



Pam Seamans

North Carolina Alliance for Health

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Mission



NCAH is an independent, statewide **coalition** of individuals, businesses and nonprofits working to promote obesity and tobacco prevention policies before NC's legislative and executive branches.

2014 Tobacco-Use Prevention Policy Priorities:



- Secure funding for evidence-based tobacco prevention and cessation programs in North Carolina
- Protect public health by eliminating exposure to secondhand smoke (follow approval by NCGA of new SF law rules)
- Support an increase in North Carolina's tobacco tax BY at least \$1.00.

Obesity Prevention Policy Priorities



FOCUS for 2014:

Communities: Promote the elimination of food deserts in North Carolina through statewide policies and appropriations for healthy food financing and corner store initiatives that improve access to healthy foods (including fruits, vegetables, whole grains and lean proteins).

Why do we need Healthy Food Financing Initiatives?

- **Food deserts** are communities, particularly low-income areas, in which residents do not live in close proximity to affordable and healthy food retailers. Healthy food options in these communities are hard to find or are unaffordable.
- If you live in a food desert, you are more likely to be food insecure
- North Carolina has over 171 food deserts across 57 counties, impacting 400,000 of North Carolina residents
- Food swamps
- There aren't enough grocery stores in these areas, and convenience stores do not offer enough healthy options
- Rural vs. Urban issues and solutions

Healthy Food Financing/ Healthy Corner Stores

- Healthy Corner Store Initiatives
 - Smaller grants and loans to corner stores who want to augment their healthy food options
 - Marketing and education efforts
- Healthy Food Financing
 - Programs that provide grants and/or loans to healthy food retailers that increase access to fresh fruits and vegetables and other affordable healthy foods in underserved communities
 - Simply put – bring in more grocery stores to areas that do not have them
 - Issue: Traditional large grocery stores in food deserts
 - Community Development Financial Institutions (CDFIs)
 - Public private partnerships

Questions-and-Answers



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