



Building Greater Prosperity in Rural Communities

*Achieving Rural Health Equity And Well-being:
Challenges And Opportunities*

*Bill Bynum
June 13, 2017*

About HOPE

Hope Enterprise Corporation

- Not-for Profit 501(c) 3
- Loan Fund
- Community Dev. Intermediary
- CDFI, CDE
- **Hope Policy Institute**



Primary
sponsor

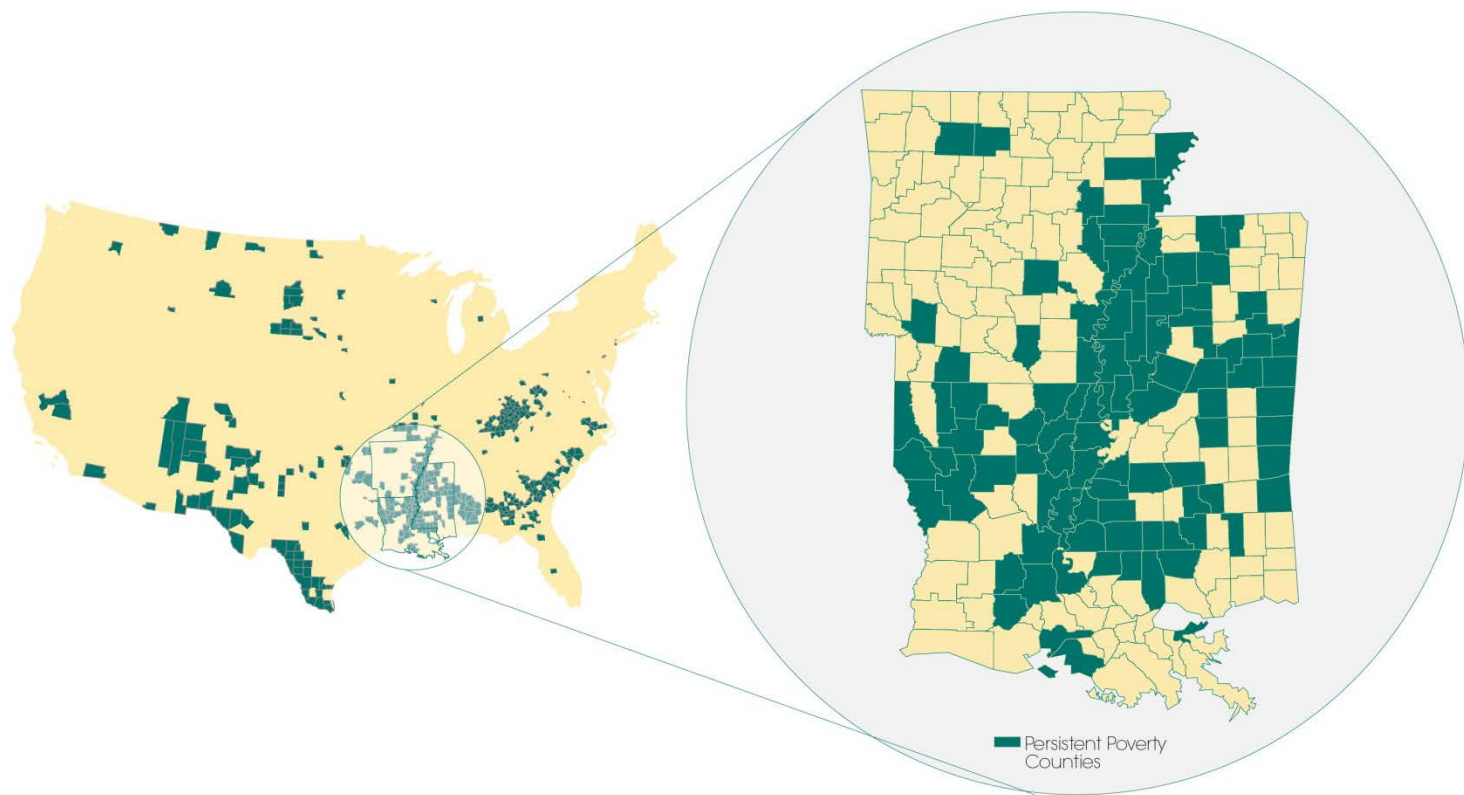


Hope Credit Union

- Federally Insured CU
- CDCU
- CDFI, CDE
- FHLB, SBA, USDA, etc.

