

REVITALIZE IMPACT

COMMUNITY HEALTH OUTREACH

Revitalize is an Urban Alliance initiative to help churches and parachurch organizations reach and serve people who are struggling to care for their physical health needs so they are able to experience and maintain a lifestyle of wellness.

WHY HARTFORD?

There are many barriers that make it difficult for people in our local community to experience optimal physical health.



Heart disease is the leading cause of death in adults in Hartford

Access to healthy food is critical to achieving optimal physical health, yet according to a survey of Hartford residents conducted by the American Heart Association...



27% of respondents reported that it is difficult for their household to get fresh, healthy food in the city and

65% reported that cost is a problem when it comes to getting fresh, healthy foods.



COMMUNITY HEALTH OUTREACH

The Revitalize Community Health Outreach is an annual effort to connect Hartford residents with free and low-cost local health resources.



Revitalize resource bags are packed with:

- local health resource guides
- free summer meals info
- \$5 farmers market coupons



In 2017, 14,000 Revitalize resource bags were distributed in Hartford by:

- 15 churches and parachurch organizations
 - 11 schools
- 13 basic needs programs
- 2 community organizations



Approximately 1 out of 3 households in Hartford received a Revitalize resource bag.

REVITALIZE COUPON REDEMPTION



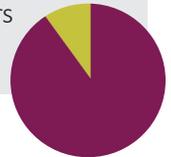
In 2017, 1,101 Revitalize coupons were redeemed and used to purchase **\$5,336 worth of fresh fruits and vegetables** at the Billings Forge, North End and West End Farmers Markets in Hartford.

The coupons also attracted new shoppers to the markets.



Of those who redeemed a Revitalize coupon, nearly **two out of three** had never redeemed one before. Half rarely or never went to a farmers market last year.

9 out of 10 plan to return to a farmers market in the future.



62%

of those who redeemed a Revitalize coupon live in a household with children.



The farmers markets that accepted Revitalize coupons were selected because they also **double the value of SNAP benefits.**

revitalize
Working Towards a Healthier Hartford

Want to help make an impact through Revitalize?

Contact Angela Colantonio at 860.986.7328 or angela.colantonio@urbanalliance.com to participate!