

# FaithHealthNC Community Health Assets Mapping Partnership (CHAMP)- Food Pathways

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**Hispanic Seeker-Level Workshop Report**

**Winston-Salem  
July 14<sup>th</sup> and 15<sup>th</sup> 2015**

**CHAMP- Food Pathways Workshop**

**FaithHealthNC**  
A Shared Mission of Healing

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School of Medicine

Health Assets Programme  
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This report is available online at: [www.faithhealthnc.org](http://www.faithhealthnc.org)

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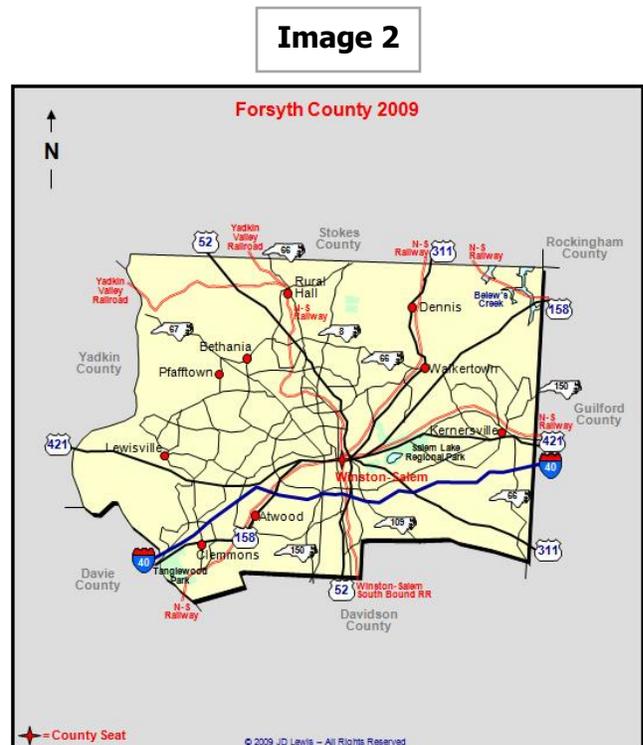
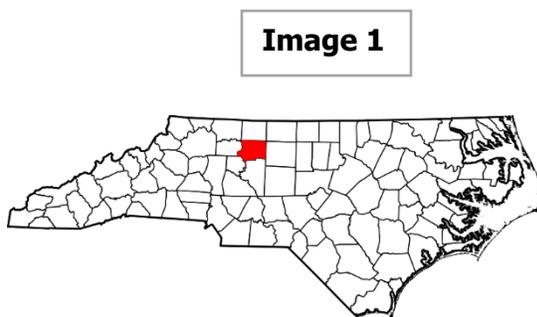
# SECTION A

## CHAMP-Food Pathways Workshop Information

## 1. AREA AND LEVEL

Two half-day food mapping and food security workshops facilitated by Wake Forest University Medical Center's FaithHealthNC, were offered in Winston-Salem to the Hispanic community. As a part of the Community Health Asset Mapping Partnership in Winston-Salem, the workshops focused on issues of food security for individual seekers within the Hispanic population of Winston-Salem. The two seeker workshops were conducted in the Old Town, and West Central Winston areas. All seeker workshops were conducted in Spanish. Both workshops were open to all Hispanic residents living in Forsyth County.

**Image 1** is a map identifying Forsyth County in the north-central area of North Carolina. **Image 2** highlights the major areas included within the Forsyth County limits.



## 2. DATE AND PLACE OF WORKSHOP

- a. The **Old Town** workshop took place on July 14<sup>th</sup>, 2015 at Old Town Elementary School, located at 3930 Reynolda Road, Winston-Salem, NC 27106. This location was chosen due to the large Hispanic population at the school, and the nearby Latino church and community center, El Buen Pastor Latino Community Services. The workshop began at 3:00 pm and was completed by 5:00 pm.
- b. The West Central Winston workshop took place on July 15<sup>th</sup>, 2015 at Diggs-Latham Elementary School, located at 986 Hutton Street, Winston-Salem, NC 27101. This workshop began at 3:00 pm and concluded by 4:30 pm.