Mission: Strengthen communities, build assets and improve lives in economically distressed areas in the Mid South by providing access to affordable, high-quality financial products and related services.

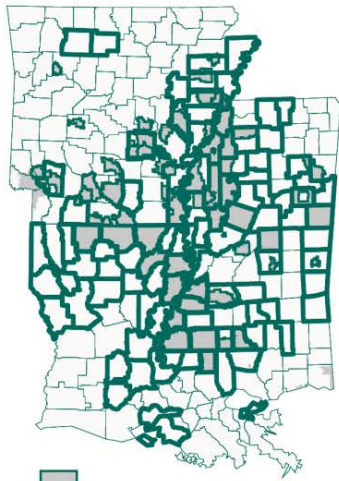
$\frac{1}{4}$ of Nation's Persistent Poverty Counties are Located in the Mid South



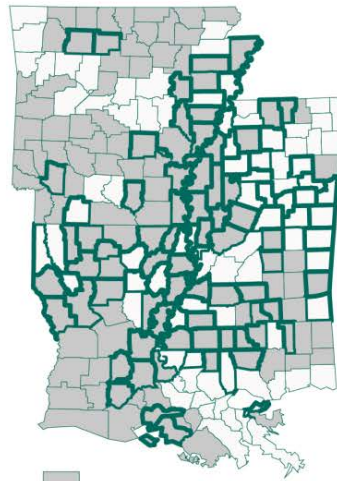
Source: U.S. Treasury CDFI Fund

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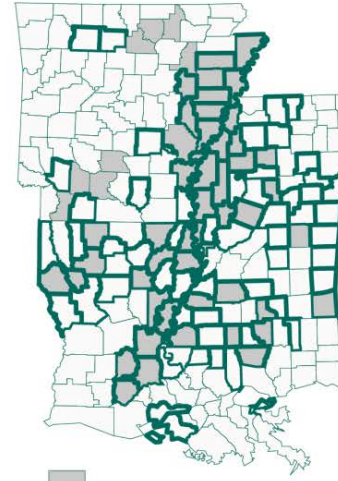




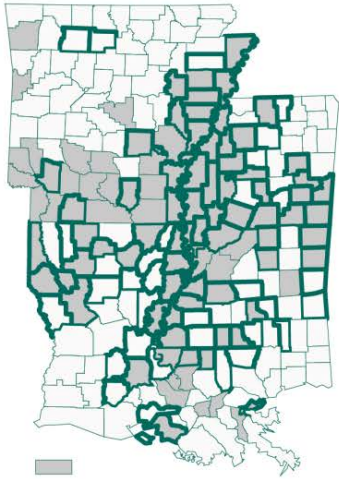
Education
Low-Performing School Districts



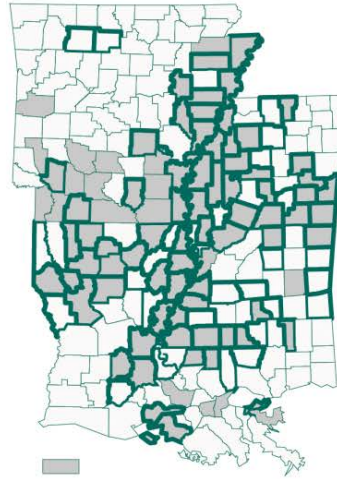
High-Cost Mortgage Lending
Counties above state avg.



