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Coalition launches 'Give Healthy' campaign

Partners of the Brunswick Wellness Coalition encourage healthy food donations to area pantries.

BRUNSWICK COUNTY, NC – The Brunswick Wellness Coalition (BWC) is launching the **Give Healthy** campaign to increase access to healthy, nutritious food for those that are food insecure. Food insecurity is defined as a lack of consistent access to enough food for an active, healthy life. Children and adults suffering from food insecurity report poor physical and mental health, and have a much higher rate of developing diet-related health issues like obesity, diabetes, depression and cancer.

"We are grateful to those who donate to our local food pantries, especially since Hurricane Florence, but what our residents need most is nourishment," said BWC Executive Director Lindsay Maher. "We need to focus on donating foods that are high in fiber, nutrients and protein which will keep people full longer and make them feel better."

More than 5,000 children and 12,000 adults are food insecure in Brunswick County and routinely rely on food donations and subsidies. Because of Hurricane Florence, thousands have been displaced which has resulted in even more individuals and families in need. Donors continue to respond to this growing need and by being more mindful of the type of food donated will result in a far greater, positive impact on the health of the community.

"We received over 30 pallets of snack foods after hurricane Florence," said Brunswick Family Assistance's Executive Director, Stephanie Bowen. "While we are very grateful for all donations, we do hope that the **Give Healthy** campaign will encourage the wonderful donors in our community to give foods that are rich in nutrients so that the people we serve can live healthier lives."

Foods promoted in the **Give Healthy** campaign include:

- Lean proteins like nuts, low sodium and all-natural peanut butter, dry beans or low-sodium canned beans and canned chicken or seafood packed in water.
- Fresh or frozen fruits and vegetables. If canned, items should be in either 100 percent water or 100 percent juice with no added salt and/or no added sugar.
- Low sodium (500 milligrams or less) soups that include vegetables and have at least two grams of fiber.
- Pasta, rice, cereal and breads that are 100 percent whole grain or whole wheat with no added sugar or very low sugar (less than eight grams per serving).

If you and/or your organization would like to host a **Give Healthy Food Drive** or if you would like more information about the campaign, contact BWC at 910-444-1872 or BrunswickWellnessCoalition@gmail.com. BWC will help market the drive and provide educational materials to promote healthy food donations.

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About the Brunswick Wellness Coalition: The Brunswick Wellness Coalition (BWC) is a united group of individuals and health-minded leaders with the mission to improve the health of our community, and the vision of becoming the healthiest county in North Carolina. BWC is made possible with support from *Healthy People, Healthy Carolinas*, an initiative of The Duke Endowment, working with county-level coalitions across the state to improve health. Stay connected with BWC at [Facebook.com/brunswickwellness](https://www.facebook.com/brunswickwellness) | [@BrunswickWellness](https://www.instagram.com/BrunswickWellness) | [Twitter/@BeWellBrunswick](https://twitter.com/BeWellBrunswick).