

## 2014 Upcoming Events

- \* Feb 25th: Tobacco Free Day at The Capitol, Charleston
- \* Feb 27, 28 & Mar 01: Small Farms Conference, Waterfront Place Hotel, Morgantown
- \* March 10, 11, 19 & 20: CDSMP leader training, Beckley VA Medical Center
- \* Mar 11—13: CHERP Level 1 Training, Glenville State College, Glenville
- \* March 22: Children's Health Fair, Martinsburg Mall, Martinsburg
- \* March 25th: CDSMP Class, Martinsburg
- \* Apr 2 & 3: GLB Leader Training, Preston Memorial Hospital
- \* Apr 7th: WHO World Health Day
- \* Apr 7 - 13th: National Public Health Week, State Wide
- \* May 2014 - Clean Air Month, High Blood Pressure Education Month, Stroke Awareness Month
- \* Jun 6 & 7: Try This" Conference, WV Wesleyan College, Buckhannon

More Program workshops and classes are posted on [changethefuturewv.org](http://changethefuturewv.org).

## COMMUNITY SUPPORT!

### Help Your Community - Join the Movement!

- ◆ Encourage local grocery and convenience stores to offer fresh fruits and vegetables
- ◆ Join a local health coalition & be an advocate for healthy living
- ◆ Ask for fresh fruits and vegetables in your local convenience store
- ◆ Ask your local grocery store to create a healthy check out aisle
- ◆ Start a walking or biking group or propose a trail in your town!
- ◆ Send us stories to highlight healthy things going on in your county
- ◆ Offer a Chronic Disease class or become a Master Trainer!
- ◆ Become a CHERP - Community Health Education Resource Person

## STORES IN THE SPOTLIGHT!

### Welcome to Foodland Stores across the State!

Recently Change the Future Region 2 staff met with owners of Foodland Stores. As a result, Change the Future WV gained a new partner in WV! Foodland store Owners showed their support for Change the Future WV and "making the healthy choice the easy choice" in West Virginia, and 7 Foodland Grocery Stores will begin implementing a healthy check out aisle featuring healthy food, drink, and snack options in early 2014!

### Welcome to Mountaineer Marts!

Mountaineer Marts are joining the efforts to make healthy options an easier part of the busy lives West Virginians lead! Mountaineer Mart convenience stores will begin offering healthy fruit and snack options in early 2014, as they rollout choices in fruits, healthy snacks and food options at their 17 stores in WV!

***When you are on the road — choose a healthy snack and beverage!***

We are eco-friendly! Please provide us your email address and we will send you the newsletter electronically!

Made possible with funding from the Centers for Disease Control and Prevention and the West Virginia Department of Health and Human Resources.

Phone: (304) 267-7130

[www.changethefuturewv.org](http://www.changethefuturewv.org)



February 2014

# Region 2 News

VOLUME 1

## Transforming Communities Throughout WV



To make healthy living easier



### Region 2 Counties:

Jefferson, Berkeley, Morgan, Hampshire, Hardy, Mineral, Grant, Pendleton, Tucker, Barbour, Upshur, Randolph, Pocahontas, Webster, Lewis, Gilmer, Braxton, Clay, and Nicholas.

Region 2 Lead Agency:  
Berkeley County Health Department  
Martinsburg, WV  
304-267-7130



### The Region 2 Team

Denise M. Ryan  
Region 2 Program Manager  
Denise.M.Ryan@wv.gov  
304-267-7130

Katie Salesky  
Coordinator  
Katie.A.Salesky@wv.gov  
304-702-3235

Jeremy Wanless  
Coordinator  
Jeremy.S.Wanless@wv.gov  
304-702-2342

**Health perspective** —The importance of proper nutrition and physical activity in reducing deaths from chronic diseases such as diabetes and heart disease, has been well established. Poor diet and lack of physical activity causes 310,000 to 580,000 deaths per year according to the Centers for Disease Control and Prevention. Poor diets and inactivity are also major contributors to disabilities that result from diseases such as diabetes, osteoporosis, obesity, stroke and metabolic syndrome. Study results have shown that 14% of all US deaths in 1990 could be attributed to poor diet and inactivity patterns.

**Financial Perspective** — The economic burden of poor diet, inactivity and obesity is substantial. All are risk factors for developing coronary heart disease, some cancers, stroke and diabetes—conditions that involve considerable medical expenses. In a study conducted by Colditz, (1999) the estimated costs of these diseases alone was \$33.6 Billion, with total costs including lost productivity upwards of \$70 billion. Most disturbing are the increased risk of death and disability due to poor diet and inactivity as it relates to ethnicity, and family income levels.

**Our Approach**—The Centers for Disease Control and Prevention (CDC) Community Transformation Grants (CTG) Program gives communities the opportunity to develop and implement initiatives to prevent chronic diseases, including diabetes and obesity, which are leading causes of death and disability. Change the Future WV goals include creating healthier communities by making healthy living easier and more affordable for everyone — everywhere people work, live, learn, and play. The West Virginia Bureau for Public Health received funding to serve all West Virginians, and the WV state program—Change the Future WV (CTFWV) — is working hard to make a difference!

**Our Program**— CTFWV supports health policy, environmental and systems change at a local, state and federal level. Staff support communities through three strategic directions including tobacco prevention, healthy eating, increased physical activity, and strategies to support clinical and preventive health services.

