

Community Health Assets Mapping Partnership CHAMP – Food Pathways

Seeker-Level Workshop Report

**Forsyth County
Winston-Salem, NC**

Saturday, June 27, 2015

CHAMP Food Pathways Workshop

FaithHealthNC
A Shared Mission of Healing

 **Wake Forest™**
School of Medicine



IRHAP

International Religious Health Assets Programme

ARHAP African Religious Health Assets Programme

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SECTION A

WORKSHOP INFORMATION

Section A

1. AREA AND LEVEL

A workshop facilitated by Wake Forest University Baptist Medical Center and Wake Forest University School of Divinity was offered in Winston Salem, NC at the seeker level on June 27, 2015 scheduled for 9:00am to 3:00pm. As a part of the Community Health Asset Mapping Partnership- Food Pathways in Winston Salem, NC, the workshop focused on food seekers in Forsyth County. Forsyth County is comprised of zip codes: 27104, 27101, 27103, 27050, 27040, 27045, 27106, 27105, 27019, 27052, 27009, 27284, 27107, 27127, 27012, 27023. **Image 1** is a map outlining the boundaries of Forsyth County.



Image 1

2. DATE & PLACE OF WORKSHOP

The workshop took place on June 27, 2015 at New Light Missionary Baptist Church, which has a predominantly African American congregation. The church is located at 1535 E 15th St, Winston-Salem, NC 27105. The workshop began at 9:00 am and was completed by 1:00 pm.

3. FACILITATION TEAM

Lead Facilitators:

Teresa Cutts, PhD
Khelen Kuzmovich, MDiv

Scribes: Angela Chavis, MDiv
Primary Report Writer: Nicole Johnson, BA
Registration: Kemi Balgoun
Photographer: Brian Hollingsworth

4. PHYSICAL DESCRIPTION

The workshop was held in the fellowship hall of New Light Missionary Baptist Church, located opposite to their sanctuary. The fellowship hall was handicap accessible. The registration table was positioned immediately to the right as participants entered the fellowship hall. There were four large tables located in the center of the room. Each table included five to six chairs for participant seating. Breakfast snacks and lunch were available for participants. The front of the room had a map positioned on the wall and an easel holding charts for activities. **Image 2** depicts the layout of the New Light Missionary Baptist Church fellowship hall during the workshop.

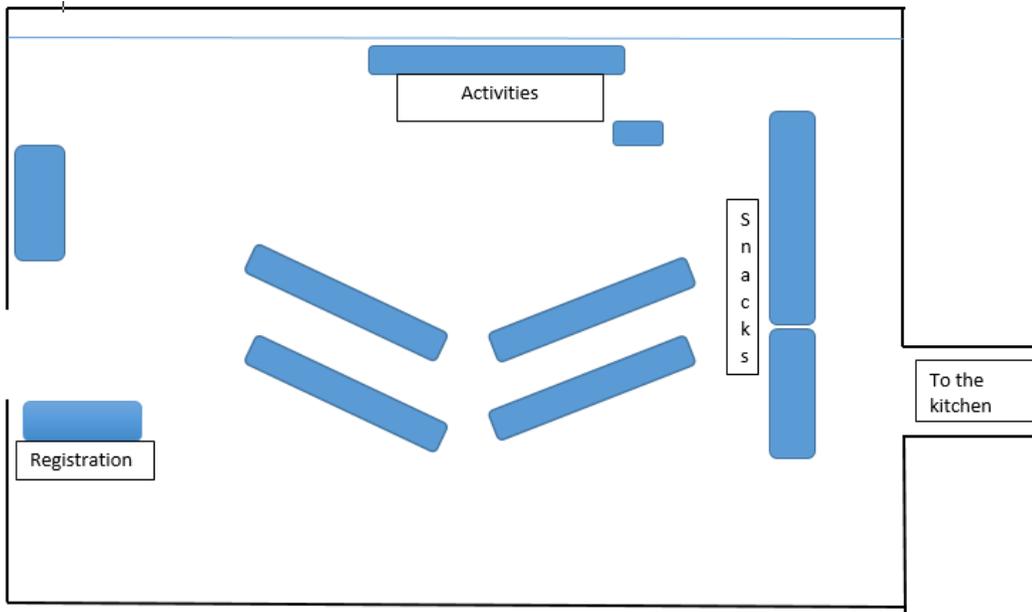


Image 2

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 southern African, 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.

