



Head Start Participates in Proactive Approach for Addressing Childhood Obesity

WCCA's Head Start program was one of three Head Start programs from North Carolina selected to participate in the *I Am Moving, I Am Learning* train-the-trainer program held in Atlanta, Georgia in July. This training project is a proactive research-to-practice approach. It is aimed at preventing and reversing childhood obesity in Head Start children by increasing the quantity of time spent in moderate to vigorous physical activity (MVPA), improving the quality of structured movement experiences intentionally facilitated by teachers and parents, and improving healthy nutrition choices for children.

The *I Am Moving, I Am Learning* project was created in response to regional and national trends towards childhood obesity. According to research, in the last 30 years, preschool obesity rates have doubled and overall childhood obesity rates have tripled as a result of poor diet and physical inactivity. Children in today's society are often over fed but undernourished as eating habits are influenced by fast food, television, and marketing with trends toward larger portions or "super sizing". *I Am Moving, I Am Learning* promotes nutritional awareness including healthy portion sizes and focuses on healthy patterns of behavior and healthy habits. The goal is to influence children to develop healthy lifestyles early in life. *I Am Moving, I Am Learning* also recognizes the importance of the mind-body connection. Appropriate movement experiences help to create neural connections to the developing brain, thus enhancing all areas of development including cognitive, social, and emotional.

Strategies, activities, and training for *I Am Moving, I Am Learning* were developed by Amy Requa, Pediatric Nurse Practitioner and Head Start Region III TA Health Specialist and Dr. Linda Carson, Director of the West Virginia Development Center, West Virginia University. The project is designed to enhance and support local initiatives which address childhood obesity and family wellness. It provides a rich array of resources and strategies but allows programs and communities to decide how to integrate and implement the goals.

During the train-the-trainer program, Head Start Director, Betty DePina, and management staff, Lavonna Ruth, Jessie Budzinski, and Ronnie Pepper, put into practice MVPA (moderate to vigorous physical activity) as they sang and moved to music and got ideas for integrating more physical activity into all areas of the curriculum. They heard about brain development and participated in experiences that can help "train the brain". They met Choosy®, a green fuzzy character who is a consistently positive role model for healthy choices and learned strategies to promote healthy nutrition choices. (Choosy® stands for Choose Healthy Options Often and Start Young). Management staff presented this training to the rest of our Head Start staff so that implementation can begin this Fall. Don't be surprised if you hear staff or children suddenly break out into movement and song – *I'm moving, I'm learning. I'm learning to move and I'm moving to learn, so I'll have a healthy body my whole life long. I'm moving, I'm learning.....*

Lavonna Ruth, Education Transition Coordinator



WCCA's Children's Services Staff enjoyed an interactive *I Am Moving, I Am Learning* training session held in August. In the song/exercise sessions, participants experienced first hand the creative program designed to teach children healthy activities that develop mind to body connections and promote social, cognitive, and emotional growth.

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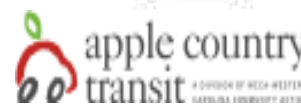
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Director's Diatribe

“Plan your work and work your plan” is a popular saying. It has been on my mind recently as WCCA puts its latest strategic plan into action. The process of strategic planning has allowed WCCA’s Board and staff to step back from the day to day and look at the bigger picture. Another outcome of strategic planning is consensus building. It is difficult to move forward on important issues until everyone is in agreement. Our latest plan has the agency moving forward on many fronts at once.

The ink was barely dried on the strategic plan when our vision for a new senior center in Brevard began to take shape. The grand opening for the Silvermont Senior Center will be in early January 2008. We also are moving ahead at a rapid pace to provide self-sufficiency and savings programs in Polk County by July 1, 2008. Good progress is being made towards WCCA’s goal of improving communications within the agency and to the community.

Other goals outlined in WCCA’s strategic plan will take longer to reach. Expanding the hours of operation for public transit, developing a new model for children’s services where children from diverse economic backgrounds can learn together, and several other initiatives may not be well begun until 2010. What I have learned from developing and working plans during the last several years is that WCCA can accomplish a whole lot more with a well thought out plan than it could without one. Improved facilities, better communication and innovative new programming might happen without a plan, but the chances for success would not be nearly as good.

By 2010 I am sure the WCCA Board and staff will be ready to develop our next plan. Until then we will “work this plan” to maximize WCCA’s efforts in Henderson, Transylvania, and Polk Counties.



