

**Catawba County Board of Health**  
**Minutes**  
**April 8, 2013; 7:00pm**

The Catawba County Board of Health met on Monday, April 8, 2013. The meeting convened at 7:00 p.m. at Catawba County Public Health, 3070 11th Av Dr SE, Hickory, NC 28602 in the Boardroom.

**Members present:** Ms. Brenda H. Watson, Chair  
Dr. William Geideman, Vice-Chair  
Mr. Dan Hunsucker, Commissioner  
Mr. John Dollar  
Dr. Robert Rights  
Dr. David Kulesia  
Dr. Sharon Monday  
Ms. Susan Witherspoon  
Mr. William Mixon

**Staff Present:** Mr. Doug Urland, Health Director  
Ms. Kelly Isenhour, Assistant Health Director  
Ms. Jennifer McCracken, Health Services Manager  
Mr. Mike Cash, Environmental Health Supervisor  
Ms. Chantae Lail, Medical Lab Manager  
Ms. Amy McCauley, Community Outreach Manager  
Ms. Rhonda Stikeleather, Children's Services Nursing Supervisor  
Ms. Marilyn B. Klinger, Administrative Assistant II  
Ms. Joy Ledford, Home Health Nurse  
Ms. Robin Repass, Home Health Nurse  
Ms. Meghan Bergman, CC4C – Public Health Nurse  
Ms. Tabatha Floyd, CC4C – Public Health Nurse

**Visitor:** Ms. Regina Arrowood, Social Work Program Manager, Catawba County Department of Social Services

**CALL TO ORDER**

Ms. Brenda Watson, Chair called the meeting to order promptly at 7:00 p.m.

**APPROVAL OF AGENDA**

Ms. Watson, Chair, asked if there were any changes to the agenda as presented. Hearing none, she requested a motion to approve the agenda as presented. Commissioner Dan Hunsucker so moved and Dr. Sharon Monday seconded the agenda and it passed unanimously.

**APPROVAL OF MINUTES**

Ms. Watson, Chair, asked if there were any changes to the March 4, 2013 minutes. Hearing no request for any amendments, the Chair asked for a motion to approve the minutes as presented. Dr. Sharon Monday so moved and Dr. Robert Rights seconded the motion. The motion to approve the March 4, 2013 minutes as presented was approved unanimously.

**PUBLIC COMMENTS**

Ms. Watson, Chair asked Ms. Marilyn Klinger, Administrative Assistant, if anyone appeared to address the Board. Ms. Klinger stated that no one presented to comment.

**NEW EMPLOYEES**

Ms. Marilyn Klinger, Administrative Assistant, stated that she was pleased to introduce four new employees to the Board of Health.

Ms. Regina Arrowood from Catawba County Department of Social Services is in attendance to observe a Board of Health meeting.

- **Joy Ledford** – Joined Public Health as a Home Health Nurse on January 7, 2013. Joy has over 8 years of experience and Catawba County Home Health is happy to have her join their team.
- **Robin Repass** – joined Public Health as a Home Health Nurse on March 11, 2013. Robin has over 6 years of experience and Catawba County Home Health is happy to have her join their team.
- **Tabatha Floyd** – joined Public Health as a CC4C Nurse on March 11, 2013. Tabatha comes to Public Health with over 16 years of experience and we are happy to have her join the CC4C team.
- **Meghan Bergman** - joined Public Health as a CC4C Nurse on February 11, 2013. Meghan has over four years of experience as a Registered Nurse and one and half years of that time was as a School Health Nurse. Public Health is very happy to have Meghan join our CC4C team.

Ms. Watson welcomed the new employees on behalf of the Board of Health.

**COMMISSIONERS COMMENTS**

Mr. Dan Hunsucker, County Commissioner, gave his report to the Board. He stated that this is budget season and the Board of Commissioners will be working on the 2013-14 budget.

He congratulated Public Health on April being proclaimed Public Health Monday. He added that he was pleased to read the Proclamation proclaiming April, 2013 as Public Health Month at the April 1, 2013 Board of Commissioners meeting.

The Board of Commissioners is also moving forward on the Sherrill's Ford Library Project.

