Community Links for Better Health

A Step-by-Step Guide for WISEWOMAN Projects and other Community-Based Health Promotion Projects
Acknowledgments

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Overview of this Guide

Why are community resources important?

Community and neighborhood resources can make it easier to turn new, healthy behaviors into lifelong habits. Using community resources can also help people overcome the barriers to a healthy lifestyle. Resources such as farmer’s markets and produce stands can make it easier to eat more fruits and vegetables; and parks and trails can make it easier to walk regularly.

To be able to use local resources, however, community members first need to know that the resources exist. They also need to be motivated to use the resources. By developing and using community resource tools, WISEWOMAN projects and other community-based health promotion programs can help program participants become more aware of resources in their community and encourage them to regularly use such resources. Use of resources can support and reinforce behavior changes that participants make as a result of other program activities.
How can this Guide help?

This Guide will help you create tailored community resource tools. The Guide is based on our experience designing and testing tools in a WISEWOMAN research project in New Hanover County, North Carolina (2002-2004). The tools highlight local resources to help participants eat healthier foods, be more physically active, stop smoking, and learn how to advocate for changes in their communities. To increase participants’ awareness of and motivation to use local resources, we developed three intervention tools:

1. The **Community Assessment** helps participants think about community and personal barriers that influence their behaviors and encourages them in setting goals to improve their lifestyle choices. The Assessment is standard for all programs and does not need to be tailored to your specific community.

2. The **Tip Sheets** offer encouragement and help participants identify resources to achieve and support their behavior change goals. The Tip Sheets are also standard, but can be tailored to your community.

3. The **Community Resource Guide** is tailored to your community and pulls together key information about how to tap into local resources.

We also created interactive, tri-fold nutrition and physical activity brochures. Each brochure offers a condensed version of the community resource tools in a single document.

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### Our experience: Using the community resource tools in WISEWOMAN

In the New Hanover WISEWOMAN project, participants who received community resource tools reported increasing their use of local physical activity resources more than participants who did not receive the tools. Participants living in urban areas who received the tools also reported increasing their use of local nutrition resources more than participants living in urban areas who did not receive the tools. We believe that the community resource tools helped women become more engaged with local resources for the following reasons:

- **The tools were put to immediate and effective use:** WISEWOMAN Health Counselors incorporated the community resource tools into their structured counseling intervention.1
- **The tools helped participants set achievable goals:** The Community Assessment and Tip Sheets made it easy for Health Counselors to guide goal setting.
- **The tools increased participants’ awareness of local opportunities:** The Community Resource Guide provided specific and relevant information on a wide range of local resources.
- **The tools were culturally appropriate:** All tools were pilot tested and revised according to community member feedback.

1The North Carolina WISEWOMAN project used the *New Leaf...Choices for Healthy Living* intervention as their structured counseling intervention. The *New Leaf* manual is a theory-based diet and physical activity assessment and tailored counseling program designed for use in public health clinic settings.
Who can use this Guide?

This Guide is designed primarily for WISEWOMAN Project Coordinators working in local health departments and community health centers. However, it can also be used by coordinators of other health promotion programs.

Why are resources for community advocacy included in this Guide?

WISEWOMAN participants and participants in other community-based programs have tremendous potential to advocate for neighborhood and community changes that can make it easier to obtain healthy foods and be physically active. In some localities, citizens have been able to mobilize and use federal, state, or private funds to build walking trails or supermarkets. The health counselor or program coordinator can facilitate community advocacy and action by linking program participants to resources that can help them improve their communities.
Steps for creating community resource tools

There are three basic steps that you can follow to create tailored community resource tools for program participants. You may find it helpful to begin working on more than one step at a time. Below we provide an overview of the steps, which are described in more detail on the following pages.

Conducting a literature review:

As the community resource tools are being developed, you may wish to do a literature review to identify community-level barriers and facilitators. The health promotion literature lists many environmental factors that make it harder or easier for socioeconomically disadvantaged groups to eat a healthy diet and be physically active. For example, studies show that underserved communities may have a lack of supermarkets, less access to healthy foods in restaurants and grocery stores, and a higher proportion of fast food restaurants, which can make it difficult for residents to eat well. Research also suggests that a lack of accessible and affordable physical activity options (e.g., parks, fitness centers), crime, and heavy traffic can discourage physical activity.

For more information about nutrition barriers and facilitators:


For more information about physical activity barriers and facilitators:


Step 1. Identify resources in the community: Talk to community leaders, and use existing resource directories, the Internet, and print resources. Most communities have resources, like produce stands and parks, that can promote and support healthy eating, physical activity, smoking cessation, and community change efforts. Begin your search for community resources by talking to staff members in your own agency to find out if a list of community resources has been developed in the past. You may also want to talk to an existing group of community leaders, to learn more about what your community has to offer program participants.

Searching the Internet and phone book is another way to identify community resources that will be the most appealing to and appropriate for program participants.
Step 2. Draft the community resource tools and give them a try! Use the information from Step 1 to draft the community resource tools, or draft interactive tri-fold brochures that integrate all three tools. The Community Assessment, Tip Sheets, and Community Resource Guide templates included in this Guide and on the CD-ROM will help you get started. Visit or call each resource to confirm its business status and to obtain specific information about location, hours, costs, special rates, and other relevant details.

After the tools are drafted, use feedback from program participants to finalize the tools so that they are understandable and complete.

Step 3. Use the tools to address barriers, and encourage and support behavior change. The community resource tools are highly compatible with the New Leaf... Choices for Healthy Living counseling intervention used in WISEWOMAN. However, even if your project does not use New Leaf, you can help program participants consider their health behaviors within the context of their local communities. Use the Community Assessment to help participants set concrete goals that move them closer to a healthier lifestyle. Review the Tip Sheets to encourage participants to overcome community barriers and use community resources. The Tip Sheets provide a natural link to the Community Resource Guide, which can help participants translate specific goals into action.

After program participants have begun thinking about barriers in their communities regarding healthy eating and physical activity, invite a group of participants to work together to advocate for an improvement in their community that they feel strongly about. Although this process can be time-intensive, the investment will be worth it if participants succeed in achieving the desired improvement!
Identify resources in the community: Talk to community leaders, and use existing resource directories, the Internet, and print resources.

1. Draw from community knowledge and expertise within your own agency, or talk to an existing health promotion group in your area.
   
a. Use your own knowledge and ask staff members in your agency if they are aware of important community resources, and find out if there is an existing list of local community resources. Use the list to begin drafting your Community Resource Guide.

b. Find out about existing health promotion groups, like Healthy Carolinians¹, a Local Physical Activity and Nutrition (LPAN) Coalition², or a Student Health Action Committee. Attend a meeting and ask the group to suggest local resources appropriate for your program participants.

2. Search the Internet and phone book to find relevant resources in the communities where participants live and work. See Appendix B at the end of this guide for specific websites to search and phone numbers to call.

