RiseVT-Statewide
LOOKING BACK AT 2019

WHERE WE WORK: ALBURGH, BERKSHIRE, ENOSBURG, FRANKLIN, HIGHGATE, MONTGOMERY, RICHFORD, SHELDON, ST. ALBANS, SWANTON, MORRISVILLE, JOHNSON, RICHMOND, HUNTINGTON, BOLTON, MILTON, BRISTOL, LINCOLN, STARKSBORO, BRAINTREE, BROOKFIELD, CHELSEA, E. RANDOLPH, RANDOLPH, RANDOLPH CENTER, TUNBRIDGE, HARTLAND, WEATHERSFIELD, WEST WINDSOR, WINDSOR, SPRINGFIELD, BENNINGTON, NORTH BENNINGTON, TOWNSHEND, NEWFAINE, GUILFORD, VERNON

Launched in 2015 w/expansion progress in 2018 & 2019

MEET YOUR STATEWIDE TEAM

L to R: Breanna Johnson, 2019 Intern; Alida Duncan, Marketing & Communications Manager; Denise Smith, Program Advisor; Emmy Wollenburg, Design & Implementation Manager; Caitlin Maloney, Coordinator; Marissa Parisi, Executive Director; Jennifer Laurent, Research Advisor
Amplify Grants distributed in RiseVT communities across the state. Each funded initiative ties into at least one of the Center for Disease Control and Prevention 24 Strategies to Prevent Overweight & Obesity.

Total grant funds distributed to infuse healthcare reform funds into RiseVT communities across the state, increasing opportunities to embrace healthy lifestyles where Vermonters live, work, learn, & play.

projects across sectors where we live, work, learn, and play

In addition to the funds provided and collaborations with other local partners, RiseVT Program Managers across the state led 42 projects over 2019. The projects collectively served the entire spectrum of ages, from prenatal women to older Vermonters. These projects crossed multiple sectors, including schools, local community service organizations, municipalities, and several were community-wide initiatives. Several included enhancing infrastructure, while others included promoting access to local recreation assets, promoting breastfeeding, improving transportation access, and town forest development.

In September 2019, RiseVT launched Sweet Enough, a behavior change marketing campaign with the goal to reduce sugar sweetened beverage consumption across the state. Americans consume 3 - 6 times more added sugar than the maximum recommended amount by the American Heart Association and Center for Disease Control and Prevention. Sweet Enough encourages Vermonters to enjoy the sweet things in life, which don’t include sugar in their beverages. The campaign educates Vermonters about how much sugar is in their drinks and encourages swapping out for low to no sugar options. In addition to placing advertising, the campaign also employs other behavior change interventions like adding signage to coolers to identify low to no sugar options in convenience stores, worksites, and hospitals. The campaign promotes hospitals that have removed sugary drinks from their cafes and encourages other hospitals to do the same. Guides for removing sugary drinks from hospitals, worksites, and homes are available on the RiseVT website along with swap ideas and other educational resources.