## 3. FACILITATION TEAM

Lead Facilitators:

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Background Content and Materials Experts:

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### **4. PHYSICAL DESCRIPTION**

- a. **Old Town:** This workshop was held in the cafeteria at Old Town Elementary School. Though the cafeteria holds approximately 15 long, narrow, permanent tables, only three of the tables on the right-hand side of the room were used for the workshop. The facilitator facilitated from the back of the room, on the right-hand side near the participants. Registration tables were available at the front of the room, near the doors. Large sheets were placed at each table to be used for the reporting and mapping activities. A fourth table, near the center of the room, was used for snacks.
- b. **West Central Winston:** The workshop was held in the cafeteria at Diggs-Latham Elementary School. Due to fewer participants at this workshop, all participants sat at the first cafeteria table, near the entrance, along with the two facilitators. Registration also took place, before the start of the program, at this table. No large sheets of paper were used for reporting or mapping activities at this workshop, as the situation called for a more informal, conversational approach to discussing food mapping and security.

### **5. PREPARATORY WORK**

Preparatory work for this CHAMP workshop included several different activities including: background research, field study, data collection, map generation, facilitation team training, workshop planning, and workshop materials preparation.

**Background Research** included a review of Religious Health Assets Mapping projects in South Africa and Memphis, various approaches to community mapping, and models for participatory research projects.

**Field Study** included a series of transect drives through the study area with team members familiar with this area and the initial identification of key assets and potential key informants. These transect drives, in combination with the insights from key informants, were used to decide the preliminary boundaries for this mapping exercise.

**Data Collection** included the acquisition of basic demographic, socioeconomic and psychographic data in the study area. Study staff compiled lists of known assets and interviewed key community informants.

**Map Generation** involved the processing and analysis data on the study area, the incorporation of these data into a geographic information system, and the generation of geographical and special representation of area information through a series of GIS maps layers.

**Facilitation Team Training** occurred through team member's participation in training events, past workshops held in similar locations, and a familiarity with the CHAMP methodology and other participatory models for focused group discussion.

**Workshop Planning** involved identifying potential participants for the Food Pathways Seeker workshops, developing and disseminating flyers of invitation, and following up with potential participants. Workshop staff also identified two appropriate sites for the workshop- Old Town Elementary School and Diggs-Latham Elementary School- and made the arrangements for AV equipment and snacks. Participants were primarily recruited from YMCA summer programs hosted by these elementary schools during the week of the workshops. Workshop staff also held face-to-face planning meetings weekly for two months prior to the event, sent emails, and made follow-up telephone calls during the 2 weeks prior to the workshop.

**Workshop Materials Preparation** included the generation and printing of neighborhood maps, the printing of materials to be handed out, the packaging of these materials, and the organization of all the materials needed for the workshop exercises (for example, large pieces of paper, post-it notes, writing utensils, flip charts, and beans).

## **6. PARTICIPANTS**

- a. Old Town:** Upon registration, each participant was asked to sign a consent form and complete two surveys to document demographic information and basic information about the participants' experience with food insecurity. All documents were provided in Spanish or, upon request, in English. A total of 29 women and 4 men participated in the mapping. Though no child care was provided, several children were also in attendance.
- b. West Central Winston-Salem:** Similar to the Old Town workshop, participants were asked to sign a consent form and complete two surveys at the start of the West Central Winston workshop. Two female participants attended for the duration of the workshop, and another woman arrived approximately 20 minutes before the end of the workshop.

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The primary participants in this workshop were both originally from the northeastern state of Tamaulipas, Mexico, had lived in Winston-Salem for more than 10 years, and had substantial family ties to the area.

### **7. INTRODUCTION TO WORKSHOP**

The workshops commenced with a brief introduction of the facilitators and staff. The purpose for the workshop The Community Health Asset Mapping Partnership (CHAMP)- Food Pathways program was explained briefly and informally by primary facilitator Francis Rivers as a research model derived from the Participatory Inquiry into Religious Health Assets, Networks, and Agency (PIRHANA) model, developed by Dr. Gary Gunderson, Dr. James Cochrane and Dr. Deborah McFarland in South Africa that focused on identifying positive health assets present within communities in the midst of the HIV/AIDS epidemic within sub-Saharan Africa.

