

David Teague

Congratulations:
13th Region
Girls Basketball
Coach of the
Year:
David Teague
and
Player of the
Year:
Maci Morris
See Page A-10

Photos by Gary Ferguson

Maci Morris

Sum-Quarter

PINEVILLE

CUMBERLAND

Thursday, March 13, 2014

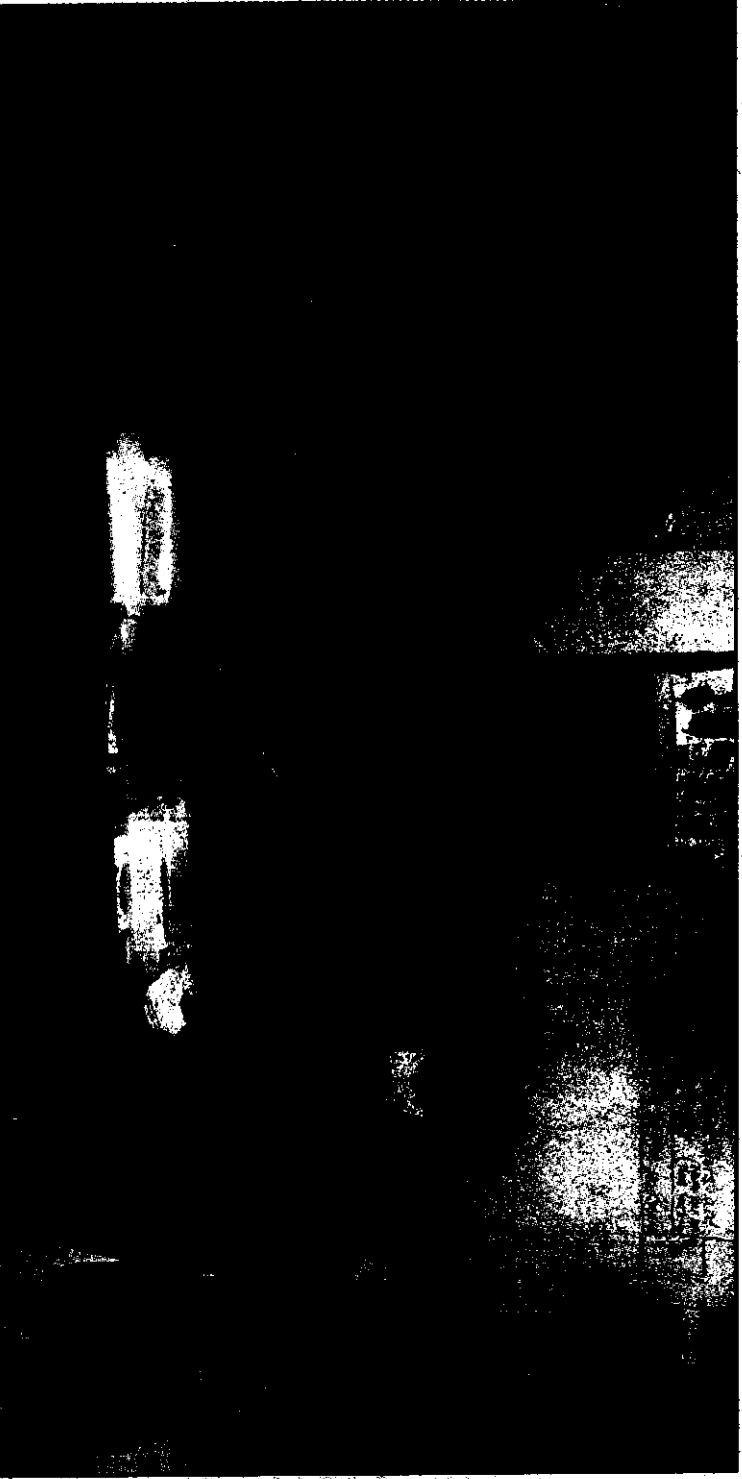
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75¢

Healthy2Go Aims to Improve Food Offerings at Local Stores

Fresh fruits and vegetables, whole grain products, and other healthy options are appearing on the shelves of small stores throughout the Cumberland Valle area. An expanding network of store owners committed to improving the health of communities in Bell, Clay, Jackson, and Knox counties have become members of the Healthy2Go transformation initiative. Joining a nationwide movement to improve food offerings at convenience stores, Healthy2Go will help local stores provide residents with healthy alternatives to the fatty, sugary staples which have stocked stores for years.

