

Whole Community Connection

A healthy, thriving NC for all through community-academic partnerships

Table of Contents

Application Instructions	1
Section 1: Project Proposal	2
Project Title	2
Summary	2
Planned Approach	2
Anticipated Outcomes	2
Evaluation	3
Sustainability Plans	4
Community-Academic Partnership	4
Other Partnerships	4
References (optional).....	4
Budget.....	5
Section 2: Team Member Information	6
WCC Team Members	6
Team Commitment to Participation	6
UNC-CH Student Support Needs	6

Application Instructions

Thank you for your interest in [Whole Community Connection](#)! WCC is a leadership program for community-academic partners. Selected teams receive \$45,000 for one year to implement their projects while participating in leadership development. The time commitment includes:

- ~7 days in Edgecombe and Robeson County learning and networking during retreats
- ~5 hours/month on individual and team coaching, mentoring, and independent learning
- The number of hours spent implementing the team project

To submit your application, complete the following steps in this document:

- Review the 2 sections of Project Proposal and Team Member Information
- Replace [text in brackets] and tables with your project proposal information
- Once completed, email as a DOC or PDF to: wholecommunityconnection@unc.edu

If you have any questions, please contact: wholecommunityconnection@unc.edu

Section 1: Project Proposal

Project Title

Healthy Homes in NC

Summary

All of Big County coming together on health focused housing policies to improve the physical, emotional, environmental, and economic health of our community and neighborhoods.

The Problem

1 out of 4 North Carolina households live in extreme poverty and are risk of homelessness.¹ Residents of homes in areas of concentrated poverty are at risk for asthma, lead poisoning, violent crime, behavioral and learning challenges.² Substantial evidence documents the health impacts of unsafe housing, while traditional responses to community and economic development either ignore or displace neighborhoods to improve real estate markets and reduce crime with limited emphasis on the public health consequences of such decisions. A growing body of evidence demonstrates promising results of health focused housing policies can also be compatible with the economic health of a community.^{3, 4}

Planned Approach

Our approach is to organize local leaders in business, public health, housing, and school systems to develop and implement a Big County Neighborhood Progress campaign against blight. This approach is informed commitments from local policy makers and leaders to improve the physical, emotional, environmental, and economic health of our community. This approach is informed by the Memphis Neighborhood Blight Elimination effort that united sectors across the community towards housing health.⁵⁻⁹ Our plans are to:

- Update our community profile dashboard to include healthy housing and blight housing indicators.
- Coordinate between housing code and county health department sectors to identify and address mold, bedbugs, other infestations in low wealth rental and home owned dwellings.
- Adapt code enforcement services to be proactive rather than reactive and punitive. One example is offering voluntary healthy home housing inspections in which renters and homeowners can invite a certified inspector to conduct an inspection without fear of punishment from the city.

Engage residents, businesses, and community organizers in plans to resolve blighted homes and support a community of healthy homes. One example includes reclaim and reuse plans for vacant land and buildings that values the cultural and historical context of the community.

Anticipated Outcomes

Goal 1: Engage a diverse array of stakeholders as partners in defining and planning the success of healthy homes. We will assemble an inclusive steering commitment including long time and recent residents, housing sector, health department, commerce representatives, and UNC faculty with relevant expertise who will guide our process.

Program strategies will be planned and implemented in close collaboration with neighborhood residents, businesses, and city/county agencies with sensitivity to historic preservation, neighborhood planning, and racial and economic disparities across the community. Process outcomes include established and new networks and communication plan to raise awareness of the causes, impacts, and interventions to address blighted communities. Additional outcomes are prioritized areas to Improve efficiency, effectiveness, and coordination of code enforcement and neighborhood maintenance policies.

Goal 2: Adopt standard indicators of blighted properties and healthy homes. We will use data and information systems to catalogue, monitor, and disseminate assets and needs of Big County properties. Key milestones include the adoption of standard indicators of blighted property and healthy homes, collection of those indicators, a publicly accessible healthy homes dashboard, and steering committee led priorities connecting community investments to community values and historic preservation.

Goal 3: Improve efficiency, effectiveness, and coordination of code enforcement and neighborhood maintenance policies and efforts. Key milestones demonstrating this goal will be reflected in interagency collaboration to identify misalignments across agencies and progress towards priorities identified by the steering committee, improvements to existing policies to incorporate public health concerns, and as needed new policies that align with public health and housing safety. Additional milestones include an online and print directory of program and resources for addressing different types of blighted properties and supporting healthy homes, including individual and organizational level recommendations.

Goal 4: Encourage and incentivize productive reuse of vacant and abandoned properties. Launch public and private-sector youth and adult leaders training program to nurture the next generation of healthy home champions. Conduct small developer boot camp to stimulate diverse investment. Develop and maintain directory of large and small contractors, including minority contractors, skilled in renovation and rebuilding. Establish healthy homes management team involving mayor, city council, and local agencies that works with private sector and community leaders to identify and secure funding to operate and administer a comprehensive blight fighting system.

Evaluation

In order to evaluate the degree to which outcomes of the project are met, as indicators are established, baseline data will be collected engagement of stakeholders in housing policies, healthy home indicators, policies related to healthy/blighted homes. Indicators will be tracked in our blighted property dashboard, used to identify the top 10 property code violators, and shared quarterly with stakeholders (Goal 2). We will track participation in monthly community engagement sessions, identify established health home priorities and progress towards action planning, including alignment of housing and health policies, process and participation in land reuse, and funding secured (Goals 1, 3, and 4).