The facilitators explained that FaithHealthNC's mission is to help the community improve its access to health care and healthy living. Facilitators emphasized that the information they would learn from participants about challenges in the community and access to food resources was valuable because "we can't improve our community if we do not know it." Facilitators thanked the participants for their time and trust in coming to the workshop, and assured participants that their names and documentation status would not be divulged to any immigration authorities.

After this informal explanation of the CHAMP-Food Pathways program and the purpose of the workshop, participants were asked to introduce themselves and talk about a "meal that made them smile." After this brief introduction, the facilitators broke participants into groups of five to six and began the workshop.

# SECTION B

Old Town

&

Diggs

Seeker Summary Report

After introductions, the facilitators grouped participants at the **Old Town workshop** into groups of five to six; males were placed in one group, and female participants made up the remaining five groups. Each group received a large sheet of paper and markers and were asked to respond to the following questions:

- Where and how do people get food in your community?
- When people need emergency food, where do they go?
- What are the challenges, obstacles to people getting food?
- What about the intangible assets of the community?

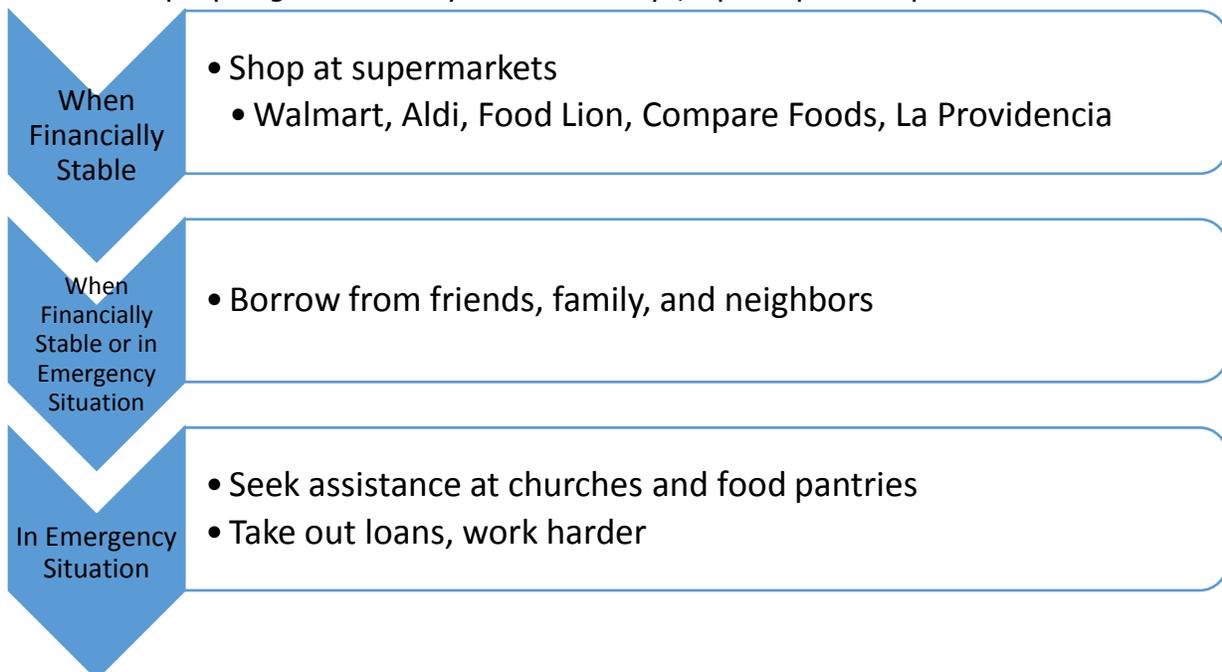
After allowing time for group discussion, each group sent a representative to explain their written answers. After this initial reporting, facilitators Francis Rivers and Maria Jones led a large group discussion about next steps and opportunities to improve access to food in Forsyth County.

Due to the low number of participants at the **West Central Winston workshop**, participants were not asked to break into groups, nor write their answers down and present. Instead, the workshop took on a more conversational, informal manner during which the same questions were explored and discussed.

