



MEMBER GUIDE

www.healthybuncombe.org

Welcome to Healthy Buncombe, The Physical Activity & Nutrition Coalition. The following handbook will give you important information about our group and how you can make the most of your membership. Should you have any questions, feel free to call one of the numbers listed below.

We're glad you're here!

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Community Nutrition Action Team Co-chairs

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MISSION STATEMENT

To enhance health and quality of life for those who live and work in Buncombe County and its municipalities through promotion of healthy lifestyle behaviors.

PURPOSE

Practicing healthy lifestyle behaviors can reduce the risk of chronic disease and improve quality of life.

The purpose of the Coalition is to:

- Create an environment in Buncombe County *to promote fitness and encourage healthy lifestyle behaviors.*
- Give support to existing organizations and community groups to assist in the promotion of healthy behaviors like physical activity and good nutrition in worksites, schools and the community.
- Increase the capacity of existing groups and organizations to be health promotion agents during and beyond the life of the Coalition. Promote opportunities for healthy nutrition and physical activity as a major health priority in Buncombe County.
- Develop, implement, and evaluate a comprehensive prevention plan that focuses on physical activity and healthy nutrition for Buncombe County in coordination with North Carolina Department of Health and Human Services, Physical Activity and Nutrition Unit.



(Action Plan Continues)

5. By June 2006, North Carolina Department of Transportation will install recommended sidewalks creating continuous sidewalks on both sides of Merrimon Avenue.
6. By June 2006, at least one additional Buncombe County community will conduct a Walking and Biking Suitability Assessment and develop a long-range plan to improve walking and/or biking in their community.
7. By 2006, the City of Asheville will develop a Bicycle Plan.
8. By June 2006 the Healthy Buncombe and Strive Not to Drive coalitions will conduct a social marketing campaign, to increase the number of downtown Asheville employees using walking, biking and public transportation.
9. By June 2006 6 Faith Based groups will implement the A-BC Let's Go physical activity Campaign and/or Families Eating Smart Moving More.
10. By June 2006, 2 (new) worksites will implement and 5 (existing) worksites will expand physical activity/and or healthy eating programs.
11. By June 2006 2 (additional) retail food establishments in Buncombe County will implement the Winner's Circle Healthy Dining Program.
12. By June 2006, "Healthy Buncombe" Local Physical Activity and Nutrition (LPAN) will develop a committee/plan to actively recruit more diverse members and expand membership.



ACTION PLAN OBJECTIVES & STRATEGIES

Healthy Buncombe uses an annual action plan to guide activities throughout the year. These objectives are consistent with North Carolina Healthy Carolinian objectives.

1. By June 2006, in collaboration with the School Health Advisory Committee (SHAC), the Asheville City and Buncombe County schools will implement the following policy/ environmental changes:
 - ◆ healthy snacks will be offered for all classroom and school events
 - ◆ high school and middle school vending machine will offer healthy snacks (at the basic implementation level recommended in the Standards for All Foods in Schools)
 - ◆ Student physical activity and nutrition coalitions will be formed
 - ◆ Annual collection of BMI data will occur in all Elementary schools.
2. By June 2006, 3 (additional) schools will implement and schools receiving mini-grants in 04-05 will continue offering healthy eating and physical activity programs.
3. By June 2005, 5 (additional) schools will implement a staff physical activity program.
4. By May 2006, Buncombe County Schools will increase purchase of Winner's Circle items by
 - ◆ In Asheville City School, serving only Winner's Circle snacks and beginning to offer at least 1 Winner's Circle entrée each week in all schools and
 - ◆ in Buncombe County School, increasing the sale of Winner's Circle items by 5%.



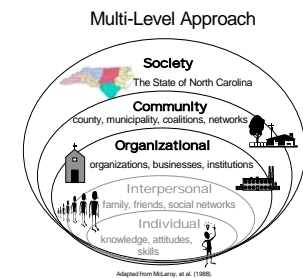
A BRIEF HISTORY

Healthy Buncombe was formed in 1990 as the Local Fitness & Nutrition Council and was in existence for about two years. North Carolina Department of Health and Human Services (NC DHHS), Health Promotion Division began encouraging communities to form coalitions to actively promote physical activity and proper nutrition as a means of preventing chronic disease and enhancing the quality of life. In response to this encouragement, Buncombe County revitalized the coalition in October 2000 and changed to name to Healthy Buncombe, The Physical Activity & Nutrition Coalition, in the summer of 2002.

Healthy Buncombe is a coalition of local organizations, agencies, and concerned citizens. Current membership includes around 45 individuals, representing more than 30 organizations. Financial support for the Council is provided through NC DHHS primarily through Centers for Disease Control funding. Buncombe County Health Center serves as the fiscal agency and provides staff support. Despite the funding and fiscal oversight structure, the Council is an independent coalition with it's own government and operating structure.

ROLES OF THE COALITION

- ◆ Develop, implement, and evaluate physical activity and nutrition promotion plan.
- ◆ Create an environment in Buncombe County to encourage heart healthy lifestyle behaviors.
- ◆ Support the Multi-Level Approach (at right).
- ◆ Implement an Action Plan



GENERAL ACTIVITIES

During the past 5 years, we have worked to clarify our goals and refine the Coalition to best meet the needs of our community. We have established strong partnerships, developed the capacity of our membership through training opportunities and networks, worked to develop relationships with local media and launched the Healthy Buncombe website (www.healthybuncombe.org) in October 2002.