**PUBLIC HEALTH MONTH**

Doug Urland, Health Director, thanked Commissioner Hunsucker for presenting the Public Health Proclamation to the Catawba County Board of Commissioners. Doug read the Proclamation for the Board of Health to consider for 2013 Public Health Month. The proclamation read as follows:

**Public Health Month 2013  
A Proclamation**

**WHEREAS**, we hereby recognize and acknowledge public health's 133 years of service to the residents of North Carolina and the immeasurable contribution of these services to the quality of life in our State; and

**WHEREAS**, North Carolina's public health system is a critical component of the state's emergency response to natural and man-made disasters and widespread disease outbreaks in North Carolina; and

**WHEREAS**, public health measures to control and eliminate infectious diseases, improve environmental sanitation, and promote healthy lifestyle practices have been the greatest cause of improved health status and increased life expectancy for North Carolina's residents, such that Catawba County residents now have an average life expectancy at birth of almost 77 years; and

**WHEREAS**, public health plays a critical role in eliminating health inequities and preventing chronic diseases and injuries, resulting in improved productivity and decreased health care costs for all North Carolinians; and

**WHEREAS**, a continued focus on prevention has resulted in a more than 29 percent decline in age-adjusted heart disease death rates since 2001, a more than 35 percent decline in age-adjusted stroke death rates since 2001, and a more than 27 percent decline in the teen pregnancy rate since 2001 in Catawba County; and

**WHEREAS**, state government is committed to a continued emphasis on prevention in Public Health and helping North Carolina reach a better state of health through actions outlined in the Healthy North Carolina 2020 Objectives; and

**WHEREAS**, the Healthy North Carolina 2020 health objectives represent a 10-year plan to improve the health of all North Carolinians by working to promote access to preventive and needed health services; foster positive and supportive living and working conditions in our communities; and support individuals in developing the capacities and skills to achieve healthy living; and

**WHEREAS**, communities, employers, hospitals and health care providers, individuals and families, insurers, legislators and policy makers, schools and child care facilities must work together to identify and develop innovative solutions to health problems facing the people of North Carolina;

**NOW, THEREFORE, the Catawba County Board of Health** does hereby proclaim April 2013 as “**PUBLIC HEALTH MONTH**” in Catawba County, North Carolina and urge our citizens to recognize that public health is working to ensure that all people living in Catawba County are protected from threats such as influenza, food borne disease, injury and chronic diseases such as diabetes, heart disease and asthma.

Signed this the 8th day of April, 2013

---

Ms. Brenda H. Watson, Chair  
Catawba County Board of Health

Ms. Watson requested a motion to accept the Proclamation as read. Mr. John Dollar made a motion that the Catawba County Board of Health support the Proclamation as read. Mr. William Mixon seconded the motion and it passed unanimously.

**FARMER’S MARKET (Minutes Attachment I)**

Ms. Amy McCauley, Community Outreach Manager, gave a presentation to the board regarding the Farmer’s Market to be held this summer in the front parking lot of Public Health. The Eat Smart Move More (ESMM) Coalition of Health Partners and Women’s, Infants and Children (WIC) Program are collaborating on this project to increase the use of market vouchers by WIC clients, increase access to fresh fruits and vegetables, and improve the health of our community.

Public Health Farmer’s Market will open on May 2, 2013, and will take place on Thursdays 11:00 a.m. to 2:00 p.m. The funds for this program have been provided by an Eat Smart Move More Community Grant. The Farmer’s Market will be located in the front parking lot of the Catawba County Public Health facility and is open to the public

The goals are:

- Increase redemption of WIC Farmers Market Nutritional Program (FMNP) vouchers
- Increase convenient access to fresh produce for people living, visiting, and working along 11<sup>th</sup> AV Dr SE corridor
- Improve individual and community health by enabling increased consumption of fresh fruits and vegetables.

This Farmers Market is certified by NC Department of Agriculture to accept WIC FMNP vouchers and will have Public Health staff trained to be market managers to ensure market adherence to WIC requirements. The vendors are local farmers and most of them sell at other markets in the community. At least 50% of the produce is locally-grown and all are WIC certified vendors.

