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# CUMBERLAND COUNTY HEALTHIEST CITIES AND COUNTIES CHALLENGE KICK- OFF

SEPTEMBER 10, 2020

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# HOUSEKEEPING

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- **Put your name, organization, and email in the chat box**
  - **You can also privately message, Ashley Curtice**
- Please do not join with more than one audio in the same space or it will create an echo.
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- Please use the chat box throughout the presentations or raise your virtual hand
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# AGENDA

- Introduction and Purpose
- Food Access and Food Insecurity in Cumberland County
- What Data is Missing?
- Challenge Plan and Project Strategies
- Next Steps and Opportunities

# BACKGROUND AND PURPOSE

- Collaboration between
  - American Public Health Association
  - Aetna Foundation (funder)
  - National Association of Counties
  - Healthy Places by Design
- Grant funds to 20 communities
- Up to \$100,000 over 2 years for each community

# GRANT BACKGROUND

- The current project originated organically as part of expanding collaborations between Cumberland County Department of Public Health, Fort Bragg Department of Public Health, UNC-Chapel Hill and UNC-Greensboro
- For at least one year, we discussed potential projects pertaining to healthy food access. When the Healthiest Cities & Counties Challenge (HCCC) grant began accepting applications, our team decided to jointly apply for the opportunity
- **In July 2020, we were awarded a two-year, \$100K HCCC grant.** (Funding will be dispersed in two annual \$50K installments) To our knowledge, we are the first HCCC grant recipients reflecting a county-military installation partnership

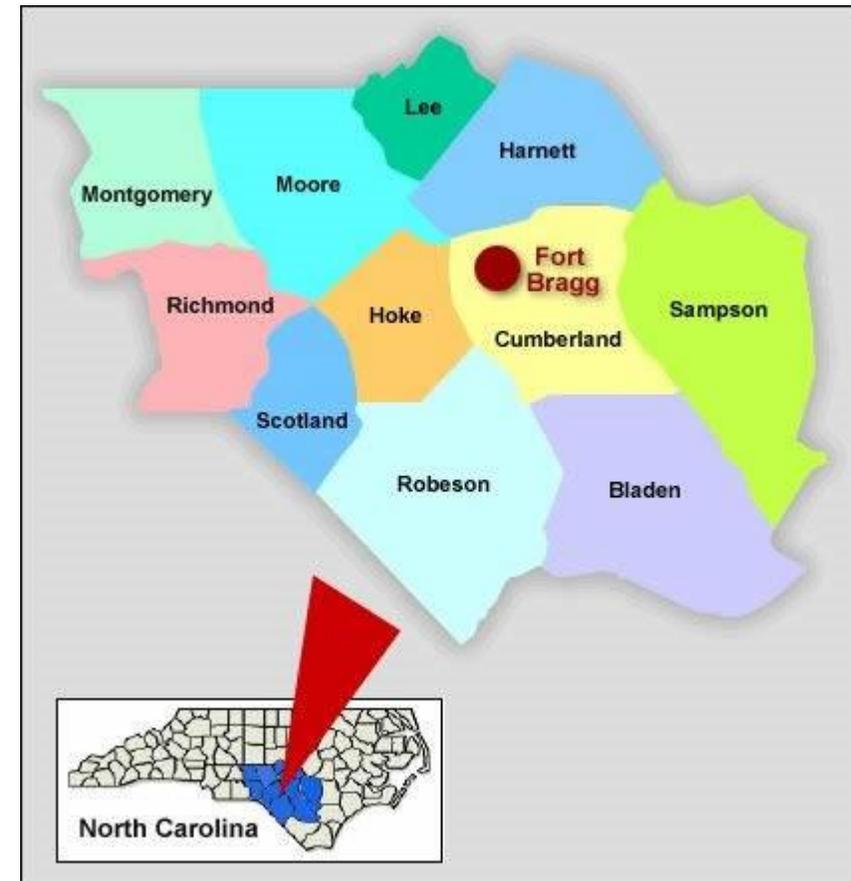
For more information about the Challenge,  
visit [www.healthiestcities.org](http://www.healthiestcities.org)

# FORT BRAGG OVERVIEW

Fort Bragg is the **largest Army installation by population**. We are home to nearly 10% of the Army's active component forces, including:

- 82<sup>nd</sup> Airborne Division
- XIII Airborne Corps
- US Army Special Operations Command
- US Forces Command
- US Army Reserve Command
- US Army Parachute Team, the Golden Knights

Our Soldiers and Families live in all of the eight counties that surround our diverse installation





**Aim:** Leverage our multi-sector partnership to systematically address and overcome local barriers to healthy food access in Cumberland County and across Fort Bragg

**Approach:** Ground our strategies in equity-informed practices and co-create a tailored plan-of-action and sustainable solutions with residents through authentic community engagement

# FOOD ACCESS AND INSECURITY

LASHONDA GOUGH

HEALTH EDUCATOR

CUMBERLAND COUNTY DEPARTMENT OF PUBLIC HEALTH

“YOUR DIET IS A  
BANK ACCOUNT.  
GOOD FOOD  
CHOICES ARE  
GOOD  
INVESTMENTS.”

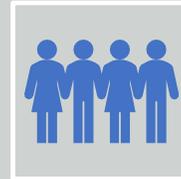
BETHENNY FRANKEL



# OBJECTIVES



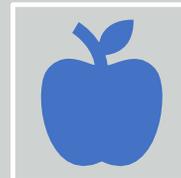
Define and understand food insecurity and food access



Identify people who are at risk of food insecurity



Explore county data and rankings



Identify health outcomes as a result of food insecurity and food access

# DEFINING FOOD INSECURITY

## Food Insecurity:

Lack of access, at times, to enough food for an active healthy life.

## Ranges of food insecurity

Low food security: reports of reduced quality, variety, or desirability of diet. Little or no indication of reduced food intake.

Very low food security: Reports of multiple indications of disrupted eating patterns and reduced food intake.

# WHO IS AT RISK FOR FOOD INSECURITY?

- Low-Income
- Unemployment
- Education
- Race/Ethnicity
- Disability
- Incarceration
- Where you live

# LIMITED ACCESS TO HEALTHY FOOD

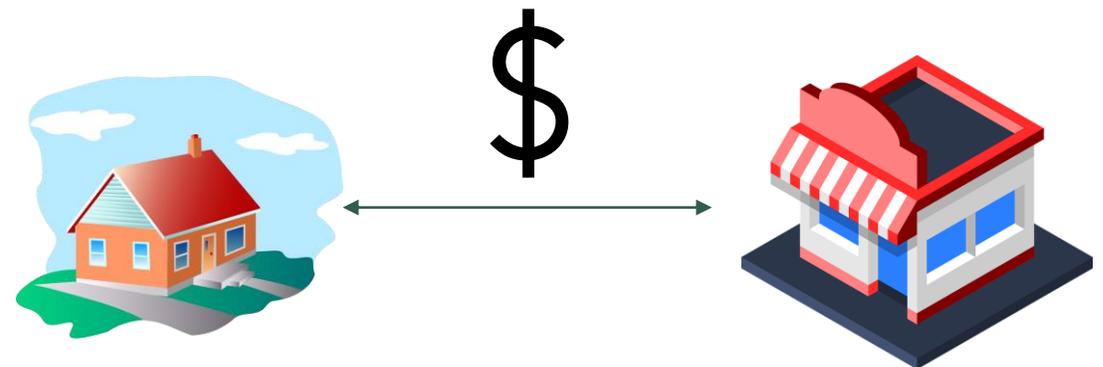


- Percentage of population who are low-income and do not live close to a grocery store
  - Urban communities: proximity of 1 mile
  - Rural communities: proximity of 10 miles
  - Public and personal transportation limitations

# COUNTY HEALTH RANKINGS

2015 & 2017 data	Cumberland County	North Carolina Overall
% Food Insecurity	19%	15%
% Limited Access to Healthy Foods	13%	7%
Food Environment Index	6.0	6.7

- Food environment accounts for both proximity to healthy foods and income.
- Food Environment Index: scaled index of 0 (worst) to 10 (best)



