



SEE
Possibilities

welcome
to the dogwood health trust
partner convening 2023

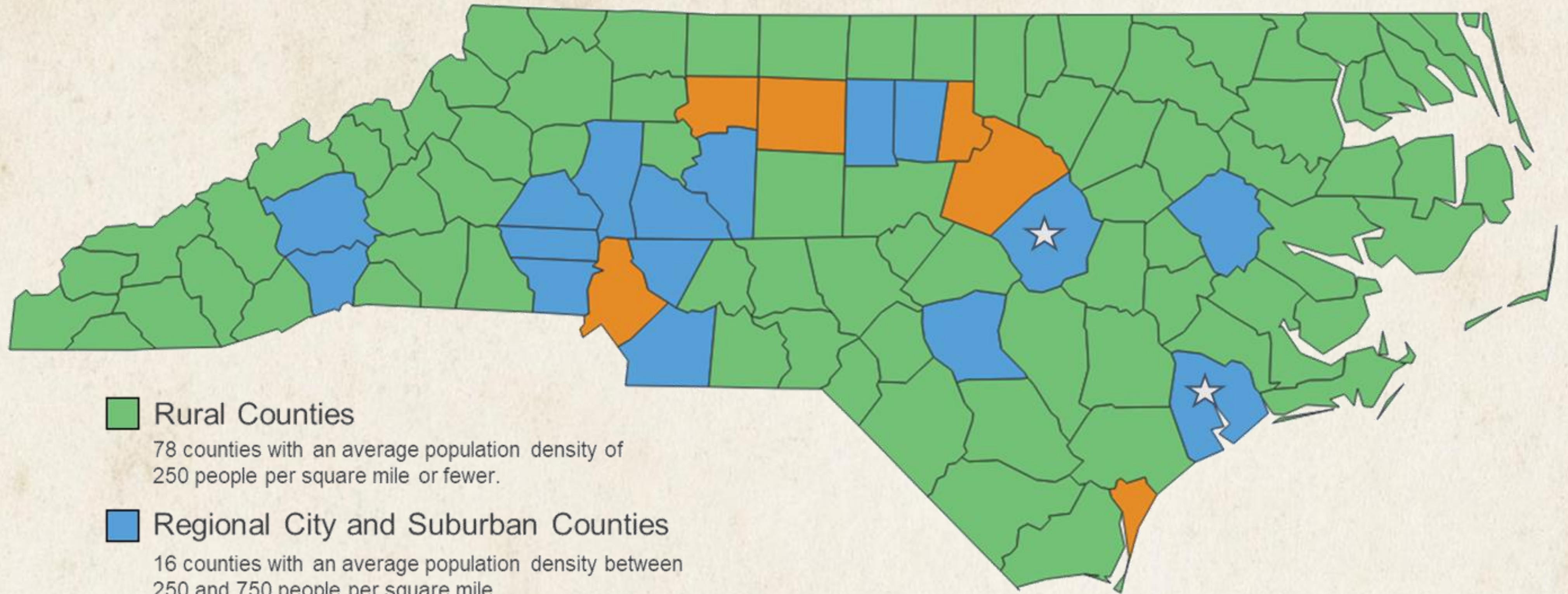
dogwood
health trust






A Persistently Rural North Carolina

- 2nd-largest rural population in the nation with 3.6 million people.
- 2nd-largest number of small towns <10,000 in the nation.
- Urban centers less dense and more dispersed - 24 of 78 rural counties are within Metropolitan Statistical Areas (MSAs).
- Rural communities more dense.
- 78 (of 100) counties & 403 (of 556) towns.

North Carolina at a Glance



-  **Rural Counties**
78 counties with an average population density of 250 people per square mile or fewer.
-  **Regional City and Suburban Counties**
16 counties with an average population density between 250 and 750 people per square mile.
-  **Urban Counties**
6 counties with an average population density of 750 people per square mile or more.

Densities calculated by the Rural Center based on the 2020 U.S. Decennial Census.





Core Values

- Strive for Excellence
- Practice Authentic Leadership
- Lead with Diversity, Equity, & Inclusion
- Deliver Meaningful & Measurable Impact



ENGAGEMENT



LEADERSHIP



CAPITAL



ADVOCACY



Summer Road Trip

- Objective
 - Re-engage with partners
 - Share new research & initiatives
 - Hear about successful projects
- Counties
 - South: Montgomery, Robeson, Wayne
 - East: Perquimans, Halifax, Beaufort
 - North: Chatham, Wilkes, Rockingham
 - West: Haywood, Macon, McDowell
- Attendance
 - Meeting average: 35 attendees
 - Sectors: Healthcare, education, government, entrepreneurs, & more

Summer Road Trip

NORTH

WEST

EAST

SOUTH

☆ Visited County



What We Learned

- Rural Drivers offer a solid framework for understanding challenges rural North Carolina faces, but local nuance matters.
- Key Drivers Identified by Feedback
 - Rural Healthcare Inequities
 - Safe, Modern, Affordable Infrastructure
 - Sustainable Leadership
 - Postsecondary Education
- Broadband infrastructure remains a key issue
 - Investments by state and federal governments making a big impact





What We Learned

How the NC Rural Center Can Help Address Challenges

- Convene rural people & communities.
 - We commit to convening partners in a variety of ways and places.
- Share information about our programs, research and successful strategies from communities.
 - We will increase capacity for our two rural leadership training programs.
 - We expanded our collaborative broadband work to 18 western North Carolina counties.
- Support advocacy efforts for rural North Carolina.
 - We will continue our lobbying efforts at the General Assembly.



