

Connecting Local Foods with Health and Well-being

**Jefferson County Public Health Service
Watertown, New York**

www.ncsteps.org

**MaryBeth Knowlton, RD
Nutritionist**



How locally produced foods are being used to address public health goals...



Healthy People 2010 is a comprehensive set of disease prevention and health promotion objectives for the Nation to achieve over the first decade of the new century. Created by scientists, it identifies a wide range of public health priorities and specific, measurable objectives.



Leading Health Indicators

10 Major Public Health Issues

Physical Activity

Overweight and obesity

Tobacco use

Substance abuse

Responsible sexual behavior

Mental health

Injury and violence

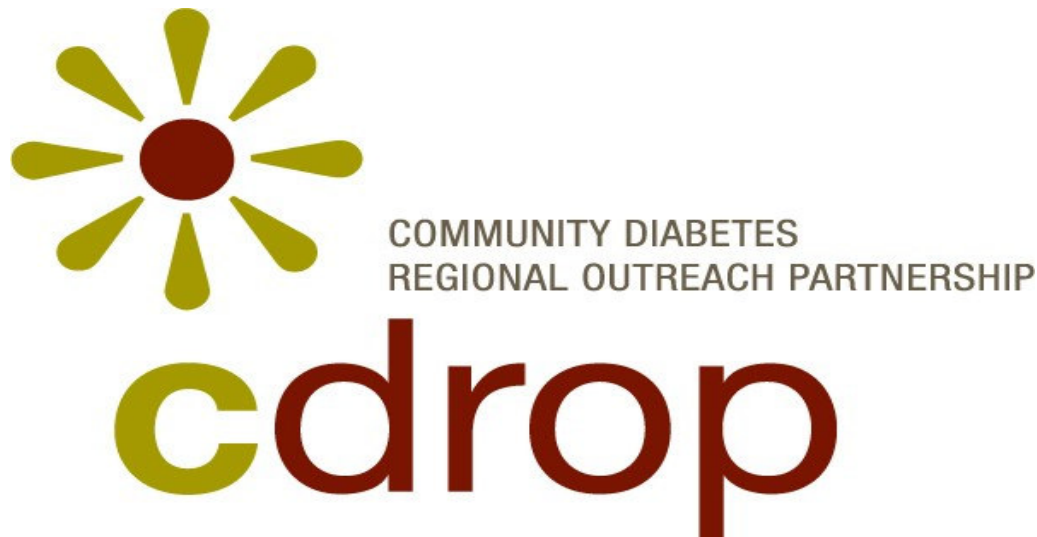
Environmental quality

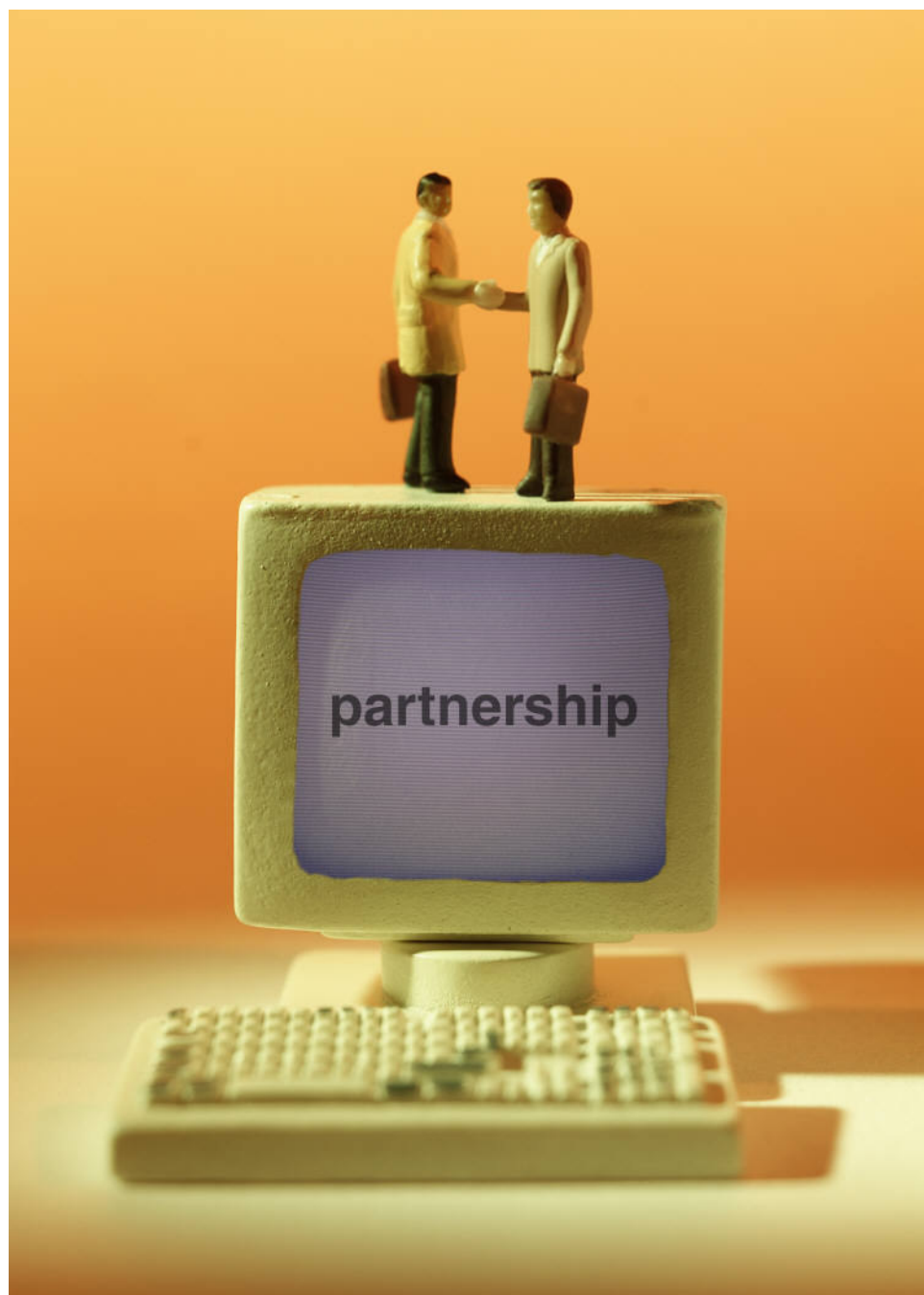
Immunization

Access to health care



Current Jefferson County Public Health grants that target Healthy People 2010 issues relating to locally produced foods:





These 3
grants have
an important
commonality:

Partnerships



It is through the *relationships* made between the employees of numerous agencies in Jefferson County that have created the awareness & enthusiasm for local foods.

Through collaborative effort,
the seeds that were planted
by just a few began to grow



and
continue to
grow...

Community, Emergency Food Pantry, and School Gardens

CSA (Community Supported Agriculture)

Garden in a Bucket

Farmers' Markets

