



HEALTHY ALAMANACE

2018

Annual Report to the Community, 2018

It's Not as Simple as Increasing Access to Fresh Food

When we began the North Park Farmers' Market, we heard numerous reasons why farmers' markets wouldn't succeed in Alamance County. Farmers' felt their interests were not protected by markets which allowed too many crafts or reselling to occur. Markets were run by volunteers or farmers, themselves. Basically, markets were not being run as small businesses by someone motivated to grow the market to its full potential.

So, we spent a couple of years in North Park developing a model which removed barriers to participation for the farmers and then began looking at how to grow the business. We knew from a public health perspective that purchasing habits play a dominant role in how we all eat and those behaviors are hard to change because it requires the experience of shopping there to make the change.

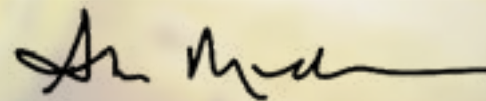
We have partnered to offer cooking classes, create incentives for purchasing healthful foods, we accept EBT cards and offered Double Bucks programs to increase purchasing power, and know that all these strategies offer farmers' more people buying fresh food in Alamance County; in theory.

While we have seen our sales triple and increased foot traffic each year, we struggled to reach those who we know need it most, residents of the community we seek to serve.

We forgot something which is fundamental for all of us. A deep rooted need to be a part of something we create and support.

The challenge is to not allow our institutions and traditional ways of doing business to interfere with progress and innovation. Those most impacted by the overall health of our community know what they need in order to live healthier, more fulfilling lives and its incumbent upon those who claim to do this work, to engage the community in that process and create space for them to lead it.

In other words, it's not about dropping a farmers' market in a food desert and expecting people to support it. It's about using a farmers' market to engage the community in creating the healthy alternatives it wants.



Executive Director, Healthy Alamance

Our Approach and Values

- Build a better community by addressing health issues at the root cause (Health Equity Lens).
- Partner with those most impacted (Community Based Participatory Research – CBPR).
- Collaborate with those best positioned to make change (Health in All Policies Approach – HiAP).
- Understand community’s context, goals and power structure.
- Support change, protecting it from existing constraints.
- Recognize the long-term, unpredictable nature of the work.
- Respect the community’s history and its impact on the present.
- Measure success by quality of outcomes as well as quantity.

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Our Board of Directors



*Left to Right, Top Row: **Amy Galey**, chair, County Commissioner; **Claire Haslam**, owner, The Eddy Pub; **Clay Smith**, owner, Redbud Certified Organic Farm; **Kathy Colville**, Healthy Communities Director, Cone Health; **Larry Newlin**, owner, Peaceful River Farm; **Pamela Bailey**, Child Nutrition Director, Alamance Burlington School System; **Richard White**, Town Manager, Elon.*

*Left to Right, Bottom Row: **Stacie Saunders**, Director, Alamance County Health Department; **Stephanie Baker**, Ph.D Assistant Professor of Public Health Studies, Elon University; **Stephen Jackson, MD**, Cone Health-Alamance Regional; **Val Morrisette**, Vice President - Billing, LabCorp; **Julie McAteer**, Director of Finance, United Way of Alamance County; **Meredith Peffley**, Community Engagement Specialist, Cardinal Innovations; **Adrian Daye** (no picture available), Director, Alamance County Department of Social Services*

The Board of Directors of Healthy Alamance believes that health is biological, physiological, relational, genetic, environmental, social, precious and fundamental.

When we seek to build healthy communities, we strive for:

- Well being
- Sense of belonging and connection
- Coping with physical and mental ailments
- Information to know how to care for ourselves and others
- Preventing illness when we can
- Being seen and understood in our communities
- Taking part in building our communities together
- Inclusion
- Opportunity to do what we want to do with our lives – celebrating the joys of life, doing the work that sustains us, fulfilling our sense of purpose, enjoying our friends and family.