Sustainability Plans

We will advocate for incorporation of the steering committee and identified priorities, data dashboard, and healthy home into the county's 10-year plan. We anticipate priorities identified by the steering committee, healthy home indicators, and cross agency collaboration will garner continued engagement of the mayor and other leaders in the economic development and implementation of this plan. We will leverage these milestones to see additional financial support to maintain the steering committee and a comprehensive community-informed blight fight system that includes land reuse and diverse investment in dwellings and other facilities that public health centric.

Community-Academic Partnership

Joe Smith, PhD (UNC City and Regional Planning); Mary Shultz, PhD (UNC Gillings School of Global Public Health, Environmental Sciences); Pat Neumann, MSW (Big County Health Department); and Paul Blooth (Big County Housing Authority) met at various community events either volunteering or in official capacities. Over the last two years, their conversations have turned into collaborations for other Big County campaigns. There has a research agreement in place for other projects, so this proposal would expand their work together.

Other Partnerships

- Joyce Martin, MBA: Big County Mayor is accountable for a culture of health and economic viability of Big County
- Jan Reid, MS: Big County Health System's Information Technology Department will coordinate changes to the IT system to create and maintain healthy homes dashboard
- Healthy Homes Steering Committee: Interested parties committed to a healthier Big County (~20) who will participate in trainings and guide priority settings and plans.
- Martha Martin: County Code Inspection will be responsible for code enforcement
- Joel Ryan: Local police department will be responsible for public safety
- Steven Lipscomb: Big County Cooperative Extension will support broadband access and education

References (optional)

1. Rohe, W., Owen, T., & Kerns, S. Extreme housing conditions in north carolina. University of North Carolina at Chapel Hill, Center for Urban and Regional Studies. 2017
2. Herendeen, L. A., & Macdonald, A. Planning for the north carolina healthy homes initiative. 2011
3. Stacy, C. P., Schilling, J., Gourevitch, R., Lowy, J., Meixell, B., & Thornton, R. L. J. Bridging the housing and health policy divide: Lessons in community development from memphis and baltimore. Housing policy debate. 2019;29(3):403-420.
4. Sun, W., Huang, Y., Spahr, R. W., Sunderman, M. A., & Sun, M. Neighborhood blight indices, impacts on property values and blight resolution alternatives. Journal of Real Estate Research. 2019;41(4):555- 604.
5. Barlow, S. Memphis fights blight: Collaborating to win the battle against vacant and abandoned property. Bridges. 2016;(Fall)

6. Barlow, S. E., Schaffzin, D. M., & Williams, B. J. Ten years of fighting blighted property in memphis: How innovative litigation inspired systems change and a local culture of collaboration to resolve vacant and abandoned properties. J. Affordable Hous. & Cmty. Dev. L. 2016;25:347.
7. Chetty, R. Improving opportunities for economic mobility. Delta. 2017
8. Schaffzin, D. M. (b) light at the end of the tunnel: How a city's need to fight vacant and abandoned properties gave rise to a law school clinic like no other. Wash. UJL & Pol'y. 2016;52:115.
9. Shackelford, S. Might fight blight: Prospects and retrospect of retail libraries. Tennessee

Budget

Year 1 Total Budget = \$44,998

Personnel Total = \$25,000

	Joe Smith	Mary Shultz	Pat Neumann	Paul Blooth
Salary	\$	\$	\$	\$
Effort	%	%	%	%
Amount Requested	\$5,000	\$5,000	\$7,500	\$7,500
Fringe Benefits (XX%)	\$	\$	\$	\$
Total	\$5,000	\$5,000	\$7,500	\$7,500

Travel = \$1,998

1 paragraph describing this budget category and associated costs. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Communications and Marketing Supplies = \$3,000

1 paragraph describing this budget category and associated costs. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Steering Committee Costs = \$10,000

1 paragraph describing this budget category and associated costs. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Data Dashboard = \$5,000

1 paragraph describing this budget category and associated costs. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Section 2: Team Member Information

WCC Team Members

Name	Organization	Project Role	Email	Phone
Joe Smith, PhD	UNC City and Regional Planning	Brings place-based strategic planning for economic mobility and neighborhood change. Will work with team on development of data dashboard and priority setting.	joesmith@unc.edu	321-456-7890
Mary Shultz, PhD	UNC Gillings School of Global Public Health, Environmental Sciences	Brings research experience in economic and racial inequality and will develop health communication in collaboration with the steering committee	maryshultz@unc.edu	543-987-8976
Pat Neumann, MSW	Big County Health Department	Responsible for community health outreach and will conduct group facilitation and trainings in collaboration with other Environmental Health Services, Cooperative Extension, and other partners	patn@bchd.gov	567-456-7654
Paul Blooth	Big County Housing Authority	Responsible for public housing and housing advisory board and is familiar with current housing policies. Will engage residents and collaborate across agencies	paulb@bcha.gov	345-989-1245

Team Commitment to Participation

Name	1 Leadership Learning Goal	Scheduling Conflicts
Joe Smith	Cultural humility	Leave early on Jan XX
Mary Shultz	Communication	None
Pat Neumann	Conflict management	None
Paul Blooth	Visioning and futuring	Unable to attend Sept XX

UNC-CH Student Support Needs

Part-time student for 6 months to help with project management and data dashboard.