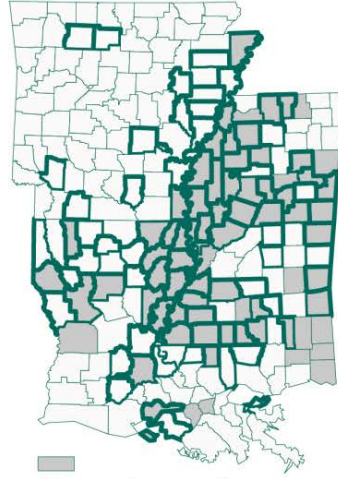
County Health Rankings
Lowest 25% by state



Non-White Residents
Counties above state avg.



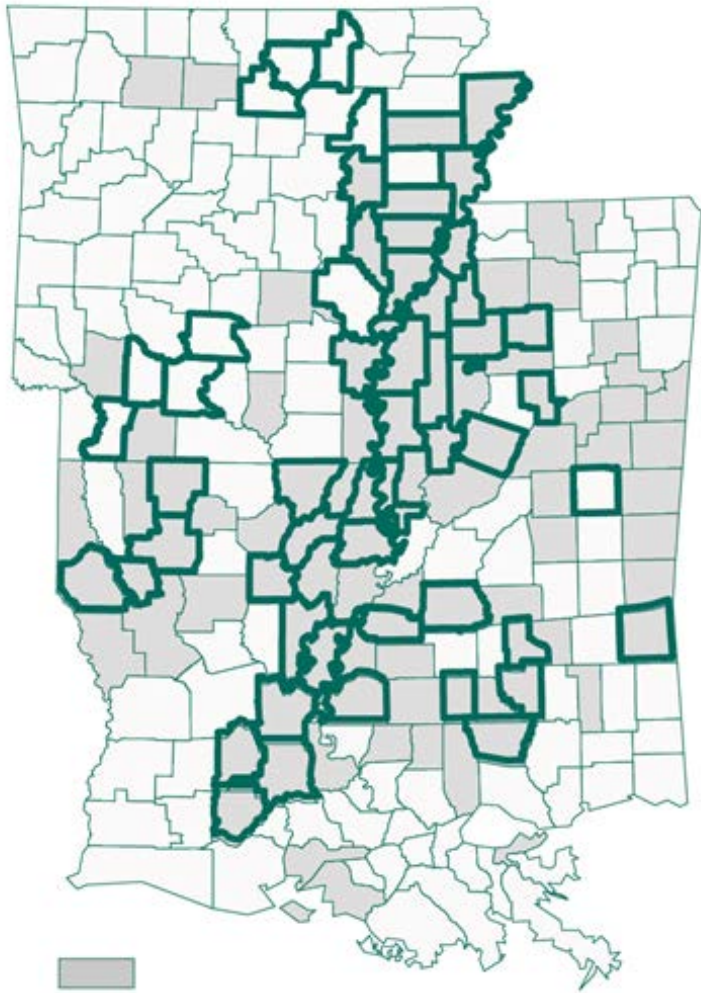
Unbanked
More than 1.5 times the national avg.



Unemployment
More than 1.5 times the national avg.

Implications of Persistent Poverty

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All but one county in MS and LA that fall in the bottom quartile for health outcomes are persistent poverty counties.

Source: U.S. Treasury CDFI Fund, RWJ County Health Rankings and Roadmaps 2015.

