

**Food and Fitness Community (Title and Location):** Brooklyn Food and Fitness Task Force, New York City

Brooklyn Food and Fitness Task Force, lead by the NYC Department of Health District Office in Bedford Stuyvesant and Bushwick, Brooklyn - working together with organizations from Bedford Stuyvesant, Bushwick, and East New York. (Networking connect with the Citywide Food and Fitness Partnership)

**Your name, title, affiliation and email:**

Linda Ameroso, Brooklyn Area Coordinator for Nutrition and Health, Cornell University Cooperative Extension, New York City, [lna6@cornell.edu](mailto:lna6@cornell.edu)

**Food and Fitness Community/ Collaborative key person and email:**

Kim Bylander  
Coordinator of Fitness and Nutrition Initiatives  
Brooklyn District Public Health Office  
NYC Department of Health and Mental Hygiene  
Phone: (646) 253-5728  
Fax: (646) 253-5623  
Email: [kbylande@health.nyc.gov](mailto:kbylande@health.nyc.gov)

**Project Vision:**

Priority 1: Advocate for healthier options in local food stores; work in partnership with store owners, youth and youth organizations, WIC programs, schools, and economic development organizations to increase healthy food availability in stores

Goal: To improve nutrition of local residents by improving access to healthy foods (fruits and vegetables, low-fat dairy, whole grains) in neighborhood stores.

Priority 2: Create community promotion campaign using different media (billboards, posters, mailings, etc) to promote healthy eating and exercise message and promote existing healthy food and fitness programs, like farmers markets and gyms

Goal: To raise awareness of importance of healthy eating and exercise in order to impact residents' behavior; to increase consumer demand for and use of existing healthy programs.

Priority 3: Develop a shared team of nutrition educators to staff various community events; create shared scheduling system and curriculum for nutrition educators.

Goal: To increase residents' knowledge about healthy eating and knowledge about cooking with fruits and vegetables through hands-on food demonstrations.

**Project Emphasis area (i.e. local food promotion, increase physical activity environments etc)**

Improved nutrition and health in targeted area with high statistical indicators for chronic disease.

**Summary of Your Participation (i.e. advisory role, subject expertise, planning committee, project coordinator etc) with Food and Fitness Community/ Collaborative for 2008-2009.**

Work in advisory role and also on planning committees and represent Cornell Cooperative Extension for the purpose of extending Extension programming.

**Important project accomplishments or products:**

Working with key organizations we can support special Extension projects in nutrition and health through resource sharing.

**Projects or project components pending or underway:**

**Challenges:**

Cornell Cooperative Extension/NYC can only work in partnership building and networking capacity to help this group meet their goals. There are limitations on just how active we can be based on our funding base and mission. However, working closely with partnering organizations helps us to extend our reach in community nutrition and meet their needs in the area of nutrition and health education.

**Grant funding questions/concerns:**

None. Cooperative Extension supports its community based partners in order to help them secure funding. We do not compete with them for the types of funding that they reach for.