Western North Carolina

- Broadband needed for workforce development, educational success and healthcare access.
 - Topography poses unique challenges
 - Lack of cooperatives
- High level of civic and regional pride evidenced by:
 - Active volunteerism
 - Highly engaged nonprofits and municipal organizations
 - Growing opportunities for small businesses
 - Emphasis on livable communities
- Good access to postsecondary education and trainings

Forces Driving Change in Rural North Carolina

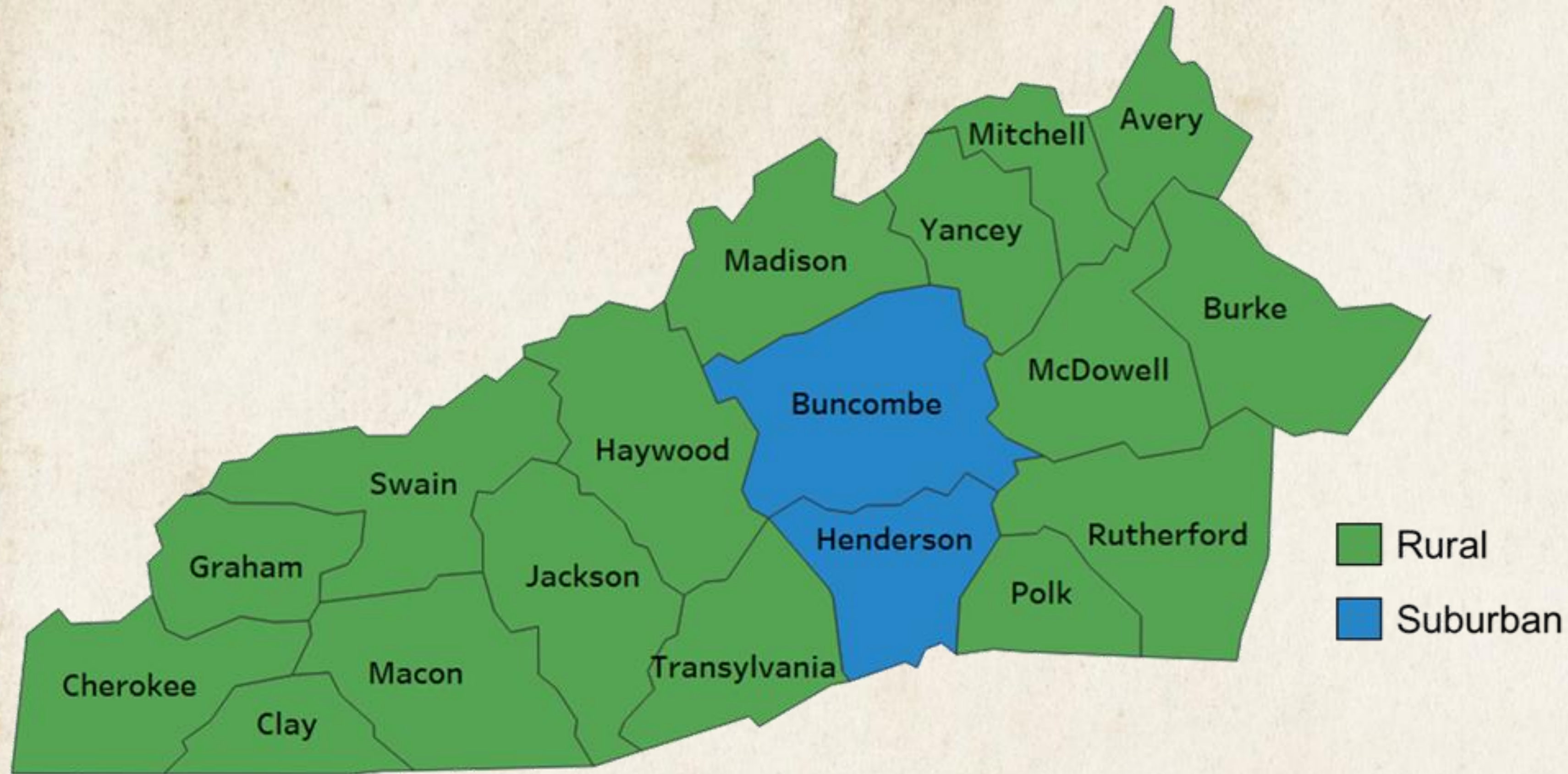
Data for the Dogwood Health Trust Region



