

United Way of Passaic County

Building a Culture of Health in Passaic County



What is Building a Culture of Health?

① A Culture of Health is broadly defined as one in which good health and well-being flourish across geographic, demographic, and social sectors; fostering healthy equitable communities guides public and private decision making; and everyone has the opportunity to make choices that lead to healthy lifestyles.



Invest Health Background

- ① January 2016: RWJF and Reinvestment Fund announce “Invest Health”
- ① Many social and community factors influence health, particularly:
 - Housing
 - Safety and Resilience
 - Transportation
 - Education and Employment Opportunities
 - Local Food Systems and Food Production

Invest Health Nation Project Goals

① Fundamentally “change the way cities improve opportunities for their citizens to live healthy lives.”

② By end of 18 months:

- Collaboration among CD, built environment, health sectors
- Initiate systems-changes to improve equity
- Leverage funding to address priority determinants of health
- Surface 2-3 actionable investment opportunities
- Catalyze a health-supporting community investment pipeline

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Invest Health Next Steps

① When planning, “think health”

- Sidewalks, lighting, bike lanes, etc. can target health disparities and increase safety and walkability
- Transportation infrastructure: Prioritize locating new service points along existing bus routes and bike paths
- Recruit businesses/tenants that offer jobs + needed resources
Food, health care, other resources
- Co-location of services: Primary care + healthy food + other services in one place; one-stop shop
- Think outside the box: i.e. Housing solutions like mold remediation to treat asthma

Invest Health Learning Team

- ① Barbara Dunn: Paterson Habitat for Humanity- (Community Development/Housing) *
- ① Richard Williams: St. Paul's Community Development Corporation (Community Development and Education)
- ① Sara Elnakib: Rutgers Cooperative Extension/Rutgers University
- ① Irma Gorham/Vanessa Sifford: Paterson Housing Authority (Housing, City representative)
- ① Yvonne Zuidema: United Way of Passaic County (Community Convener/Project Lead)

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Building a Culture of Health: Communities Moving to Action

- 🍴 Funder: New Jersey Health Initiatives (NJHI) and RWJF
- 🍴 Grant Period: 4 years July 2016 to June 2019
- 🍴 Blue Print for Action for Passaic County Food Policy Council due May 2017

Building a Culture of Health Learning Team

- Charlene Gungil, Director/Health Officer of Passaic County Health Department
- Ken Morris, Vice President of External Affairs, St. Joseph's Healthcare System
- Ruben Gomez, Director of Economic Development, City of Paterson
- Rosie Grant, Executive Director, Paterson Education Fund
- Mary Celis, Director of Health Initiatives, United Way of Passaic County

Boundary Spanning Leadership Institute Training

🍴 **Boundary Spanning Leadership** is the process of creating Direction, Alignment, and Commitment across groups in service of a shared vision or goal.

- **Direction** is achieved when the groups have a shared understanding of their common goals and strategy.
- **Alignment** is realized when the resources and activities of the groups are coordinated.
- **Commitment** is attained when group members value the collective success of the groups as much or more than they value the success of their own group.

What We Hope to Learn as a Coalition

- ① Strategies to better engage the business community
- ① Agility to respond to a dynamic urban environments
- ① Flexibility in cross-functional learning and problem solving capabilities
- ① Capability to work with partners in deeper, more open relationships

Next Steps

① Participate in the Passaic County Food Policy Council Meetings **The 2017 Meeting Dates are:**

- January 11th
- March 8th
- May 10th
- July 12th
- September 13th
- November 8th

② Attend 4th Ward Stakeholder Meeting:

- November 17th 10am Freedom Village



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What Does Building a Culture of Health Mean TO YOU?



We are Mission Driven

- ① The vision of the Passaic County Food Policy Council (PCFPC) is to end hunger by addressing the root causes of food insecurity in Passaic County.
- ② The council brings together partners from across sectors and advocates for policies and environmental changes that make healthy food more affordable, accessible, and available to Passaic County residents.

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We are Structured yet Flexible

- ① We focus our work: Paterson City, Passaic City, Haledon, Prospect Park, Clifton
- ① Executive Committee which comprised of key leaders and organizations
- ① Three working groups that have an action oriented agendas and measurable goals:
 - Child Nutrition Advocacy Working Group
 - Buying Club Working Group
 - Healthy Corner Store Working Group
- ① We create connections to member organizations' agendas and mission
- ① UWPC functions as the backbone organization (collective impact model)



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We are a Coalition that PLANS for ACTION

- ⑩ The PUSH Report: A Community Vision to Create Food Security for All, an action plan publicly released on October 24, 2012.
- ⑩ PCFPC members have used the PUSH report as a catalyst to expand and implement projects in the community. Recommendations from the report include:
 - Institutions adopting healthier food procurement practices
 - Schools adopting “wellness policies” for both students and employees
 - Creating more farmer’s markets and community gardens
 - Increase household skills in basic cooking and nutrition
 - Increasing number of children who have access to the Federal Meals Programs
 - Increasing public messages of healthy eating and good nutrition
 - Removing barriers in the SNAP application process
 - Bringing full service grocery stores and healthy corner stores to under served area
- ⑩ Our strategies are evidence based and recommended by the “What Works for Health” guidelines of the County Health Rankings and Roadmaps

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We Build on our Collective Successes

- PCFPC formed Child Nutrition Advocacy working group serving in 4 high poverty school districts to increase participation rates in school feeding programs.
 - Working Group was built off of success Paterson school breakfast campaign leading to implementation of “Breakfast After the Bell”.
 - We advocate for programs like Breakfast After the Bell, Open Summer Feeding Sites, and Farm to School

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We Create Innovative Solutions to Complex Problems

① The PCFPC formed the Buying Club working group, which is a local food cooperative designed to bring affordably priced, locally grown produce to high need urban communities.

② The Buying Club working group is creating a cooperative for institutions serving low income population including:

- schools
- corner stores
- food pantries that have funds to purchase
- farm fresh food directly from local farmer



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Healthy Corner Store Working Initiative

① The Healthy Corner Store Initiative's goal is to increase the availability and awareness of healthy foods in corner stores through a multifaceted approach including:

- increasing store capacity to sell healthy foods
- marketing healthy messages
- educating community members
- providing technical assistance to store owners.
- Food Trust Training May 2016

① NJ Healthy Communities Network partnership to support project in Passaic City.