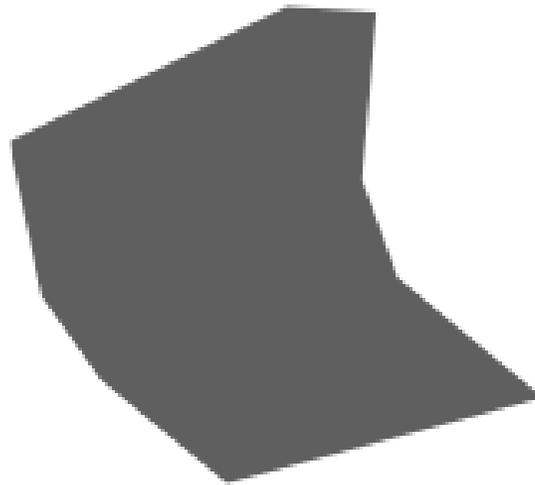


# FOOD INSECURITY: CUMBERLAND COUNTY

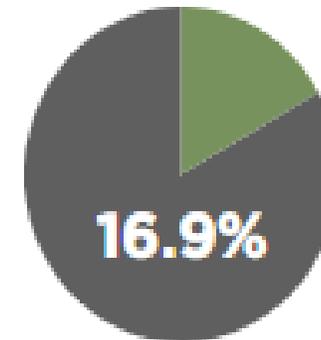
## 2018 Overall County Food Insecurity in North Carolina, Cumberland

**FOOD INSECURE PEOPLE IN CUMBERLAND COUNTY**

**55,980**



**FOOD INSECURITY RATE IN CUMBERLAND COUNTY**



# CHILDREN & FOOD INSECURITY

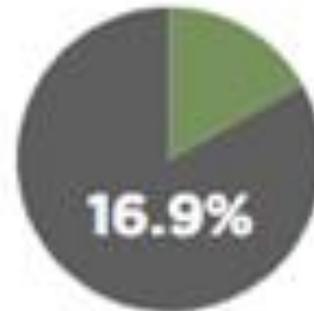
## 2018 Child County Food Insecurity in North Carolina, Cumberland County

FOOD INSECURE CHILDREN IN CUMBERLAND COUNTY

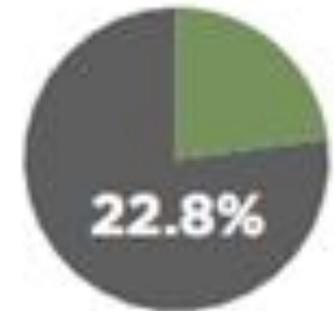
**18,820**



FOOD INSECURITY RATE IN CUMBERLAND COUNTY (OVERALL)

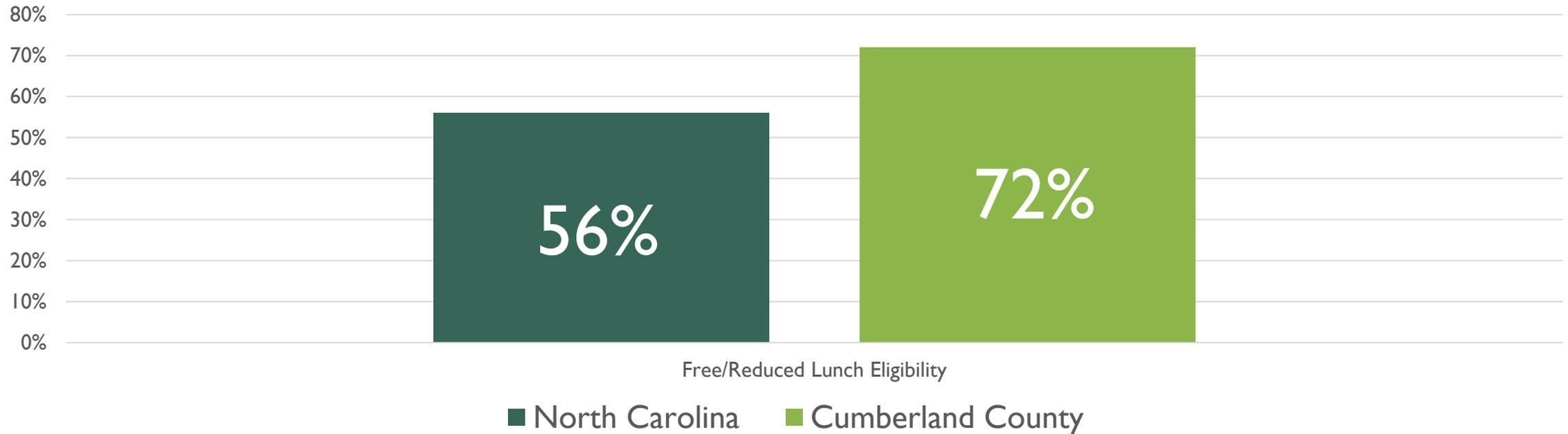


FOOD INSECURITY RATE IN CUMBERLAND COUNTY (CHILD)

