

Rockingham County



Catalyst Coordinator: **Joseph "Joey" Peele**

Host Organization: **Rockingham Community College**

Phone: **(252) 885-6172**

Email: Joseph.Peele@foundationhli.org



As the Catalyst Coordinator with Rockingham County, Joey Peele has been involved in the following efforts:

- Assisted the Be Healthy Rockingham County group in creating a countywide Map of Play that showcases parks, playgrounds, farmers' markets, and other places to be active and access healthy foods
- Contributed to the development of the *Be Healthy Rockingham County* mobile app now available on Google Play and the iTunes stores. The app uses GPS mapping to display all public places in the county that provide access to healthy foods and physical activity. The app also offers wellness tips and info on local events.
- Worked with school leaders to promote school facilities as places people can use for physical activity. Arranged for shared-use signage to be completed and delivered to 21 Rockingham County middle and elementary schools.
- Assisted the Reidsville Farmers' Market in securing a USDA Farmers' Market Promotion Program grant to advertise the market's new SNAP/EBT program.
- Fostered community engagement in two KaBOOM! playground projects supported by the Kate B. Reynolds Charitable Trust through the Healthy Places NC initiative.
- Collaborated with the West Rock Farmers' Market to create an advisory board and begin a SNAP/EBT program.
- Filmed and edited a promotional video for the Reidsville Farmers' Market to promote their opening day.
- Hosted a workshop on SNAP/EBT programs for farmers' market managers and the Reidsville Area Foundation and provided recommendations to Rockingham County farmers' market managers on SNAP/EBT programs.
- Serves as a member of the Rockingham County Social Determinants of Health Task Force, working alongside three underserved communities to address barriers to health.

Highlight: Farmers' Markets Expand Access to SNAP/EBT Customers

Since 2012, Rockingham Catalyst Coordinator Joey Peele has been a vital partner in supporting access to healthy food through farmers' markets across Rockingham County. He supported the creation of the West Rock Farmers' market in 2012 and has been involved since to assist the market in remaining viable for the long term. Recently, he secured three semi-permanent structures, tables and chairs to enhance the visual appeal, provide protection in any weather, and support the sustainability of the market.

Joey knows that establishing a SNAP/EBT program at a farmers' market takes time, energy, and commitment to improving access for low-income customers. In 2014, he partnered with the Reidsville Area Foundation to help three county farmers' market managers learn more about SNAP/EBT programs. He recruited Tammy Bass, Cleveland Catalyst Coordinator, to deliver a workshop to the local farmers' market managers and the Reidsville Area Foundation. Joey researched card service providers to estimate costs the markets would incur to implement SNAP/EBT programs. With this information, the market managers and Reidsville Area Foundation weighed their options. The Reidsville Area Foundation went on to support the Reidsville Farmers' Market in establishing a SNAP/EBT program in the 2015 season, and Joey assisted the market in securing a USDA Farmers' Market Promotion Program grant to raise awareness that the market now accepts SNAP/EBT payment. The West Rock Farmer's Market which serves the western part of the county is following suit by creating a program to accept SNAP/EBT program.