

“Polk Fit, Fresh and Friendly Welcomes an Executive Director to the Team”

By: Jimmi Buell
PF3 Board Chair

Polk Fit, Fresh and Friendly (PF3) is pleased to announce the addition of the organization’s first Executive Director, Yanet Cisneros. Yanet holds a Master of Business Administration from Gardner-Webb University with a concentration in Marketing. She comes with a wealth of knowledge and experience in Public Health having had the opportunity to work with the Rutherford-Polk-McDowell Health District (RPMHD) for over 13 years in different capacities.

Polk Fit, Fresh and Friendly is a nonprofit consortium of volunteers dedicated to making a difference in the health and wellness of Polk County. The name reflects the mission of a broad-based group of community leaders, health professionals, and concerned community members working together to plan and implement effective strategies to promote wellness in the community. Yanet shares the same values and mission as the organization when she states that “she is dedicated to improving the quality of life of the residents in the communities that she serves by helping to implement innovative and collaborative approaches and strategies.” She values strong cross-sector partnerships, is passionate about helping folks achieve the best health possible and hopes to build resiliency among individuals and throughout communities.

PF3 Board Directors feel that Yanet is a valuable addition to the organization. With the many practical skills she possesses, professional experience and academic knowledge, she will bring forth better structure and greater capacity to accomplish organizational goals. Mrs. Cisneros will be of great service to community residents as she helps to implement and promote PF3’s work.

Over the last several weeks, along with other PF3 Board and community members, Yanet has worked diligently to help plan the 2018 Polk Fit Challenge. PF3 is excited to once again host this October event, which this year will be funded by Polk Community Foundation. The kick off celebration is planned for September 29th at Stearns Park from 9 a.m. until 11 a.m. Yanet is eager to see community residents, of all ages, coming together to help one another make healthier lifestyle choices. “One of the fantastic changes this year,” states Cisneros, “is the addition of a Youth Division, made possible by the generous support of the Lois Miner Barrick Fund at the Polk County Community Foundation and Polk County Community Foundation Board Initiative funds.”

Being healthier and active is always “better with friends!” For this year’s Fit Challenge, those who work and/or live in Polk County can join the challenge as a team of adult friends, a team of youth friends, or as a family (adults and children). Anyone who signs up as an individual will be placed on a team and each team is required to have a minimum of 2 participants. For more information about the challenge, please visit PF3’s website at <http://www.polkfitfreshandfriendly.org/>.

In addition to assisting with the 2018 Polk Fit Challenge, Yanet also works closely with the Polk Substance Abuse Committee (PSAC), Hear2Help program, and frequently participates in the Cost of Poverty Experience (C.O.P.E) simulations. “If you have never attended at C.O.P.E simulation, you are missing out on a life-enriching experience,” states Cisneros. She highly recommends that all Polk residents and working professionals take time to participate.

For more information about the work PF3 is doing, please visit the PF3 website at <http://www.polkitfreshandfriendly.org/>. You may also contact Yanet Cisneros at the Polk Health Department at 828.894.8271, ext. 222 or you can reach her via email at ycisneros@rpmhd.org.