Ten Million Dollars Back To Our Community

When the foundation opened its doors in August 2003, we envisioned being a helping hand to the nonprofits in Salem County focusing on improving the overall health of all residents through our areas of interest: access to healthcare, preventive care and career opportunities. Partnerships would enable expansion of promising programs and the creation of new programs.

As we approached our 10th anniversary, the foundation’s board realized that, while we had infused nearly ten million dollars into programs and services through area nonprofits, in order to affect measurable impact a better approach would be to focus on specific areas of need in the county. Therefore, a strategic plan was initiated in late 2011; being completed in 2012. The board, through this planning process, made the decision to focus on two areas of great concern in Salem County, as evidenced by a dismal Kids Count and County Health Rankings reports. The areas chosen were Nutrition/Childhood Obesity and Teen Pregnancy.

This newsletter will touch on the two objectives of the Health Kids, Bright Futures initiative: 1) Reduce childhood obesity by promoting healthier eating habits and lifestyles, nutrition education; and 2) Reduce teen pregnancy and sexually transmitted diseases among young people in Salem County.

We invite you to visit our website: www.salemwellnessfoundation.org to learn more about the initiatives and to view our 2012 Report to the Community.

2012 Annual Report Available To Our Community

If you would like to find out more about how Salem Health & Wellness Foundation has had a positive impact on Salem County go to: www.salemwellnessfoundation.org or call: 856-299-4460 for a copy.
New Initiatives

**OBJECTIVE 1: Reduce Childhood Obesity by Promoting Healthier Eating Habits, Lifestyles and Nutrition Education.**

Salem County ranks 20th out of the 21 New Jersey counties in health behavior measures including adult obesity and physical inactivity, and ranks 21st in mortality from premature death. According to the County Health Rankings, adult obesity and physical inactivity in Salem County are at 34% and 31%, respectively; compared to the New Jersey state level rates of 25% for both adult obesity and physical inactivity.

In addition to the county’s obesity issue, high rates of unemployment and poverty make food insecurity and food access a high priority. Within Salem 17% of the county’s children are living in poverty. According to the Meal Gap, a local level food insecurity tool created by Feeding America, a total of 9,640 of our county’s people (14.6% of the population) are food insecure in Salem County. The percentage of food insecure children in Salem County is even higher at 18.6% – a total of 2,890 children. Of the 24,656 households in Salem County, 2,523 (10.2%) are receiving SNAP (Food Stamp) benefits. There are now nationally a wide-range of public and private initiatives addressing nutrition: childhood obesity, access to healthy foods, access to open space, and safe places for kids to play and get exercise; nutrition and fitness education; farm to table programs; and new federal food mandates for school cafeterias to name a few. The Foundation will focus its efforts to address the critical nutrition issues through the following venues: Educational settings; Emergency food and Social Service Providers; Clinical and Health Care Providers; Food Access and Food Retail; and Community Health and Wellness Providers.

Looking at a parent’s fruit and vegetable intake may be the strongest predictor of fruit and vegetable intake of their child. The food you are putting into your body is probably fairly similar to the food your children are putting into their bodies. And currently only 27% of Americans eat vegetables three or four times per day, which is reflected in the research that shows only 20% of high school students in our country report eating five servings of fruits and vegetables every day.

We can change this. A lot of young people’s daily calories are consumed at home. By making healthy eating a priority here, in our homes, we can start setting the example our kids need to continue healthy eating outside the home.
OBJECTIVE 2:

Reduce teen pregnancy and sexually transmitted diseases among young people in Salem County.

According to Centers for Disease Control and Prevention Director Thomas Frieden, "Teenage pregnancy really is the intergenerational transmission of poverty." He added that lowering teenage pregnancy rates is "one of the things we can do that has the biggest impact in societal inequality." *

The teen birth rate in Salem County continues to climb while the national average has begun to decrease. Television, music, the Internet and other popular youth media tend to glamorize teens having sexual intercourse and teen parenting, but the reality is starkly different. Having a child during the teen years carries high costs – emotionally, physically, and financially to the mother, father, child and community. The Foundation seeks to reduce the teen birth rate in an attempt to break the cycle of teen pregnancy in Salem County by engaging community leaders, educators, service providers and parents. We will promote community efforts that use evidenced-based programming in teen prevention.

Areas of focus are Unwanted Teen Pregnancy, Sexually Transmitted Diseases and Access to Health Education.