The Public Health Farmers Market has been widely marketed to ensure that local residents are aware of this opportunity to utilize WIC FMNP vouchers and benefit from locally grown fresh produce. In addition to flyers, there are some “table tents” that will be placed in the WIC clinic asking clients if they would like to receive Farmers Market vouchers. Then a call list will be developed for interested WIC clients from those that have indicated an interest. This will encourage those interested to participate when the vouchers are available. When vouchers are distributed the clients will receive a green tote bag along with literature about the Farmers Market and how to use the fruits and vegetables in diets. A bonus bucks incentive program is also being

**Catawba County Board of Health**

**April 8, 2013, Minutes**

**Page 5**

considered, to encourage utilization of these vouchers here at the Public Health Farmers Market. This may result in an extra \$4.00 coupon to all WIC clients receiving FMNP vouchers to redeem at the Public Health Market.

The FMNP vouchers can be redeemed at the Conover Farmers Market and the Hickory Farmers Market. The overall goal is for the clients to redeem their vouchers; however, it would help ensure the success of the Public Health Market if they redeem their vouchers here.

Ms. McCauley stated that a UNCG doctoral student will conduct a market study to identify best practices for creation of a Local Health Department (LHD) led WIC market. The long term goal will be to replicate this across the State for other WIC Programs.

Ms. McCauley outlined the marketing campaign that will begin before the Public Health Farmers Market opens and will include banners, flyers, and an e-newsletter that will be generated weekly. Funds from the Community Transformation Grant will help generate a brochure that will advertise the locations of all of the community farmers markets, and these brochures can be distributed at all of the farmers markets. There will also be a direct mail campaign to send post cards to 10,000 homes within a 3-5 mile radius of Public Health. There will be a formal ribbon cutting to coincide with the first release of WIC FMNP vouchers. The date for the ribbon cutting will be announced at a later time. Ms. McCauley stated that most farmers markets start slowly and grow over time.

Ms. McCauley shared information about the Farmers Market hosted by Center United Methodist Church in Catawba, NC. She stated that this market began last summer and will be at the same location this year. The location is at the intersection of Sherrill's Ford Rd, Buffalo Shoals and Murray's Mill. This market was launched June, 2012 and is held on Wednesdays from 2:00 – 5:30 pm. It ran for 20 weeks from June – September. There was an average of 4-7 farmers and 80-120 customers every week. This market will be open again this year and will begin on June 5, 2013.

Ms. McCauley offered to answer any questions the Board may have on the Farmers Market. Mr. Dan Hunsucker, County Commissioner, asked if there would be recipes provided. Ms. McCauley stated that there will be an information booth at the market and recipes will be available. A scavenger hunt for kids will also be set up to help children learn how to identify fruits and vegetables. Mr. William Mixon asked how many vendors/farmers are anticipated. Ms. McCauley stated that four vendors have confirmed. She stated that the desired amount of vendors would be 5-7.

Ms. Susan Witherspoon stated fresh fruits and vegetables will be a wonderful experience for these children and their families.

Ms. McCauley stated that the Center United Methodist market location was chosen because it is a "food desert" area. Public Health's area is not in a "food desert" area; however, the corridor around this facility is serving people that have transportation or other barriers that prevent them sufficient access to fresh produce.

Electronic Bank Transfer (EBT) or Food Assistance will take some time to establish. Ms. McCauley stated that EBT is the Electronic Debit process necessary to accept Food Stamps. She stated it is a very long process to obtain the EBT designation at a market. It will not happen in the 1<sup>st</sup> year of the farmers markets but may occur in the future.

Farmers that are participating are not being required to pay a registration fee. Other farmers markets charge an annual fee and farmers pay weekly to sell at the markets.

**Catawba County Board of Health**

**April 8, 2013, Minutes**

**Page 6**

Cooperative Extension staff will provide literature to distribute to clients. It is possible that a food demo may be scheduled later if logistics can be worked out. Doug Urland, Health Director, stated that Ms. McCauley may want to share what the rules are for a farmers market.

Ms. McCauley stated there are a variety of rules that must be observed including, Environmental Health rules for farmers markets that will prevent food serving or sampling at the farmers market.

Dr. Robert Rights asked what is considered local and will there be items from outside allowed for sale. Ms. McCauley stated that WIC recommendations state that the farmers should grow at least 50% of what they are selling locally. To be certified, the farms are inspected to ensure that the vegetables are being grown on those farms. The variety will depend on the farmers. She added that one vendor last year brought lettuces and hot chili peppers along with other vegetables.