The following report reflects the main themes and ideas gathered from the Old Town and West Central Winston workshops.

## **1. ACCESS TO FOOD**

Access to food resources was strongly tied to income, transportation, and time among the Hispanic participants at the Old Town and West Central Winston workshops. When asked “Where do people get food in your community?,” participant responses varied based on



financial situation:

During times of **financial stability**, Hispanic participants reported that they get food at grocery stores and supermarkets. The supermarkets listed above are known for their inexpensive prices and- in a few cases- traditional Mexican cuisine. Furthermore, some participants noted that Walmart is a convenient choice because it sells not only food, but many other necessities that would otherwise require a separate trip. Due to financial limitations, participants use money-saving techniques to stretch their dollars while shopping. These include shopping on weekdays known to have the best deals, buying canned food, and shopping with coupons.

Participants also noted that borrowing food from neighbors, friends, and family was an option if a family was in need of food. This ideal reflects the sentiment of a Hispanic "solidarity" that was particularly strong among seekers at the Old Town workshop. During both workshops, the idea of "borrowing food from your neighbors" was seen both as a **standard way to access food, and a way to access emergency food sources** when the family was in critical need.

Participants noted that during **emergency situations**, they could find food assistance at churches or food pantries. However, participants note that they have sometimes felt discrimination when seeking assistance at these places. Participants also noted that language barrier and ID requirements were frequently a barrier when seeking assistance at churches or food pantries.

Finally, some participant groups at the Old Town workshop commented that "working harder, or taking out loans" was a way to provide food for their family during **food emergencies**.

## **2. BARRIERS TO FOOD ACCESS**

Participants were asked to list barriers that they have experienced while grocery shopping, or otherwise seeking food assistance. Common themes included:

- Lack of money
- Lack of transportation
- Time restrictions
- Discrimination
- ID requirements
- Lack of knowledge (about food bank locations)
- Language barrier

Lack of money was a leading barrier among participants at both workshops. As is highlighted in the "Access to Food" section, financial stability plays a major role in how a family acquires food.

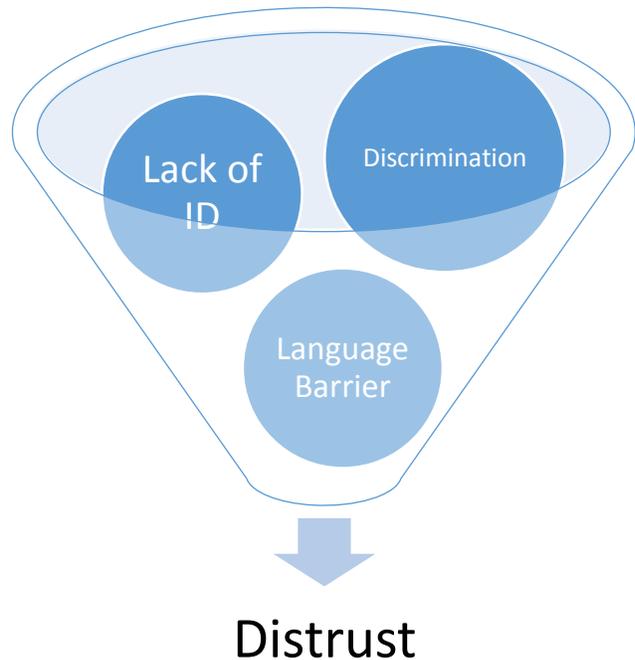
Transportation was another major theme throughout both workshops. Participants commented that they often have limited or no access to a car. Those who do not have access to a car walk to the grocery store, sometimes in extreme heat, rain, or freezing temperatures. As was reported in the July 2014 Hispanic Health Asset Mapping workshops, the public transportation system in the Old Town area is known for its infrequent routes and limited bus stops. The problem of transportation becomes more complicated when considering that many participants have difficult work schedules and must find time to shop early in the morning or late at night after work.

Once at a grocery store or food bank, Hispanic participants often face discrimination at the check-out line or from food bank staff members. Several participants at the Old Town mapping reflect that cashiers roughly throw their purchases into bags, and sometimes make offensive comments, thinking that participants cannot understand any English. One woman commented that even Hispanic workers sometimes discriminate, "and so there is no one that you can really trust." Walmart was noted as a place particularly prone to discrimination.