Farm-to-School



Specific Example



WE PUT THE *Good* IN GOOD HEALTH

Worksite Mobile Market

Samaritan Medical Center and Keep Home

Hospital and nursing home in Watertown, NY

Mobile Market in parking lot area between the hospital and nursing home which are 2 separate areas, but close by.

Benefit to the employees, plus visitors and patients. Also, social atmosphere.

Linking hospital services to improve health with healthy foods.

Challenges/Learning Curve

- ✓ Limited space and visibility (no signs)
- ✓ Limited sales-nurses had short breaks
- ✓ Sold only food- no crafts or goods

Connecting Local Food with Health Opportunities

Continue to work with partner agencies to iron out wrinkles, brainstorm ideas, help each other on special projects, and obtain potential funding sources:

Cornell Cooperative Extension

Office of the Aging

WIC Program

Public Health

Other ideas:

Mobile Market to low income and senior housing

Food demonstrations and recipes/ educational materials

EBT Machine with promotion within Department of Social Services, WIC Program, and Office of the Aging

Local Food Guide with location (map), times, dates, coupons, recipes

Get connected and stay connected by being involved in community programs. Word of mouth is still the best way to advertise in small communities like the north country. Talk about what you do to everyone you come in contact with: gas station employees, people in line at the grocery store, relatives and friends.