The farmers market will be open to the public and will be a cash market. Ms. McCauley stated that everyone is encouraged to support the market. Ms. Brenda Watson, Chair, asked about the prices and if the pricing will be competitive with the grocery stores. Ms. McCauley stated that the farmers will set the pricing; however, there are guidelines to ensure a fair competitive price.

Dr. Sharon Monday stated that she likes the scavenger hunt for children as a way to teach them about farmers markets. Ms. McCauley stated this market will be farmers selling fruits and vegetables off the back of their trucks and will not include other flea market type of vendors.

Ms. Brenda Watson, Chair, thanked Ms. McCauley for her presentation. Mr. Doug Urland thanked the Board for their questions and interest in this program. The staff has worked hard to make this happen so that clients using Public Health services can have access to fresh fruits and vegetables.

**HEALTH PROMOTION UPDATES**

Ms. Amy McCauley, Community Outreach Manager, gave an update to the Board on the county health ranking report. She stated that health rankings for all 100 North Carolina counties were released recently and Catawba County is ranked #47. The health rankings have been released since 2010, and four health rankings have been completed. This data is collected and published by the University of Wisconsin and they look at different health data and rank each county in the state against each other. For Catawba County the data did not change significantly, however, two big categories that we are ranked on are: health outcomes and health factors. Health outcomes focuses on morbidity/mortality rate and health factors focuses on behavioral and socio-economic factors.

The health factors number improved this year. Catawba County was ranked 28<sup>th</sup> out of the 100 counties compared to last year - Catawba County was ranked 30<sup>th</sup>. Morbidity measurement changed from 29<sup>th</sup> last year to 47<sup>th</sup> this year. The reason for this change is the methods utilized this year. The measurement of premature death has a very elaborate formula to calculate the rate. Two years of data was added to this year's calculations, therefore it is really not possible to compare last year to this year's numbers. Catawba County continues to have work to do; however, the major data change did affect the health rankings number.

Doug Urland stated that when the Community Health Assessment (CHA) is compiled counties are instructed not to utilize County Health Rankings as a data source. Although the health rankings and statistics like this are looked at they are not an accurate measurement of the state of the county's health. The CHA helps to identify the areas the county needs to focus on.

**Fish Advisory** – Ms. McCauley stated that the board received an email regarding a pending fish advisory for Lake Norman. A fish consumption advisory will be issued for striped bass and largemouth bass due to elevated

levels of PCBs that have been found in the striped bass. The advisory was scheduled to be released on the date of this meeting; however, at this time we have not received notification of the release. The Board will be updated when the news release occurs.

Mike Cash, Environmental Health Supervisor, briefly discussed why advisories are issued and stated that Dr. Ken Rudo, NC Toxicologist discussed with him the advisories about fish consumption. There is a target population of women and children that particularly need to be careful about fish consumption due to exposure to Mercury or PCBs. He added that everyone should take note of the advisory even if they do not fall into that target population.

Mr. Doug Urland, Health Director, stated that when the advisory is released, the Board will be informed.

### **HEALTH DIRECTOR'S REPORT**

Mr. Doug Urland gave his report to the Board. He stated there is a very active long session of the General Assembly. The Governor, DHHS Secretary and the State Medicaid Director have announced changes to the Medicaid system in North Carolina. [www.ahealthiernc.com](http://www.ahealthiernc.com) has been set up as a statewide public health education campaign promoting good health choices and available health care resources. Mr. Urland stated that essentially the Medicaid system is being privatized. CCNC, currently working with several state projects, may respond to the RFP. Mr. Urland stated the proposed budget may have little direct effect on Public Health. The Medicaid cost settlement will be down for us this year as there was federal decrease among other factors impacting the settlement. He stated there are different things that will have to happen to implement this type of a change. The Governor has proposed his budget and Doug stated that at this time there doesn't seem to be too many items that will impact directly local public health at this time. The next County budget hearing is scheduled for April 17<sup>th</sup>.

Some legislative bills of interest includes a bill for a Unified Public Health system in NC, amending Medicaid laws for providers, a youth skin cancer act (tanning beds), and regulations regarding who can regulate smoking outdoors.