NC RURAL CENTER



Dogwood Health Trust Region



18 Counties

911,233

16 Rural Counties

525,500

2 Suburban Counties

385,733



WESTERN NORTH CAROLINA



POORER



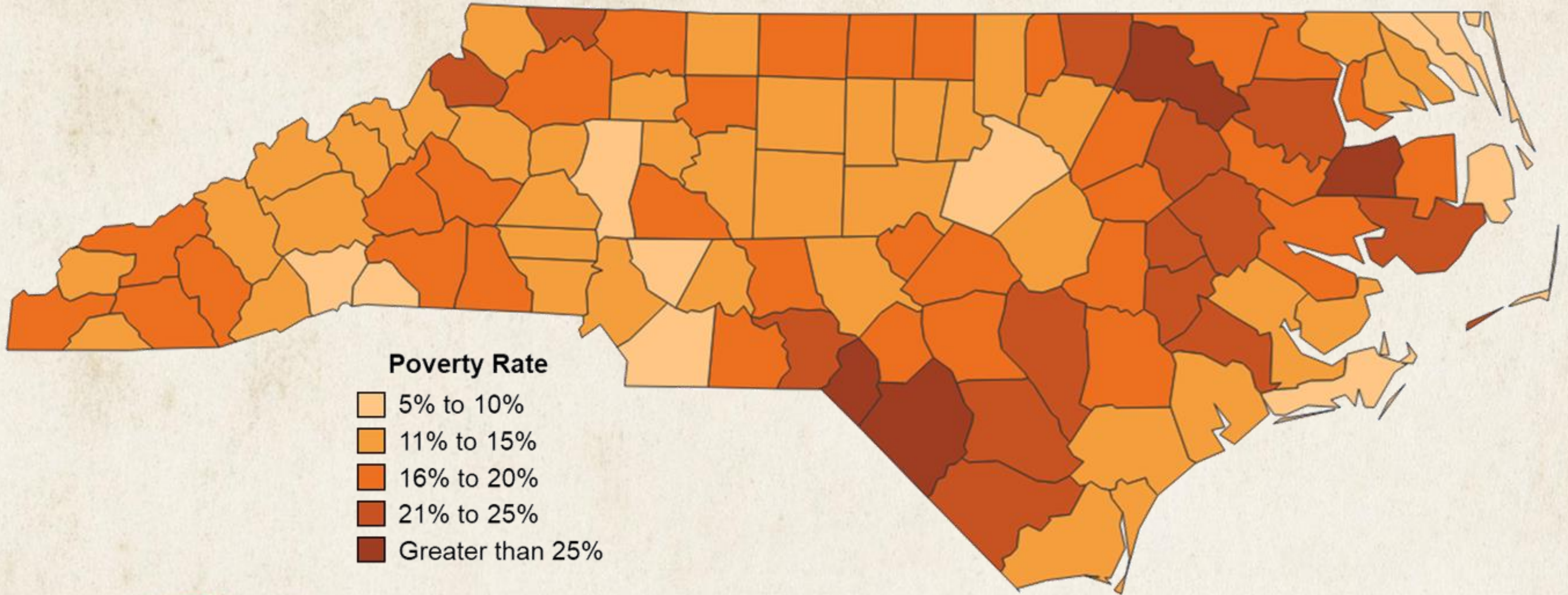
OLDER



SICKER

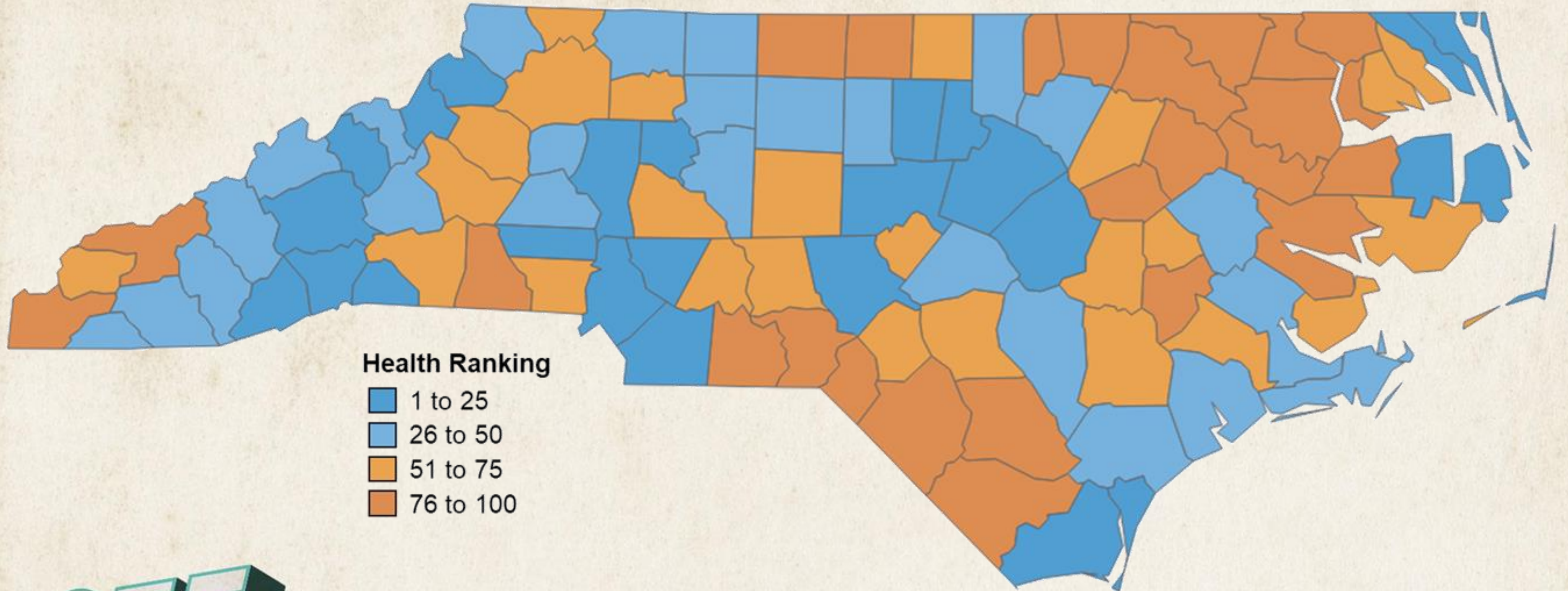
DHT Region - Poorer?

Poverty Rate: 2021



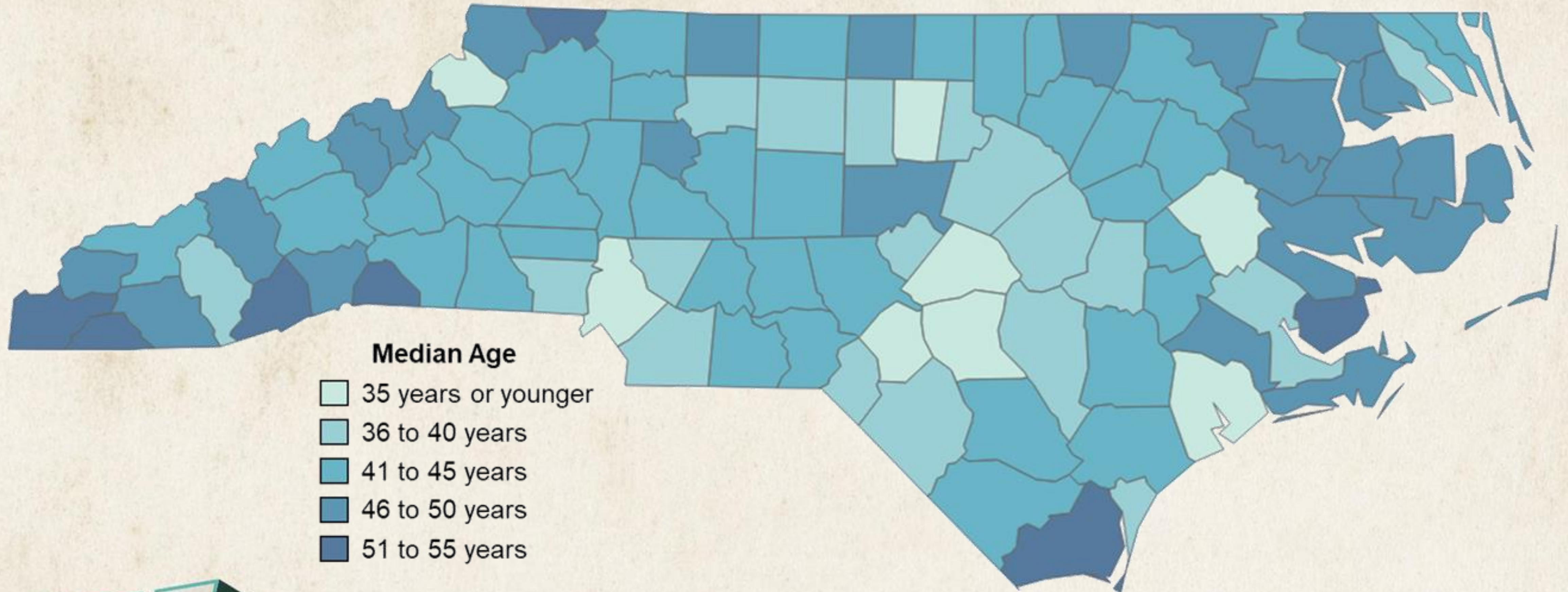
DHT Region - Sicker?

