



Growing Your Grassroots: Employing Local Community Leaders for SNAP & Incentive Outreach

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PRESENTERS

Michigan Food Navigator Program



Teresa Zwemer is a Registered Dietitian with a passion for farmers markets and locally grown food. She currently works for the Michigan Fitness Foundation supporting community partners who work to promote eating more fruits and vegetables and being physically active.



Joe Lesausky spent 10 years managing farmers markets throughout west Michigan, today he works for MIFMA (Michigan Farmers Market Association) as the Food Access Director. Allowing him to support all of the farmers markets in the state with questions around food assistance programs, but also giving him the opportunity to support incentive programs at a national level through the Nutrition Incentive Hub.



FreshLink Ambassador Program



Rachael Sommer, LISW, MSSA is the Director of Operations and Partnerships at the Mary Ann Swetland Center for Environmental Health. Her primary areas of focus include health equity and positive organizational development. She completed a Bachelor's in Social Work from Bowling Green State University with a minor in Spanish and received her Masters of Social Science Administration from the Mandel School of Applied Social Science at Case Western Reserve University with an emphasis in Community and Social Development.

Prior to her role at the Swetland Center, Rachael served as the program manager for the FreshLink Ambassador Research Project with the Prevention Research Center for Healthy Neighborhoods (PRCHN) at Case Western Reserve University.



Roberto Martinez, MD, MPH is currently a PhD student in Epidemiology and Biostatistics in the Department of Population and Quantitative Health Sciences at Case Western Reserve University (CWRU) in Cleveland, OH. He was born in Managua, Nicaragua, where he attended medical school at the Universidad Nacional Autónoma de Nicaragua (UNAN-Managua). After earning his MD, he served as the Medical Director for the Rural Primary Care program at AMOS Health & Hope, a not-for-profit organization that seeks to improve the health of rural communities in Nicaragua. Roberto then earned his MPH through the Central New York Master of Public Health program at SUNY Upstate Medical University and Syracuse University. In his current work at CWRU, Roberto remains involved in health promotion through the FreshLink Ambassador approach at the Mary Ann

Swetland Center for Environmental Health in Cleveland, Ohio. He also serves as the Chairman of the Board of Directors of AMOS Health & Hope.



Mrs. Veronica Walton is an experienced project leader, working with both groups (small and large) and families. Over the last 20 years, she has developed and presented employee training materials, provided programming for health and wellness initiatives and provided project management on hundreds of projects within the green food space. Her wealth of experience also encompasses the successful facilitation of youth leadership programs at Cleveland Municipal School District (CMSD) locations. In her role as Executive Director of Food Depot to Health, Mrs. Walton has combined unique skills and abilities to provide Green consulting and education services. Her experience is highlighted by the successful management of over 215 farmers' markets and participation in 160 farmers' markets and food-related health fairs to positively impact health outcomes for youth and adults in communities across

Cuyahoga County.



Diane Pride-Mays serves as a Community Health Engagement Specialist at the Ward 6 Community Office for Councilman Blaine A. Griffin. A part of what she does, which gives her great joy, is working with the senior citizens to provide services that each individual needs: food, clothing and home repairs. Diane loves being of service to others. She is a retired Financial Analyst, Department of the Navy, for 43 years. She enjoys working with people to help make them the best person that they can be, through mental, physically or through healthy eating which is why she became a FreshLink Ambassador.

Diane currently serves in the following roles: CWRU FreshLink Ambassador, 2018 – 2020, CCC-FPC Advocacy Committee, member, Food Policy Coalition Steering Committee, member, Buckeye Place

Ambassador, Burten Bell Carr CDC, First Vice President, Larchmere Community Association Cleveland Municipal School District Tutor (2nd & 3rd graders), Diabetes Self-Management Instructor Pain Self-Management Instructor, Matter of Balance Instructor, Walk with Ease Instructor, Buckeye HEAL: healthy eating and active living.