Look for the following types of resources in the community:

a. Nutrition resources:
   • Farmer’s markets, produce stands, pick-your-own farms
   • Food buying clubs (Share Program)
   • Restaurants with healthy food options (Winner’s Circle Program)
   • Local nutrition classes (through the Cooperative Extension Service)
   • Food banks
   • Gleaning networks
   • Congregate meal sites
   • Van rides to grocery stores

b. Physical activity resources:
   • Parks and trails
   • Mall walking
- School tracks, fields, and tennis courts
- YWCAs and YMCAs
- Community gyms and recreation centers
- Senior centers
- Communities or downtown areas with sidewalks and/or bike lanes
- Public pools

c. Smoking cessation resources:
- NC and National Quitlines
- American Cancer Society (ACS) guide to quitting smoking
- Medicaid-reimbursed over-the-counter nicotine replacement therapy
- Centers for Disease Control and Prevention–Office of Smoking and Health (CDC–OSH)
- Women’s Health: Interventions for Smoking Cessation (WHISC)
- American Lung Association
- NC Prevention Partners: Quit Now NC!
- QuitNet: online support group
- Quit Smoking Now!: telephone support and instant messaging cessation services

d. Community change resources:
- Community Watch programs
- Park Watch programs
- Public Services and/or Public Works Departments
- Traffic Services branch (Department of Transportation)
- Local utility companies
- County departments and offices
- Animal Control Services
- NC Main Street Program

1Healthy Carolinians (http://www.healthycarolinians.org/)

2Local Physical Activity and Nutrition Coalitions (www.eatsmartmovemorenc.com/contactdir/index.htm)

3Community change resources are defined as organizations or groups you can contact to begin making beneficial community changes, such as getting neighborhood sidewalks repaired or starting a community watch to make neighbors feel safer as they walk.
Step 2

Draft the community resource tools and give them a try!

1. Begin listing phone numbers and other useful information about each resource in each of the Community Resource Guide templates as you collect the information. (See Appendix A for a version to photocopy or go to the CD)

Call or visit each resource on your evolving Community Resource Guide to check its business status and find out additional information needed to use the resource. You should collect three broad categories of information:

a. Who to talk to, which goes into the “Talk to” column on the templates.
   • Name and phone number of contact person for the organization, agency, or resource

---

**Nutrition Resources**

<table>
<thead>
<tr>
<th>If you need to...</th>
<th>Talk to...</th>
<th>Information/you should know</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food...</td>
<td>Name and phone number of contact person</td>
<td>This SHARE (Self-Help and Resource Exchange) program allows community members to buy a box of fresh fruits, vegetables, staples for $16 and 2 hours of community service (total value $35).</td>
<td>The SHARE (Self-Help and Resource Exchange) program allows community members to buy a box of fresh fruits, vegetables, staples for $16 and 2 hours of community service (total value $35).</td>
</tr>
<tr>
<td>healthy meals...</td>
<td></td>
<td>Learn about healthy restaurant options in your area</td>
<td>Winner’s Circle promotes partnerships between local restaurants and health agencies to encourage healthy eating in North Carolina.</td>
</tr>
<tr>
<td>Learn how to cook healthy meals...</td>
<td></td>
<td></td>
<td>Free school-based nutrition education for children in grades K-12.</td>
</tr>
<tr>
<td>Learn about healthy eating options in your area...</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Our experience: the Community Resource Guide

The New Hanover County Community Resource Guide included information about a variety of local resources.

Nutrition:
- Classes offered by the Cooperative Extension Service, Diabetes Coalition, and Health Department
- Local produce stands and pick-your-own farms
- Gleaning opportunities
- Van rides to discount superstores for individuals lacking transportation

Physical activity:
- Places to walk (e.g., malls, school tracks, trails, parks)
- Programs offered by the Recreation Department, YMCA, and Senior Center

Community change:
- Phone numbers of municipal agencies (e.g., where to request sidewalk repairs and other neighborhood improvements).

In the New Hanover project, the resources used the most by WISEWOMAN participants were farmer’s markets, produce stands, parks and trails, walking programs (e.g., at the mall), and affordable fitness centers. If appropriate for your community, include these types of resources in your Community Resource Guide.

b. Specific information about the resource, which goes into the “Information you should know” column on the templates.
- Name and location of specific resource (if applicable)
- Hours/days of operation
- Cost/fees
- Activities and programs offered

The Community Resource Guide templates will help you prioritize the most important resources for nutrition, physical activity, smoking cessation, and community change. If you think of other types of resources that could be helpful to individuals in your community, go ahead and include them!
2. After adding the community-specific information about each resource into the Community Resource Guide templates, print the Community Assessment, Tip Sheets, and newly developed Community Resource Guide, or the interactive tri-fold brochure from this Guide or the CD. (See Appendix A for hard copies of the Community Assessment, Tip Sheets, and Community Resource Guide templates to photocopy, or go to the CD.)

3. People who have lived in the community for a while may be able to provide you with valuable information about how to improve your community resource tools. Try the tools out with 5-10 potential or current program participants, or other community leaders to get feedback about your community resource tools. Use their feedback to revise the tools so that they are more relevant and culturally appropriate for program participants.

Ask program participants about:

a. The resources they currently use or would consider using.

b. Additional local resources that you were not able to find out about from community leaders, the Internet, and/or phone book.

c. Advice they would give a friend to encourage her to use resources.

d. Important barriers and facilitators that affect participants’ ability to use different resources. For example: Does fear of crime keep participants from walking in the local park? Do they know about the local produce market?

Revise the community resource tools by adding or removing resources from your evolving Community Resource Guide, or adding new advice that participants have provided to the Tip Sheets. Give participants a copy of the Community Resource Guide to thank them for their help.

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Our experience: Pilot testing the community resource tools

In New Hanover and Columbus Counties, we pilot tested the Community Assessment and Tip Sheets with 16 women and shared the Community Resource Guide with 12 women. Their feedback was insightful and helped us decide what to include in the final versions of the tools. For example, one woman noted the benefits of shopping at a local produce market: “...So, I’d just tell people about the good prices they have there and how fresh the produce is and it’s a really nice place and it’s local, too. You can support the farmers locally.” Thus we included similar advice on the tip sheets: “Eat homegrown and local produce—it is fresher and tastes better!”

Another community member said: “Assess where the parks and the trails are near your place of work. Just look around you and see what’s available within a mile range near your work place...even if you work full-time you can still use your lunch hour or right after work.” So we included the following tip: “Explore the area around your workplace to find a safe place for walking during lunch, breaks, or after work.”
Step 3

Use the tools to address barriers, and encourage and support behavior change.

When you have finalized your community resource tools, prepare to use the Community Assessment, Tip Sheets, and Community Resource Guide, or the tri-fold brochures found in this book or on the CD. The flexible tools can be used in at least five ways with program participants:

1. One-on-one counseling sessions
2. Group sessions
3. Telephone counseling
4. Mailings
5. Use the tri-fold brochures

1. One-on-one counseling sessions

a. Give participants the Community Resource Guide.
   • Explain what the Community Resource Guide is and how to use it.
   • Encourage participants to explore one or more resources.

b. Administer the Community Assessment.
   • The Community Assessment works just like other assessments that are part of the New Leaf...Choices for Healthy Living manual. Optimal behaviors are in the left column, and behaviors that could be improved are in the middle and far right columns.