Healthy2Go is part of Spread the Health Appalachia (STHA), an innovative program to tackle high rates of chronic conditions like diabetes, obesity, and heart disease in the Cumberland Valley. STHA is a partnership between Microclinic International and the Bell County, Knox County and Cumberland Valley District Health Departments, and is funded by a Centers for Disease Control and Prevention Community Transformation Grant- Small Communities.

Like many rural regions of the country, the Cumberland Valley is littered with food deserts, places where affordable, healthy food is hard to find. Those parts of the Cumberland Valley, which are not formally defined as food deserts, still suffer from a shortage of nutritious food offerings. When healthy food options are scarce, rates of chronic diseases like diabetes, obesity and heart disease tend to be higher.

Nearly 15% of local adults are diabetic and more than one third are obese. These chronic conditions are all closely tied to the poor diet and lack of exercise plaguing the Cumberland Valley. But, with healthy lifestyle changes, it is possible to avoid these preventable conditions.

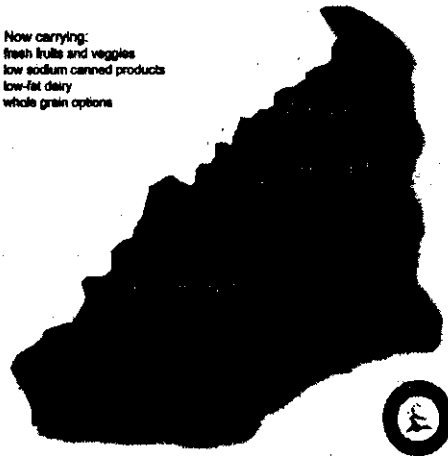
Healthy2Go coordinator Belinda Prichard commented, "Although I know our eating habits are not the greatest here in the Cumberland Valley, I believe we can work together and start making changes as a community. I hope that seeing fresh fruit and other healthier options in stores will encourage people to think twice before grabbing a bag of chips or a candy bar."

Healthy foods are taking a more prominent place in Healthy2Go stores, and health education materials help direct customers to the healthier choice. Prichard clarified, "it can be tricky to know what foods really are healthy. We have a simple stoplight coded system to help customers when choosing products."

To encourage healthy purchases and new cooking

Look for Healthy2Go stores in Bell County!

Now carrying:
fresh fruits and veggies
low sodium canned products
low-fat dairy
whole grain options



Gambrel's Grocery 6858 Hwy 66 Arjay 606-337-9902	Chenoweth Country Store 84 Hatfield Lane Pineville 606-337-5936	Route 66 Food Mart Travel Center 985 Hwy 66 Pineville 606-280-1811
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practices, Healthy2Go stores are currently giving out free "Recipes to Spread the Health" cookbooks with purchases of healthy products. Full of inexpensive, tasty recipes, Healthy2Go hopes the cookbook will become a staple in kitchens around the Cumberland Valley.

The desire to help the greater community has drawn James Ross, owner of Ross's Grocery in Knox County, to Healthy2Go. "We can try to get more people to eat healthier food to promote a healthier lifestyle by making healthy options more easily available."

Another sentiment echoed by many Healthy2Go store owners is a desire to help the next generation. Kentucky suffers from the third-highest childhood obesity rate in the country, but owners hope the new access to fresh fruits will teach better eating habits. Mary Barnes, owner of Wildcat Market in Knox County, hopes to start seeing kids grabbing fruit over candy bars.

The hope is that additional small stores in the outlying areas of these counties will join the Healthy2Go corner store network, bringing access to healthier options to more residents of the Cumberland Valley. To learn more about Healthy2Go or find a store in your