

Healthy Places NC Funding Opportunity

Obesity Reduction in Halifax and Beaufort Counties

Rising obesity rates contribute to many of the chronic diseases that help drive poor health outcomes. Community health needs assessments, especially in rural counties, often target heart disease, cancer, diabetes, and other problems caused by nutritionally deficient diets as areas of concern. Every Healthy Places North Carolina community identifies obesity reduction as a goal. Each of these counties has an adult obesity rate that exceeds the state average. According to County Health Rankings & Roadmaps, the obesity rate in Halifax is 38 percent, in Nash and Edgecombe counties the rate stands at 37 percent, and the rate is 36 percent in Beaufort and McDowell counties.

Several of the Healthy Places NC counties also have limited access to healthy food options and recreational opportunities. Data from Feeding America notes that in 2017 about 24 percent of Edgecombe and Halifax county residents experienced food insecurity, which are some of the steepest rates in the state.

Many rural areas also lack adequate places and spaces to play, walk, and be active. County Health Rankings data show that 49 percent of residents in Nash County and 53 percent of residents of Beaufort County have good access to exercise opportunities. The rates are 57 percent and 59 percent in Edgecombe and Rockingham counties respectively. This compares with the North Carolina state average of 73 percent of the population having access to recreational opportunities.

Local coalitions and collaboratives are tackling these longstanding inequities and health concerns through a variety of means including the creation of food policy councils, establishing new farmer's markets, advocating for more recreation resources, and ramping up healthy eating and active living programs.

Our mission is to serve financially vulnerable residents and to close racial disparities in health care, so we are particularly interested in how communities are engaging residents with low incomes and people of color in these efforts.

Goal

Increase active living in low-income communities.

Strategy

Support community-based research and education efforts that engage residents in the process to better understand and build awareness of equitable access to recreation.

Support systems change approaches from the Halifax County Recreation Master Plan that create equitable access to recreation, which may include built environment, community education and engagement, and advocacy.

Timeframe for Applications

Call-by date: January 17, 2020

Application deadline: February 4, 2020

Geographic Focus

Beaufort and Halifax counties

Opportunity Details

Organizations in Halifax and Beaufort counties are working to promote greater access to recreational resources for residents with low incomes and groups that have been historically marginalized. To advance these efforts, the Trust is interested in supporting master recreation planning and built environment opportunities that promote equity in Beaufort County. We are also interested in promoting the coordination of countywide recreation activities in Halifax County. Competitive applications will directly engage the communities that disproportionately suffer from a lack of recreation assets.

Contact

To schedule a conversation about this opportunity, please contact Program Coordinator Alison Duncan for an initial consultation at alison@kbr.org or 336-397-5521.