At food banks, participants feel that they are often turned away for not being a member of the sponsoring church, or because of the number of regulations and restrictions. Some food banks require an ID to receive food, which is a deterrent for many undocumented Hispanics. A participant at the Diggs-Latham workshop explained this fear: "I know a single mother who needs food for her kids, but she won't go to the food bank. She is afraid that she will be reported for not having an ID." Others, she says, would go to the food bank if there was more available information about location and times.

Language is a major barrier for the majority of participants. At grocery stores, this prevents Spanish-speakers from being able to ask questions or voice complaints about discrimination. At food banks and churches, it is often difficult to be served if there is no Spanish-speaking employee on-site.

Discrimination, lack of ID, and language are all barriers that lead to a void of trust between food providers and the Hispanic population. Without the security of an ID or English fluency, participants are wary to voice complaints about discrimination. However, removing discrimination within the food industry and creating space for the Hispanic Voice is the only way



for the food industry and the Hispanic population to truly reach a mutual level of trust and respect.

### **3. COMMUNITY ASSETS**

Despite the barriers listed above, participants noted that there is a strong sentiment of unity, solidarity, understanding, and love within their community. During a food emergency, friends, family, and neighbors are usually a primary form of assistance, lending food or other necessities to the person in need. Participants note that during hard times, their community is their source of strength and support. This reliance on one-another serves as a safety net for a population that is often barred from government aid programs such as Medicaid, and that often faces discrimination and exclusion (via language barrier) from the larger US population.

### **4. CHANGING DIETS**

Participants at the West Central Winston workshop discussed the changes in diets and lifestyles that they have seen and experienced since arriving in the United States. Though participants noted that they still enjoy the same Mexican foods that they grew up with, it is sometimes difficult to convince their children to eat these traditional foods. As their children have gotten older, they have moved away from some traditional foods and replaced them with more standard "American" foods, such as burgers, pizza, etc. In general, these participants avoid fattening fast foods and cook at home, though healthy foods such as fruits and vegetables are often too expensive to include in every meal.

### **5. DIFFERING PERSPECTIVES WITHIN THE HISPANIC COMMUNITY**

Though the Old Town and West Central Winston workshops had many similar themes, there were some notable differences. The two main participants at the West Central workshop both expressed optimistic views of Hispanic services in Winston-Salem. Both commented that there are more Spanish-speaking services at banks, car dealerships, pregnancy centers, and grocery stores than there have been in the past, and that this is a sign of improvement. Furthermore, both women commented that they believed discrimination was a problem for Hispanics in general, but that they had not been seriously affected. In contrast, in the Old Town workshop, discussion focused on situations where participants had experienced discrimination, and there was no talk of improved access or services.

A possible explanation for these differences is a) the small number of participants at the West Central workshop and b) the different life circumstances of the two groups. The two participants at the West Central workshop had lived in Winston-Salem for 10+ years and had considerable family ties to the area. At least one of the women was a working professional. In

contrast, participants at the Old Town workshop were newer to the area and had fewer immediate family ties. Furthermore, both participants in the West Central workshop were originally from Tamaulipas, a Mexican state ranked fairly high in GDP per capita in comparison to country averages (ranked 10<sup>th</sup> of 31 states). Many participants from the Old Town workshop, by contrast, were from Guerrero, one of Mexico's poorest states (ranked 28<sup>th</sup> of 31 states in GDP per capita).<sup>1</sup> Therefore, these differences in resources could be a contributing factor to individuals' experiences with discrimination in Winston-Salem.