*American Public Health Association’s annual conference.
1 $50,000 grant for Rutgers Cooperative Extension to manage the Grow Healthy project

For more than a century, Rutgers New Jersey Agricultural Experiment Station Cooperative Extension (RCE) has helped the diverse populations of New Jersey adapt to a rapidly changing society to improve their lives and communities. Through science-based educational programs, RCE enhances the quality of life for NJ Residents, bringing scientific knowledge of the state university to solve problems in the local community. Our grant of $50,000 to Rutgers Cooperative Extension will manage the Grow Healthy Project. Grow Healthy is a school wellness initiative that Rutgers’ Family & Community Health Services and the NJ Department of Agriculture developed and implemented in 2010 with a grant from the USDA Team Nutrition program. Successfully implemented in 9 other counties across NJ, Grow Healthy seeks to train foodservice staff at schools to provide enhanced healthy options for students; work with students and faculty on garden-enhanced nutrition education, using Farm to School approaches; and offer new ways to increase physical activity in the school day. A hallmark of the program is its methods for strengthening school wellness councils, so that students and staff work together to attain healthier goals, and for engaging parents in wellness outreach.

2 $50,000 grant supports Catholic Charities to initiate the Salem Nutrition program

Catholic Charities, Diocese of Camden is a faith-based social service agency whose mission is to advocate for, and empower the poor, oppressed or vulnerable. Catholic Charities services more than 40,000 individuals and families at 12 sites throughout the six southern counties of New Jersey.

Catholic Charities will initiate the Salem Nutrition Initiative with this $50,000 grant. The program will increase access to fresh fruits and vegetables and other healthier options for Salem County families receiving emergency food. It will provide tailored nutrition education to Salem County families receiving emergency food by building a coalition of emergency food providers in Salem County, who will work to develop a nutrition guide and produce specific recipe cards. Additionally they will develop a “Snack Smart” guide for families to use to access affordable healthy snacks for children and family members of all ages.

3 YMCA to pilot the $9,774 Healthy U School Based Program

The mission of the YMCA includes three goals: Youth Development, Healthy Living and Social Responsibility. The YMCA of Salem County has fully embraced these goals. They are an integral part of the community in Salem County and through relations with members, local government, and other social service agencies they continue to serve the citizens of Salem County while upholding this mission.

With this grant for $9,774 the YMCA will pilot the Healthy U School Based Program, utilizing the Coordinated Approach to Child Health (CATCH) curriculum in Quinton Township Elementary School during the 2013-2014 school year. The CATCH curriculum is an award winning, coordinated approach to encourage increased physical activity, increase consumption of fruits and vegetables and other nutrient rich foods and promotes behavioral changes in children and parents that lead to healthier lifestyles.
$28,750 supports the “Get up and Move” program, which provides physical activity and nutritional education to adolescent girls

This Salem High School Based Youth Services Program began providing services to students at Salem High School in January 2005, and is one of 90 such programs in the State. The goal of this (SSBS) program is to help youth successfully navigate their adolescent years, decrease pregnancy rates, and acquire skills needed to obtain employment or continue their education. Services provided include behavioral health, employment readiness/counseling, substance awareness education and preventive health awareness, among other things. With this grant for $28,750, Salem High School will implement the “Get up and Move” program, which will provide physical activity and nutritional education to adolescent girls in the YOUTH CONNECTION after school program.

These recipes were prepared with donated products from Farmer’s Against Hunger and using some of the TEFAP ingredients.

The Food Bank of South Jersey’s Healthy Living Initiative shares samples of recipes with our agencies when they are on site so that they can spread the word among their clients of delicious meals they can make with the ingredients they receive through the FBSJ.

In lieu of gifts for his seventh birthday, RJ McFadden asked for donations of peanut butter which he donated to the Food Bank of South Jersey.

Cooking Matters at Salem Family Success Center

We all learned lessons about what is important from each other. We are extending this experience to the public this summer. Contact rmoreno@foodbanksj.org for more information.
Get FIT Program
Available to area disabled and their caregivers

Get FIT @ YMCA was recently launched at the YMCA of Salem County with funding provided by SHWF.

Aligned with the YMCA's core values of healthy living and social responsibility, Get FIT @ YMCA promotes building a healthy spirit, mind and body for everyone, irrespective of ability.

Get FIT @ YMCA features participant-caregiver pairs working with trainers to partake in fun, fit activities such as: exer-gaming, group fitness cardio, muscle conditioning, yoga breathing exercises, stretch exercises, aquatic exercises and nutritional education. While the program promotes integration in all activities offered by the YMCA, Get FIT is customized to meet the needs of each individual participant.

Less than a year into the program they have seen significant results as reported by Victoria Shannon, Fitness Instructor and Get FIT @ YMCA, Salem Program Coordinator. One female participant suffering from Multiple Sclerosis has seen a dramatic change since starting the program. She had previously grown dependent on her walker for mobility. Since participating in the program she transitioned from the walker to a cane and ultimately needed nothing at all for support. After graduating from the program she encouraged a friend who also suffers from Multiple Sclerosis to join. "The greatest reward is seeing the change in everyone's attitude. They are getting out, having fun and working hard!" says Ms. Shannon.

