to less healthy food consumption.

## WHAT WE HAVE PROPOSED

- Residents will focus on areas with a high ratio of unhealthy to healthy food retail.
- Ft. Bragg will complete a survey of military soldiers and dependents, to assess food insecurity, barriers to accessing healthy foods, eligibility and enrollment in federal food assistance.
- All implemented strategies will be evidenced-based and focused on a policy, system, or environmental change.





## THOUGHTS ABOUT WHAT WE HAVE PROPOSED?

- What are your initial reactions?
- Any suggestions?
- Any concerns?
- Suggestions on training residents to do community assessment?

# WE WANT YOUR INPUT!

- What communications activities should we engage in to promote the project?
- What communications activities should we engage in to promote the participation in planned activities?
- How can we best engage you as community leaders in our project activities?
- What will success look like for each of these activities?

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# NEXT STEPS

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- Review input from today's brainstorming session to draft vision and mission statements
  - Share statements with you for additional feedback via email the week of September 21, 2020
  - Submit strategic statements as part of our living Challenge Plan by September 30, 2020