North Park Farmers' Market

Initiated as a public health approach to increasing access to fresh food in a large food desert, the market is becoming a hub for small business enterprise and a model for testing short retail exchange opportunities for producers and businesses.

This year, the North Park Farmers' Market became the first recipient of North Carolina's American Planning Association People's Choice: Great Place for Healthy Living Award. This was the first time a farmers' market was recognized by a planning organization as

contributing to the health of a community.

In partnership with USDA AMS, Piedmont Conservation Council, Soil & Water Conservation, the City of Burlington and the City of Graham, Healthy Alamance will provide oversight to a full time Market Coordinator to develop the infrastructure of farmers' markets in Alamance County. A three-year, \$250,000 grant, will fund this initiative and allow Alamance County to conduct a comprehensive needs assessment to identify agribusiness opportunities.

Authentically Alamance

The Authentically Alamance brand supports healthy relationships that foster trust and reciprocity between consumers and Alamance County businesses.

This is pursuant to the Alamance Food Collaborative strategy of creating a strong community with a thriving local economy that is responsive to community needs and improves access to healthy food.

By choosing the items with the Authentically Alamance brand, consumers will know that their purchases empower the



economic vitality of local farmers and food producers.

In 2019, Healthy Alamance, in partnership with Impact Alamance, Alamance Community Foundation, Downtown Burlington, and Alamance Food Collaborative will host a farm-to-table event to highlight Alamance County's rich farming resources.

This event, called Room at the Table, will also address the challenges food initiatives face in creating access to fresh food for communities, and seek solutions to these challenges.

Healthy Living Collaboratives

In April 2015, Healthy Alamance partnered with Impact Alamance to form the Alamance Wellness Collaborative & Alamance Food Collaborative. Currently, approximately 60 individuals, businesses, and organizations participate in the work of these collaboratives.

In 2018, the collaboratives were recognized with the Alamance Chamber's "Community Initiatives of the Year" award.

Focused on creating access to fresh food, and increasing opportunities to be physically active, these groups pursue strategies that have a lasting impact on community health and economic viability.

The strategies include increasing community use of playgrounds and walking tracks, smoke free policies for municipalities, more sidewalks, bike paths, and other connectivity improvements, as well as food assessments, involving planners and entrepreneurs in the community health assessment, supporting farmers with innovative ideas to share resources, conducting community forums to increase awareness, involving Elon University students in community work, and creating awareness of the need to support local enterprises through branding campaigns like Authentically Alamance.




Black Entrepreneur Collaborative



In 2018, Healthy Alamance supported the creation of a network of black entrepreneurs in Alamance County, a group that seeks to extinguish the hurdles blocking black people from entrepreneurship.

The group's vision and goal is, "to elevate, inspire and bond black people so we can excel in leadership and entrepreneurship. We are committed to enriching lives,



families and communities by providing tools for personal growth, productivity and profit."

The Black Entrepreneur Collaborative is "A Movement" dedicated to a journey of self-confidence, black unity, and success.

Community Assessment and Community Based Participatory Research

The Community Assessment team collects data that reflects the voices of the people most impacted by the decisions made by community institutions. With this data, we develop strategies that address the root causes of inequity. This process uses both quantitative and qualitative methods to collect and analyze data, and build a better understanding of the health within communities.

Utilizing focus groups and Photovoice, and encouraging the participation in the development strategies to address inequity, we offer numerous ways to engage, share your voice, and be a part of creating solutions.



Partner with Healthy Alamance & Invest in Our Health



- Sponsor someone for a season with the Senior Discount Program, [\\$30](#).
- Donate to the Authentically Alamance Farmers' Market Network, [\\$120](#).
- Support an entrepreneur, [\\$25](#).
- Contribute to a Built Environment initiative [Access to Fresh Food](#) or [Physical Environment](#), \$_____
- General Support \$_____
- Get involved in creating solutions. [Contact us!](#)

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