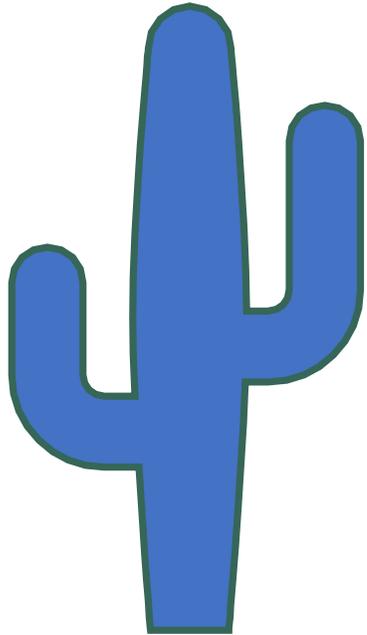


# CHILDREN & FOOD INSECURITY

Percentage of children eligible for free and reduced price lunch



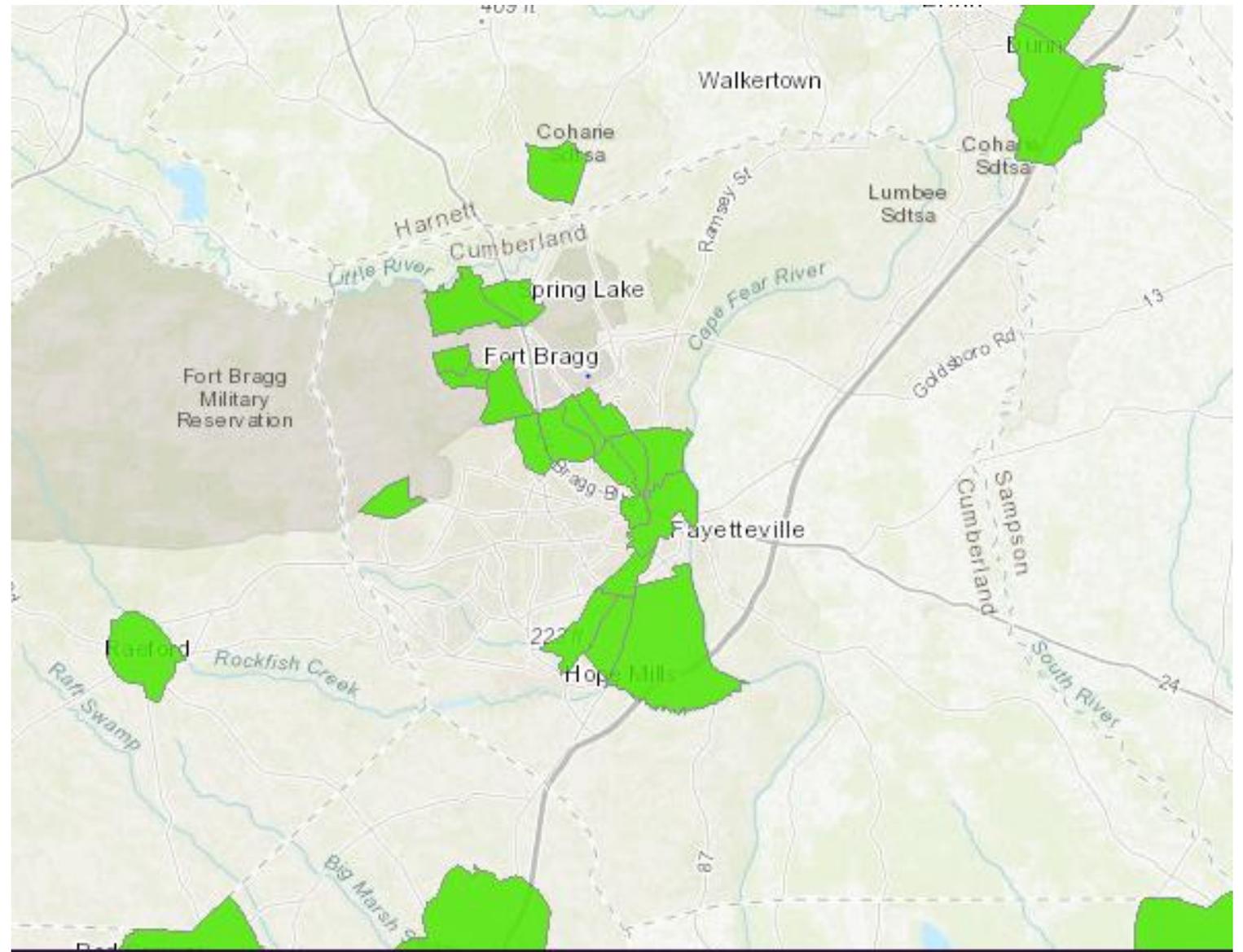
# FOOD DESERT

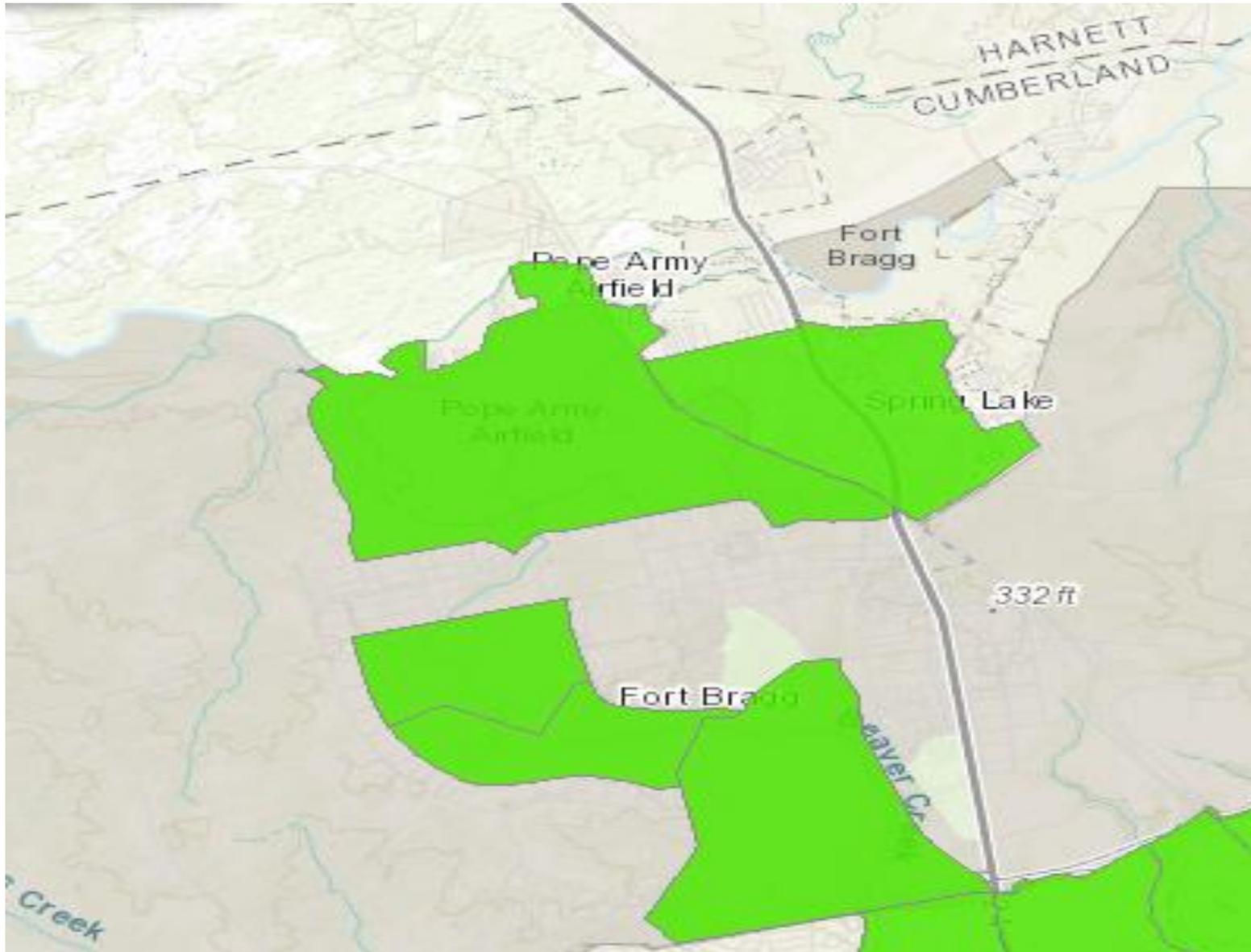


- Food Desert
  - Urban neighborhoods and rural towns without ready access to fresh, healthy, and affordable food.
  - Low income & low access