<table>
<thead>
<tr>
<th>Community Assessment:</th>
<th>Please circle the appropriate response option for each question and mark/date the goals the participant chooses for &quot;My Goals.&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Question</strong></td>
<td><strong>Response Options</strong></td>
</tr>
<tr>
<td>1. During the growing season, how often do you get produce from a fruit/vegetable stand, farmer’s market, personal garden, and/or local farm?</td>
<td>Very often</td>
</tr>
<tr>
<td>2. How many times during the week do you eat food from a fast-food place or snack foods from a convenience store?</td>
<td>0</td>
</tr>
<tr>
<td>2a. If 1-2 or 3+, are these foods...</td>
<td>Very healthy</td>
</tr>
<tr>
<td>3. How often do you keep snack foods such as candy and chips in your home?</td>
<td>Hardly ever</td>
</tr>
<tr>
<td>4. How healthy is the food you eat while at your place of worship or at a social gathering?</td>
<td>Very healthy</td>
</tr>
</tbody>
</table>

Spanish-speaking Participants

If you have a lot of Spanish-speaking program participants, pick out the most important and culturally relevant Community Assessment items, Tips, and Community Resources, and ask a someone in your agency to translate them into Spanish! Ask others about the most culturally relevant resources, such as Hispanic grocery stores, churches, and community centers.
• Examine responses in the left ("optimal") column. Praise the participant and encourage her to keep up these healthy behaviors.

• Ask the participant how she has overcome community and personal barriers that make it hard to engage in healthy behaviors—this is a good way to gather ideas to share with other participants.

• Examine the behaviors that need improvement (far right and middle columns). Collaborate with the participant to set goals to improve one diet and one physical activity behavior. Mark and date the goals in the "My Goals" column.

• Smoking is not included on the Community Assessment. Refer smokers to the New Leaf smoking cessation tools and resources listed in the Community Resource Guide.

c. Ask the participant about the barriers she faces.

• Use the corresponding Tip Sheets, Community Resource Guide, your own experience, or ideas shared by other participants to give the participant suggestions about how to overcome the identified barriers.

• The Tip Sheets refer to the Community Resource Guide frequently, so be sure to have it handy!

Support group trips to local resources:

Program participants may need extra support to begin using a resource. Encourage participants to visit a resource in the Community Resource Guide by organizing a group trip. For example, go strawberry picking together at a local farm one Saturday morning, or organize a group walk at a local park. Such an outing might be just what a woman needs to get started!

Tip Sheets

1. Try fruit and vegetable stands and pick-your-own farms:
   - Eat homegrown and local produce—it is fresher and tastes better!
   - If you live in a larger city, visit farmer's markets and produce stands to build "small-town" connections with the people who grow your food.
   - Buy in-season fruits and vegetables—they are usually the least expensive.
   - Buy fruits and vegetables in bulk and freeze (strawberries, corn) or can (peaches, beans) what you don't eat, for an 'off-season' treat!
   - Go with a friend to a pick-your-own place and share what you pick with other friends and neighbors.
   - See the Community Resource Guide for places to get low-cost, fresh fruits and vegetables.

2. Drive on past the fast food:
   - If you are often tempted to stop for fast food in the mornings, eat a healthy breakfast at home instead—this is usually faster and cheaper!
   - Take quick snacks, like apples or carrot sticks, when running errands, so that you are not hungry when you pass a fast food place. Plan for times like this and buy healthy, quick snacks at the grocery store.
   - If you eat at fast food restaurants, be sure to look at the nutrition information to choose the healthiest options.

3. Make healthy choices easier in your home:
   - Keep a big bowl of fruit in the house, instead of a candy dish.
   - Treat the children in your household to tasty, convenient, and healthy snacks. Try grapes, trail mix, flavored rice cakes, bananas and apples with peanut butter, and nuts. It's never too early to start eating healthy!
   - Don't bring unhealthy foods into your home. But if you do, keep healthy foods in easy-to-reach places, and put unhealthy foods in hard-to-reach places.
d. Follow up on the participant’s progress.
   • Use follow-up visits or phone calls to ask the participant about progress toward meeting her goals.
   • If goals have been met, encourage the participant to set another goal.
   • If goals have not been met, use the Tip Sheets to encourage the participant to keep trying, and help identify useful resources in the Community Resource Guide.

2. Group sessions
   a. Ask group participants about barriers to a healthy diet or physical activity in their neighborhoods and/or communities.
      • Ask them to share ideas about how they overcome barriers.
      • Pass out Tip Sheets and let participants know that the Tip Sheets contain suggestions others have made for overcoming common neighborhood/community barriers or using resources.
      • Discuss some of the salient tips in the session.
   b. Give participants copies of the Community Resource Guide.
      • Encourage them to use one or more resources listed in the Community Resource Guide and report back to the group at the next session.
      • Ask if anyone is already using resources listed in the Community Resource Guide.
      • If some of the resources are being used, ask participants to share their experiences using these resources.

3. Telephone counseling
   Administer the Community Assessment over the phone and proceed as in #1 above (one-on-one counseling sessions).

4. Mailings
   Mail the Community Resource Guide to participants with an encouraging, personalized message about how to use the resources in the Guide.

Facilitate beneficial community changes

When your program is well established and participants have begun thinking about barriers in their communities regarding healthy eating and physical activity, consider whether it is time to encourage community advocacy and community change efforts. These might include:

- establishing a community garden
- getting a sidewalk repaired
- adding streetlights
- advocating for improved traffic patterns
- setting up a community watch group

Invite a group of participants to work together on a community advocacy or change effort. It may take some time to investigate the appropriate people and departments to call, but the investment of time will be worth it if participants succeed in achieving the desired improvement!
5. Use the interactive tri-fold brochures

If you prefer to use the nutrition and physical activity interactive tri-fold brochures, there are hardcopies on the following pages, and printable and editable versions on the CD. Each brochure has a condensed version of the Community Assessment on the first panel, related tips on the middle panel, and community resources on the last panel. Tailor the last panel to include specific resources in your community. Have participants complete the Community Assessment, and work with the participant to choose one goal. Go over the tips for that goal, and point the participant to helpful resources to achieve the goal. Encourage the participant to post the goal in a visible place in her home.

In conclusion we hope that this Guide will be helpful for creating and using tailored community resource intervention tools. Use the newly developed tools to support participants as they try to eat healthier foods, be more physically active, stop smoking, and advocate for beneficial community changes. They will feel better and be healthier as a result!
Appendix A: Community Resource Tools

In this appendix are the following community resource tools:

- Community Assessment
- Tip Sheets
- Community Resource Guide Templates
- Interactive, Tri-fold Nutrition and Physical Activity Brochures

You can photocopy these samples to use with your program participants, or you can go to the CD-rom to find .pdf files (non editable) or MS Publisher files (editable) of each document.
General Instructions for completing the Community Assessment:

Step 1
Read the following introduction to the participant. Go through assessment with participant, asking her to answer based on usual practices. Although the Community Assessment does not need to be tailored, you may need to exclude some questions. For example, if your community does not have a shopping mall, you do not need to ask the participant question 10.