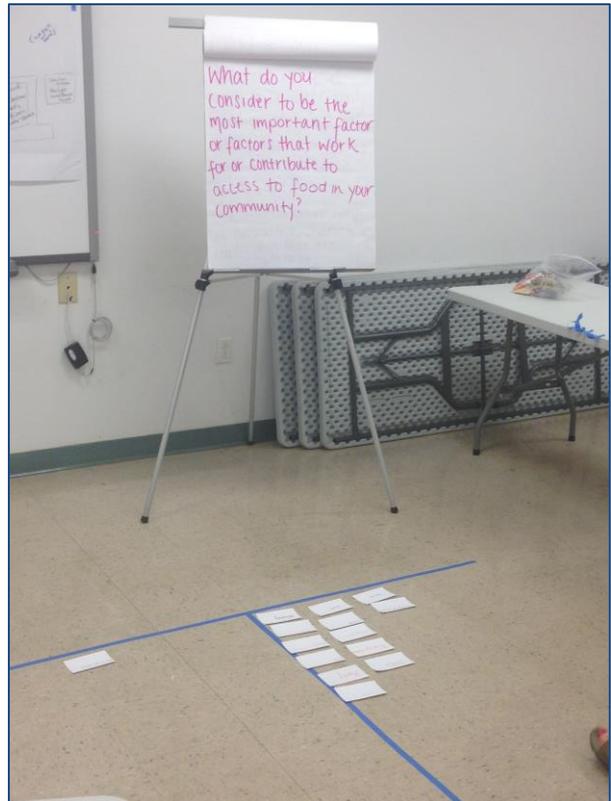
Data Collection included the acquisition of basic demographic, socioeconomic and psychographic data in the study area. Study staff compiled lists of known assets and interviewed key community informants.

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 map 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 workshop, developing and disseminating a letter of invitation, and following up with potential participants. Workshop staff held several planning meetings prior to the event, sent emails, and made follow-up telephone calls during the weeks prior to the workshop. Workshop staff also identified New Light Missionary Baptist Church as an appropriate site for the workshop.

Workshop Materials Preparation included the purchase of area 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 markers).

6. PARTICIPANTS

Upon registration, each participant was asked to register their consent to participate in the workshop and document their preferences with regards to the use of photographs. This was completed as each participant entered the conference room at the registration table. There were thirteen participants at this seeker level workshop.

7. INTRODUCTION TO WORKSHOP

The workshop began with a greeting and introduction by lead facilitators, Dr Teresa Cutts and Khelen Kuzmovich, who expressed appreciation for the participants present. Following the opening remarks, Dr Cutts described the purpose of the event and the development of this model of asset mapping. The participants and facilitation team were invited to introduce themselves.

Lead facilitator, Dr. Teresa Cutts (“TC”) introduced the background of the Community Health Asset Mapping Partnership (CHAMP) program. Participatory Inquiry into Religious Health Assets, Networks, and Agency (PIRHANA) is a research 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. CHAMP was further refined in Memphis by Dr. Teresa Cutts and team from 2007-2013.



The objective of this version, CHAMP-Food Pathways, is to translate the PIRHANA research method for North Carolina communities to discover assets within their respective counties and regions around, health, food access and food security. Dr. Cutts identified asset mapping as a tool for expanding the scope of how to identify positive assets in an effort to develop community food security. The positive attributes of this tool include providing a way for those “working in the trenches” to connect with each other and not just working in isolation, as well as building community through connecting tangible and intangible assets. The background of the Community Health Asset Mapping Partnership (CHAMP) program. Participatory Inquiry into Religious Health Assets, Networks, and Agency (PIRHANA) is a research 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. CHAMP was further developed and refined by Dr. Teresa Cutts and team in Memphis from 2007-2013. The objective of CHAMP-FOODPATHWAYS is to translate the PIRHANA research method for North Carolina communities to discover positive food service assets within their respective counties and regions.