### **LEGISLATION TO WEAKEN MOTORCYCLE HELMET LAW**

Mr. Doug Urland, Health Director reviewed the Attachment II in the Board packets "Resolution to Oppose any Legislation to Weaken Motorcycle Helmet Law". This resolution, from the NC Association of Local Health Directors (NCALHD), sites death, accident and cost information as justification for not lessening requirements and penalties for not wearing a helmet while operating a motorcycle. Mr. Urland read the resolution into the minutes:

#### **Resolution to Oppose any Legislation to Weaken Motorcycle Helmet Law – March 5, 2013**

WHEREAS, the mission of the North Carolina Association of Local Health Directors is: *To promote health, prevent disease, protect the environment in order to ensure the public's health in North Carolina through leadership, vision, advocacy, and commitment to the principles of public health practice in our local communities and throughout the state; and*

WHEREAS, North Carolina has a very effective universal motorcycle helmet law, enacted in 1968. North Carolina ranks number one in the nation for lives saved as a result of its mandatory helmet law. In 2010, helmet use in our state saved \$163 million dollars per 100,000 registered motorcycles, and

WHEREAS, the state's current motorcycle law is popular among the people it protects. 78% of North Carolina motorcycle riders and 94% of motorists support the current motorcycle helmet law; and

**Catawba County Board of Health**

**April 8, 2013, Minutes**

**Page 8**

WHEREAS, young people suffer in states with partial helmet laws. In states with partial laws, the majority of minors killed in motorcycle crashes were not wearing a helmet despite the fact that they were required by law to do so; and

WHEREAS, partial helmet laws are difficult for police to enforce. Because violations of partial laws are difficult to identify, they are typically enforced only when police pull over a motorcyclist for another reason or at the scene of an accident; and

WHEREAS, partial helmet laws lead to increased injuries and medical costs. For example, Florida hospitalizations due to motorcycle crash injuries increased by over 40% after changing their law from a universal to a partial law. The medical costs of treating head injuries from motorcycle crashes doubled to \$44 million dollars;

NOW THERE, BE IT RESOLVED that the NC Association of Local Health Directors oppose NC House Bill 109, or any legislation that would weaken North Carolina's current universal motorcycle helmet law.

Mr. Urland asked the board for a vote of support. Dr. Sharon Monday made a motion that the Catawba County Board of Health supports the opposition to legislation that would weaken the Motorcycle Helmet Law in North Carolina. Dr. William Geideman seconded the motion and the vote for support was unanimous.

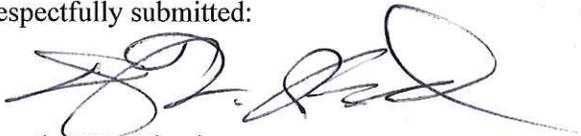
**OTHER BUSINESS**

Ms. Brenda Watson, Chair asked if there was any further business, hearing none she stated the next meeting of the Board of Health will be on Monday, May 6, 2013.

**ADJOURNMENT**

Dr. Robert Rights made a motion to adjourn the meeting. Mr. William Mixon seconded the motion and the meeting was adjourned at 8:30 p.m.

Respectfully submitted:



Douglas W. Urland  
Health Director

DWU:mjk

# PUBLIC HEALTH FARMERS MARKET

Opening May 2, 2013

*Farm Fresh & Family Friendly*



## PUBLIC HEALTH FARMERS MARKET

- Thursdays 11 a.m.-2 p.m.
- Opens May 2
- Partnership with WIC, Eat Smart Move More Catawba County, and Public Health
- Based on ESMM/CUMC market model
- Coordinated and managed by PH staff
- Start-up funding provided through ESMM Community Grant



# MARKET SITE @ PUBLIC HEALTH



## GOALS OF MARKET

- Increase redemption of WIC Farmers Market Nutritional Program (FMNP) vouchers
- Increase convenient access to fresh produce for people living, visiting, and working along 11<sup>th</sup> Ave. Dr. SE corridor
- Improve individual and community health by enabling increased consumption of fresh fruits and vegetables



## WIC-APPROVED MARKET

- Certified by NC Department of Agriculture to accept WIC FMNP vouchers
- Staff (market managers) trained to ensure market adherence to WIC requirements
- Market managers are authorized to stamp WIC FMNP vouchers for redemption
- Staff support from WIC's Raleigh office



## MARKET VENDORS



- Local farmers
- Most sell at other markets
- Locally-grown produce
- All WIC certified