Introduction: The following questions will help you identify personal and community factors that make it easy or hard for you to eat healthy foods and be active. Identifying these things can help you to take advantage of the positive resources in your community and be more aware of what is less healthy. For these questions, a healthy diet is one that includes plenty of vegetables and fruits, some whole grain breads, pastas, and cereals, and modest amounts of fat from meats, dairy products, spreads, and sauces. For each question, choose the word or phrase that best answers the question for you.

Step 2
Questions have been answered. Praise the participant for healthy practices, indicated by responses that fall in the far left-hand column. Encourage her to keep up the good work. Work with the participant to choose one diet and one physical activity practice that fell in either the far right or the middle column that she wants to work on. Mark and date the goals that participant chooses to work on.

Step 3
Refer to the Tip Sheets for the goal the participant has chosen while also looking at the Community Resource Guide for resources to help facilitate a healthier lifestyle. Remember, the participant has little control over questions 12-14, but these questions can be prompts for initiating community change.
### Community Assessment:

Please circle the appropriate response option for each question and mark/date the goals the participant chooses for “My Goals.”

<table>
<thead>
<tr>
<th>Question</th>
<th>Response Options</th>
<th>My Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. During the growing season, how often do you get produce from a fruit/vegetable stand, farmer’s market, personal garden, and/or local farm?</td>
<td>Very often</td>
<td>Sometimes</td>
</tr>
<tr>
<td>2. How many times during the week do you eat food from a fast-food place or snack foods from a convenience store?</td>
<td>0</td>
<td>1-2</td>
</tr>
<tr>
<td>2a. If 1-2 or 3+, are these foods...</td>
<td>Very healthy</td>
<td>Somewhat healthy</td>
</tr>
<tr>
<td>3. How often do you keep snack foods such as candy and chips in your home?</td>
<td>Hardly ever</td>
<td>Sometimes</td>
</tr>
<tr>
<td>4. How healthy is the food you eat while at your place of worship or at a social gathering?</td>
<td>Very healthy</td>
<td>Somewhat healthy</td>
</tr>
<tr>
<td>5. How healthy is the food you eat while at work?</td>
<td>Very healthy</td>
<td>Somewhat healthy</td>
</tr>
<tr>
<td>6. How often do you walk for exercise?</td>
<td>3+/week</td>
<td>1-2/week</td>
</tr>
<tr>
<td>7. How often do you exercise at a park or on a trail?</td>
<td>3+/week</td>
<td>1-2/week</td>
</tr>
<tr>
<td>8. How often do you exercise at a fitness center, such as a YWCA?</td>
<td>3+/week</td>
<td>1-2/week</td>
</tr>
<tr>
<td>9. How often do you exercise at a school’s facilities (like a track or gym)?</td>
<td>3+/week</td>
<td>1-2/week</td>
</tr>
<tr>
<td>10. How often do you walk for exercise at the local mall?</td>
<td>3+/week</td>
<td>1-2/week</td>
</tr>
<tr>
<td>11. How often do you exercise at work?</td>
<td>3+/week</td>
<td>1-2/week</td>
</tr>
<tr>
<td>12. Does crime in your community make it harder to be active?</td>
<td>No</td>
<td>Sometimes</td>
</tr>
<tr>
<td>13. Does traffic in your community make it harder to be active?</td>
<td>No</td>
<td>Sometimes</td>
</tr>
<tr>
<td>14. Does your community have sidewalks?</td>
<td>Yes</td>
<td>Some</td>
</tr>
</tbody>
</table>
Tip Sheets

1

Try fruit and vegetable stands, gardens, and pick-your-own farms:
- Eat homegrown and local produce—it is fresher and tastes better!
- If you live in a larger city, visit farmer’s markets and produce stands to build “small-town” connections with the people who grow your food.
- Buy in-season fruits and vegetables—they are usually the least expensive.
- Buy fruits and vegetables in bulk and freeze (strawberries, corn) or can (peaches, beans) what you don’t eat, for an “off-season” treat!
- Go with a friend to a pick-your-own place and share what you pick with other friends and neighbors.
- See the Community Resource Guide for places to get low-cost, fresh fruits and vegetables.

2

Drive on past the fast food:
- If you are often tempted to stop for fast food in the mornings, eat a healthy breakfast at home instead—this is usually faster and cheaper!
- Take quick snacks, like apples or carrot sticks, when running errands, so that you are not hungry when you pass a fast-food place. Plan for times like this and buy healthy, quick snacks at the grocery store.
- Use recipes in the New Leaf cookbook to prepare “fast” food at home!
- If you eat at fast-food restaurants, be sure to look at the nutrition information to choose the healthiest options.

3

Make healthy choices easier in your home:
- Keep a big bowl of fruit in the house, instead of a candy dish.
- Treat the children in your household to tasty, convenient, and healthy snacks. Try grapes, trail mix, flavored rice cakes, bananas and apples with peanut butter, and nuts. It’s never too early to start eating healthy!
- Don’t bring unhealthy foods into your home. But if you do, keep healthy foods in easy-to-reach places, and put unhealthy foods in hard-to-reach places.
4 Make healthy choices easier at church or social gatherings:
- Take a healthy dish to potluck dinners, and encourage your family and friends to try it!
- Choose healthy foods at potlucks and other gatherings. Try healthfully prepared vegetables and fruits; avoid dishes with heavy sauces and creams; choose baked or grilled meats rather than fried.
- Talk to church or social club leadership about including healthy foods at church-wide or club-wide meals. Recommend a caterer or restaurant that has healthy food.

5 Make your workplace a healthier place to be:
- Bring food from home—when you grocery shop, stock up on foods that you enjoy, such as sandwiches, canned fruit, or salad fixings, which can be very easy to bring to work.
- In your work cafeteria, choose fruits, vegetables, whole grain breads, and lean meats.
- If you eat from a snack bar, choose low-fat yogurt, milk, fruit, granola bars, or bottled water.
- If you buy foods from a vending machine, choose water or diet drinks, and snacks like granola bars, baked potato chips, pretzels, or animal crackers.
- If you would like to see healthier foods made more available at work, ask management what you can do to make this happen!
- Take advantage of kitchen facilities at work.
  If a refrigerator is available, bring:
  - Fruit salad
  - Low-fat yogurt
  - Tuna salad and crackers
  If a microwave is available, bring:
  - Leftovers
  - Healthy soups that can be reheated
  - Low-fat frozen entrees
  If neither is available:
  - Talk with your boss about how to make a refrigerator and/or microwave available.
  - Pack healthy lunch items that don’t need to be refrigerated, such as peanut butter on whole wheat bread, fruit, or raw vegetables.
6 Walk in your community:
✧ Start a walking group in your community!
✧ Walk for errands instead of driving.
✧ Think about other places to walk, such as school tracks or malls. See the Community Resource Guide for more information about places to walk.
✧ Call the appropriate city or county agencies if sidewalks, traffic, crime, lack of streetlights, or stray animals keep you from walking in your area. (The Community Resource Guide lists the people and phone numbers to call.)