2023 County Health Rankings



DHT Region - Older?

Median Age: 2021



The Drivers: Forces Driving Change in Rural NC

Education for Tomorrow's Labor Market

Safe, Modern, Affordable Infrastructure

Rural Healthcare Inequities and Social Determinants of Health

Weather and Climate Resiliency

A Rural North Carolina for Everyone

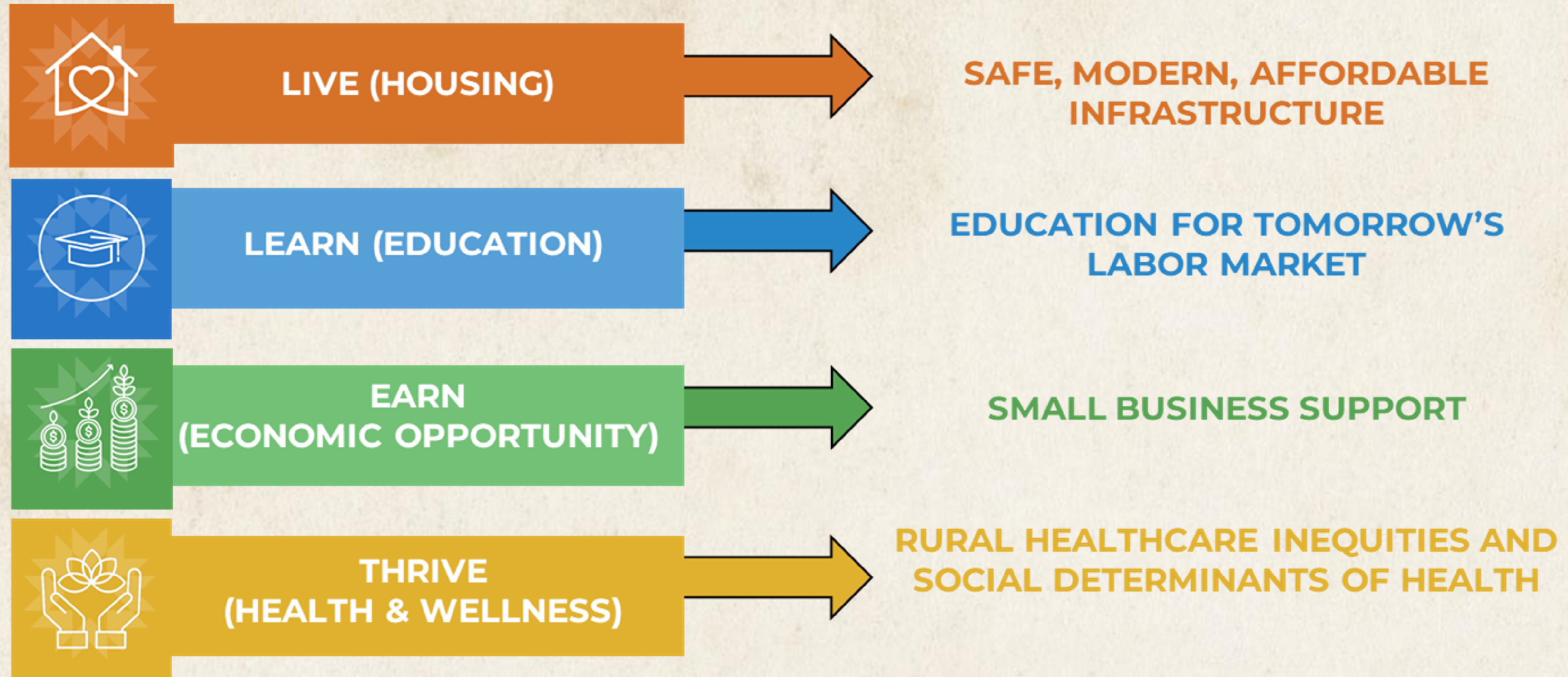
Small Business Support

Sustainable Leadership and Community Collaboration

Long-term Impact of the COVID-19 Pandemic on Rural People and Places

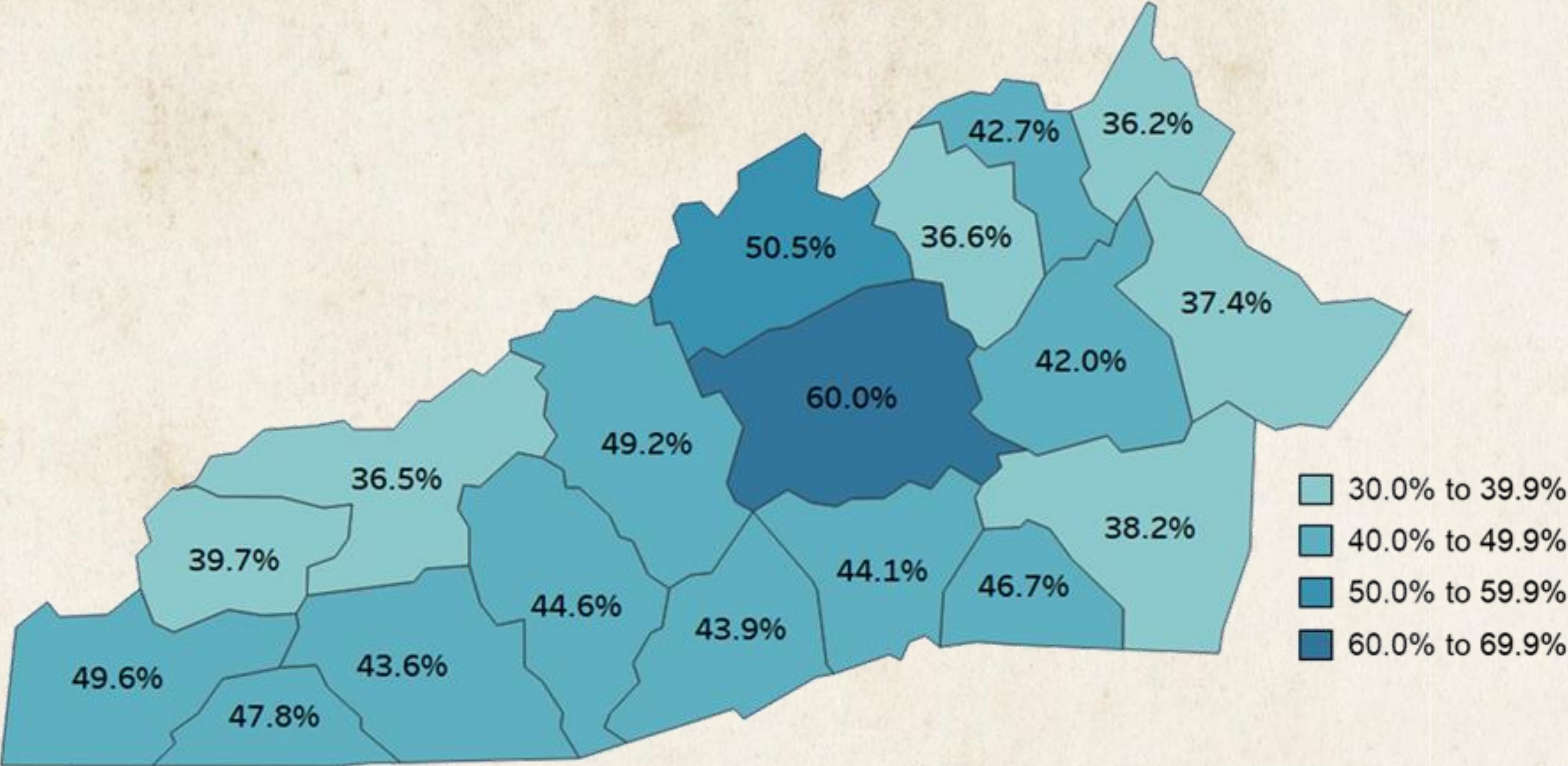