**The goal of Change the Future WV is to improve health and wellness by: Making the Healthy Choice the Easy Choice!!**

### In this issue

- Transforming Communities P.1
- Healthy Stores and Markets P.2
- Healthy Communities Spotlight P.3
- Join The Movement P.4
- Spotlight - Stores P.4

### Overview of Program Strategies

1. Reduce tobacco use and exposure to environmental tobacco smoke by supporting the implementation of comprehensive clean indoor air regulations.
2. Improve access to fresh produce by promoting healthy grocery, convenience store and farmers' market initiatives.
3. Support the development of community coordinated care systems that link and build referral networks between clinical provider systems and community based lifestyle change programs. Increase the availability of evidence-based lifestyle change programs in communities.

Region 2 welcomes our newest Master Trainers for Chronic Disease Self Management Classes:

- ◆ Mary Kellogg
- ◆ Marlana Pennington
- ◆ Vicki Shean
- ◆ Jeff Campbell

[CHANGETHEFUTUREWV.ORG](http://CHANGETHEFUTUREWV.ORG)



**ATTENTION:**

Convenience and Grocery Stores

Convenience and grocery stores play a key role in our initiative to improve access to fresh fruits and vegetables. Change the Future WV can provide health option displays and marketing equipment to grocery and convenience stores to help them promote and sell more fruits and vegetables.

If you are interested in increasing access to healthy items for your customers, please contact the Change the Future office for more information at (304) 267-5032.



**Thank you to our Newest Partner Stores:**

**Foodland Stores** - Gilmer, Calhoun, Braxton, Nicholas, Huntington

**Go Mart Stores** - Huntington/ Cabell

**Mountaineer Mart Stores**— Mineral, Randolph, Gilmer, Harrison, Barbour, Nicholas, Upshur, Fayette, Marion, Preston, Lewis, and Greenbriar

**ROCS Convenience Stores** — Berkeley County

**7-11 Convenience Stores** — Jefferson & Grant

**YSS Riverside Store** — Hampshire County

**Marlinton FasCheck** — Pocahontas County

**Burnsville Little General** — Braxton County

**IGA Grocery Marlinton** — Pocahontas County

**Buckeye Country Mart** — Pocahontas County

**Jims All Star** —Tucker County

**L & M Market** —Hampshire County

**Save A Lot Stores** — Randolph County

**Ridge Deli** - Morgan County

**7-11 Petersburg** -Grant County

**Galen's Country Store** - Grant County

**Camden's Corner Mart** - Randolph County



**Partner Farmers Markets & County of Location**

**Charles Town Market** — Jefferson

**Berkeley Springs Market** — Morgan

**Lost River Market** — Hardy

**Grant Market** — Grant

**Mineral Market** — Mineral

**Taste of Tucker** — Tucker

**Barbour Market** - Barbour

**Clay Market** - Clay County

**Elkins Market**—Randolph

**Gilmer Market**—Gilmer

Several of Region 2 partners are participating in the West Virginia on the Move Program. The program offers funding to communities promoting community-based social support interventions to increase physical activity opportunities.

- **Braxton County on the Move:** Braxton County Health Department is targeting adults with sedentary lifestyle using a "buddy" system and monthly group meetings to increase physical activity levels by walking, running, and toning classes.
- **Gilmer County on the Move:** Gilmer County Economic Development Association is increasing physical activity levels of citizens through a community-based walking group program engaging multiple.
- **Keyser on the Move:** Mineral County Family Resource Network is targeting rural women to increase physical activity levels by marking walking routes, creating walking groups, using social media. promotion.
- **Lewis County on the Move:** Stonewall Jackson Memorial Hospital is increasing physical activity levels of residents by creating competitive walking teams through partners in local organizations, churches, and businesses.



**Communities Making a Difference For Health!**

**HEALTHY SPOTLIGHT!**

*The residents of Mineral County will now be able to breathe easier - literally!* The Board of Health in Mineral County recently voted to amend their clean indoor air regulation . The new regulation now provides for the county to have 100% comprehensive regulation in place in all indoor places of work! So every employee in Mineral County can now work in an environment that is smoke free - protecting long term health by reducing unwanted exposure to second hand smoke. **Way to go Mineral County Board of Health!!**

**HEALTHY LIVING CLASSES!**

Randolph County is fighting diabetes in their community! Karen Begg, Nurse Director at Randolph County Health Department recently completed training at the University of Pittsburgh to lead the diabetes prevention classes called "Group Lifestyle Balance" ! Ms Begg knew there was a need in the community for the programs, but it wasn't until she initiated a new screening process at the health department aimed at identifying just how many of the clinic patients would identify as being "at risk" that the need for action became undeniable. Over 40% of screened patients showed warning signs of being pre-diabetic! In response - Randolph Elkins Health Department will be offering diabetes prevention classes beginning Spring 2014!! **Way to Go Karen!!**

**School Support**

**Petersburg & Burke Street Elementary Schools** have become partners with Change the Future WV. Our Staff is working with Principals to promote increased activity and wellness programs at each school. For example, promotional speaker David Briles visited Berkeley County Schools to warn of the dangers of smoking and tobacco use.



**Farm to School programs** are taking off in West Virginia also! In Hampshire County local students work with teachers to grow produce and then sell to the community through partnerships.

Check out more news at: [www.changethefuturewv.org](http://www.changethefuturewv.org)

**Active Living**

Staying active is a key part of maintaining a healthy, positive lifestyle.

Change the Future WV supports physical activity in communities, schools and neighborhoods. If you have an event in your community that you would like to bring to our attention please contact us.

**For more Information on Change the Future WV Activities and Partnerships, To learn about Success stories, Or to Sign up for a Community Class - visit: [changethefuturewv.org](http://changethefuturewv.org)**

