

## Advocacy is our purpose

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## Mission



NCAH is an independent, statewide **coalition** of individuals, businesses and nonprofits working to promote obesity and tobacco prevention policies before NC's legislative and executive branches.

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## NC Alliance for Health



- More than 75 organizations from across the state have joined or partnered with the Alliance to promote efforts to:
  - Raise NC's cigarette tax;
  - Eliminate secondhand smoke from worksites & public places;
  - Restore funding for NC's tobacco prevention and cessation programs; and,
  - Address obesity issues by promoting policies that encourage routine physical activity and healthy eating.

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## Who is NCAH?



- **Sampling of Diverse Membership:**

American Heart Association  
American Cancer Society Cancer Action Network  
American Lung Association  
American Diabetes Association  
AARP and NC CHILD  
First Health of the Carolinas  
March of Dimes  
NC Alliance of YMCAs  
NC Center for Health and Wellness – UNC Asheville  
NC Council of Churches  
NC Pediatric Society  
NC Prevention Partners  
NC Local Health Directors Association  
Youth Empowered Solutions (YES!), and many others . . . .

- **Strong collaboration with state agency partners.**

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## Obesity Prevention Policy Priorities



- Physical Activity/Physical Education
- Worksite Wellness
- Built Environments
- School & Community Nutrition

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## NCAH Obesity Prevention 2015 Policy Goal:



Seek an appropriation of \$1 million in state funds to create a Healthy Corner Store Initiative that increases the amount of healthy food being offered in existing corner stores in low and moderate income communities

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## Why Corner Stores?

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## Statistics



- North Carolina has at least 349 food deserts across 80 counties, impacting over 1.5 million of North Carolina residents. Food Deserts exist in both rural and urban areas.
- About one in every five North Carolinians is “food insecure” and will not have access to enough food this year.
- According to the most recent National Survey of Children’s Health (2012), 31.4% of NC children ages 10-17 are overweight or obese.

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## What does a Healthy Corner Store Initiative entail?



- Technical assistance to corner stores who want to augment their healthy food options
- Equipment – refrigeration and shelving
- Marketing and branding campaign
- Nutrition education efforts – recipe cards, taste testing

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## Healthy Corner Stores



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## Benefits of a statewide HCSI

- Works in a community's existing retail footprint
- Increases availability of healthy food in high-need neighborhoods
- Small investment
- Support small business owners
- Enhance regional food systems

Where does a Healthy Corner Store fits in the larger-scale systemic policy work in the state and across the country?

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## Recent Legislative Work

- 2013 - HB 957: Food Desert Zones introduced by Representative Yvonne Holley (D-Wake)
- 2014 - House Study Committee on Food Desert Zones
  - Co-chairs: Rep. Starnes and Rep. Whitmire
  - Rep. Yvonne Holley
- 2015 - HB 250: Healthy Food Small Retailer/Corner Store Act
  - Sponsors: Rep. Yvonne Holley (D-Wake), Rep. Donny Lambeth (R-Forsyth), Rep. Brian Brown (R-Pitt), and Rep. Chris Whitmire (R Transylvania)
  - Appropriation in House budget
  - Budget conference committee

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## Resources



- NC Alliance for Health Website  
<http://www.ncallianceforhealth.org>
- NC General Assembly Website  
<http://www.ncleg.net/>

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## What Can You Do?



- Educate policy makers about issues in your community and the value of your work
- Stay Informed – Join the NCAH Email List!
  - Alliance Legislative Updates
  - Follow the House Study Committee on Food Desert Zones
  - Periodic Grassroots Calls
  - Alliance Talking Points
- Sign the resolution(s) and ask local partners to sign
- Join the Alliance as an individual or organizational member

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## Contact us



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