



**CUMBERLAND COUNTY DEPARTMENT OF PUBLIC HEALTH  
FORT LIBERTY & CUMBERLAND COUNTY FOOD POLICY COUNCIL  
REGULAR MEETING MINUTES**

July 1, 2024, 6:00-7:30pm

**MEMBERS PRESENT:**

*Shannon Gettings, Healthcare Representative  
Clifton Johnson, Interim Cumberland County Co-Chair  
Shella Korch, Public Health Representative  
Kenny Bailey, Local Government Representative  
Beth Maynard, Cumberland County Schools  
Joyce Adams, Higher Education  
Melissa Pennington, Food Insecurity Representative  
Robert Elliott, Farming/Agriculture Representative*

**MEMBERS ABSENT:**

*Alexis McClain, Farming/Agriculture Representative*

**STAFF PRESENT:**

*Dr. Jennifer Green, Public Health Director  
Martina Sconiers-Talbert, Cumberland County Grant Manager  
Amy Lo, FPC/WIC CIAO Liaison  
Anessa Best, Intern  
Verlesia King, Intern  
LaToya Bell, WIC Outreach Coordinator*

**Item 1. Call to Order:**

*Martina Sconiers-Talbert* welcomed everyone and called the meeting to order.

Approval of June Regular Meeting Minutes.

MOTION: *Kenny Bailey* motioned to approve March Regular Meeting Minutes.

SECOND: *Shannon Gettings* seconded the motion.

Approval of July Agenda.

MOTION: *Shella Korch* motioned to approve the April Agenda.

SECOND: *Shannon Gettings* seconded the motion.

**Item 2. Examining the Effects of a Federal Increase in WIC Fruit and Vegetable Benefits on NC WIC Families**

***Emily Duffy, PhD, MPH, RD  
Postdoctoral Fellow at Center for  
Nutrition and Health Impact***

- a. *Dr. Emily Duffy* focuses on how nutrition policy impacts children and currently works at the Center for Nutrition and Health Impact and has been learning more about the WIC CIAO grant that currently funds some of the FPC's work. She came to present her doctoral thesis work

titled “Examining the Effects of a Federal Increase in WIC Fruit and Vegetable Benefits on NC WIC Families”.

- b. Her work used transaction data to see if WIC benefits actually used the increased benefit amount, focus groups to hear from beneficiaries directly, and in-depth interviews with Spanish speakers to effectively capture their perceptions. She found that WIC participants were indeed using their extra benefits and were overwhelmingly excited about the extra support to expand fruit and vegetable variety in their purchases. With the fluctuating benefit amount, some beneficiaries were hesitant to spend it thinking it was a mistake. Rural beneficiaries indicated that the increased CVB was not helpful because the quality of the fruits and vegetables were not good in their area. In general, focus group participants felt that the increase was not enough, they wished that they could roll over benefits from month to month, and hoped the diversity of diet preferences would be better reflected in the WIC program.
- c. *Dr. Emily Duffy* will share her PowerPoint and fact sheets with *Amy Lo* so the FPC can review the materials.

**Item 3. Action Items:**

***Clifton Johnson, Cumberland Co-Chair***

- a. WIC Outreach Announcements

***LaToya Bell, WIC Outreach Coordinator***

- i. *LaToya Bell* did outreach at Smith Lake with a unit of 200 family members and soldiers. Next week, she will do outreach with USO on Fort Liberty. She is continuing her work with the ACS to reach out to different units to brief on WIC and MWR on poster placement.

- b. Joy Pope Memorial Grant

***Clifton Johnson, Cumberland Co-Chair***

- i. *Clifton Johnson* went out to meet with the food truck owners near Fort Liberty about offering more healthy options and they indicated that the risk was not worth it for them because they are surer that less healthy options would sell better.
- ii. *Melissa Pennington* suggested a flavored water offering as a healthy option as well as looking into what type of nutrient support would be most helpful based on prevalence of diet related diseases. She also suggested subsidizing marketing for the new healthy option as a means to encourage people to choose it. She is supportive of offering around \$10k as a total incentive to allow for creativity.
- iii. *Dr. Jennifer Green* suggested a quarterly payment of incentives. Amount of incentive needed will be better estimated after evaluating how much extra the trucks would need to pay for ingredients and marketing. An education component with permitting, means to offer the new menu item, and how to market it will be in the grant.
- iv. *Clifton Johnson* will send out notes from his conversations with the truck owners.
- v. *Amy Lo, Verlesia King, and Anessa Best* will work on something substantial to present at the August meeting for FPC feedback and be ready to submit by September 1.



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**c. Item 4. Missed Meal Vouchers**

***Clifton Johnson, Cumberland Co-Chair***  
***Shannon Gettings, Council Member***  
***Amy Lo, FPC Liaison***

- a. *Shannon Gettings* drafted up survey questions for soldiers about the meal vouchers and sent them to Amy Lo. They will look into fielding the questions.
- b. *Clifton Johnson* drafted up some questions for Special Operations command to see if they can do any changes in policy for certain MOSs to be put on BAS. This would be a Captain/unit level change.

**Item 5. Conclusion**

**Martina Sconiers-Talbert, AOIII**

- a. Introduction of Visitors

Public Comment

Announcements

- a. Verlesia King and Anessa Best are interns with the Cumberland County Public Health Department and have recently joined the FPC to help out with the grant work and farmers market research.
- b. The farmers market project did not get any funds dedicated to it in the Commissioner's budget. Amy Lo, Verlesia King, and Anessa Best will start research on other county's farmer's markets to start the effort in planning Fayetteville's.

**ADJOURN**

**NEXT REGULAR MEETING:**

**Monday, August 5, 2024 6-7:30pm**

@ Cumberland County Public Health Department  
(1235 Ramsey St, 3rd Floor Conference Room)