  - Urban: greater than 1 mile away from supermarket
  - Rural: greater than 10 miles away from supermarket

# CUMBERLAND COUNTY FOOD DESERTS

- USDA Food Access Research Atlas
- Census Tracts: small, relatively permanent statistical subdivisions of a county
- 20 census tracts qualify as food desert in Cumberland County





# FT. BRAGG FOOD DESERTS

**25%** of the food  
desert tracts are  
located on Ft. Bragg

## FT. BRAGG DATA & WHAT WE KNOW

Food insecurity and installation specific data among military families is severely limited

45% of children in DOD schools are eligible for free-reduced price lunch

\$21 million SNAP benefits spent at Commissary among Active Duty (2014-15)

\$80.2 million SNAP benefits spent at Commissary (2014-2015)

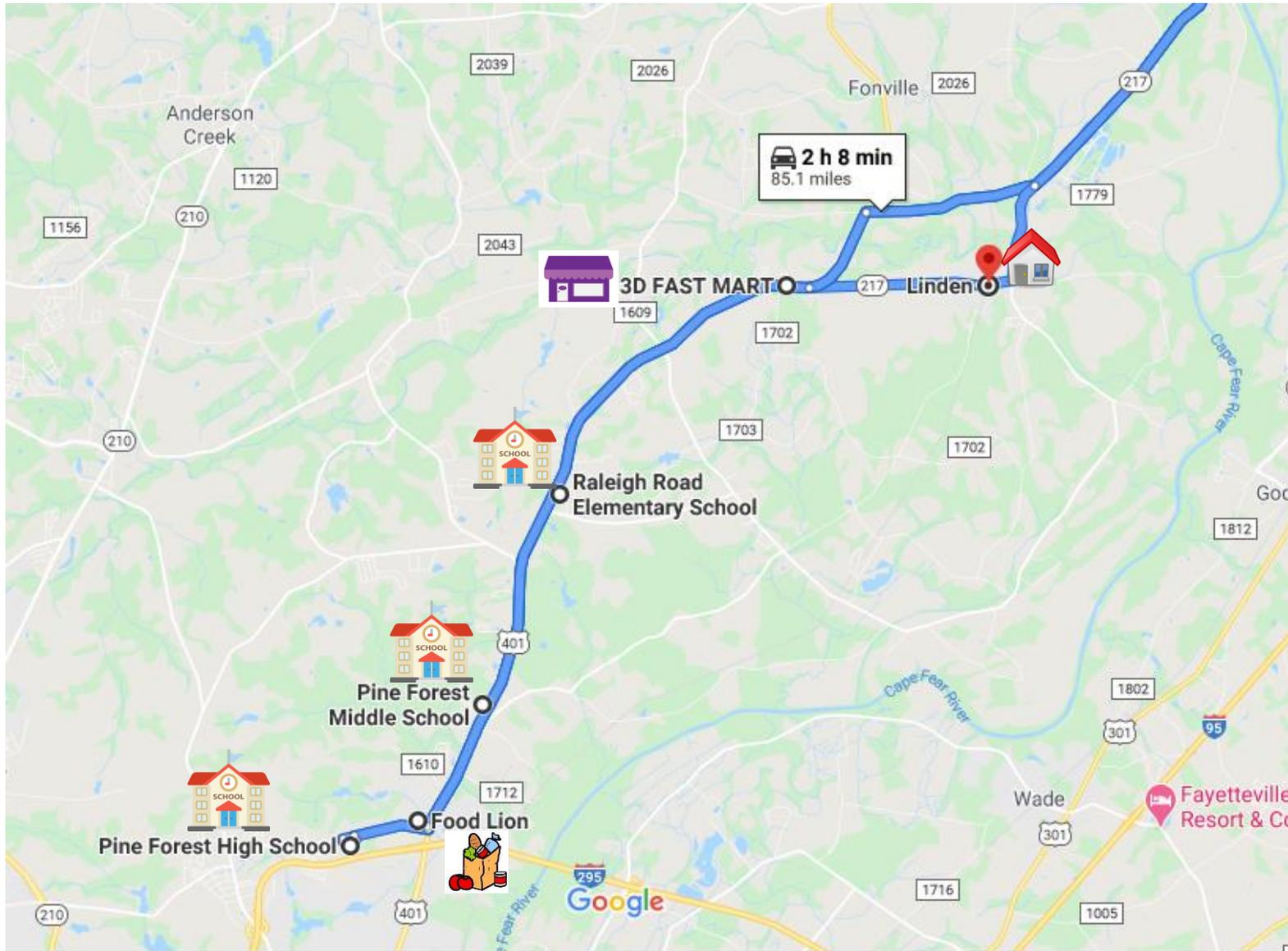
# FOOD INSECURITY & ACCESS HEALTH OUTCOMES