7 Enjoy nearby parks or trails:
✧ Take a family trip to a park—walk around the playground while your children play on the equipment. Use parks as a place for the whole family to enjoy the outdoors while getting exercise!
✧ Start a walking group at a local park.
✧ While you walk at the park, you can also use your time for prayer, meditation, or reflection.
✧ Write or call the Parks & Recreation Department to suggest park improvements, such as adding benches, widening paths, or adding restroom facilities (see the Community Resource Guide for information).
✧ If a park seems unsafe, contact the Police Department for more patrolling. Look for information about park watches in the Community Resource Guide.

8 Exercise at low-cost exercise places:
✧ Try all-women’s gyms, and ask about special deals.
✧ Ask local gyms about trial memberships. Take a friend with you and try it out!
✧ If an exercise place doesn’t offer programs or equipment you like, talk to the manager and make some suggestions.
✧ See the Community Resource Guide for low-cost fitness centers and gyms.

9 Use school facilities to exercise:
✧ Call local schools, community colleges, and universities to find out if they allow the public to use their facilities.
✧ The Community Resource Guide includes some schools that allow the public to use their facilities.
Walk in the mall:
- Join the mall walking group, and reap extra benefits like making new friends.
- See the Community Resource Guide for the hours the mall opens for mall walkers.

Exercise before, during, or after work:
- Look for opportunities to be active and boost your energy at work. Take the stairs, walk to a coworker’s office (instead of calling or emailing), and park your car farther away from the entrance.
- Explore the area around your workplace to find a safe place for walking during lunch, breaks, or after work.
- Talk to your boss about providing flex-time during work for exercising.
- Bring exercise clothes and stop at a park, trail, gym, or track on your way to or from work.

Make your community safer from crime:
- Organize a Community Watch or Park Watch in your area to foster deeper community relationships and to deter would-be criminals.
- See the Community Resource Guide for more information on who to call.

Ask your city or town for safer traffic patterns:
- Improve the walking and biking infrastructure in your community by asking for traffic-calming measures in your area.
- See the Community Resource Guide for more information on who to call.

Advocate for more or better quality sidewalks:
- Sidewalks are an important resource for walking in the neighborhood and community. If your community does not have sidewalks, call to ask for new sidewalks to be built.
- If your community has sidewalks, but they are of poor quality (many cracks, potholes), call to ask for sidewalk repairs.
- See the Community Resource Guide for more information on who to call.
|Nutrition Resources sample (photocopy or use editable CD version) |
|---|---|---|---|---|
| **If you want to...** | **Talk to...** | **Information you should know...** | **Benefits...** |
| Visit a farmer's market, produce stand, or pick-your-own farm | | | Get fresh fruits and vegetables that are locally grown! |
| [Name of farmer's market, produce stand, or pick-your-own farm, and name and number of contact person] | | | |
| [Days and hours of operation] | | | |
| [Location] | | | |
| [Cost information] | | | |
| Learn about healthy restaurant options in your area | | | |
| [Name and number of local Winner's Circle representative] | | | |
| [Names and locations of local restaurants that are Winner's Circle approved] | | | |
| [Information about pick-up days and times] | | | |
| Learn how to shop for and cook healthier foods while meeting others with the same interests. | | | |
| Learn how to cook healthy, delicious meals | | | |
| Learn how to cook healthy, delicious meals | | | |
| Learn how to cook healthy, delicious meals | | | |
| Learn how to cook healthy, delicious meals | | | |
| Learn how to cook healthy, delicious meals | | | |
| Learn how to cook healthy, delicious meals | | | |
| Learn about healthy restaurant options in your area | | | |
| Join a food-buying club | | | |
| [Name, number and host organization of SHARE representative in your area] | | | |
| [Name and location of host organization] | | | |
| [Information about pick-up days and times] | | | |
| The SHARE (Self-Help and Resource Exchange) program allows community members to buy a box of food (meat, fresh fruits, vegetables, staples) for $16 and 2 hours of community service (retail value $35). | | | |
| Other nutritional resources | | | |
| Nutrition Resources sample | | | |

**Note:** Photocopy or use editable CD version.
<table>
<thead>
<tr>
<th>Benefits</th>
<th>Information you should know...</th>
<th>Talk to...</th>
</tr>
</thead>
<tbody>
<tr>
<td>alcohol and programs offered</td>
<td>Name and number of contact person at senior center</td>
<td></td>
</tr>
<tr>
<td>membership fees</td>
<td>Name and number of contact person at community gym</td>
<td></td>
</tr>
<tr>
<td>lower or waive introductory cost</td>
<td>Name and number of contact person at YWCA or YMCA</td>
<td></td>
</tr>
<tr>
<td>exercise at a local park or trail</td>
<td>Names, locations, and amenities of a few popular parks</td>
<td></td>
</tr>
<tr>
<td>and equipment at low or no cost</td>
<td>Where and when local walking groups meet</td>
<td></td>
</tr>
<tr>
<td>Many excellent outdoor classes</td>
<td>Where and when local walking groups to trails</td>
<td></td>
</tr>
<tr>
<td>Exercise at an affordable gym</td>
<td>Names and locations of local Rails to Trails representatives</td>
<td></td>
</tr>
<tr>
<td>Name and number of contact person at community gym</td>
<td>Name and number of contact person at local YWCA</td>
<td></td>
</tr>
<tr>
<td>Name and number of contact person at schools</td>
<td>Name and number of contact person at YWCA</td>
<td></td>
</tr>
<tr>
<td>Name and number of contact person at local YMCA</td>
<td>Name and number of contact person at local YWCA</td>
<td></td>
</tr>
<tr>
<td>Start a walking program</td>
<td>Name and number of contact person for local neighborhood walking groups</td>
<td></td>
</tr>
<tr>
<td>Mall walking contact name and number</td>
<td>Days/Hours/Starting points for neighborhood walking groups</td>
<td></td>
</tr>
<tr>
<td>Name and number of contact person for schools</td>
<td>School facilities and locations and days/hours open</td>
<td></td>
</tr>
<tr>
<td>Name and number of contact person for neighborhood walking groups</td>
<td>Name and number of contact person for neighborhood walking groups</td>
<td></td>
</tr>
<tr>
<td>many facilities offer</td>
<td>Name and number of contact person for local YWCA</td>
<td></td>
</tr>
<tr>
<td>Many facilities offer</td>
<td>Name and number of contact person at local YMCA</td>
<td></td>
</tr>
<tr>
<td>flexibility and reduced fees</td>
<td>Name and number of contact person at local YWCA</td>
<td></td>
</tr>
</tbody>
</table>

Physical Activity Resources sample (photocopy or use editable CD version)
## Smoking Cessation Resources

### If you want to...

**Talk to...**

1. Call the American Cancer Society at 1-800-227-245; choose 3 from the menu.
2. Call the NC Tobacco Quitline at 1-800-QUIT NOW (1-800-784-8669).

**Information you should know...**

1. Many programs have been designed to help people stop smoking. Find out about the ones offered in your area.
2. Call a quitline and ask for the counselor. These quitlines are available 24 hours a day, seven days a week.
3. Talk with a trained counselor and plan a unique quitting strategy around your smoking habits and personal concerns.

