

Healthy Places Funding Opportunity

Equitable Access to Care

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, compared to a statewide obesity rate of 30 percent.

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 residents who are financially vulnerable 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

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

Strategy

Conduct community-based evaluation, research, and planning that engages residents in the process to collect data, identify gaps, and determine best practices to address goals.

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

Timeframe

Call-by date: January 26, 2021

Application deadline: February 16, 2021

Geographic Focus

Robeson, Bladen, Columbus, and surrounding counties

Opportunity Details

Organizations in Robeson, Bladen, Columbus, 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 understanding the problem, collecting relevant qualitative and quantitative data, and recommending approaches for building a better food system.

To help the community achieve these aims, the Trust is interested in proposals that map and analyze the food system in Robeson, Bladen, Columbus, and surrounding counties through an equity lens. Mapping may include examining information on networks, food value-chains, policies, land ownership and use, food deserts, food insecurity, or related issues. We can also support the capacity of organizations, especially those representing historically marginalized communities, to participate in the mapping process. Competitive applications will directly engage the communities that disproportionately suffer from a lack of healthy food options.

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.