DHT's Strategic Priorities & The Drivers



Education for Tomorrow's Labor Market

Postsecondary Attainment (Ages 25-44): 2020



RURAL
42.3%

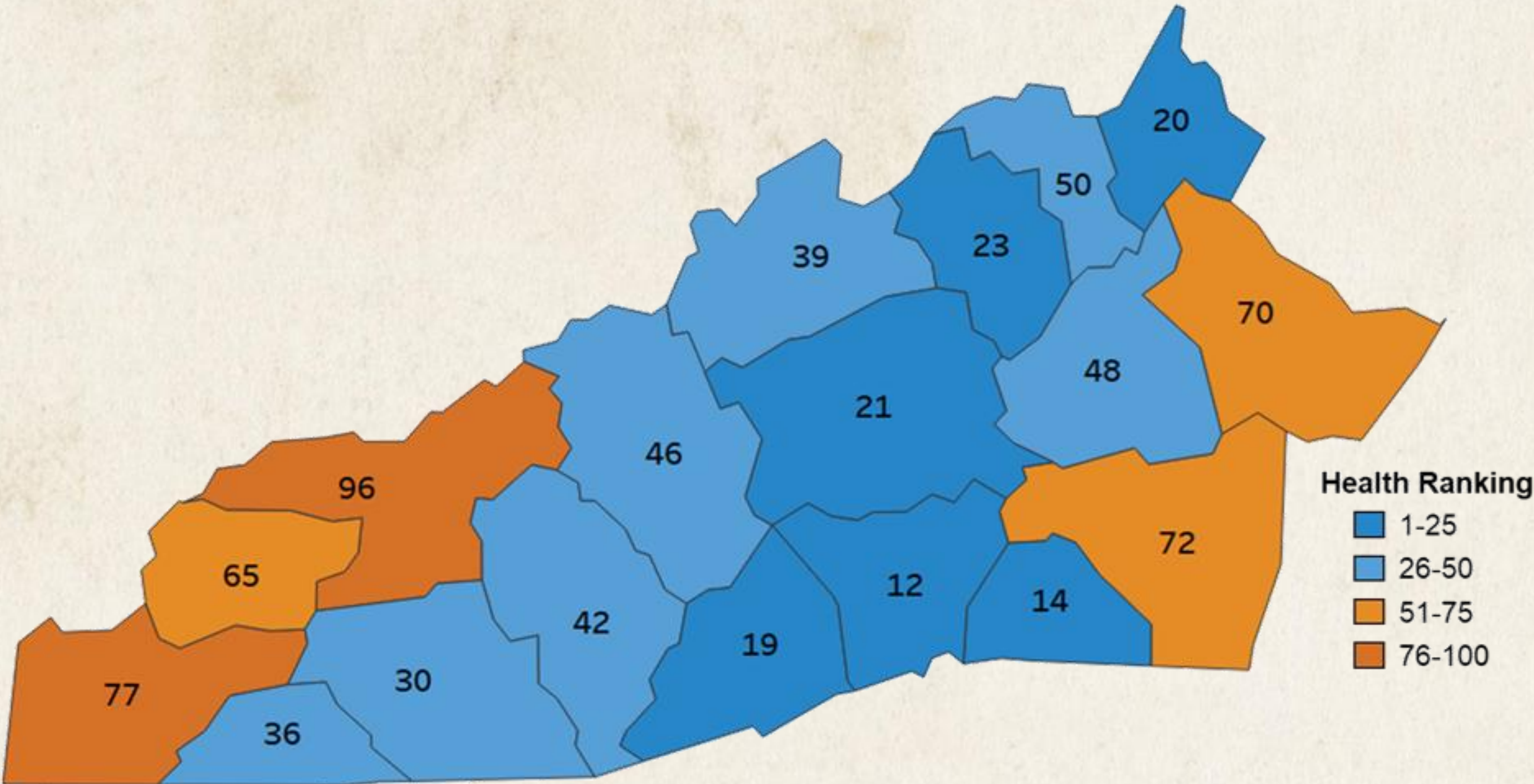
SUBURBAN
55.9%

URBAN
NA



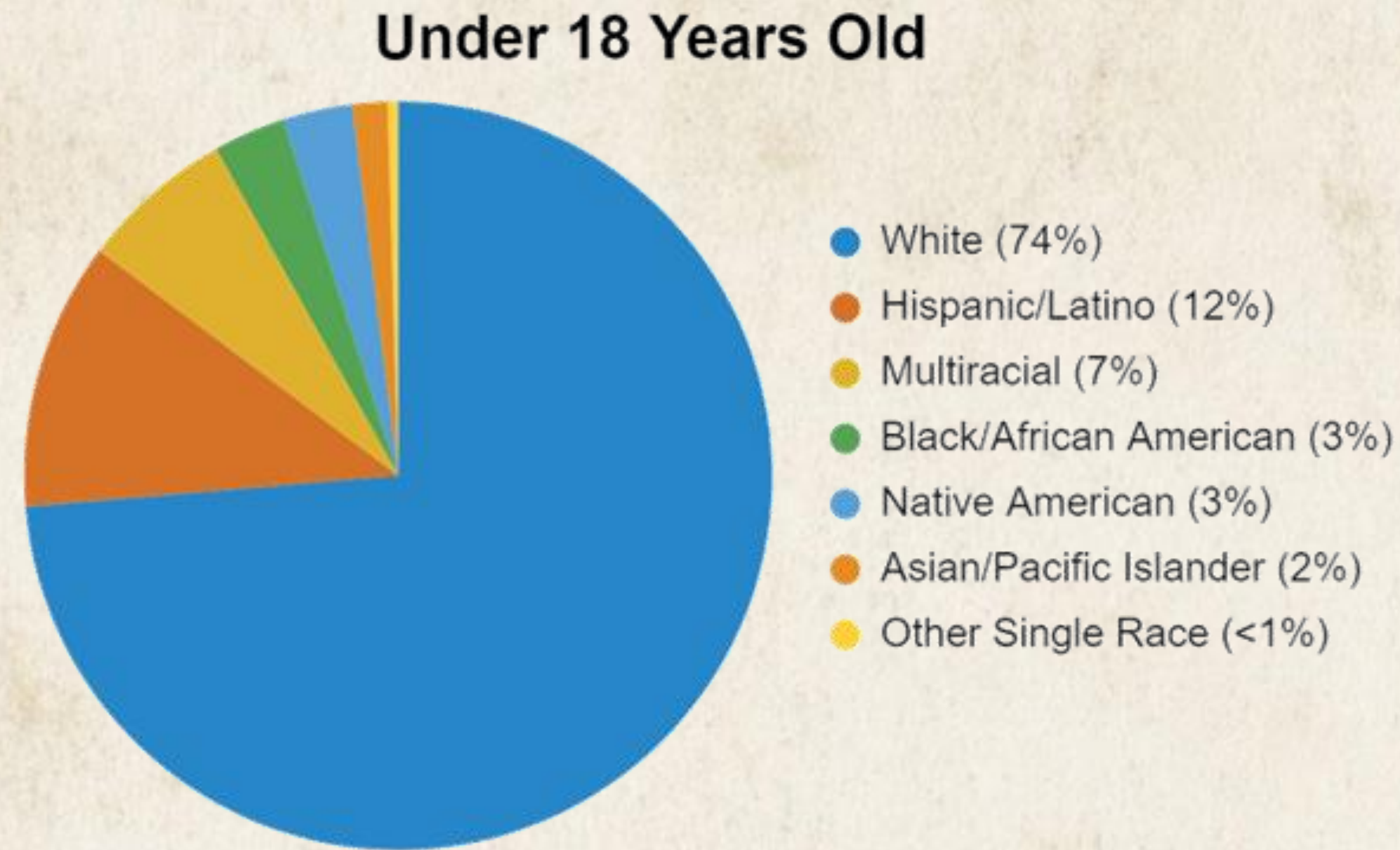
Rural Healthcare Inequities & Social Determinants of Health

