

Healthy Places NC Funding Opportunity

Healthy Places North Carolina

Healthy Places North Carolina (HPNC) was the Trust's 10-year \$100 million commitment to help 10 rural counties across the state advance community identified health goals. Launched in 2012, the initiative partnered with a diverse set of counties including McDowell, Burke, Rockingham, Nash, Edgecombe, Halifax, Beaufort, Columbus, Robeson, and Bladen. In 2022, the Trust met and exceeded the \$100 million commitment. We also commissioned an evaluation of HPNC to assess lessons, shortcomings, and accomplishments. The Trust learned a great deal about place-based work over the past decade, and we are committed to maintaining this approach to grantmaking. As we shift away from the 10-year, 10-county initiative, the Trust plans to broaden the number of places where we work, with a particular focus on underserved communities in eastern North Carolina. We also plan to leverage strategies that proved effective in HPNC, including capacity building, data collection and dissemination, peer learning, communications, and advocacy. We will also amplify efforts to link local health goals with regional and state-level policy aims. As Trust staff spent time in rural counties over the past 10 years, many of the local health concerns that emerged centered on four broad areas of work: mitigating and preventing adverse childhood experiences and toxic stress; addressing substance use and overdose deaths; building equitable food systems; and creating equitable recreation opportunities. Most of these efforts align with goals identified in the state's Healthy 2030 plan. Eastern North Carolina is a beautiful region with rich agricultural traditions, a deep historical heritage, and many growing communities. But the areas surrounding Healthy Places counties also experience some of the state's steepest inequities; and the gap between the 2030 health improvement goals and the current reality is wider for many rural residents than for their urban and suburban counterparts. The 2030 target for poverty in North Carolina, for example, is to reduce the percentage of individuals with household incomes at or

below 200 percent of the Federal Poverty Level to 27 percent. The rate for the southeastern Sandhills region is 41 percent. The rate in Robeson County is about 53 percent and in Halifax it is nearly 52 percent. Across eastern North Carolina and in targeted communities around the state there are grassroots movements to improve health in a number of ways. The Trust is interested in supporting the growth of these movements and changing the conversation to ensure that systemically marginalized people are able to lead community change efforts. Programming can play a critical role in meeting immediate needs, but we can't program our way to population health improvement. That is why the Trust is interested in movement building, communications, organizing, connecting networks, coordinating collaboratives, and collecting and disseminating data to drive toward meaningful policy and system changes.

Goal

Leverage local organizations and networks, especially those based in financially vulnerable regions and communities of color, to promote equity in food and recreation systems, address substance use, and mitigate the impact of adverse childhood experiences.

Strategy

Build community, network, organizational, and individual capacity so that historically marginalized populations, particularly Black, Immigrant, Indigenous, and other leaders of color can drive community and health improvement efforts. Conduct broad-based communications, community education, and advocacy efforts that advance goals.

Timeframe

Call-by date: September 28, 2023

Application deadline: October 12, 2023

Geographic Focus

Healthy Places opportunities are focused on Eastern North Carolina, especially underserved areas in the Sandhills, Cape Fear, Tidewater, and Coastal Plain regions.

Opportunity Details

Across eastern North Carolina and targeted communities around the state, there are grassroots movements to improve health in many ways. The Trust is interested in supporting the growth of these movements and changing the conversation to ensure that historically marginalized people can lead community change efforts. For the current opportunity, the Trust is interested in assisting groups working for systemic change in food and recreation systems, mitigating adverse childhood experiences, and reducing substance use deaths. Networks in the Southeast and Northeast regions of the state are building new connections across the food system, mapping and addressing adverse childhood experiences and trauma, and shaping how opioid settlement dollars are spent at the local level. The Trust plans to consider proposals that advance these existing efforts.

Contact

To schedule a conversation about this opportunity, please contact Grants Assistant Mary Weaver for an initial consultation at mary@kbr.org or 336-972-5654.