# MARKET RULES

## Catawba County Public Health Farmers Market 2013 Operational Rules

### Participation

In order to participate, a vendor must complete an application and receive approval from the Market M must commit to regular attendance at the market. Public Health understands unforeseen circumstance illnesses, occur. In order to effectively plans to attend by noon Tuesday of ea marketing and promotion for the farm

### Rules/Regulations/Policies:

1. All vendors must be certifi certified farmers are held and are responsible for tra
2. Vendors must abide by all of all required certification
3. All vendors are expected until closing at 2:00pm ev advance by the Market M

- a. There will be no moving vehicles in the market area during market hours. If you arri

**CATAWBA COUNTY PUBLIC HEALTH FARMERS MARKET  
REGISTRATION FORM 2013**

Date \_\_\_\_\_

Farm Name \_\_\_\_\_

Contact's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Alternate Phone \_\_\_\_\_

WIC FMNP Certified Farmer ID Number \_\_\_\_\_

Email Address \_\_\_\_\_

Website \_\_\_\_\_

Please identify the months you plan on selling at the Catawba County Public Health Farmers Market:

\_\_\_ May \_\_\_ June \_\_\_ July \_\_\_ August \_\_\_ September \_\_\_ October

## WIC FMNP REDEMPTION

- Direct promotion to WIC clients to encourage voucher redemption
  - Market flyers & table tents
  - Client call list
  - Market shopping bags, FM literature distributed with FMNP vouchers
  - Exploring “bonus bucks” incentive to encourage WIC FMNP redemption at PHFM
  - Possible market tours, taste testing during scheduled FMNP voucher pick-ups



## **WIC MARKET STUDY**

- To identify best practices for creation of LHD-led WIC market
- Conducted by a UNCG doctoral student
- Will share results as model for LHDs

## **ON-SITE SURVEYS**

- To determine customer satisfaction, market effectiveness



## **MARKET PROMOTION**

- WIC Promotions
- Banners
- Road Signs
- Flyers
- Greenway Bus Advertisements
- Billboards
- Ribbon Cutting
- Digital Screens
- Weekly E-newsletter
- Public Health Website & Facebook Page
- Health Partners Website
- Publicity
- Direct Mail
- Brochure



## BANNERS/BILLBOARDS



- Billboards on Hwy. 70 & Highland Ave. June-Sept.
- Banner @ PACE (Hwy. 70 & Fairgrove Church Rd.)
- Banner @ Public Health all summer

## ROAD SIGNS



I ♥ Fruits & Vegetables

Drawn by Catherine, age 9

CATAWBA COUNTY Public Health **Farmers Market**

**THURSDAYS**  
11:00 a.m. – 2:00 p.m.

OPENING DAY MAY 2  
Cash and WIC farmers market vouchers accepted.

Visit **Farm Fresh & Family Friendly**  
CATAWBA COUNTY 3070 11th Ave. Dr. SE, Hickory, NC 28602

## FLYERS

- Coloring contest offered to children through WIC, Dental, and other avenues
- “Farm Fresh & Family Friendly” slogan
- English and Spanish
- Distributed through area businesses, schools, partners, etc.

## WEEKLY E-NEWSLETTER

**FARMERS MARKET**  
at Center United Methodist Church

Center United Methodist Church • Wednesday • 2:00pm - 5:30pm  
4945 Sheriffs Ford Road, Catawba, NC 28609

We're selling produce on Wednesdays from 2:00pm - 5:30pm at Center United Methodist Church- including tomorrow, October 17th. The last market day of this season will be next week on Wednesday, October 24th.

### *this week's bounty*

#### VEGGIES:

- Pumpkins- jack-o-lanterns & pie varieties
- Tomatoes
- Green tomatoes
- Squash
- Onions
- Red peppers
- Chayote
- & more!