CHAMP Seeker-Level Workshop Report – Forsyth County

The participants within these workshops on both the health provider level and the health seeker level contribute their knowledge and community understanding in a variety of activities and exercises throughout the workshop.

Khelen Kuzmovich was invited to describe the terms food access and food security. In this workshop food access was defined as how people can get food and food security being defined as how, when and where people get food regularly.

SECTION B

FOOD SEEKER EXERCISES

SECTION B

1. COMMUNITY MAPPING

a. OBJECTIVE

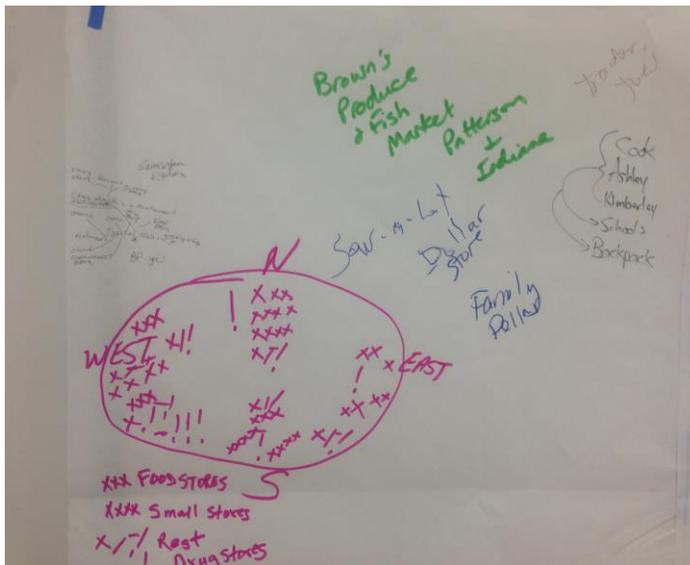
The first activity of the day involved community mapping. The group was asked to discuss what they collectively know about Forsyth County’s food resources and to construct a map based on what they believe to be important food assets of Forsyth County and Winston Salem. The purpose of this exercise was to serve as an “icebreaker” and to allow participants to identify and map food service assets that they deem essential to improve food services in Forsyth County and Winston-Salem in particular.

b. METHOD

The participants broke into two small groups, sharing the same activity table. Each table was equipped with colorful markers and large white sheets of paper. “Group 1” had four participants all of whom were women. Three appeared to be over forty years old and one appeared to be in her fifties. “Group 2” had one male participant who appeared to be in his late sixties. The participants began discussing the food services they used, respectively.

One member of each group became the primary scribe and outlined a map locating the food providers mentioned by members of the group. The groups then came to a consensus among themselves regarding what they considered to be positive community assets, with the scribe mapping the location of each asset. After approximately ten minutes, each group was asked to post their maps on an easel in the front of the room and share them with the group.

c. DISCUSSION



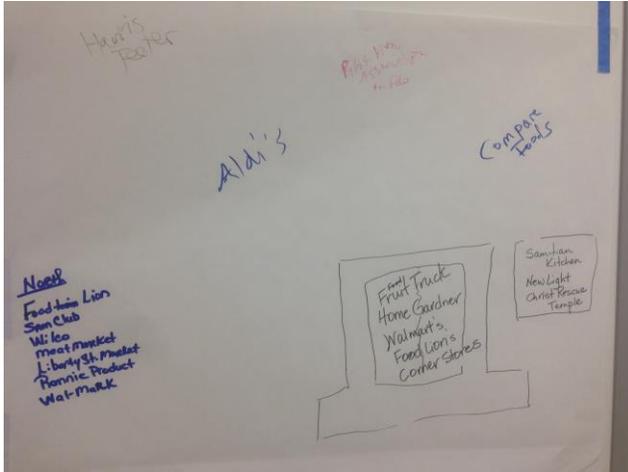
Groups 1 and 2 documented food providers with which they and others in their community were familiar with on the eastside of Winston Salem.