Strategic Planning Workshop with Board of Directors and WCCA staff



Silvermont Meal Site Participants Are Looking Forward To The Opening of the Senior Center.



David White, Executive Director



WCCA Continues To Provide Life Changing Services In The Community

Dream it, Plan it and Achieve it!

Jessica Cox, mother of three, graduated with her Associates degree from Blue Ridge Community College this past May. Jessica is a Family Self-Sufficiency participant and Individual Development Account holder. She is busily working toward her Bachelors degree and started her own business while maintaining full-time employment. The WCCA Community Services staff is very proud of Jessica's motivation and determination.



Maryann Festa, Family Self Sufficiency Coordinator

Mendez Garden Succeeds Despite The Drought



WCCA's Garden Program is a *multi-family affair* for the Mendez Family of six. Even with a hard draught at the beginning of the growing season, most of their garden succeeded. Potatoes, two types of corn, and okra were stand-outs. They shared their garden space with their neighbors, the Melgar family, and shared their successful crops as well. Sponsored by the Henderson County Hunger Coalition to help families stretch their food dollars, it is one of WCCA's most popular programs.

Pat Malinak, Henderson County Community Services Director and Rhonda Maybin, Intake Worker

Lelia's Story

In 2001, Lelia Taylor came to WCCA to apply for rental assistance. She was a single parent with two children, one with special needs. WCCA's Rental Assistance Program provided her with safe, affordable housing. In 2004, Leila enrolled in the Family Self-Sufficiency Program and began to build an escrow account. As her financial situation improved, her rent increased, but so did her escrow account. In fact, it began to grow rapidly! At one point, \$516 was deposited each month into her escrow account. She completed all her goals and graduated from FSS three years later, debt free.



Lelia says WCCA's financial workshops helped her tremendously with her credit repair, money management, and budgeting. She also completed seminars on insurance, investments, and home buyer's education.

Through her regular interaction with WCCA staff, she joined the Saving Plus Program where each \$1 she saves is matched by \$2. Matching funds are provided by community investors and grants. Lelia and her children already have their goal in mind – to buy a house. Currently they are putting together a dream book of furnishings and features they would like to have in their home.

Leila is an administrative assistant in a community service agency. She continues to save regularly, and be an outstanding role model for her children.

Lelia has expressed her gratitude to the WCCA staff and appreciates all the WCCA services that helped her to improve her life and the lives of her children. She is more knowledgeable with her finances. "The WCCA staff in Brevard has been kind and caring throughout the hurdles I have encountered," says Lelia.

If the past is any indication of her motivation, we at WCCA will be rolling up our sleeves to help Lelia search for a home in the not-so-distant future!

Barbara Greene, Transylvania Community Services Director & Maryann Festa, Family Self -Sufficiency Coordinator

WCCA's Community Services offer a variety of programs designed to promote self-empowerment and independence.

Family Self-Sufficiency assists families with budgeting, savings, credit repair, and asset building.

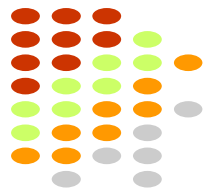
Home Ownership offers special opportunities and coaching for first time homebuyers.

The Garden Program provides low-income families/individuals with vouchers for seeds, plants and fertilizer for gardens, enabling them to stretch their food dollars.

Liquid Nutrition products are available for low income individuals with documented medical risks and a needs statement from a health care professional.

Financial fitness workshops are open to the public. Schedules available upon request.

For more information, visit our website at www.wcca.net or call 693-1711



178 People Served in 2007 by WCCA Weatherization Program

In 2007, the three man Weatherization crew completed 69 Weatherization jobs and 31 HARRP (Heating and Air Repair and Replacement Program) jobs. The work consisted of cleaning and tuning existing furnaces, insulating walls, floors and ceilings, air sealing, window and door repairs, health and safety repairs, as well as heat and air replacement work.

One of the jobs that stands out in my memory is the work we did for Mrs. Haynes. She had been recommended to us by the Council On Aging for heating assistance. Mrs. Haynes is eighty-two years old and lives in a 100 year old farm house. She was trying to heat her home with wood heat in the coldest part of December. Her old oil furnace was broken beyond repair. This was a life-threatening situation. Our crew replaced several broken windows and a door, air sealed the floor, insulated some pipes and installed a combination smoke and carbon monoxide detector. Using HARRP funds, WCCA purchased a new monitor heater for Mrs. Haynes. Henderson Oil Company installed it on very short notice, making Mrs. Haynes' home more comfortable during the bitter cold winter.



