



VOLUME 1 / ISSUE 2

Enhancing the health and well-being of our Salem County community

# Salem Health & Wellness *Foundation*

## Our Mission

To invest in sustainable initiatives that promote the health and wellness of Salem County, New Jersey residents by investing in programs and services that improve the health, well-being & access to quality health care for all.

The Foundation's vision is to be a financial resource for organizations specializing in servicing the health needs that are deemed to be unmet or underserved.

The Foundation opened its offices in August 2003. The first grant was awarded in January 2004 and since that time the Foundation has awarded 59 grants to 43 organizations for a total of more than ten million dollars.



## 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

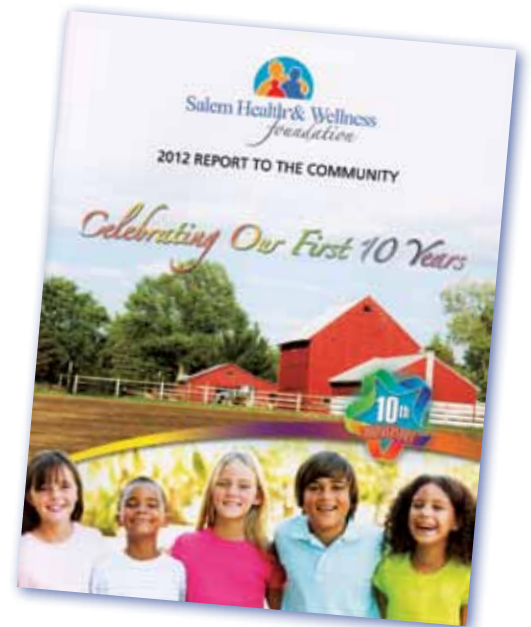
Rankings reports. The areas chosen were Nutrition/ Childhood Obesity and Teen Pregnancy.

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](http://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](http://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.

# How We Eat

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.

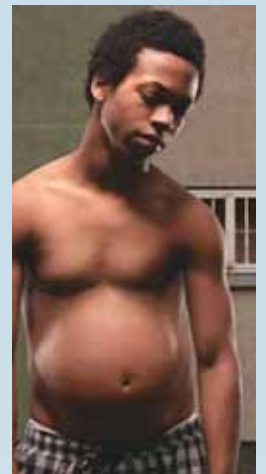
\* American Public Health Association's annual conference.

### Chicago Health Department Pushes Boundaries With Anti-Teen Pregnancy Awareness Campaign

Chicagoans have seen ads on CTA trains and buses showing shirtless teenage boys with pregnant bellies and dour looks followed by the tagline...

*"Unexpected? Most teen pregnancies are."*

The ads are part of a campaign by the Chicago Department of Public Health aimed at raising awareness on the subject of teen pregnancies, with the clear message that it doesn't only affect young women. Teen pregnancies in Chicago are down 33 percent, but still remain 1.5 times higher than the national average. The ads ask readers to go to the website [BeYouBeHealthy.org](http://BeYouBeHealthy.org), which provides resources for teens and adults about sexual health, contraception education, relationships, public health data and a clinic finder. Chicago Health Commissioner Dr. Bechara Choucair said the campaign is part of his department's mission to "make Chicago the healthiest city in the nation."



# 4 new grants promote nutrition and physical activity programs for Salem County children.

## 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.





# 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](http://www.salemwellnessfoundation.org)  
[www.thefoodtrust.org](http://www.thefoodtrust.org)





# Salty snacks and extra pounds send blood pressure...



# soaring in U.S. children.

Brian Alexander NBC News contributor

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.”

# Salem County Family Support Services

## Family Support Services

### Family Success Center

Salem Family Success Center  
14 New Market Street  
Salem, NJ 08079  
(856) 935-0944

Riverview Family Success Center  
157 West Main Street  
Penns Grove, NJ 08069  
856-517-0029

### Kinship Navigator Program

Family Service Association  
English Creek Avenue, Suite 3  
Egg Harbor Township, NJ 08234  
(877) 569-0350

## Early Childhood Services

Parents Anonymous of NJ Inc  
South Jersey Father Time  
St. Matthews Masonic Lodge #20  
Penns Grove, NJ 08079  
(856) 293-7301

*Fatherhood program to assist dads with deepening their concerns with their children. Serving fathers in Salem County*

### Health Dept

<http://www.salemcountynj.gov/health/move-yourself-salem-county-walk-n-talk-schedule/>

### DFCP Directory

<http://www.state.nj.us/dcf/families/dfcp/DFCPdirectorySalem.pdf>

## Early Childhood Services Cont.

### Home Visitation

Robin's Nest, Inc.  
Healthy Families - TIP  
Nurse Family Partnership  
42 South Delsea Drive  
Glassboro, NJ 08028  
(856) 881-8689

### Strengthening Families

Quality Care Resource & Referral Services, Inc.  
5 Route 45, Suite 200  
Salem, NJ 08079  
(856) 469-6100 ext. 2411  
(856) 463-6100 ext. 2407

## Domestic Violence Services

### Salem County Women's Services

PO Box 125  
Salem, NJ 08079  
(856) 935-6655 (24 hour hotline)  
(856) 935-8012 (office)

## County Welfare Agencies

Salem County Welfare Agency  
147 South Virginia Avenue  
PO Box 111  
Penns Grove, NJ 08069  
(856) 299-7200

## School-Linked Services

### School Based Youth Services Programs

Salem City High School  
219 Walnut Street  
Salem, NJ 08079  
(856) 935-3900 ext. 270

### Salem County School Based Youth Services

Box 350  
890 Route 45  
Woodstown, NJ 08098  
(856) 935-7365

### Family Friendly Center

John Fenwick School  
183 Smith Street  
Salem, NJ 08079  
(856) 935-4100 ext. 229

### Child Assault Prevention

NJ Child Assault Prevention Network  
Education Information  
& Resource Center

900 Hollydell Court  
Sewell, NJ 08080  
(856) 241-4395

### Salem County Parks

<http://www.visitsalemcountynj.com/things-to-do/parks/>

## 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