### Benefits...

- **Quit smoking**: [Name, number and title of local contact person from the “Quit Now NC!” website]
- **Quit smoking**: [Name, number and title of contact person at North Carolina Prevention Partners]
- **Quit smoking**: [Name and location of local resources from the NC Prevention Partners Smoking Cessation Referral Directory]

### Other smoking cessation resources

If you want to... **Talk to...**

**If you want to...**

**Talk to...**

**Information you should know...**

**Benefits...**

### Benefits...

- **Quit smoking**: [Name, number and title of local contact person from the “Quit Now NC!” website]
- **Quit smoking**: [Name, number and title of contact person at North Carolina Prevention Partners]
- **Quit smoking**: [Name and location of local resources from the NC Prevention Partners Smoking Cessation Referral Directory]
### Benefits

- Walking in your community: Feel more at ease when walking or other physical activities.
- Sidewalk repairs: Improved lighting can make your community safer for walking or other physical activities.
- Speed bumps: Speed bumps can make your neighborhood safer for the whole family to be active.
- Streetlight bulb: Improved lighting can make your community safer for walking or other physical activities.

### Information you should know

- Start a community watch or park watch in your neighborhood:
  - Name and location of contact person at local sheriff's office or police department.
  - Name and location of sheriff's office or police department.
  - Information about how to form a watch group.
- Ask for safer traffic patterns or speed bumps in your neighborhood:
  - Name and number of contact person at local Traffic Services branch of the Department of Transportation.
  - Location of Traffic Services branch.
  - Information about how to request speed bumps or other traffic improvements.
- Get a sidewalk repaired or built in your neighborhood:
  - Name, number, and department of street maintenance supervisor.
  - Location of Public Services or Public Works Department.
  - Information about how to request sidewalks or sidewalk repairs.
- Get a streetlight bulb repaired in your neighborhood:
  - Name and number of contact person at local power company.
  - Location of power company office.
  - Information about how to request bulb replacement.
- Report a stray animal in your neighborhood:
  - Name, number, and department of contact person for animal control.
  - Name and location of animal control division.
  - Information about how to request animal control.

### Other community change resources

- Community Change Resources sample (photocopy or use editable CD version)
We work together for health.

Finding Resources in Your Community For Better Nutrition

"Better Nutrition. Your Community For Community Links for Better Health"

MY GOALS:
For example, if you do not eat very healthy food at work, your goal may be to bring baby carrots and a bag of apples to work for snacks during the week, or to make this week's goal to eat more water. From the questions you answered on the inside, decide what goal you are going to make this week.

MY GOAL: ____________________________________________________________________________________________________________________________________________________________________________________________

Name: ____________________________
Address: __________________________

Local WISEWOMAN Coordinator:

For more information contact your local WISEWOMAN Coordinator.

US Centers for Disease Control and Prevention
NC WISEWOMAN Program
North Carolina Department of Health and Human Services
Center for Health Promotion and Disease Prevention
The University of North Carolina at Chapel Hill

For more information contact your local WISEWOMAN Coordinator.
### Questions

1. During the growing season, how often do you get produce from a fruit/vegetable stand, farmer’s market, personal garden, and/or local farm?

   - Very often
   - Sometimes
   - Hardly ever

2. How healthy is the food you eat during the workday or when running errands?

   - Very healthy
   - Somewhat healthy
   - Not very healthy

3. How healthy is food in your home?

   - Very healthy
   - Somewhat healthy
   - Not very healthy

4. How healthy is food at your place of worship/social gatherings?

   - Very healthy
   - Somewhat healthy
   - Not very healthy

### Tips

- Eat homegrown and local produce—it is fresher and tastes better. It can also be less expensive.
- Go with a friend to pick-your-own farm. Share what you pick with others.
- Start your own garden—get fresh vegetables and be physically active, too!

- So you don’t have to stop for fast food, bring food from home on errands or to work, like apples, carrots, or trail mix.
- In work cafeteria or vending machines, choose dried fruits, low-fat yogurt or milk, granola bars, or bottled water.

- Don’t bring unhealthy foods home.
- Treat yourself and children in the household to easy, healthy snacks; try grapes, nuts, or baked chips and salsa.
- Cook meals at home rather than going out to eat—it is usually healthier and less expensive that way!

- Take a healthy dish to potluck dinners.
- Talk to church or social club about including healthy foods at gatherings.
- Choose healthy foods at gatherings. Avoid dishes with heavy sauces; choose baked or grilled meats instead of fried.

### Community Resources

<table>
<thead>
<tr>
<th>Contact name</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmer’s market, produce stand, or pick-your-own farm</td>
<td></td>
</tr>
<tr>
<td>Community Supported Agriculture programs</td>
<td></td>
</tr>
<tr>
<td>Food buying clubs</td>
<td></td>
</tr>
<tr>
<td>SHARE—Self-Help and Resource Exchange (program allows community member to buy a box of food for $16 and 2 hrs of community service (retail value $35))</td>
<td></td>
</tr>
<tr>
<td>Winner’s Circle representative (Learn about health restaurant options in your area) (Winners Circle promotes partnerships between local restaurants and health agencies to encourage healthy eating.)</td>
<td></td>
</tr>
<tr>
<td>Cooperative Extension Agent (learn how to cook healthy, delicious meals)</td>
<td></td>
</tr>
<tr>
<td>Nutrition class coordinators</td>
<td></td>
</tr>
</tbody>
</table>
We work together for healthy communities.

Physical Activity for Your Community

Finding Resources in Community Links for Better Health

MY GOAL:

(If you are not very physically active, your goal may be to begin walking at your local park twice a week)

Name:
Address:
For more information contact your local WISEWOMAN Coordinator.

US Centers for Disease Control and Prevention
NC WISEWOMAN Program
NC Division of Public Health
North Carolina Department of Health and Human Services
Center for Health Promotion and Disease Prevention
The University of North Carolina at Chapel Hill

For more information contact your local WISEWOMAN Coordinator.
**Questions**

1. How often do you walk for exercise in your community?

- [ ] 3 or more per week
- [ ] 1–2 times per week
- [ ] less than one time per week

2. How often do you exercise at a fitness center, such as a YWCA?

- [ ] 3 or more per week
- [ ] 1–2 times per week
- [ ] less than one time per week

3. How often do you exercise before, during, or after work?

- [ ] 3 or more per week
- [ ] 1–2 times per week
- [ ] less than one time per week

4. Does crime, traffic, or poor sidewalks make it harder to be active?

- [ ] No
- [ ] Sometimes
- [ ] Yes

**Tips**

- [ ] Start or join a walking group in your community. Think about fun places to walk, such as parks, school tracks, or malls.
- [ ] Call local schools, community colleges, and universities to find out if they allow the public to use their outdoor tracks or other exercise facilities.
- [ ] Take a family trip to a park or walk around the playground while children play on the equipment.
- [ ] Ask the local community gym or all women’s gym about trial memberships.
- [ ] Take a friend with you and try it out!
- [ ] Explore the area around your workplace to find a safe place for walking during lunch, breaks, or after work.
- [ ] Talk to your boss about providing flex-time during work for physical activity.
- [ ] Bring exercise clothes and stop at a park, trail, gym, or track on your way home from work.
- [ ] Call appropriate county agencies if crime, traffic, or stray animals make it harder to walk in your area.
- [ ] Sidewalks and streetlights are a walker’s friend! If poor quality sidewalks or streetlights keep you from being active, call to ask for repairs.