Mrs. Haynes enjoying her new heater

Mrs. Haynes sent a very kind letter shortly afterward saying, "I'm very thankful for the heat you put in my house. I am 82 years old and I am glad and thankful to know that there are people who still care about people like me. Everyone was so kind and helpful to me. Thank you WCCA and may God bless each and every one of you for your caring and kindness."

It is jobs like this that make the Weatherization crew proud to represent WCCA. We are pleased to provide weatherization assistance services for the good residents of Henderson and Transylvania Counties.

Steve Neely, Weatherization Coordinator

"All of you guys were so nice and courteous. You all worked very hard. I enjoyed talking to everyone. We are so grateful for all of the winterization. It's made a huge difference here. I just told my women's group last night how God has opened so many doors for me and my family and that he just gave me new doors (and angels to install them). So it's such a wonderful program that you all have and I can never thank you enough. God Bless Y'all."

J Adams

"Thank you! Steve and WCCA. Steve and his crew worked to complete the job in very hot and humid weather. The men were excellent workers and extra clean with their work, both inside and out. Thank you and may God Bless!"

H. Worthy

Weatherization Program Assists Low-Income Homeowners for 28 Years

In 1979, the Department of Energy funded a program called the Winterization Program. This program was designed to help low-income families, elderly and disabled people keep their fuel costs within the family budget by preventing energy waste. The program, now called the Weatherization Program, has expanded to include repair, replace or perform energy conservation measures on primary heating systems. This service is available to low income homeowners at no cost and at a minimal fee for qualified affordable rental landlords.

The work done on each unit follows a formula set by the Department of Energy to increase energy efficiency. The amount spent on each unit is also set by the Department of Energy. Applications for these services are taken at the WCCA Program Services Building located at 220 King Creek Boulevard in Hendersonville and at the WCCA office in the Community Services Building at 203 East Morgan Street in Brevard.



Friends of WCCA Plan Fall Fundraiser

WCCA's Foundation Board, Friends of WCCA, is presenting an IMAX Film Festival in early November. Proceeds will help fund a new, much needed medical transportation van to service Henderson County.

The film festival, held at the Flat Rock Cinema, will feature two exciting IMAX movies. Flat Rock Bakery will provide an assortment of its famous wood-fired pizzas. Watch your local paper for more information about the event as the time gets closer. Raffle tickets for "The Best of Hendersonville" will be on sale toward the end of September at \$5.00 each. The raffle package will include dinner at several of Hendersonville's best dining establishments, gifts and gift coupons from several local shops and services.

Wheels of Compassion Campaign

WCCA's Apple Country Transportation offers many transportation services to residents of Henderson County. An essential service offered is medical transportation for elderly and disabled passengers. Medical transportation includes trips to doctors, physical therapy, out-patient treatment, and adult daycare. Fees for this service are based on a sliding scale. Private transportation is not an option for most of these passengers. Many are on a fixed income and do not have vehicles. Passengers enjoy the courteous and prompt service offered by WCCA.

Over the past year, WCCA has seen an increase in medical transportation passengers. This year, two of the medical vans will be removed from the fleet due to high mileage. To accommodate this growing need, WCCA is committed to purchasing a wheelchair conversion van that will accommodate both ambulatory and wheelchair bound clients.



Gwen Hill, Public Outreach Coordinator

Friends of WCCA Membership
Bob Walker, Chair

Kathleen Hudson,
Vice Chair

Paul Adams

Lisa Johnson

Tom Snyder

Jan Summerville

Interested in joining FOWCCA? Call Gwen Hill, Public Resource Coordinator at 693-1711 ext. 111

INFORMATION/DONATION FORM

I would like additional information on:

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Public Transportation

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be a volunteer (Please write area of interest below)

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learn more about Fundraising Events

Weatherization

Wheels of Compassion Project

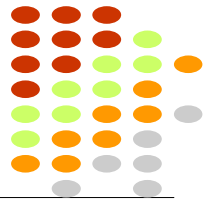
Name:

Address:

Phone:

Email Address:

You are welcome to call Gwen Hill at 693-1711 ext. 111 with requests for information or you may mail any request forms to: Public Outreach, WCCA, P O Box 685, Hendersonville, NC 28793. We welcome your input regarding our newsletter. Tours of our facilities are available upon request.