## **6. OPPORTUNITIES AND POSSIBLE SOLUTIONS**

At the end of each workshop, the facilitators asked participants what possible changes they could make to address the barriers to food access in Winston-Salem. Participants at both workshops came up with the following combined list:

- Boycott places where you are not treated well
- Ask for a manager when treated poorly (speak up for yourself)
- Suffer in silence
- Organizations should distribute more information about bilingual food banks
- Churches should help people regardless of whether they attend the church
- Grow own food

Some participants expressed optimistic, proactive views, such as boycotting, speaking to the manager, or speaking to churches about possible discriminating attitudes. Others were more hesitant to suggest changes, explaining that sometimes the only option was to suffer in silence. Many of the participants felt that they didn't have enough trust in the food industry to change it. Trust that they would be understood and valued, trust that they would be safe from deportation if they spoke against the norms. Therefore, participants were hesitant to suggest major changes.

Participants also talked about growing community gardens or individual gardens as a way to access fresh fruits and vegetables. Some participants have had success with this in the past, though this method of procuring food is not an option for people living in apartments.

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<sup>1</sup> <http://www.inegi.org.mx/default.aspx>

CHAMP Seeker-Level Workshop Report- Hispanic Community of Winston-Salem

<b>Demographic Information</b>	<b>Winston-Salem</b>	<b>North Carolina</b>	<b>U.S.</b>
<b>Total Population</b>	229,617	9,535,483	308,745,538
<b>Population Growth 2000-2010</b>	23.6%	18.5%	9.7%
<b>Gender</b>			
Male	47.0%	48.72%	49.2%
Female	53.0%	51.28%	50.8%
<b>Race</b>			
White	117,600 (51.2%)	68.47%	72.4%
Black/African American	79,598 (34.7%)	21.48%	12.6%
<b>Hispanic</b>	33,753 (14.7%)	8.39%	16.4%
(Mexican)	23,427 (69.4%)		
(Central American)	3,757 (11.1%)		
(Puerto Rican)	1,965 (5.8%)		
Asian	4,581 (2.0%)	2.19%	4.8%
Native	1,173 (0.5%)	1.35%	1.1%
One Race, Other	21,093 (9.2%)	4.34%	6.2%
Two or more races	5,572 (2.4%)	2.16%	2.9%
<b>Educational Achievement (25 years and over)</b>			
Less than High School	14.5%	15.49%	14.3%
High School Graduate	25.9%	27.24%	28.2%
Some College or Associate Degree	27.6%	30.44%	29.0%
Bachelor's Degree	20.3%	17.82%	17.9%
Graduate or Professional Degree	11.7%	9.01%	10.6%
<b>Place of Birth and Citizenship</b>			
<b>Native Born:</b>	204,449 (88.9%)	92.5%	87.1%
Born in North Carolina	134,419 (58.4%)	58.1%	-
Born in Different State	67,732 (29.4%)	33.4%	27%
Born in Puerto Rico or US Territory	2,298 (1.0%)	1.0%	1.4%
<b>Foreign Born:</b>	25,581 (11.1%)	7.5%	12.9%
Foreign born with US citizenship	5,735 (2.5%)	2.3%	5.7%
Foreign born without US Citizenship	19,846 (8.6%)	5.2%	7.2%
Born in Latin America	18,887 (8.21%)	4.4%	6.8%
<b>Language Spoken at Home</b>			
English	85.9%	89.4%	79.6%
Spanish	10.28%	6.5%	11.6%
<b>Employment (16 years and over)</b>			
Males- In labor force	69.6%	69.9%	70.2%
Females- In labor force	58.0%	58.9%	59.4%
Males- Employed	87.1%	89.2%	90.3%
Females- Employed	90.2%	89.8%	91.2%
Males- Unemployed	12.9%	10.8%	9.7%
Females- Unemployed	9.8%	10.2%	8.8%
<b>Median Age</b>	34.6	37.40	37.20
<b>Households</b>			
Family Households	60.3%	66.7%	66.4%
Married-couple family	38.4%	48.4%	48.4%
Nonfamily households	39.7%	33.3%	33.6%
<b>Income</b>			

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Families in Poverty	9,205 (16.9%)	12.4%	10.9%
Median Household Income	\$40,869	\$46,450	\$53,046
<b>Median Household Income by Race</b>			
White	\$49,024	\$51,902	\$56,203
Black/African American	\$30,276	\$32,702	\$35,564
Hispanic	\$28,639	\$34,359	\$41,994
Asian	\$66,862	\$63,958	\$71,709

### ACKNOWLEDGEMENTS:

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