**Community Resources**

<table>
<thead>
<tr>
<th>Contact name</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schools (allowing public use for walking or exercise)</td>
<td></td>
</tr>
<tr>
<td>Malls (with walking programs)</td>
<td></td>
</tr>
<tr>
<td>Parks &amp; Recreation Dept (for exercise programs)</td>
<td></td>
</tr>
<tr>
<td>Sheriff’s office or police department (for neighborhood or park Watch Programs)</td>
<td></td>
</tr>
<tr>
<td>Traffic Services branch of the Dept. of Trans. (to ask for safer traffic patterns or speed bumps)</td>
<td></td>
</tr>
<tr>
<td>Animal Control Dept. (to report stray animals)</td>
<td></td>
</tr>
<tr>
<td>Street Maintenance Dept. (repair or build sidewalks)</td>
<td></td>
</tr>
<tr>
<td>Local Power Company (get street lights repaired)</td>
<td></td>
</tr>
</tbody>
</table>
Appendix B: Finding out more about community resources

This appendix was designed to help you identify specific community resources to include in the Community Resource Guide. Use the information here to tailor the Guide to your community.

There are a variety of websites and local and state offices that can help you identify nutrition, physical activity, smoking cessation, and community change resources in your community. In addition to the specific resources listed by category on the following pages, these websites may be helpful:

- **North Carolina Prevention Partners:** Enter your county’s name and the type of resources you want to learn about, and click “search” to find resources to include on your tailored Community Resource Guide. http://www.ncpreventionpartners.org/index.html?focus=165.

- Explore the **Eat Smart, Move More North Carolina** website for online resources for a healthier diet and increased PA. http://www.eatsmartmovemorenc.com/.

- Find out more about your community by contacting the **Healthy Carolinians Partnership Coordinator** for your area. http://www.healthycarolinians.org/countyprof.htm.

- **NC Health and Wellness Trust Fund:** Find out how to improve your workplace and community to make eating healthier and being physically active easier. This organization is also creating a nutrition and physical activity resource database that will be searchable by county or zip code, available to the public in fall 2005. http://www.fittogethernc.com.

- **American Diabetes Association:** Navigate to the section of this website called “Community Programs and Local Events” for activities that are happening in your area related to diabetes prevention. http://www.diabetes.org.

- Many **church or other faith-based organizations** in your community may offer helpful resources or programs for better nutrition, more physical activity, or smoking cessation. You may want to ask program participants or other community members if they know of any of these.

- Many of the resources suggested on the following pages can be located using www.google.com or the “find it” feature at http://www.mapquest.com.
**Nutrition Resources**

**Farmer’s markets, produce stands, pick-your-own farms**
Search online or call the North Carolina Department of Agriculture for information about local markets, produce stands, and pick-your-own farms.

- NC Farm Fresh:  
- NC Department of Agriculture and Consumer Services:  
- North Carolina Department of Agriculture:  
  919-733-7125

**Food buying clubs**
The SHARE (Self-Help and Resource Exchange) program allows people to purchase a monthly package of food with a retail value of about $35 for $16 plus 2 hours of community service. The package contains meat, fresh fruits, vegetables, and staples. In addition, the Food Trust offers SHARE participants the option of purchasing locally grown fresh fruits and vegetables for six months out of the year (June–November). You may have to search a little to find the SHARE program nearest you.

- SHARE program:  
  [http://www.sharefoodprogram.org](http://www.sharefoodprogram.org)  
  910-485-6923
- Food Trust:  

**Restaurants with healthy options**
The North Carolina Winner’s Circle is a program designed to increase the availability of healthy food options in North Carolina restaurants (as well as schools and other venues).

- NC Winner’s Circle:  
  [http://www.ncwinnerscircle.com](http://www.ncwinnerscircle.com) (statewide)  
- Contact: State Winner’s Circle Coordinator, NC Division of Public Health  
  Physical Activity and Nutrition Branch  
  1915 Mail Service Center  
  Raleigh, NC 27699-1915  
  919-707-5215 (office)  
  919-715-0433 (fax)  
  wc.communities@ncmail.net

**Nutrition classes**
Nutrition classes are frequently offered by local organizations. For example, most Health Departments and Cooperative Extension agencies sponsor classes on how to shop and cook for healthier eating. Your own agency may offer nutrition classes, or classes may be available through the local Diabetes Coalition or other chronic disease prevention programs.

- Use your county’s name and “nutrition classes” to find local opportunities online:  
  [www.google.com](http://www.google.com)
- Go to your county health department’s website and contact the nutrition education division to ask about community classes on topics such as portion sizes or healthier cooking strategies.
- Contact your county’s cooperative extension agency. See one example at:  
  [http://www.ces.ncsu.edu/copubs/nutrition/012/](http://www.ces.ncsu.edu/copubs/nutrition/012/)

**Food banks**
Use these resources to find a food bank in or near your community.

- Food Bank of North Carolina (administrative offices):  
  3808 Tarheel Drive  
  Raleigh, NC 27609  
  919-875-0707 (phone)  
  [http://www.foodbanknc.org](http://www.foodbanknc.org)
- Manna Food Bank:  
  627 Swannanoa River Road  
  Asheville, NC 28805-2445  
  828-299-3663 (phone)  
  mannafb@secondharvest.org
- Second Harvest Food Bank of Metrolina:  
  500-B Spratt Street  
  Charlotte, NC 28206  
  704-376-1785 (phone)  
  [http://www.secondharvestcharlotte.org](http://www.secondharvestcharlotte.org)

**Gleaning networks**
Encourage WISEWOMAN participants to volunteer to glean at local farms! Gleaning is a great way to be physically active while helping to gather food for the hungry that would otherwise be left in the fields. The Gleaning Network, a project of the Society of St. Andrew, coordinates volunteers, growers, and distribution agencies.

- If you are from central or eastern North Carolina, contact:  
  The Society of St. Andrew  
  P.O. Box 25081  
  Durham, NC 27702-5081  
  919-683-5011 (phone)  
  866-453-2662 or 866-GLEANNC (toll-free)
- If you are from western North Carolina, contact:  
  The Society of St. Andrew  
  P.O. Box 220006  
  Charlotte, NC 28222  
  704-553-1750 (phone)
- To learn more, go to:  
  [http://www.endhunger.org/north_carolina.htm](http://www.endhunger.org/north_carolina.htm)
Congregate meal sites

Search the web using your county’s name and “congregate meal sites” to find websites listing the places where seniors can go for healthy, low-cost meals. You can also call your county’s senior center to ask about congregate meal sites. A list of senior centers by county can be obtained from:

- 2101 Mail Service Center
  Raleigh, NC 27699-2101
  919-733-3983
  http://www.dhhs.state.nc.us/aging/scenters/sccty.htm

Van rides to grocery stores

Many senior centers or other community agencies coordinate van rides to local grocery stores. If you think this is a potentially useful service for your WISEWOMAN population, call the local senior center to find out about these services.