One participant identified the following, Union Baptist Church and First Baptist Church, which is where most of the people in her neighbourhood go, Walmart, Sam’s Club, Food Lion, convenience stores on Trade, CVS, small stores, BP, Ronnie’s Country Store, restaurants, Samaritan’s Ministries, services that bring food, and Meals on Wheels.

A second participant shared that there were more grocery stores on the west side of Winston Salem than on the east side of Winston Salem. For some people the stores are too far away and they lack transportation. Drugstores and the infrastructure are not convenient for those who lack transportation. The participants discussed the location of food providers like the drugstore down the street at Liberty and Fourteenth Street, the 3/11 at Martin Luther King Jr, the Food Lion and then

the next is all the way out on Patterson Ave. The little stores were described as cost prohibitive, but without transportation they are some food seekers only choices. There are those who choose a different alternative either taking the bus or paying someone to take them to the store.

The next participant identified food service locations on the north side of town, which is the area with which she was more familiar. The following were identified Food Lion, Rite Aid, McDonald's, restaurants, Wilco, the meat market, Ronnie's, convenience store on the corners, Sam's Club, and the Liberty St Market where she gets fresh produce.



Another participant lives on the northwest side and where her family has a garden. The participant identified the following food providers: the Food Lion at Northpoint – the only one, a Walmart, convenience stores, the new neighbourhood Walmart on University Parkway – helpful because it's just groceries. Some of the convenience stores might have fresh food, but maybe not.

Multiple participants identified The Fruit Truck – someone who comes with fruit and vegetables on a truck every Saturday at the University apartments and Azalea Terrace.

The participants also stated that someone could get a meal at Samaritan Kitchen, New Light Missionary Baptist Church, and Christ Rescue Temple. The general consensus was that churches are more likely to serve meals, but some did offer food to be taken home. The following were identified in this faith based category: Pilot Mountain Association on Polo at Forest Hill – once a month on Thursday – groceries and even meats sometimes.

The male participant in one group stated that he gets his food from Food Lion, Trader Joe's, Harris Teeter, and Walmart. Two participants arrived late and although they didn't participate in the construction of a map willing contributed the locations they were familiar with: Food Lion, Sav-A Lot, Dollar General, Dollar Store, Family Dollar, Compare Foods, and Aldi's.

Other food providers identified were Brown's produce and Fish Market on Patterson and Indiana, Cook/Ashley/Kimberly school's backpack program Social Services, YMCA, and Pace Senior Center.

The two maps were considerably different as each group utilized different streets to define their boundaries.

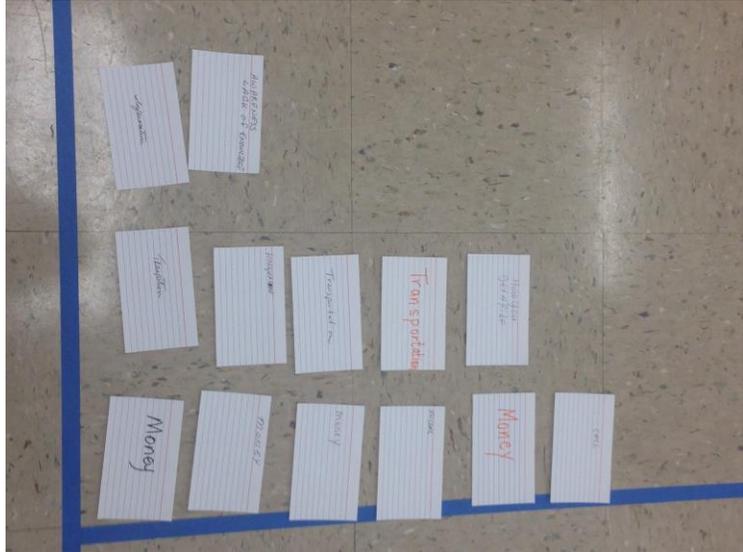
2. FOOD SERVICE INDEX

a. OBJECTIVE

The second activity was comprised of a two-part brainstorming session. Part I consisted of the participants brainstorming the most important factor or factors that are barriers to food access and food security. Part II consisted of brainstorming the most important factor or factors that work *for* or contribute to good quality food in the community.

