



FFORC

Food · Fitness · Opportunity
Research Collaborative

Our mission

is to improve health, promote economic security and work to dismantle racism in NC and contribute to community-based research literature. We believe communities suffering from racism, environmental injustice and economic disinvestment should have reliable and affordable access to healthy foods and the opportunity to live healthy lives.

★ Food ★ Fitness
★ Opportunity

We believe
healthy food access is a
right, not a privilege,

and all people no matter their gender, ethnicity, race, class, sexual orientation, national origin, disability or age hold this right. We acknowledge that communities of color and low-income communities have suffered disproportionately from racism and discrimination and acknowledge their assets, resources and resiliency.



Our Projects

Child Nutrition ★★

The Child Nutrition Project, led by No Kid Hungry NC, focuses on increasing access to healthy foods served through underutilized federal child nutrition programs statewide and provides nutrition education in Orange County. To learn more, contact Tamara Baker at tamarabaker@unc.edu.

Community Gardens ★★

Working alongside our community partners, we help organize groups around projects where individuals can grow an abundance of their own food for their family. These projects often lead to improvements in personal health, stronger communities and a reconnection with lost cultural traditions. To learn more, contact Brett Sheppard at brett_sheppard@unc.edu.

Communities on the Move ★★ In 2018 the Communities on the Move program facilitated the creation of social environments that promote physical activity among nearly 100 community members across three distinct, low-resource neighborhoods in Orange County, NC. New in 2019, we are engaging multi sector stakeholders and empowering residents to build “active living coalitions” to create health-oriented culture change throughout all of Orange County and Lenoir County, NC.

To learn more, contact Judit Alvarado at jsa@email.unc.edu.

Community Circles ★★ The Community Circles project facilitates community conversations on the relationship between poverty, racism and food insecurity to develop action plans to strengthen community food security. To learn more, contact Tiki Windley at tiki_windley@unc.edu.

Food Policy Councils: Orange, Rockingham, Warren ★★

Food councils are actively supporting local government in policy- and systems-level work to structure local and regional economies around an overarching vision of a just, healthy, and sustainable food system. To learn more, contact Bill Kearney at bill_kearney@unc.edu or Molly DeMarco at molly_demarco@unc.edu.

Healthy Retail ★ In partnership with local and regional storeowners and managers, we are designing and testing innovative strategies to help customers select and purchase healthy foods in grocery and other retail settings. To learn more, contact Leah Chapman at leahchapman@unc.edu.

Social Marketing ★★

Borrowing from the field of traditional marketing, social marketing aims to influence a behavior to benefit individuals or communities for a social good. The FFORC social marketing project aims to promote strategies on budgeting for healthy foods among young mothers in Orange County to reduce the distractions that lead to hectic and unhealthy grocery shopping. To learn more, contact Daniella Uslan at daniella.uslan@unc.edu.

Where to Find Our Projects

| | Child Nutrition | Community Gardens | Communities on the Move | Community Circles | Food Policy Councils | Healthy Retail | Social Marketing |
|-------------|-----------------|-------------------|-------------------------|-------------------|----------------------|----------------|------------------|
| Alamance | | | | | | ✓ | |
| Beaufort | | ✓ | | | ✓ | | |
| Duplin | | ✓ | | ✓ | | | |
| Halifax | | | | | | ✓ | |
| Lenoir | | ✓ | | ✓ | | | |
| Martin | | ✓ | | | ✓ | | |
| Mecklenburg | | | | | | ✓ | |
| Moore | | | | | | ✓ | |
| Orange | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Randolph | | | | | | | |
| Rockingham | | ✓ | | ✓ | ✓ | | |
| Sampson | | ✓ | | ✓ | | | |
| Warren | | ✓ | | ✓ | ✓ | | |
| Wilkes | | | | | | ✓ | |
| Statewide | ✓ | | | | | | |

Community Partners by County

- ★ Food ★ Fitness
- ★ Opportunity