County Health Rankings: 2023

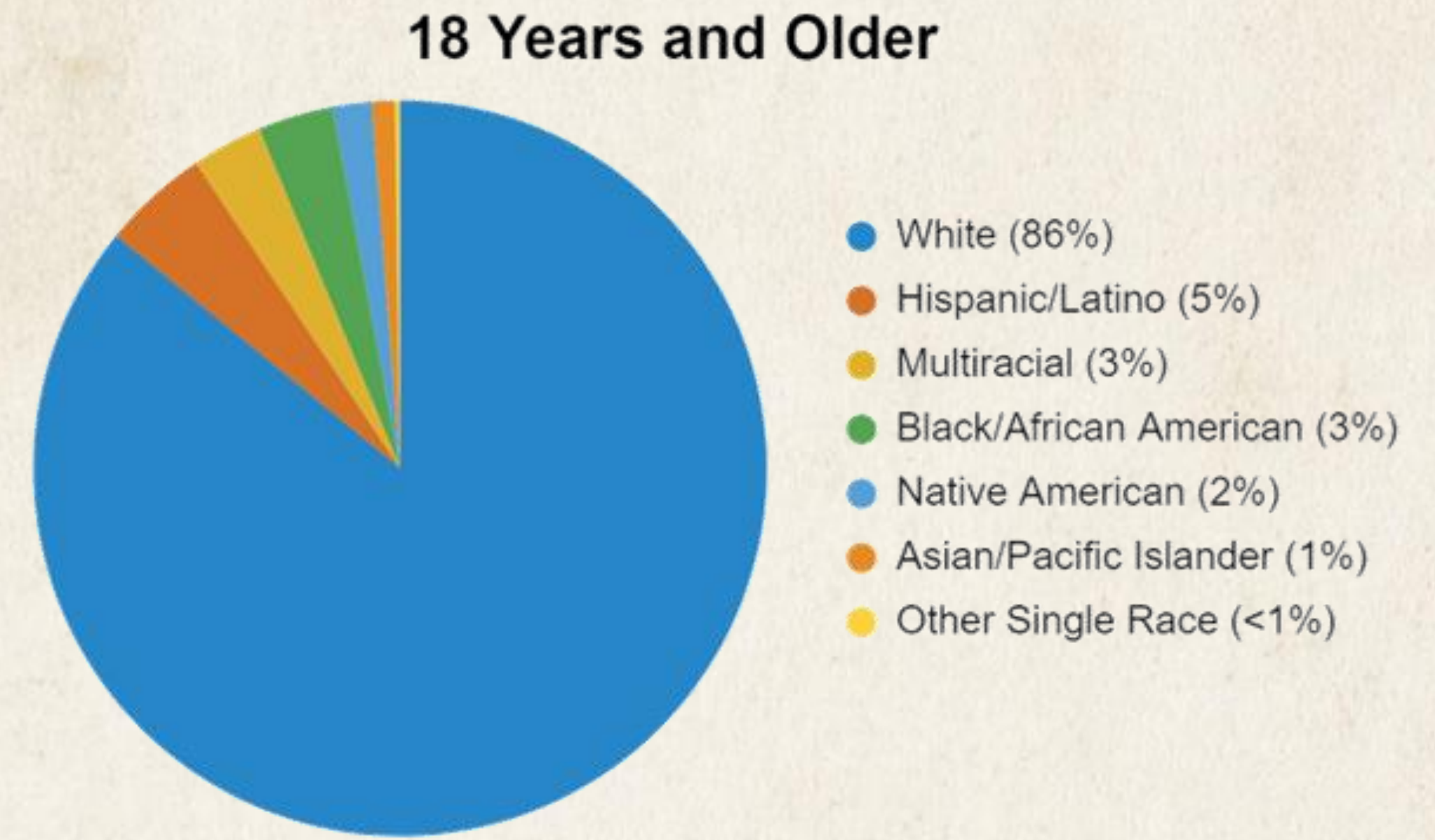


A Rural North Carolina for Everyone

Race and Ethnicity: 2020



RESIDENTS IN THE DOGWOOD HEALTH TRUST REGION **UNDER 18** ARE INCREASINGLY DIVERSE.



