



Newtown CHAT Meeting Summary  
North County Library  
September 27<sup>th</sup>, 2011

**Present:** Beverly Phelps, Katie Lasch, Barbara Powell-Harris, Valerie Buchand, Queen Ousley, Diane Ramseyer

**Welcome** – Everyone was welcomed and introductions provided.

**Report from September Workgroup Meeting** – Please see attached summary (Addendum 1)

**Vision, Mission, Goals and Objectives** – Please see Addendum 2 for the Vision and Mission. This was established from discussions early in CHAT development.

Based upon the past 4 months of discussions, resource identification and review of data – a draft goals and objectives document was shared for review and approval. The group agreed the goals and objectives were in line with the direction of the CHAT. In addition to the goals develop through the CHAT, the PACE-EH goals are part of this document, assuring continuity.

**Goal 1:** *Increase availability and access to healthy, affordable foods in Newtown/North Sarasota*

**Objective 1.1:** *Increase the number of food retailers selling fresh fruits and vegetables to 3 by July 2012*

**Measure 1.1.1:** # of food retailers in census tracts 2 selling fresh fruits and vegetables

**Current Measure:** 1 store

**Goal:** 4 stores

**Objective 1.2:** *Increase the number of WIC-certified food retailers in Newtown/North Sarasota by 2 by July 2012*

**Measure 1.2:** # of WIC certified retailers

**Current Measure:** 1 certified WIC retailer

**Goal:** 3 certified WIC retailers

**Objective 1.3:** *Support Extension in launching a program (such as the SNAP double-value coupon program) to increase affordability of fresh fruits and vegetables at food retailers and/or farmers markets in Newtown/North Sarasota by Jan 2013*

**Measure 1.3.1:** Development of a double value coupon program

**Current Measure:** No program exists

**Goal:** Program exists

**Measure 1.3.2:** # of retail stores accepting SNAP double-value coupons

**Current Measure:** No program exists

**Goal:** Program exists

**Objective 1.4:** Increase the number of food retailers advertising healthy foods by 4 in Newtown/North Sarasota by July 2012

**Measure 1.4.1:** # of food retailers advertising healthy foods

**Current Measure:** 1 certified WIC retailer

**Goal:** 3 certified WIC retailers

**Measure 1.4.2:** % of store window space devoted to advertising of healthy foods

**Current Measure:** X% (needs identified)

**Goal:** increase by 30%

**Measure 1.4.3:** % of store window space devoted to advertising of unhealthy foods ,

**Current Measure:** X% (needs identified)

**Goal:** decrease by 30%

**Goal 2:** *Create awareness about distressed properties and their effect on environmental & physical health (PACE-EH)*

**Objective 2.1:** *Increase public information about environmental health issues from homes in 5 public locations by Jan. 2011*

**Measure 1.1.1:** # of public locations displaying information about environmental health issues

**Current Measure:** 0 locations

**Goal:** 5 locations

**Objective 2.2:** *Rehabilitate properties to reduce the number of non-code compliant homes by 1 by January 2012*

**Measure 1.1.1:** Reduction in number of non-code compliant homes as the result of CHAT activities

**Current Measure:** 0

**Goal:** 1 home

**Goal 3:** *Decrease community violent crime by increasing lighting levels and police visibility, and by raising awareness of the negative health outcomes of violence (PACE-EH)*

**Objective 3.1:** *Provide mental health service providers with information/evidence of negative mental health outcomes related to community violence.*

**Measure 3.1:** Proportion of mental health providers in Newtown that have received information on the negative mental health outcomes related to community violence.

**Current Measure:** 0

**Goal:** 1

**Objective 3.2:** *Work with organizations to perform 2 lighting audits by \_\_\_\_\_, one in the City and one in the County.*

**Measure 3.2:** # of lighting audits conducted by the CHAT

**Current Measure:** 0

**Goal:** 2

**Objective 3.3:** *Increase police visibility by conducting 4 law enforcement/community events by June 20, 2012*

**Measure 3.3:** Number of law enforcement/community events organized by the group

**Current Measure:** 0

**Goal:** 4

**What we need to learn yet** – Group discussed what still needed to be learned before action steps can be identified. This includes:

1.) What is the process for local grower's to sell directly to retailers (certification needed to show grown safely, etc?)