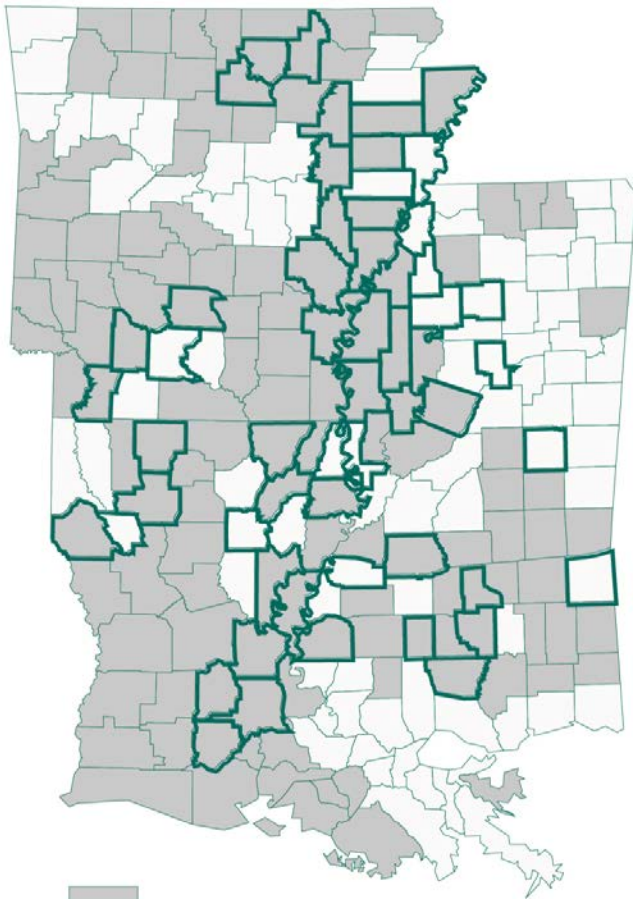
Persistent Poverty Counties

 **County Health Rankings
(Lowest 25% by state)**

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Housing & Health



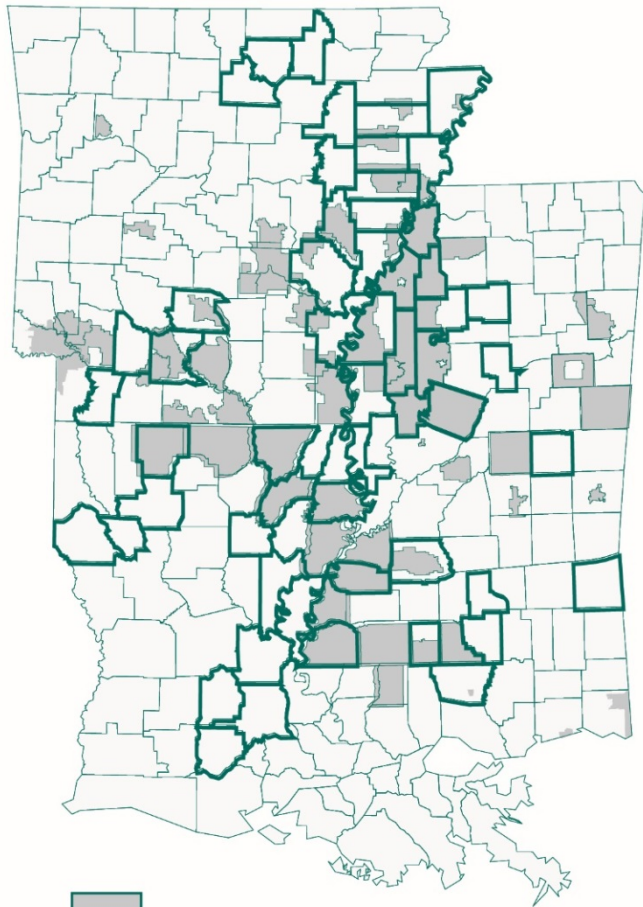
High-Cost Mortgage Lending
Counties above state avg.

County Health Rankings
(Lowest 25% by state)

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Source: PolicyMap analysis of HMDA 2014.