#### FRUIT:

- Apples- Gala, Granny Smith, Stayman Winesap, Fuji, Red Delicious, and Golden Delicious varieties

- E-mailed weekly with list of produce available at market
- E-mails collected at market

## GREENWAY BUS ADS



**Catawba County Public Health**  
**FARMERS MARKET**  
**Thursdays 11-2**  
Behind Catawba Valley Medical Center

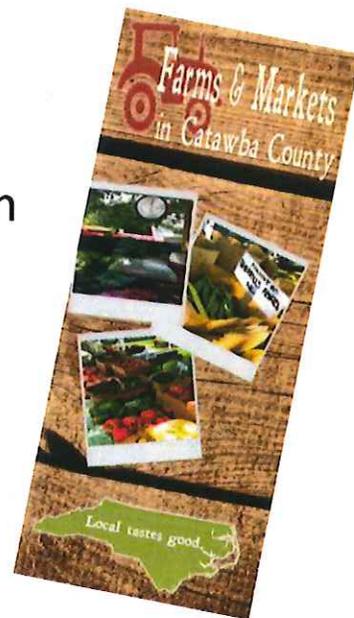
CATAWBA COUNTY Public Health



- Inside 6 buses along local route
- June - August
- English & Spanish

## BROCHURE

- Promoting all farmers markets in Catawba County
- Provided by Community Transformation Grant



## DIRECT MAIL

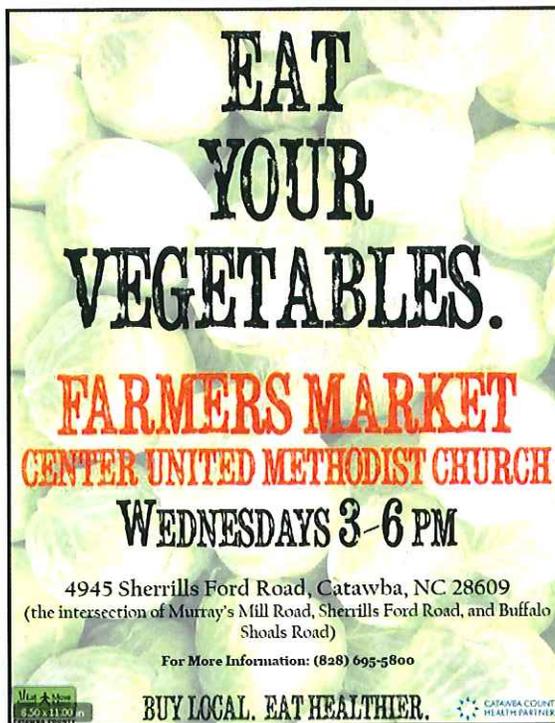
- 6" x 9" promotional postcard
- 10,000 homes within 3-5 mile radius
- Provided by Community Transformation Grant

# CUMC FARMERS MARKET



- Hosted by Center United Methodist Church in partnership with ESMM
- Launched June 2012
- Wednesdays 2:00-5:30 p.m.
- 20 weeks from June through September
- 4-7 farmers, 80-120 customers weekly
- New season opens June 5

# CUMC MARKET PROMOTION



- Flyers throughout community, local schools
- Church bulletins
- Banners, road signs
- Publicity
- Weekly e-newsletter
- Word of mouth



## RIBBON CUTTING

- Will coincide with first release of WIC FMNP vouchers (date TBD)
- To celebrate/publicize market, WIC, vouchers



# FARMERS MARKET

at Center United Methodist Church

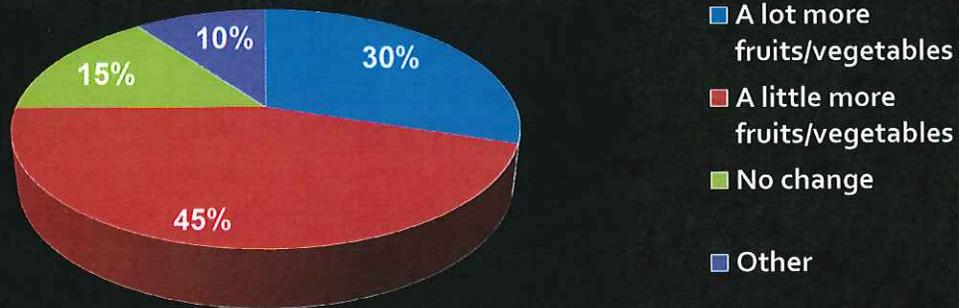






# CUMC SURVEY RESULTS

As a result of your shopping at the Farmers Market at Center United Methodist, has your family been eating more fruits and vegetables than before?



## WHAT TO EXPECT

- Most markets start slowly and grow over time
- Will monitor market development, operations, attendance and adjust as needed

## NEXT STEPS

- Public Health operations meeting
- Market manager training
- Farmers meeting/training
- Implement promotional plan
- Open market!



**QUESTIONS?**