2.) Are there regulations (and what are they) that require special process and handling for fresh produce? (similar to #1)

3.) The issue of "trace-ability" was raised. Is it easier for a small corner store to give a local gardener/grower a space for his/her own stand outside a retailer, than to go through any of the above regulations to provide the produce?

4.) What is Walmart's "Buy Local" policy for this area?

5.) Possible examples of how other communities help retailers "walk through" the WIC process – are there system navigator projects out there?

6.) It was indicated that double couponing may only be sanctioned for farm markets – clarification is being sought.

**PACE-EH update** – Easter Seals is serving as Fiscal Agent and MOU is being created. Donation drive will be launched soon. This will fund a rehab project for a local residence which will also demonstrate green and energy efficient building.

They are partnering with PALs to do some youth sports events and still working on implications of crime on mental health of individuals and community.

PACE-EH will meet October 5<sup>th</sup> at 10:15-11:15 at North

**PLEASE SEE ATTACHED DOCUMENTS**

**Next CHAT Meeting**

**October 25<sup>th</sup> – 6 pm North County Library**

CHAT is the Community Health Action Team –  
<http://www.chip4health.org/newtown.htm>  
For More Information – [newtown@chip4health.org](mailto:newtown@chip4health.org)  
April Glasco, Chairperson

## Addendum 1

### Newtown CHAT Healthy Food Access Workgroup September 7, 2011

Present: Omar Itraish, Dr. Robert Kluson, Diane Ramseyer, Kari Ellingstad

Purpose of workgroup is to identify several specific steps which can be part of an overall Newtown CHAT action plan to help improve access and availability of fresh, healthy foods in Newtown. This is an open workgroup – new participants are welcome to join as able. (Note: additional individuals are participating, but unable to attend this afternoon's meeting.)

Focus for this meeting was to identify action steps to help fresh food grocer in Janie's Garden business area link to local farmers, understand opportunities through "double couponing" SNAP program, and other areas to help successful launch of a neighborhood food store with healthy, fresh food in Newtown.

Three areas identified:

1. Becoming a WIC store
  - Diane will explore ways other communities may have found to help stores navigate process
2. Linking to local farmers
  - Dr. Kluson suggested two activities – 1. Mr. Itraish could accompany a group from the extension office on tours of local growers – these occur approximately every 6 weeks or so. Mr. Itraish is interested. Dr. Kluson also shared information on several stores he might visit on his own. 2. Host a "Growers Meeting" in Newtown. Dr. Kluson can help get the word out to the growers, and CHAT can help Mr. Itraish organize meeting.
3. SNAP "Double Couponing" Programs – this requires a source which will provide the funds for the "double coupon". Other communities use sponsors, such as banks, foundations, etc., that are provided with visibility through signage and other means. Several possible sources were discussed, but it is agreed that a more definite plan needs to be created prior to approaching any source.

Resources identified or provided –

- Delridge Neighborhoods Development Association created *A Toolkit for Community Organizers & Storeowners*, from experience with the Delridge Healthy Corner Store project. ( [http://healthycornerstores.org/wp-content/uploads/resources/Delridge\\_HCS\\_Toolkit.pdf](http://healthycornerstores.org/wp-content/uploads/resources/Delridge_HCS_Toolkit.pdf) )
- Extension Office grower list

Next Steps:

1. Report from Diane on practices in other communities related to WIC navigation – Next CHAT meeting – Sept. 27<sup>th</sup>
2. Mr. Itraish will determine a time for a "Grower's Meeting" – likely November.

## **Addendum 2**

### **Vision and Mission of Newtown Community Health Action Team (CHAT)**

**Vision:** Newtown will be a community of healthy, active citizens.

**Mission:** The Newtown CHAT works to improve the health (both mind and body) of the Newtown community through advocacy and action to increase the availability and affordability of healthy foods, support physical activity, and build awareness of resources and information to support healthy living.