

Healthy Places NC Funding Opportunity

Addressing the COVID-19 Pandemic

COVID-19 has highlighted inequities that the Trust was already working to address through grantmaking. When we look at the higher infection rates of people of color, it reminds us that while we need to provide active support during this pandemic, we also need to think as a community about the systems change that needs to occur to achieve true health equity. Statewide and at a local level, we must continue to directly invest in communities of color and rural areas of the state that have been under resourced for too long.

Several Healthy Places NC communities are suffering disproportionate impacts or have especially vulnerable populations that are at greater risk of contracting the virus. This is a funding opportunity to support public health departments in Healthy Places NC counties to build capacity and conduct communications and advocacy efforts to address the spread of COVID-19 and assist areas with low-incomes. [Read more about the Trust's response to COVID-19.](#)

Goal

Responsive opportunity to address the COVID-19 pandemic.

Strategies

Build community, organizational, and individual capacity in areas with low incomes so that historically marginalized populations can participate in health improvement efforts.

Conduct broad-based communications, community education, and advocacy efforts that advance goals.

About Healthy Places NC

Healthy Places NC is the Trust's long-term, place-based special initiative working closely with residents to improve the health and the overall quality of life in 10 rural North Carolina counties.

Opportunity Details

Healthy Places North Carolina communities, like many areas of the state, are struggling to contain the spread of COVID-19 and the resulting social and economic impacts of the virus. The problems are compounded by a historic underinvestment in public health infrastructure. Rural counties have fewer resources to combat the coronavirus. Several HPNC communities are suffering disproportionate impacts or have especially vulnerable populations that are at greater risk of contracting the virus.

For these reasons, the Trust is opening a funding opportunity for public health departments located in Healthy Places North Carolina counties. These grants should demonstrate partnerships with grassroots community groups and human service organizations. Funding must be used to serve financially vulnerable residents. Applicants can propose activities targeted to the needs to the community such as translating public health information into Spanish and other languages, getting messages to hard-to-reach populations, testing and equipment or contact tracing for low-income residents or similar work. Regional cooperation between health departments is encouraged.

Timeframe

Call-by date: September 25, 2020

Application deadline: October 8, 2020

Geographic Focus

Nash, Edgecombe, Rockingham, and Burke 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.