Salem County children practice healthy eating and fitness with a new county-wide initiative

The Salem Health and Wellness Foundation, in partnership with The Food Trust and the YMCA, launched its new "Healthy Kids, Bright Futures" initiative recently in the YMCA auditorium.

The event included information on nutrition for children and parents, fitness activities, music, and samples of healthy snacks.

"Access to healthy foods is an issue in Salem County, and childhood obesity is an issue throughout the country," said Executive Director of the Salem Health and Wellness Foundation, Brenda Goins. "Our board decided we'd like to focus on an initiative. Healthy eating and physical activity are very important, and we felt this was an area where we could really make an impact."

According to New Jersey Kids Count data, Salem County ranked 20th out of New Jersey's 21 counties for health outcomes and near the bottom of all counties for childhood obesity. To combat these statistics, the foundation plans to eventually reduce obesity in children in Salem County by providing nutrition information and programs to help them lead healthier lives," said foundation board chairman Ernie Henderson. "Working with The Food Trust, we'll be able to collect data from our schools and communities, then we'll know how big the problem is, and how to solve it."

The Food Trust, a non-profit organization based in Philadelphia, is working to support the foundation's initiative by providing information on available programs and grants to support health and wellness, as well as guidance to make the "Healthy Kids, Bright Futures" initiative a success.

For the kickoff event, parents and children at the YMCA spent time learning about healthy eating and fitness, and trying new, healthy snacks.

"We've gotten a lot of good information," said Penns Grove resident Latasha Robinson, who attended the kickoff with her three children. "This event is phenomenal, I just hope this information spreads out to more parents. It's important to learn about healthy habits." Her son Isaiah, 12, said he was surprised to learn about the amount of sugar in soda, and said he plans to drink less.

Abasi Moyenda, of Penns Grove, attended the event with his daughter Atiyana. He said he learned about drinks like ice tea and fruit juices that had surprising amounts of sugar, and had a chance to sample a delicious apple dip for a healthy snack.

But Atiyana, 8, said her favorite part of the event was getting active on a moon bounce.

"It was fun," she said. "It really made me sweat."

For more information
www.salemwellnessfoundation.org
www.thefoodtrust.org
Salty snacks and extra pounds send blood pressure...

soaring in U.S. children.

Spurred by too much salt and too many extra pounds, blood pressure in America’s kids and teens has gone sky-high, creating a young generation at risk for serious health problems, including heart disease, stroke — and worse.

The percentage of American children and adolescents ages 8 to 17 who have high blood pressure — a risk factor for cardiovascular disease, organ damage, heart attacks and strokes — climbed 27 percent over 13 years, according to researchers from Harvard Medical School, Brigham and Women’s Hospital and other institutions funded by the National Institutes of Health.

The researchers, using two large national surveys, compared blood pressure data of thousands of children from two National Health and Nutrition Examination Surveys, a government program designed to track health and nutritional status of adults and children in the U.S. During the period 1988 to 1994, 15.8 percent of boys, and 8.2 percent of girls could be classified as having elevated blood pressure. By the next survey period, covering the years 1999-2008, those percentages jumped to 19.2 percent for boys and 12.6 percent for girls.

The researchers found that “for total fat, saturated fat, and protein, a large majority of children (70 percent to 80 percent) were above the RDI [recommended daily intake],” the study found. For sodium intake, “over 80 percent” of the children were above the RDI.

“Kids eat far too much sodium,” the study’s co-author, Dr. Stephen Daniels told NBC News. “And they aren’t adding it at the table, and their parents aren’t putting it into food; they’re getting it through processed foods.”
Orange Zucchini Bread Makeover

Instructions

1/2 cup 100% or fresh squeezed orange juice
1/2 cup oil
1/2 cup unsweetened applesauce
3 eggs, lightly beaten
2 teaspoons vanilla extract
1/2 tsp orange extract
Zest from 1 orange
1 1/2 cups all-purpose flour
1 1/2 cups whole wheat flour
1 1/2 cups sugar
4 teaspoons ground cinnamon
1/4 teaspoon nutmeg
1-1/4 teaspoons baking powder
1 teaspoon salt
1/2 teaspoon baking soda
2 1/2 cups shredded zucchini
Optional: Chocolate chips or chopped nuts to sprinkle on top

1. Preheat oven to 350°.
2. In a medium bowl, combine orange juice, oil, apple sauce, eggs, vanilla, orange extract, and orange zest.
3. In a large bowl, combine flour, sugar, cinnamon, nutmeg, baking powder, salt and baking soda; mix well.
4. Add orange juice mixture to dry ingredients; stir until just combined. Fold in zucchini.
5. Pour into two 8x4-inch loaf pans coat with cooking spray.
6. Bake 55-60 minutes or until a toothpick inserted in center comes out clean.

Yield 2 loaves