ACTION TEAM ACTIVITIES

Currently the Healthy Buncombe has 3 Action Teams: Active Communities, Worksite and Community Nutrition.

- ◆ The **Active Communities Team** works with decision makers and community members to create policies and programs to promote physical activity in Buncombe County. The Team is exploring media and web-based activities to keep the community informed about options for physical activity. The Team also works to support and inform the public about important issues such as greenways and transportation initiatives that promote or serve as barriers to a healthy environment. The Team is involved in sponsoring events such as *Strive Not To Drive* and *Walk to School Day*; is a partner in the *Asheville-Buncombe Let's Go* program and has provided leadership in promoting safe walking and biking in Buncombe County.



- ◆ **Staff**

The North Carolina Department of Health and Human Services (NCDHHS), Office of Health Promotion supports funding for two public health educators at the Buncombe County Health Center to promote physical activity and healthy eating. Both of these positions work with the Coalition in meeting Annual Action Plan objectives. One health educator serves as the Coalition Coordinator and the second provides general support with an emphasis on worksite health promotion. Staff are non-voting members.

MEETINGS

Coalition meetings are held quarterly. This year the coalition will be scheduling meetings on a variable basis to enable more potential members to attend meetings. Quarterly meeting dates will be scheduled at least 6 months in advance. An annual retreat is generally scheduled in the spring. Action Team meetings are held more frequently and are scheduled according to the needs of team members.

OFFICERS AND STAFF

◆ Officers

The officers of the Coalition include a Chair, two Vice Chairs, and Secretary/Treasurer. Officers are elected each year at the annual retreat in June and will serve for the July-June fiscal year.

Three individuals will be elected from a list of nominees submitted by the Coalition. After elections, the new officers will meet with the Executive Council to identify specific roles and responsibilities for the upcoming year. The officers will work together to identify which individual will serve as Chair and Vice Chairs based on individual interest, skills and work style. Chairs and Vice Chairs are limited to three, one-year terms. The Coalition Chair will appoint the Secretary to the Coalition annually.

- ◆ The **Worksite Action Team** works to encourage employers to adopt policies and implement programs that promote physical activity and good nutrition for employees. The Team implemented *Walkabout*, a workplace walking program, in the Fall of 2002. Walkabout offers incentives to employees who walk 100 miles in 100 days. The Team successfully piloted a physical activity and nutrition program for local school faculty and staff during Spring 2005 and is currently working to develop additional programs and resources to assist employers in expanding health promotion activities.



- ◆ The **Community Nutrition Action Team** works with decision makers and community members to create policies and programs to promote good nutrition in Buncombe County. Currently the team is working to support schools in activities and programs designed to encourage students to develop healthier eating habits, such as the *Winner's Circle* program and a health curriculum for middle and high school students. Physical Activity is now routinely included as a part of nutrition guidelines. Consequently many of our school-based activities include both nutrition and physical activity components. The team is also working to introduce a *Winner's Circle*, heart healthy restaurant program in 2005.



ROLES & RESPONSIBILITIES OF MEMBERS

What is required of our members?

We ask that members:

- Attend quarterly meetings
- Be familiar with coalition objectives
- Serve on a Healthy Buncombe Action Team. With the Chair's approval, a member may abstain from serving on an Action Team and serve only as an advisor to the Coalition.



How much time is involved?

We recognize that our members are busy individuals and will be unable to attend every meeting. We ask that members make a good-faith effort to be actively engaged in the process and activities of the coalition and its action teams.

- General coalition meetings are held once a quarter and are typically 2 hours in length.
- Action teams meetings are scheduled by the team chair and meet at least once a quarter and as often as once a month.
- Participation in Action Team activities will vary.
- We also ask that members commit to one year involvement.

What are the qualifications for membership?

Any community member is qualified as long as they understand, believe in and are willing to promote the mission and objectives of Healthy Buncombe.

Is there more than one way to be a member?

Members may serve on the coalition as an *Individual* or as a representative of an agency or *Organization*. Members may also choose to participate as *Active* or *Supporting* members.

- ♦ *Active members* participate in meetings and activities of an action team or are actively involved in a special project or initiative of the Coalition and also pay an annual *\$10 membership due*. Active members have the privilege of voting and their name and organization are listed on the Healthy Buncombe website.
- ♦ *Supporting members* are those who wish to participate but because of constraints such as time or work they are unable to make the needed time commitment. These members receive all Coalition communications and participate in at least one quarterly meeting each year. They do not have voting privileges. A Supporting member's status may be changed to active at the member's request should their ability to participate change.

MEMBER ETHICS

Healthy Buncombe welcomes and encourages participation by health, physical activity and nutrition professionals as well as other members of the business and professional community.

To ensure that the coalition is seen as representing the community's interests, we ask those who join the coalition acknowledge that they participate for the purpose of furthering coalition goals and objectives and recognize that:

- ♦ Membership shall not be used to promote programs or activities of an individual or member organization unless it is seen as representing the coalition's broader goals and objectives.
- ♦ Membership does not suggest endorsement of an individual or organization's program, practice or opinions.
- ♦ Members participating in coalition activities or serving as a spokesperson for the coalition are to act on behalf of the coalition and not on the behalf of themselves or their organization.