b. METHOD

Each participant was asked to write two factors that work against food access and food security on note cards, which were then combined and categorized to create a bar graph. After brainstorming the negative factors, each participant was then asked to document the two most important factors that work against good food access and food security in the community on note cards. These were combined to create a bar graph. The exercise was repeated for factors that work for good food access and food security.



c. DISCUSSION

Factors Identified

- Inadequate transportation
- Lack of Money
- Lack of Jobs
- Inconsistent Income

Participants identified immediately that there are many without cars some of whom do not have enough to pay for transportation. This includes some of the elderly. Money is also a barrier, most elderly are on one income and use their income to buy their medicines. They are forced to make a choice and prioritize medication or food.

Food stamps are not enough to make up for the shortfall for both the elderly and for those who lack consistent jobs and thus a consistent income which makes budgeting for food unlikely to happen. Food stamps are limited in what a person can buy because it's limited to food. The consequence being that some sell their food stamps because they need more than food, such as personal items.

Another identified barrier was misinformation about what people need without asking them what they actually need. The participants saw this as one way in which the needs of people are not adequately known and thus not adequately met. Assumptions are made about the needs of people that because they are getting help that they are getting enough help. Rev. Hickerson shared of one case where someone had food stamps but not transportation to actually go get the food. This is one of the reasons people may sell the cards – meeting multiple needs.

Lack of education where people don't know that an organization exists means that the community isn't helped which is a lack of awareness and communicating.

The intersection of crisis factors are multifaceted.

In Part I of the exercise participants were asked to identify the most important factors that work against food access and food security.

Question	Results
What is the most important factor or factors that work <i>against</i> food access and food security?	<ol style="list-style-type: none"> 1. Lack of Money 2. Lack of Transportation 3. Inadequate Information/Education 4. Lack of Jobs 5.

In Part II of the exercise, each participant provided two post-it notes regarding what they considered to be the most important factors that worked for food access and food security.

Question	Results
What is the most important factor or factors that work <i>for</i> food access and food security?	<ol style="list-style-type: none"> 1. Access to Public Services/support 2. Supplementary Access 3. Access for Senior Citizens 4. Word of Mouth/ Sharing information on where to get help/ a network 5. Communication/getting the word out on where to get help 6. Caring Community/ care about people and not just talk about it/ 7. Helping people in neighbourhoods 8. Knowledge/Information 9. Community Gardens 10. Access to transportation 11. Food Banks – enough of them

3. FACILITY RANKING

a. OBJECTIVE

The final exercise consisted of ranking various community assets on their levels of efficiency in various contexts. The objective of this activity was to picture the ways in which different public entities contribute to food access and food security.

b. METHOD

The participants completed this exercise as one group.



The participants as a group were asked to rate various community entities based on the factors identified by the participants in the previous exercise based on a scale of 1 to 5 with 1 being the lowest and 5 being the highest.

c. DISCUSSION

Grocery stores, churches, meal on wheels are doing well, but not the other ones food providers, particularly the convenience stores.

Table 2:

	Money/Price	Communication/Information/Knowledge	Snap EBT	Caring Community.	User Friendly	Transportation
Grocery Stores	5/price	5	5	3	5	2
Convenience Stores	1/price	1	5	1	1	1
Markets Produce Stores	3	2	5	3	4	1
Produce/ Fruit Truck	3	3	1	3	4	4
Churches/Pantries	5	3	0	5	5	3
Group Meals	5	3	0	5	5	3
Back Pack Program	5	3	0	5	5	4
Meals on Wheels	5	3	0	5	5	5

