

Healthy Places NC Funding Opportunity

Obesity Reduction in Beaufort and McDowell 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 low-income residents and people of color in these efforts.

Goal

Build a more equitable food system where residents with low incomes have ongoing access to healthy food options.

Strategy

Convene, facilitate, and coordinate stakeholders to collectively address goals. This could include better coordination within and across systems and regularly convening community partners.

Opportunity Details

Organizations in Beaufort, McDowell and surrounding counties are working to create more equitable food systems that provide greater opportunities for historically marginalized populations and healthier eating options in schools, daycare centers, and hospitals. These groups express an interest in greater coordination and equity training to ensure that partner organizations are collaborating effectively to increase their impact.

To help the community achieve these aims, the Trust is interested in proposals that coordinate networks or collaboratives. These networks should be diverse and engage stakeholders of different sizes and reach. They should also include Black, Latinx and financially vulnerable residents to ensure the people most impacted by inequities in the food system help develop and implement solutions. Proposals can include funds for capacity building efforts such as equity training.

Timeframe

Call-by date: July 21, 2020

Application deadline: August 4, 2020

Geographic Focus

Beaufort and McDowell counties

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.