

Whole Community Connection Sample Application

Healthy Homes in North Carolina

The Problem One out of 4 North Carolina households live in extreme poverty and are at 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}

Proposed Project.

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 by 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 committee that includes 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

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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).

Teams Areas of Expertise and Partnerships. The table below lists current members identified to participate in this project. Additional efforts will continue to engage other stakeholders in this effort.

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,

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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.

Whole Community Connection Team Members Expertise and Partnerships

Team Member	Organization	Role
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.
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
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.
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

Other Team Members

Joyce Martin, MBA	Big County Mayor	Accountable for a culture of health and economic viability of Big County
Jan Reid, MS	Big County Health System— Information Technology Department	Will coordinate changes to the IT system To create and maintain healthy homes dashboard
Healthy Homes Steering Committee	Stakeholders committed to a healthier Big County (~20)	Will participate in trainings and guide priority settings and plans

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Martha Martin,	County Code Inspections	Responsible for code enforcement
Joel Ryan	Local police department	Responsible for public safety
Steven Lipscomb	Big County Cooperative Extension	Supports broadband access and education

References

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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 Libraries*. 2014;64(1)

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Year 1 Budget Narrative

Personnel

Total: \$27,276

	Joe Smith	Mary Shultz	Pat Neumann	Paul Blooth
Salary	\$95,000	\$125,000	\$75,000	\$65,000
Effort	5%	5%	10%	10%
Amount Requested	\$4,750	\$6,250	\$7,500	\$6,500
Fringe Benefits (28.1%)	\$1,335	\$1,756	\$2,108	\$1827
Total	\$6,085	\$8,006	\$9,608	\$8,327

Joe Smith: Primary coordinator of project. Brings place-based strategic planning for economic mobility and neighborhood change. Will work with team on development of data dashboard and priority setting.

Mary Shultz: Brings research experience in economic and racial inequality and will develop health communication in collaboration with the steering committee

Pat Neumann: Responsible for community health outreach and will conduct group facilitation and trainings in collaboration with other Environmental Health Services, Cooperative Extension, and other partners.

Paul Blooth: Responsible for public housing and housing advisory board and is familiar with current housing policies. Will engage residents and collaborate across agencies

Shelby Washington: Housing Authority Community Advocate and Liaison. Ms. Washington will also engage stakeholders' participation in this project at 10% FTE including fringe \$4000

Travel

Total: \$1219

Travel expenses include travel to trainings, planning meetings, and steering meetings. Rate of \$.575/mile x 212 miles x 10 trips.

Communications and Marketing Supplies

Total: \$ 6100

Implementation of marketing plan to communicate with the community to alert them about their project and elicit their support (newsletter, press kits, social media outreach, meetings, publicizing, incentives). Health Department website will serve as hub for updates but some educational and training materials will need to be printed at an estimated cost of \$4800. Translation services. \$800 Dissemination at regional or state conference \$500

Project Space \$0 Meetings will be convene in city/county spaces

Meeting Costs

Total: \$6400

Meeting costs include catering and steering member stipends \$140/training at MHC x 10 = \$1400

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\$50/steering meeting stipend x 10 community members x 10 meetings = \$5000

Total amount requested

Total: \$6400