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North Carolina Institute of Medicine: http://www.nicom.org
Office of Rural Health Policy: http://www.hsfa.gov/ruralhealth/
Rural Assistance Center: http://www.raconline.org/
N.C. Rural Economic Development Center: http://www.ncruralcenter.org/

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THE NEW RURAL

Seeking creative ideas to improve health in rural North Carolina
We are looking for original, innovative solutions to drive health improvement in rural communities. Three winners will receive a $25,000 New Rural Award for their innovative and inspiring ideas.

**THE NEW RURAL: INNOVATIONS IN RURAL HEALTH AWARD**

Do you have an idea for improving health in rural communities?

Maybe it’s a variation of something you’ve done or that has worked well elsewhere. Or maybe it’s more unusual … a little bit crazy, but it just might work!

Your idea could be what we are looking for — a powerful way for rural communities to change course on any number of health factors or build upon existing local assets.

**SITUATION**

The number of people in rural North Carolina who suffer from poor health is growing. Eighty-eight out of the state’s 100 counties are rural, and many of those are among the unhealthiest places in the country. Health challenges, in turn, affect the quality of life of individuals, families and larger communities.

**PURPOSE**

The purpose of **THE NEW RURAL** award is to recognize innovation, impact and influence in improving the health of financially disadvantaged persons in North Carolina’s rural communities.

**RECOGNITION**

Three $25,000 **NEW RURAL** awards will be given by the Trust in 2013.

**ELIGIBILITY**

The competition is open to nonprofit organizations and units of local and state government. Individuals may also apply. Submissions may come from individuals and organizations anywhere in the U.S. Previous and current Trust grant recipients may enter. Employees or contractors of the Kate B. Reynolds Charitable Trust are not eligible to enter.

**SELECTION CRITERIA**

The review committee will include representatives from the Trust, North Carolina and national innovators and people who are working day-to-day on rural health issues. The committee members will be named and posted on www.kbr.org.

**CALL FOR SUBMISSIONS: THE NEW RURAL AWARD**

Entries will be judged and based on five criteria. Submissions should:

- **Address difficult or long-standing issues of prevention or treatment.** The four primary funding areas of the Health Care Division of the Trust are community-centered prevention, access to primary medical care, diabetes and substance abuse/mental health. Submissions may address those areas directly, or reflect the Trust’s overall mission to improve the quality of life and quality of health for the financially needy of North Carolina.

- **Demonstrate transferability. Ideas need to be relevant to rural and economically distressed regions of North Carolina.** Submissions should indicate how a solution could be transferred to or modified for various communities.

- **Be consistent with high-impact work in other rural places.** Submissions should demonstrate knowledge of what has or has not been effective in driving health improvement in rural settings around the country. Proposals should be consistent with innovative, high-impact work being done in other states.

- **Show potential for impact within 3-5 years.** Submissions should be designed to create impact and drive results within a three-to-five year timeframe.

- **Show signs of success.** Submissions should include results of preliminary or pilot efforts and early indications of success. Proposal should consider how rural North Carolina communities could achieve positive outcomes.

**THE NEW RURAL: INNOVATIONS IN RURAL HEALTH AWARD**

The Kate B. Reynolds Charitable Trust has established **THE NEW RURAL: INNOVATIONS IN RURAL HEALTH AWARD** to help us — and our rural partners — think differently about community health challenges. We want to encourage and recognize promising work that has the potential to improve the health status of hundreds of thousands of people living in rural North Carolina.

Over the last five years, the Trust has begun to concentrate its efforts on those rural counties that have limited resources but great promise for a healthier North Carolina. True to the spirit of Mrs. Reynolds legacy, the Trust has focused its work on improving the health of those least fortunate in the state.

As we redouble our work with rural North Carolinians, we have been made increasingly aware of the need for thinking that elevates the discussion. Too much work in rural health improvement takes a ‘fix-it’ approach, dwelling on what communities don’t have.

At the Trust, we want to compel assets-driven, community-based approaches to turning around some of the most intractable health challenges facing rural communities. We hope to bring the best minds from around the country to help rural communities use their broad band of assets to drive health improvement.

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**THE TRUST AND RURAL HEALTH**

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Anyone or any organization across the U.S. is invited to participate. We invite you to think the impossible. Dream big. And help us to identify exciting approaches that “just might work.”

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