



Health Initiatives in Eastern North Carolina

Presentation by Calvin Allen, Omisade Burney-Scott, and Brandy Bynum

Rural Forward NC

June 3, 2016

What We'll Cover

Background

Healthy Places NC

Rural Forward NC

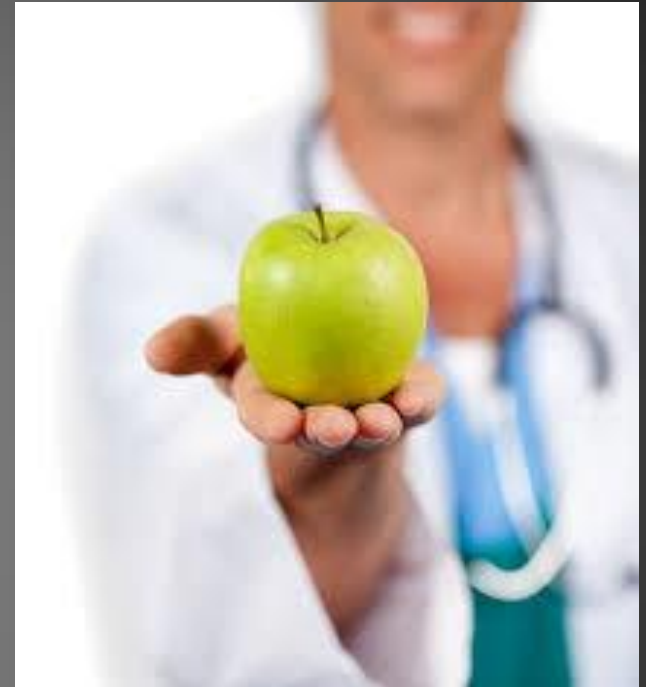
Central and Eastern NC Health Initiatives

Overview of Halifax, Rockingham,
Beaufort, and the Twin Counties

Examples

Questions

How You Might Engage the RSOs



- Kate B. Reynolds Charitable Trust
- 10 year investment in 10-12 counties most in need
- Goal: Improve the health indicators of each county
- Approach: Support local community efforts focused on coordinated strategies, not siloed projects
- \$100 million overall
- Halifax and Beaufort Counties in 2012
- Rockingham County in 2014
- Twin Counties in 2015





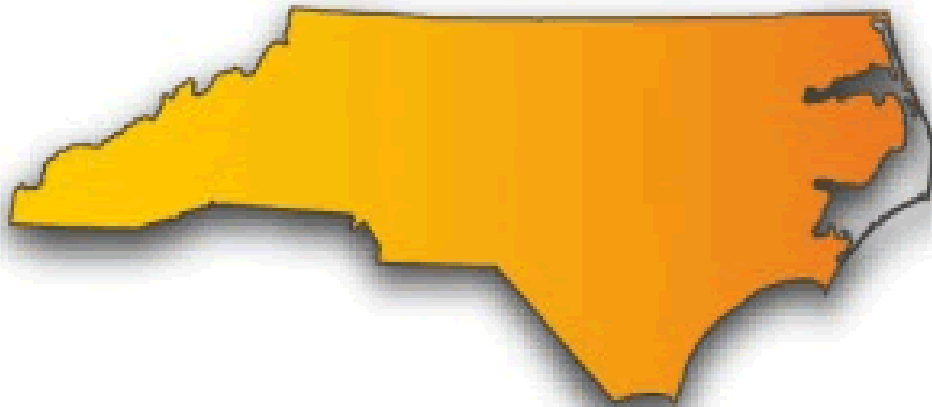
Rural Forward NC

Subsidized consultation services for the people, organizations, and coalitions leading to healthier rural communities in central and eastern NC

- Started October 2014
- Housed at the Foundation for Health Leadership and Innovation in Cary, NC
- Identify promising programs; support leadership; address barriers; amplify and accelerate initiatives to a county-wide impact.
- Coordinate regional and state agency partners involvement

www.RuralForwardNC.org

ABOUT RURAL FORWARD NC



LEADERSHIP:

Individuals Organizations
Coalitions



Rural Forward NC

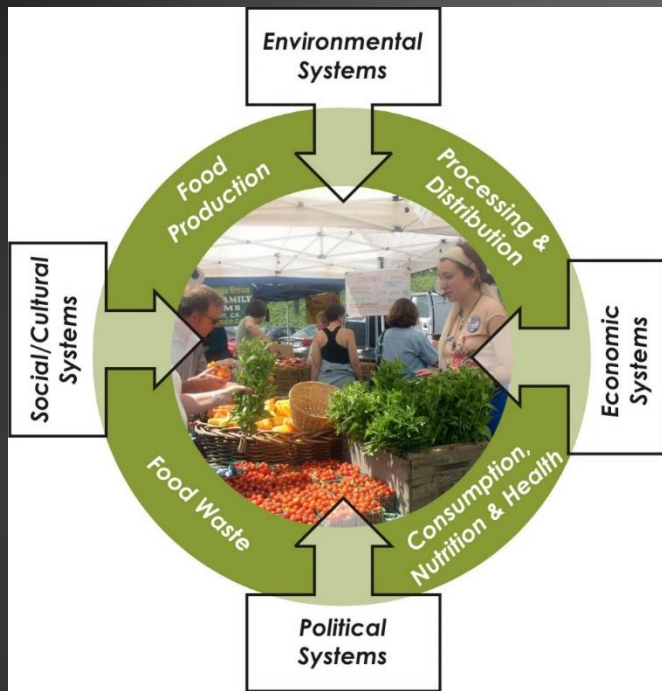
helps local leaders identify:

1. Promising initiatives to improve the health of rural communities in NC, directly or indirectly
2. Sustainable goals and achievable action plans
3. Measurable outcomes and benchmarks

Clinical



Wellness



Food Systems



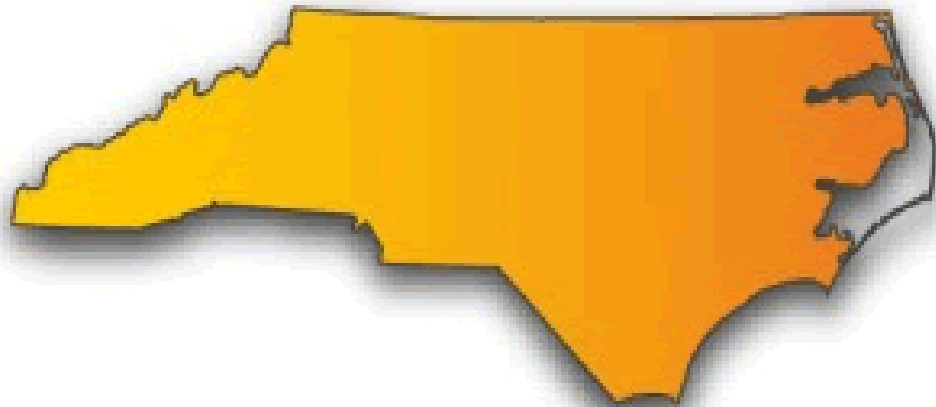
Built Environments



It takes more than health to make our counties healthy.