Physical Activity Resources

Parks and trails

Call your city or county Parks & Recreation Department and City/Regional Planning Department to learn about local parks and trails. Ask about walking groups that may be of interest to program participants.

- State parks:
  919-733-PARK (general information or to request a brochure)
  919-733-4181 (State parks main office)
  http://ils.unc.edu/parkproject/main/visit.html

- NC Rails to Trails:
  Carolyn Townsend, RN, BSN, MPH (State WISEWOMAN Coordinator and Rails to Trails Chair)
  919-542-5422
  http://www.ncrail-trails.org/DEPOT.HTM

- NCDOT Division of Bicycle and Pedestrian Transportation:
  1552 Mail Service Center
  Raleigh, NC 27699-1552
  919-733-2804
  http://www.ncdot.org/transit/bicycle/

- North Carolina hiking trails:
  http://www.americantrails.org/resources/statetrails/NCstate.html
  http://www.traillink.com/

- North Carolina bicycle trails:
  http://www.great-trails.com/nc.shtml

- Call the Chamber of Commerce in your town to ask about historic downtown walking programs or related activities.

Mall walking

Call your local mall and ask if they have a formal mall-walking program or if they open their doors early for walkers. Ask about the benefits of joining the program. For example, one mall walking program offers a monthly bagel breakfast for all registered mall walkers.

School tracks, fields, and tennis courts

Call local schools, community colleges, and universities in your area and ask if the public is allowed to use facilities such as tennis courts or tracks. Ask about the specific facilities that are available and their hours and days of availability. Most school gyms can be used by groups with permission and for a fee.

YWCAs and YMCAs

Visit or call your local YWCA or YMCA to find out about equipment and programs appropriate for WISEWOMAN participants. Ask about reduced fees for income-eligible community members. You can find information on your local YMCA by entering your zip code at http://www.ymca.net/

Community gyms and recreation centers

Find out about community gyms and recreation centers funded by the county or city Parks & Recreation Department. These may offer classes and equipment at low or no cost. Contact local gyms to ask if they are willing to lower or waive introductory membership fees for WISEWOMAN participants. Find out if there are any gyms for women only, as these may be more appealing to participants.

Senior centers

Senior centers often have fun exercise programs, equipment, or walking trails, for little or no cost.

- List of senior centers by county:
  2101 Mail Service Center
  Raleigh, NC 27699-2101
  919-733-3983
  http://www.dhhs.state.nc.us/aging/scenters/sccty.htm

Communities or downtown areas with sidewalks and/or bike lanes

Find out about the most walkable and bikeable areas in your county and refer program participants to these places.

Public pools

Contact the Parks & Recreation Department for a listing of local public pools and ask about any programs that would be appealing to your population.
Smoking Cessation Resources

NC and national Quitlines

- NC Tobacco Quitline: 1-800-QUIT NOW is a free telephone tobacco cessation resource where callers get advice from trained cessation specialists.
- American Cancer Society Quitline: 1-800-ACS-2345

American Cancer Society (ACS)
The website (www.cancer.org) includes a variety of resources for quitting smoking:

- Guide to quitting smoking
  http://www.cancer.org/docroot/PED/content/PED_10_13X_Quitting_Smoking.asp
- Planning a quit day
  http://www.cancer.org/docroot/PED/content/PED_10_7_Committing_To_Quit.asp
- Tips after quitting smoking
  http://www.cancer.org/docroot/PED/content/PED_10_13X_Tips_After_Quitting.asp

Over-the-counter nicotine replacement therapy now covered by NC Medicaid

- A health care professional must write a prescription for the therapy in order for Medicaid recipients to be reimbursed.

Centers for Disease Control and Prevention

- The website offers tips for quitting smoking and benefits you gain from smoking cessation. Materials on smoking cessation:
  http://www.cdc.gov/tobacco/how2quit.htm

Women’s Health: Interventions for Smoking Cessation (WHISC)

- Smoking cessation website: http://northwestahec.wfubmc.edu/professional/whisc.html

American Lung Association

www.lungusa.org or 1-800-LUNG-USA provides several resources, such as an action plan for stopping smoking, “freedom from smoking” online smoking cessation program, and information on nicotine replacement treatments.

North Carolina Prevention Partners

Go to www.quitnownc.org or call 919-969-7022 to find resources for people who want to quit, for family and friends who want to help, and for health professionals with patients who use tobacco.

- Contact information about national, state, and county smoking cessation resources and programs from “Quit Now NC!”: http://www.ncpreventionpartners.org/tobaccoprev/Ct_directory_03.pdf

- Prevention Partners’ Smoking Cessation referral directory: http://www.ncpreventionpartners.org/tobaccoprev/nc_cessation_resources.htm

QuitNet

- Join an online support group for individuals trying to quit, get advice from counselors, find links to local quit programs, and a program to create a personalized quitting plan at www.quitnet.com.

Quit smoking now!

- Find telephone support, tailor a personalized step-by-step plan for quitting, and use an instant messaging cessation service at www.smokefree.gov

Community Change Resources

Community Watch programs

WISEWOMAN participants may wish to form a community watch group. Contact your local Police or Sheriff’s Department to get contact information for the officer (usually the Crime Prevention Specialist) in charge of providing materials and technical assistance to neighborhood groups.

- Free community watch brochures can be downloaded from: http://www.gcc.state.nc.us/Crime_Prevention/communitywatchbr.pdf

Park Watch programs

WISEWOMAN participants can work with neighbors to decrease crime in local parks by watching for suspicious activities in the park. Park Watch programs are usually sponsored by the local Parks & Recreation Department and Police Department.

- For an example, visit: http://www.ci.asheboro.nc.us/Departments/parks_rec/park_watch.html

Public Services and Public Works Departments

For community improvements such as sidewalk repairs, call the Streets Division of the Public Services Department, the Streets Maintenance supervisor, or the Public Works Department in your county.

Traffic Services branch

You can contact the Traffic Services branch in the Department of Transportation for help with traffic pattern improvements, such as adding speed bumps and other traffic-calming measures.

Local utilities

To get a streetlamp bulb replaced, contact the energy provider in your area (for example, CP&L or Duke Power).
County departments and offices

The contact information for various county departments and offices can usually be found in the phone book or on the county’s website.

- County websites have the following format:
  - http://www.co.[county name].nc.us
    For example:
    - http://www.co.durham.nc.us (Durham County)
    - http://www.co.pitt.nc.us (Pitt County)

Animal control services

Contact the animal control office in your area to take care of stray animals. For example: http://www.co.bertie.nc.us/Directory/departments/animal/animal.html

Local Physical Activity and Nutrition Coalitions

For a listing of contacts for each county, go to www.eatsmartmovemorenc.com/contactdir/

Healthy Carolinians

Get ideas for positive community changes by reading about success stories from many communities in North Carolina at http://www.healthycarolinians.org/

The NC Main Street Program

This program provides many services to help communities manage the process of revitalization, training, networking and advocacy. http://www.ncdca.org/mainst/