



**CUMBERLAND COUNTY DEPARTMENT OF PUBLIC HEALTH
FORT LIBERTY & CUMBERLAND COUNTY FOOD POLICY COUNCIL
REGULAR MEETING MINUTES**

February 5th, 2024, 6:00-7:30pm

MEMBERS PRESENT: *Robert Elliott, Farming/Agriculture Representative*
Shannon Gettings, Healthcare Representative
Kenny Bailey, Local Government Representative
Clifton Johnson, Community Representative
Shella Korch, Public Health Representative

MEMBERS ABSENT: *Alexis McClain, Farming/Agriculture Representative*
LTC Katina Foxworth, Fort Liberty Co-Chair

STAFF PRESENT: *Martina Sconiers-Talbert, AOIII/Grant Manager*
Amy Lo, FPC/WIC CIAO Liaison
Tamra Morris, Deputy Health Director
LaToya Bell, WIC Outreach Coordinator
Dr. Jennifer Green, Health Director
Gregory Alexander, WIC Director

Item 1. Call to Order:

Amy Lo welcomed everyone and called the meeting to order.

Approval of January Regular Meeting Minutes.

Approval of February Agenda.

Item 2. Action Items:

- a. WIC Outreach Announcements ***Amy Lo, FPC Liaison***
LaToya Bell, WIC Outreach Coordinator
 - i. *LaToya Bell* highlighted the high participation rates at the Fort Liberty WIC Clinic (approximately 80% since November) and new connections she is making with military agencies that support mothers.
- b. NCDOT Pedestrian Safety Committee Announcements ***Tamra Morris, Deputy Health Director***
 - i. *Tamra Morris* indicated that there were not any new updates. She is currently waiting to hear from the committee on dates for upcoming meetings.
- c. UNC Partnership Hub
 - i. *Dr. Jennifer Green* explained that UNC is going to be establishing hubs to pilot health equity programs in four counties around NC and will hire a hub coordinator to manage them. She asked for someone to sit on the interview panel for this hiring event. *Clifton Johnson* agreed to be a part of the panel.
- d. Prospective Member: Dr. Erica Campbell
 - i. Q and A
 - 1. *Dr. Erica Campbell* inquired about the current initiatives of the council and what they foresee her role to be. *Shella Korch* explained the history of the council's

activities and what they are engaged in now, acting as an advisory board to different projects brought to them from *Dr. Jennifer Green*. *Clifton Johnson* pointed out *Dr. Erica Campbell's* important role with the FSU students who are at greater risk of food insecurity. She is also a part of the founding of an on campus pantry that is looking for support from the community.

- ii. Vote
 1. Voting will take place over Basecamp.

Item 3. Workgroup - WIC Media Campaign

Gregory Alexander, WIC Director

- a. WIC Media Campaign Presentation
 - i. *Gregory Alexander* explained that online WIC ads are currently being rolled out in the Cumberland County area and are linked with certain google search terms like “baby” or “food”. The WIC ad previews were viewed during the meeting and the link to them will be on basecamp.
 - b. Discussion and recommendations
 - i. *Amy Lo* offered up a perspective *Carmen Ketchum* shared with her: WIC allows parents to be more experimental with their child’s taste and expose them to new or exotic fruits and vegetables.

Item 4. Workgroup - Budget Discussion

Amy Lo, FPC Liaison

- a. Review and discuss budget considerations from Basecamp
 - i. *Dr. Jennifer Green* reiterated her points on the budget from the last meeting. The public health department is willing to include the FPC ideas on their budget proposal under special projects to be implemented in July.
 - ii. *Shannon Gettings* posted to basecamp some details based on *Robert Elliott's* idea for small business incentives. However, she pointed out during the meeting that this idea would be more suited to the grants the UNC partners are preparing to send.
 - iii. *Clifton Johnson* brought up grocery delivery vouchers for WIC participants since grocery delivery is not commonly supported in Fayetteville and transportation is a common obstacle to food access. *Dr. Jennifer Green* said that this idea may be possible, but she will have to check on the logistics behind contracting with certain vendors to have coupons. She also indicated that WIC is not usually accepted online, but SNAP EBT is. The council and *Dr. Jennifer Green* will work out more details once she knows more via Basecamp.

Item 4. Conclusion

Amy Lo, FPC Liaison

- a. Introduction of Visitors
 - a. *Joyce Adams*, a prospective FPC member, was in attendance.
- b. Public Comment
- a. Announcements

Council Members

ADJOURN

NEXT REGULAR MEETING:

Monday, March 4, 2024 6-7:30pm

@ Cumberland County Public Health Department
(1235 Ramsey St, 3rd Floor Conference Room)