

Information Item

Date: December 10, 2019

To: Mayor, Mayor Pro Tempore, and Members of City Council

From: Evan Raleigh, Assistant City Manager

Subject:

Presentation on the City of Winston-Salem's **THINK ORANGE** Campaign

Strategic Focus Area: Livable Neighborhoods

Strategic Objective: Expand Access to Healthy Food Options

Strategic Plan Action Item: No

Key Work Item: No



In the summer of 2018, the City of Winston-Salem was one of six cities nationwide selected to receive a CHAMPS (Cities Combating Hunger Through Afterschool and Summer Meal Programs) grant from the National League of Cities. The city received a \$115,000 award along with technical assistance from the National League of Cities to launch an 18-month awareness campaign to expand the use of federal nutrition programs to fight hunger in the community. The **THINK ORANGE** campaign was launched in July 2018 and concludes this month. Staff will offer a presentation that provides an overview of the campaign and highlights its successes.