4. FOOD AND CULTURE

a. OBJECTIVE

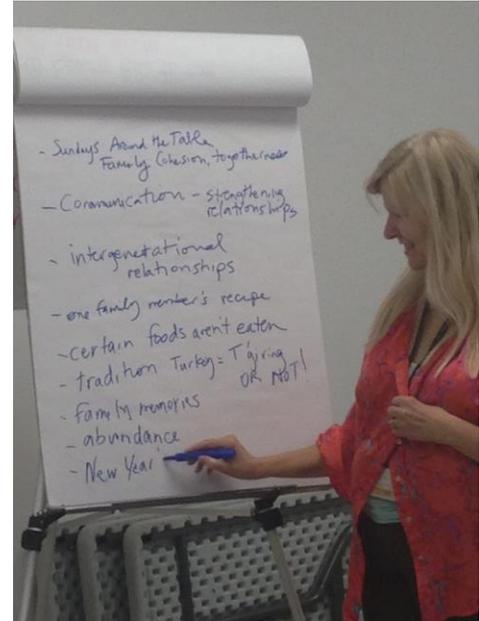
This exercise comprised of a short discussion led by the facilitators. The purpose of this activity was to acquire a participant driven list of ways in which food access and spirituality contributes to identity and culture, as well as what food means in that context.

b. METHOD

Participants as one large group, began to discuss a question posed by the facilitators, "How does religion, faith or spirituality play a role in accessing food and food security?"

c. DISCUSSION

Participants shared personal stories about food, meals and the impact on them and their communities while growing up. The identified ways that this interaction between family, food, community, tradition and religion has changed over the years. They saw a lack of family cohesion and community cohesion in the present day. Churches were identified as one place that had the potential to promote togetherness and neighbor helping neighbor.



The participants gave voice to their ideas in the following phrases

- Family Cohesion/Sunday around the table/ togetherness
- Communication – eating together tends to make people talk more to each other, strengthens relationships in families
- Intergenerational ties are built and strengthened
- Way to remember one’s family members and recipes
- Keeping traditions – no squash 😊, turkey for thanksgiving, catfish bake, new year’s day greens and peas
- Memory making, family memories
- Place for everyone
- Participation in preparation
- Abundance
- Celebration
- Interdependence
- Giving Thanks/Gratitude

- Building Faith fellowship/community/cohesion
- Funerals/ caring comfort
- Friends and family dinner – churches, organizations, family reunions
- Word of mouth/educate
- Loving food/preparing food
- Better quality food
- Less expensive
- Sharing of food in the community/ people in the community didn't go hungry

5. EXEMPLARY PRACTICES

Participants were probed on what characteristics of exemplary organizations defined them as such. The group collaboratively created a list of exemplary organizations and their characteristics:

Food Lion

- Local
- In the community
- Discounts

Harris Teeter

- Deliver
- Drive-up
- Discounts

Walmart

- On the bus line
- Discounts
- Competitive prices

Compare Foods

- delivers

Lowe's Food

- Curbside Delivery

Clemmons Food Pantry

- Choice

Friends Meeting (off Reynolda)

- Choice

St Paul's UMC

- Friendly
- Fast service

Pilot Mountain

- Give food equipment to cook

6. NEXT ACTION STEPS

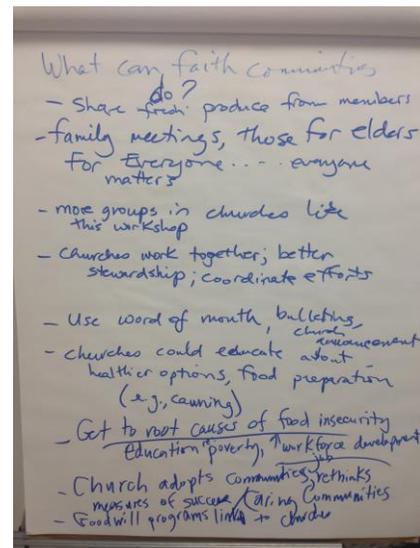
Following the conversation on exemplary organizations, the group began to discuss next steps—responding to the question, “What do you want to happen next?”