Education
Low-Performing School Districts



County Health Rankings
(Lowest 25% by state)

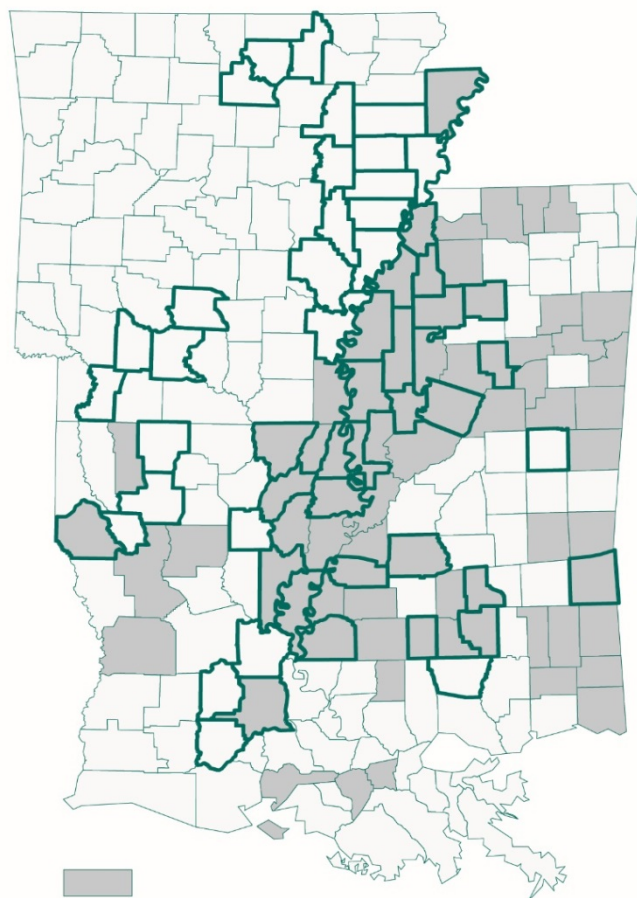
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Education & Health



Source: PolicyMap analysis of Great Schools 2015.

Jobs & Health



Unemployment

More than 1.5 times the national avg.

County Health Rankings (Lowest 25% by state)

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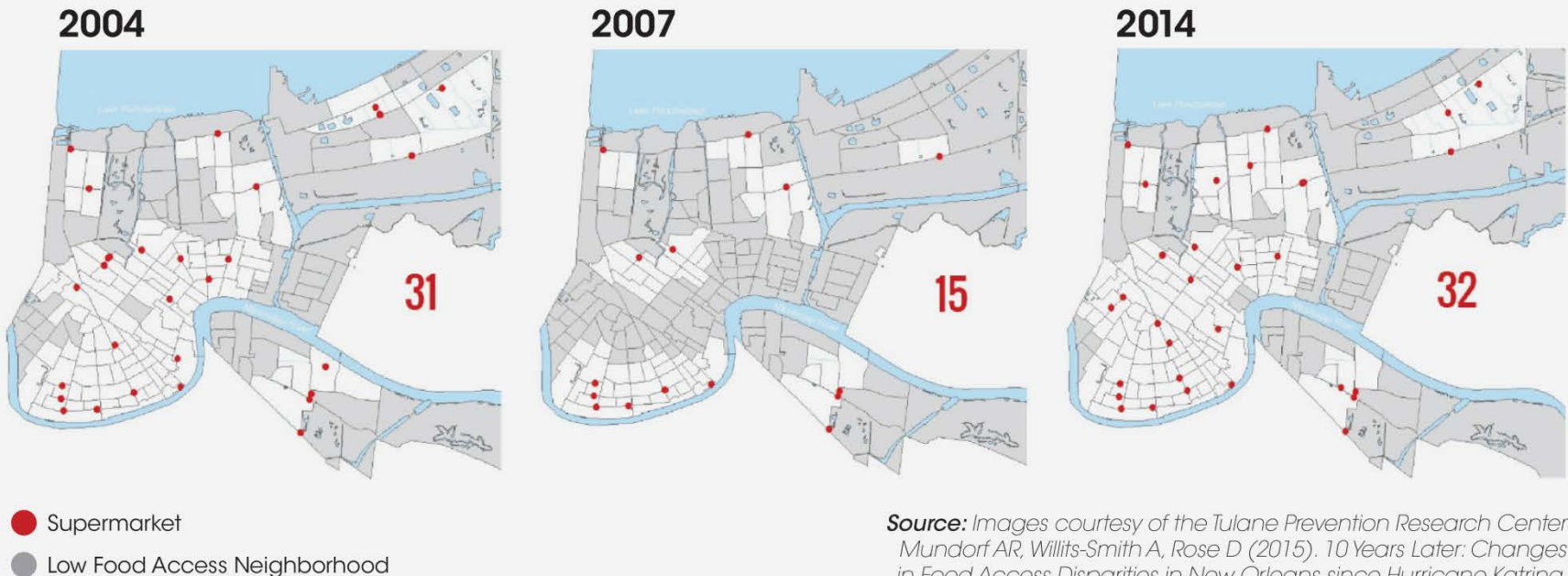