WHAT
RURAL FORWARD NC
DOES





Facilitation



Training



Strategic Planning



Coaching



Connecting People and Organizations



Introducing People and Organizations to Funders



Researching Models and Problem-Solving

Expertise

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PROGRAM TEAM

leadership support

group dynamics

organizational
development

policy

power dynamics



ADMINISTRATIVE TEAM

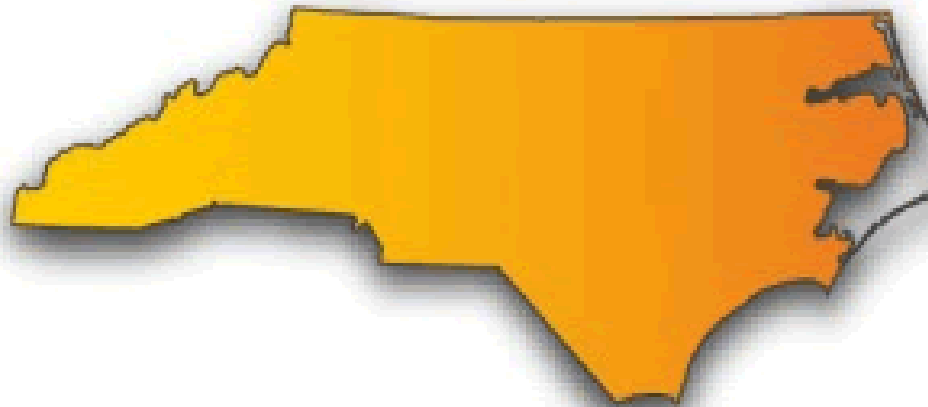
communications

evaluation

organizational
structure

organizational
culture

THE WORK WE SUPPORT



HALIFAX COUNTY INITIATIVES

1. Blue Cross Blue Shield Foundation Community Centered Health Home Team
2. Catalyst for HEAL Program
3. Center for Energy Education
4. Community Care/Mobile Integrated Health Program Development Team
5. Halifax County Community College: SPECIAL INITIATIVE
6. Halifax County Parks and Recreation Advisory Board
7. Halifax County Public Health System
8. Halifax County Public Health System: CATCH PROGRAM
9. Halifax County Public Health System: ROANOKE VALLEY TEEN PREGNANCY PREVENTION TASK FORCE
10. Halifax County Recreation Network
11. Halifax County Underground Railroad Initiative: *Gateway to Freedom*
12. Halifax Integrated Health Collaborative Leadership Team
13. Hobgood Citizen Group Board of Directors
14. Nurse Family Partnership of the Northeast
15. Roanoke Valley Community Health Initiative
16. Roanoke Valley Community Health Initiative: PARTNERS IN FAITH
17. School Health Network
18. Southeastern Halifax Coalition
19. Reclaiming Futures Program
20. Town of Enfield Parks and Recreation Board of Directors



TWIN COUNTIES INITIATIVES

1. Amexcan/Latino Issues Support
2. Boys and Girls Club of Nash and Edgecombe Counties
3. CC Spaulding Alumni Center
4. Conetoe Family Life Center
5. Edgecombe Rural Health Network
6. Grassroots Outreach and Support
7. Just Foods
8. KaBoom! Playground Builds
9. Ministerial Alliance
10. Nash Community College/OIC Partnership
11. NC Community Foundation
12. Parks and Recreation: Rocky Mount, Edgecombe, Nash
13. Project Lazarus
14. Twin Counties Partnership for Healthier Communities
15. White House Strong Cities Strong Communities Program



ROCKINGHAM COUNTY INITIATIVES

1. Be Healthy Rockingham County
2. Boys and Girls Club of Eden
3. Lot 2540
4. Rockingham County Community Health Integrated Practice
5. RC3: Rockingham County Community Collaborative
6. Rockingham County Diabetes Task Force
7. RC Forward: Rockingham County Leadership Network
8. Rockingham Health Care Alliance
9. Rockingham County Mentoring Initiative
10. RCPC: Rockingham County Partnership for Children
11. Rockingham County School Health Advisory Council
12. Rockingham County Stakeholder Group on Mental Health
13. Suicide Prevention and Awareness Rockingham County (SPARC)
14. US Tennis Association
15. West Rockingham County Rivers and Trails



BEAUFORT COUNTY INITIATIVES

1. Be Healthy Rockingham County
2. Agape/Metropolitan FQHC
3. Beaufort County 360 Leadership Team
4. Beaufort County Boys and Girls Club
5. Behavioral Health Task Force
6. Healthy Eating and Active Living Workgroup
7. Vidant Beaufort Hospital



EXAMPLE: Halifax County

Goal to Improve Behavioral Health Treatment Options

1. Scanned the county, got data
2. Rallied our leaders together around this goal
3. Pointed EMS and partners toward a larger goal
4. Connected the coalition to opportunities
5. Facilitated strategy creation to achieve the goal
6. Encouraged a plan built upon innovation
7. Built an infrastructure for sustainability
8. Encouraged collaboration through trust

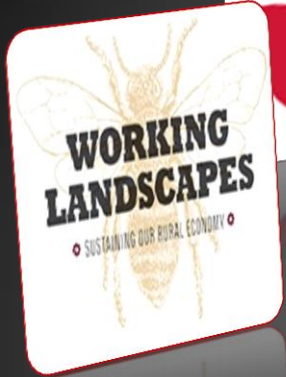
*** Of Note:**

Challenges:

Exploring and establishing relationships
Phase 1 work underway
Phased in approach

Opportunities:

Workplace Impact
Healthy schools impact
Proven track record
Coaching and ongoing support included with their work



For more information,
contact Marley Braun,
RFNC Administrative Manager

- Marley.Braun@foundationhli.org
- 877.407.2885
- www.ruralforwardnc.org



**RURAL
FORWARD NC**
at the Foundation for Health
Leadership and Innovation

Questions?

RFNCinfo@foundationhli.org

www.ruralforwardnc.org