Opportunities:

- More healthy snacks for children in schools as expansion of backpack program partnerships
- Expansion of education for parents on the importance of fresh food for the children in schools
- Education about fresh or novel foods, in particular that the fresh foods are good for you
- Education on how to budget
- More distribution of information to the churches and schools about nutrition
- Less judgmental attitudes in giving aid to people

What can faith communities do?

- Family meetings for everyone because everyone matters
- More focus groups like this one in the churches
- Churches moving out into the community more
- Coordinating what faith communities have to offer
- Use word of mouth, bulletins, church engagement
- Churches could educate about making better food options and food preparation
- Churches could work to get to the root cause of food insecurity – education as a priority and workforce development
- Churches could adopt communities and build caring communities
- Churches as a place for sharing fresh produce from members
- Goodwill programs could be aligned with faith communities.



There will be a follow-up and report session on July 30, 2015.

APPENDICES

CHAMP Seeker-Level Workshop Report – Forsyth County

Forsyth County Demographic Data

Forsyth Demographic Information	27105 Zip Code	North Carolina	United States
Total Population	39,568	9,535,483	308,745,538
Gender			
Male	18,525 (46.82%)	48.72%	49.16%
Female	21,043 (53.18%)	51.28%	50.84%
Race			
White	9,322 (23.56%)	68.47%	72.41%
Black/African American	24,535 (62.01%)	21.48%	12.61%
Hispanic	6,386 (16.14%)	8.39%	16.35%
Asian	244 (0.62%)	2.19%	4.75%
Native	272 (0.69%)	1.35%	1.12%
One Race, Other	4,300 (10.87%)	4.34%	6.19%
Two or more races	895 (2.26%)	2.16%	2.92%
Educational Achievement (25 years and over)			
Less than High School	5,558 (21.95%)	15.49%	14.28%
High School Graduate	9,520 (37.59%)	27.24%	28.24%
Some College or Associate Degree	6,902 (27.25%)	30.44%	28.99%
Bachelor's Degree	2,431 (9.60%)	17.82%	17.88%
Graduate or Professional Degree	915 (3.61%)	9.01%	10.61%
Marital Status (15 years and over)			
Males- Never Married	6,217 (43.80%)	32.82%	35.08%
Males -Married	5,690 (40.09%)	55.55%	52.93%
Males- Widowed	553 (3.90%)	2.48%	2.53%
Males-Divorced	1,734 (12.22%)	9.15%	9.46%
Females- Never Married	6,808 (39.91%)	26.93%	28.74%
Females- Married	6,231 (36.53%)	51.62%	49.95%
Females- Widowed	1,742 (10.21%)	9.83%	9/34%
Females- Divorced	2,276 (13.34%)	11.62%	11.97%
Employment (16 years and over)			
Males- In labor force	8,945 (64.44%)	69.94%	70.20%
Females- In labor force	9,218 (54.87%)	58.94%	59.43%
Males- Employed	7,064 (79.08%)	89.23%	90.27%
Females- Employed	7,853 (85.33%)	89.81%	91.21%
Males- Unemployed	1,869 (20.92%)	10.77%	9.73%
Females- Unemployed	1,350 (14.67%)	10.19%	8.79%
Nativity	91.37%	92.47%	87.13%
Median Age	35.10	37.40	37.20
Households	14,803	3,745,155	116,716,292
Family Households	9,869 (66.67%)	66.73%	66.43%
Married-couple family	4,689 (31.68%)	48.38%	48.42%
Nonfamily households	4,934 (33.33%)	33.27%	33.57%
Income			
Median Household Income	\$31,402	\$46,450	\$53,046
Families in Poverty	2,726 (27.35%)	12.41%	10.92%

Source: www.usa.com (Based on 2008-2012 government census data)

ACKNOWLEDGEMENTS

We wish to thank Wake Forest University School of Divinity, Wake Forest Baptist Medical Center, and the Blue Cross Blue Shield Foundation for funds and material support that helped to underwrite the mapping workshops, as well as New Light Missionary Baptist Church for allowing use of their space for the workshop.