Source: AR, LA, MS Departments of Labor, Workforce Commission and Employment Security (2015).

Food Access and Health

NUMBER & DISTRIBUTION OF SUPERMARKETS

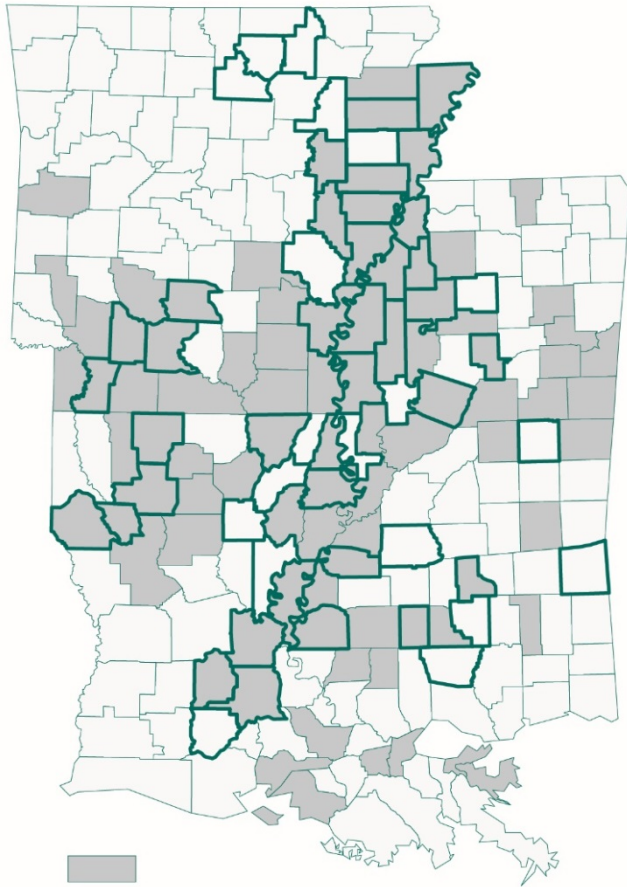
The Fresh Food Retailer Initiative, a partnership between the City of New Orleans, The Food Trust and HOPE is credited with increased access to fresh food for NOLA residents.



Source: Images courtesy of the Tulane Prevention Research Center
Mundorf AR, Willits-Smith A, Rose D (2015). 10 Years Later: Changes
in Food Access Disparities in New Orleans since Hurricane Katrina.
Journal of Urban Health, 92(4): 605-610.

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Banking & Health



Unbanked

More than 1.5 times the national avg.

County Health Rankings (Lowest 25% by state)

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Source: FDIC National Survey of Unbanked Households 2015.

Key Lessons



*Uplift America
Fayette, MS*

*Eastmoor Estates
Moorhead, MS*



- NYC and the Delta face the same core challenges
- BUT, resources vary drastically
- Best solutions are comprehensive > braid assets
- Program + Policy = Impact

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“Determinants of health that fall outside the health care system can be influenced greatly by the work of community development.”

- Braunstein, Sandra and Risa Lavizzo-Mourey. “How Health and Community Development Sectors Are Combining Forces to Improve Health and Well-Being.” Health Affairs. 2011.

Contact

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