

MOBILE MARKET IN ACTION

Steve is a regular visitor to the Wabash Valley Mobile Market. With limited transportation of a bicycle and not living in close proximity to a grocery store, Steve had to do the majority of the shopping for himself and his disabled wife at a nearby discount store. Fresh fruits and vegetables became a luxury for them when he would bicycle to the grocery store, which took him over an hour round-trip and he was limited to the amount of food that he could carry in his backpack. Now Steve frequently bikes or walks to the Mobile Market at the Union Hospital and Hamilton Center service stops, just minutes away from his house.



“ The Mobile Market is very convenient for my wife and I. They have really good food at good prices, and price is very important to me. Our disability check pays for our rent, but after that, there isn't much left to pay for groceries. ” - Steve



HEALTHIER BY 2020

LIVE UNITED

Empowering the Wabash Valley to create lasting solutions by doing more!

United Way of the Wabash Valley
100 South 7th Street, Terre Haute, IN 47807

uwwv.org 812.235.6287

Do more today.



GIVE. ADVOCATE. VOLUNTEER. uwwv.org



United Way
of the Wabash Valley

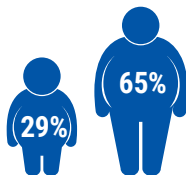


healthier 2020!

Healthier By 2020 is a United Way of the Wabash Valley initiative that fosters healthy lifestyles through improved access to healthy foods, health education, and active-living opportunities. By focusing on the community effort of healthy behaviors with its initiative programs, ***the goal is to decrease the percentage of adults and children who are obese from 30% to 25% by 2020.***

THE PROBLEM:

In Indiana, **29% of adolescents** and **65% of adults** are overweight or obese.



Only **16% of adolescents** and **21% of adults** consume the recommended servings of fruits and vegetables. *USDA reports 68% of individuals in low-income neighborhoods live in areas where affordable, fresh fruits and vegetables are not readily available.*

27%-34% of adults in the Wabash Valley are sedentary.



Statistics provided by Indiana State Health Plan and Robert Wood Health Rankings.

HEALTHIER BY 2020 SOLUTIONS:

healthier by 2020!



Community Teaching Kitchens

A multi-session program taught at various locations throughout the community, to teach people how to make a healthy, low-cost, quick meal in 30 minutes. Participants learn valuable skills to help them make healthier food choices for themselves and their families along with useful kitchen habits and cooking skills.

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iMove – iMoveWabashValley.com

A website dedicated to promoting an exercise community throughout the Wabash Valley by sharing free and affordable physical activity opportunities and resources. This program strives to support and encourage active lifestyles by providing a place for exercise opportunities to be shared and enjoyed with friends.

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Wabash Valley Mobile Market

A traveling produce market that brings fresh fruits and vegetables to over 20 Wabash Valley food desert locations, where individuals and families find it challenging to maintain healthy eating habits. With a focus on low income areas and demographics with limited mobility, this program encourages healthier eating habits and works to decrease the incidence of diet-related chronic conditions such as obesity, diabetes, and hypertension. Customers can use cash, credit/debit cards, and food stamps (EBT/SNAP cards) to buy an assortment of fresh fruits and vegetables at costs that are typically lower than grocery stores.

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Swim By 7

A partnership with the Vigo County School Corporation to provide transportation for a program that allows all kindergarten students in Vigo County schools to have the opportunity to participate in a week-long program that offers five hours of swim instruction and promotes healthy activities.