## Children

- ↑ Obesity
- ↑ Sickness and hospitalizations
- ↓ Concentration and school performance abilities
- ↑ Emotional and behavioral problems
- ↑ Asthma, iron deficiency, low birth weight

## Adults

- ↑ Obesity
- ↑ Diabetes/diabetes management
- ↑ Heart disease
- ↑ Mental distress
- ↑ Pregnancy complications in women
- ↑ Other chronic disease
- ↑ Sickness and hospitalizations



# A DAY IN THE LIFE OF A MOM



© 2012 Ismael Alejandro Moreno Ozuna.

## REFERENCES

- Go to the atlas. (2019, October 31). USDA ERS. <https://www.ers.usda.gov/data-products/food-access-research-atlas/go-to-the-atlas/>
- Map the meal gap. (2000). Feeding America. <https://map.feedingamerica.org/county/2017/overall/north-carolina/county/cumberland>
- U.S. Government Accountability Office (U.S. GAO). (2016). Military Personnel: DOD Needs More Complete Data on Active-Duty Servicemembers' Use of Food Assistance Programs. <https://www.gao.gov/assets/680/678474.pdf>

# WHAT DATA SHOULD WE COLLECT ABOUT FOOD ACCESS/ENVIRONMENT?

- What types of food access/food environment data are you interested in?
- What data/information do you think is most important to determining the needs of the community?
- What types of data do you have that could help our efforts?
- What type of data would you be willing to help us collect?
- Who should we include in the data gathering efforts?

# 5 A's of Access



# WHAT WE HAVE PROPOSED

- 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.
- Our team will engage residents to collect mapping data that can be overlaid with the maps noted above.
- Our team will train residents to use smartphones to map food access and collect contextual information in their neighborhoods using Google MyMaps.

# GRANT FUNDING



Hiring of Resident  
Leader/Community Liaison



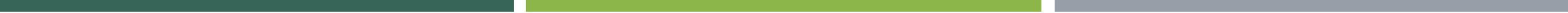
Conducting Food System  
Assessment



Supplies/materials for  
meetings

## YEAR 1 STRATEGIES

- Completion of Food System Assessment
- Establish a Joint County/Installation Food Policy Council
  - Use data from Food System Assessment to identify opportunity policy, systems, and environmental changes
  - Begin implementation in Year 2 of the project
  - Sustainable beyond the life of grant project



WHAT ENGAGEMENT STRATEGIES WOULD YOU  
SUGGEST DURING COVID-19? POST-COVID-19?



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# NEXT STEPS AND OPPORTUNITIES

- 
- Hiring /Resident Community Liaison
  - [http://www.ncapha.org/employment\\_center/view\\_job/resident\\_leader\\_community\\_liaison](http://www.ncapha.org/employment_center/view_job/resident_leader_community_liaison)
  - **Join us for the next virtual meeting :  
September 16<sup>th</sup>, 11am-12:30pm**
  - Include your name, email address, and organization in the chat box
  - Email [jgreen@co.Cumberland.nc.us](mailto:jgreen@co.Cumberland.nc.us)