Quebec Meal Site Center Puts a Song in the Hearts of Seniors

Recently, I had the pleasure of visiting WCCA's Quebec Meal Site center in Transylvania County and a wonderful lady who relies on the Home Delivered Meals. The Quebec Community Center is open weekdays from 9:45 am until 12:15 pm for seniors from the surrounding areas. Residents from the remote but beautiful community gather there for friendship and lunch. Entertainment is provided in the morning before the participants are served a nutritious meal. Hot lunches are prepared by the Transylvania Hospital and delivered by volunteers to the Quebec Community Center for the participants and for home-delivered meals delivered to seniors unable to attend the center. WCCA's Pam McCall is the Quebec site manager.

On the day of my visit, Rowena Ashe was singing beautiful old time favorites for the group. Several of the seniors were singing along, others rocking their rockers to the beat of the music. Smiles were abundant throughout the room. When I spoke with several of the meal site "regulars", the importance of the center was obvious. The daily meal and social interaction allows residents who are 60+ years old the opportunity to get out and about. Too often, our senior citizens are becoming shut-ins. Programs like the Quebec and Silvermont Meal Site Center and the Home-Delivered Meals provide the mental stimulation, socialization and healthy meals that play such an important part in helping elderly homeowners stay in their own homes longer. It also helps the working families of aging parents and relatives during the day. I was totally awestruck by the volunteers and staff that make this all happen. I was revitalized by the seniors' love of life and friends. Here are some of their stories:

Ms. Meibaum was a site manager for the center shortly after it opened. Coming to the center helps save on her food bill and keeps her from sitting at home alone. She looks forward to seeing her friends at the center each day. In appreciation for WCCA's services, Ms. Meibaum made a beautiful hand stitched American flag quilt, now displayed in the WCCA lobby in Hendersonville. Mrs. Orr said "Sometimes I wake up and I don't feel good but I come to the center and forget my problems." Mrs. Orr is a former WCCA volunteer. Mrs. Patricia Hall started coming to the center 6 years ago. She has never missed a day since and said, "The people I never knew before are now my best friends." Mrs. Gravely comes to the center when she feels up to it and loves to see her friends. Mr. Henderson, who is 93 years old, rides the van every day to the center. Mrs. Ernestine Henderson stopped coming to the center due to her health. She now receives a home-delivered meal each weekday. She stated "I really miss going there and seeing everybody." Mrs. Henderson looks forward to visits with the volunteers who deliver the lunches to her home. She said they take time to talk to her and see how she is doing. The meals are boxed in a way that she can remove the lids and hold them in her lap to eat them. Her daughter Viola said that the lunches and Ensure supplements are a tremendous help in the care of her mother.



Picture above: Mr. Henderson

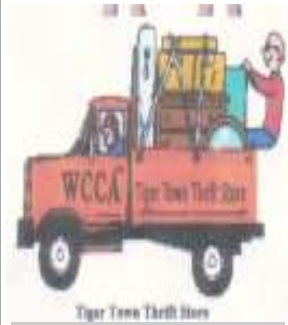


Upper right: Mrs. Orr and Mrs. Gravely share some laughter at Quebec Center.

Lower right: Barbara Greene, Transylvania County Community Services Director visits Mrs. Henderson.

Upper Left: Mrs. Hall and Mrs. Meibaum at the Quebec Center

Lower Left: Flag made by Ms. Meibaum displayed in WCCA Office.



The money raised at WCCA's Tiger Town Thrift Shop in Rosman is used to support the Home Delivered Meals program. The customers enjoy the "treasure hunt" and many depend on finding items that may otherwise be too expensive to purchase for their homes and families. The most requested item is a chest of drawers. Customers are often looking for furniture, sheet sets, sets of dishes, bed frames, children's clothing, and decorative items. Donations are very much appreciated and pick-up service is available for larger contributions if necessary.

If you know of someone 60+ years old who would benefit from the meal sites or home-delivered meals, please call Barbara Greene at 884-3219. If you have items you would like to donate to the Tiger Town Thrift Shop, please call 884-9222.






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Call Gwen Hill, Public Outreach Coordinator at 694-1711 ext. 111 for more information on how you can promote your business while helping us fulfill our mission of providing life changing services to low income and underserved people in Henderson and Transylvania County.



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