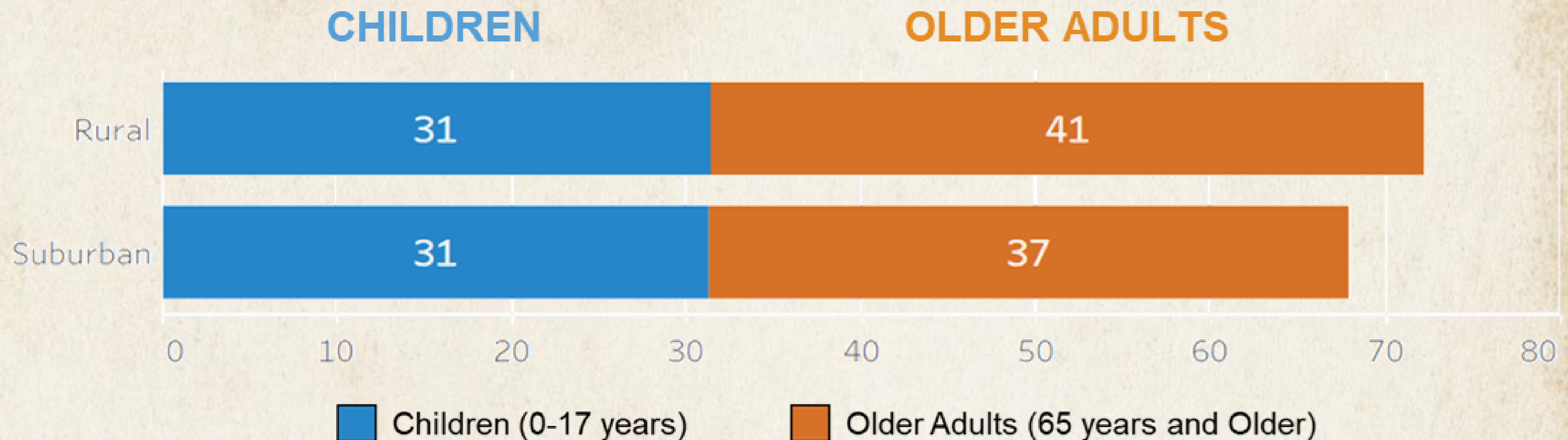
GREATEST GROWTH:
HISPANIC/LATINO: UP 7%
MULTIRACIAL: UP 4%



A Rural North Carolina for Everyone

Non-Working Age to Working Age Population Ratio: 2020

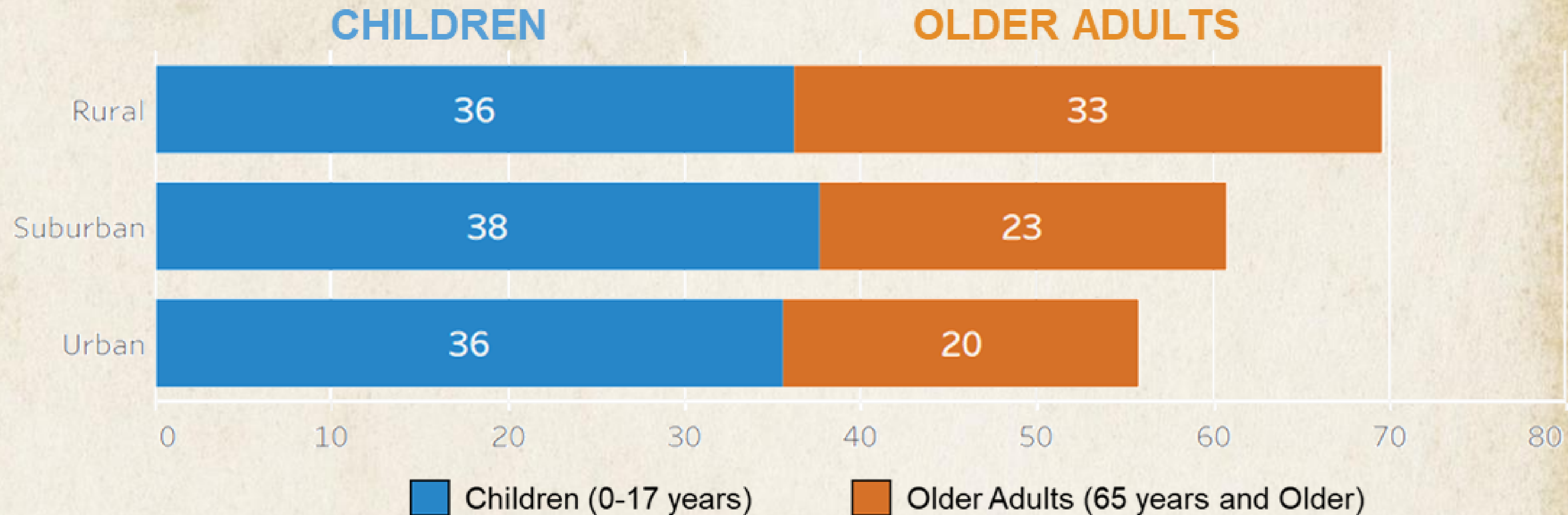
**FOR EVERY
100 WORKING
AGE ADULTS
(18-64 years old)
THERE ARE...**



A Rural North Carolina for Everyone

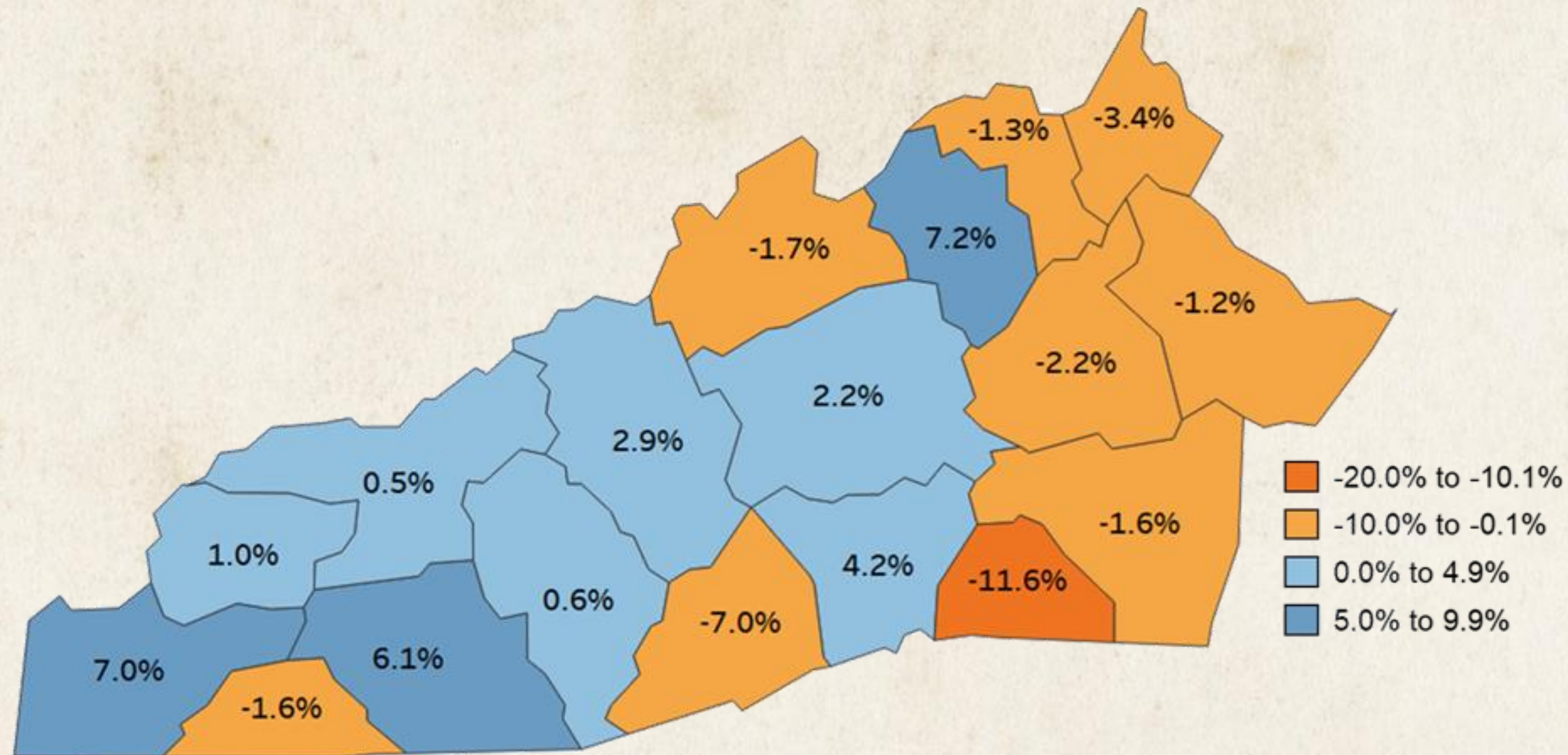
Non-Working Age to Working Age Population Ratio: 2020 *Non-Dogwood Health Trust Counties*

**FOR EVERY
100 WORKING
AGE ADULTS
(18-64 years old)
THERE ARE...**



Sustainable Leadership & Community Collaboration

Young Adult (18-29) Population Change: 2017-2021



RURAL
-0.4%

SUBURBAN
2.7%

URBAN
NA



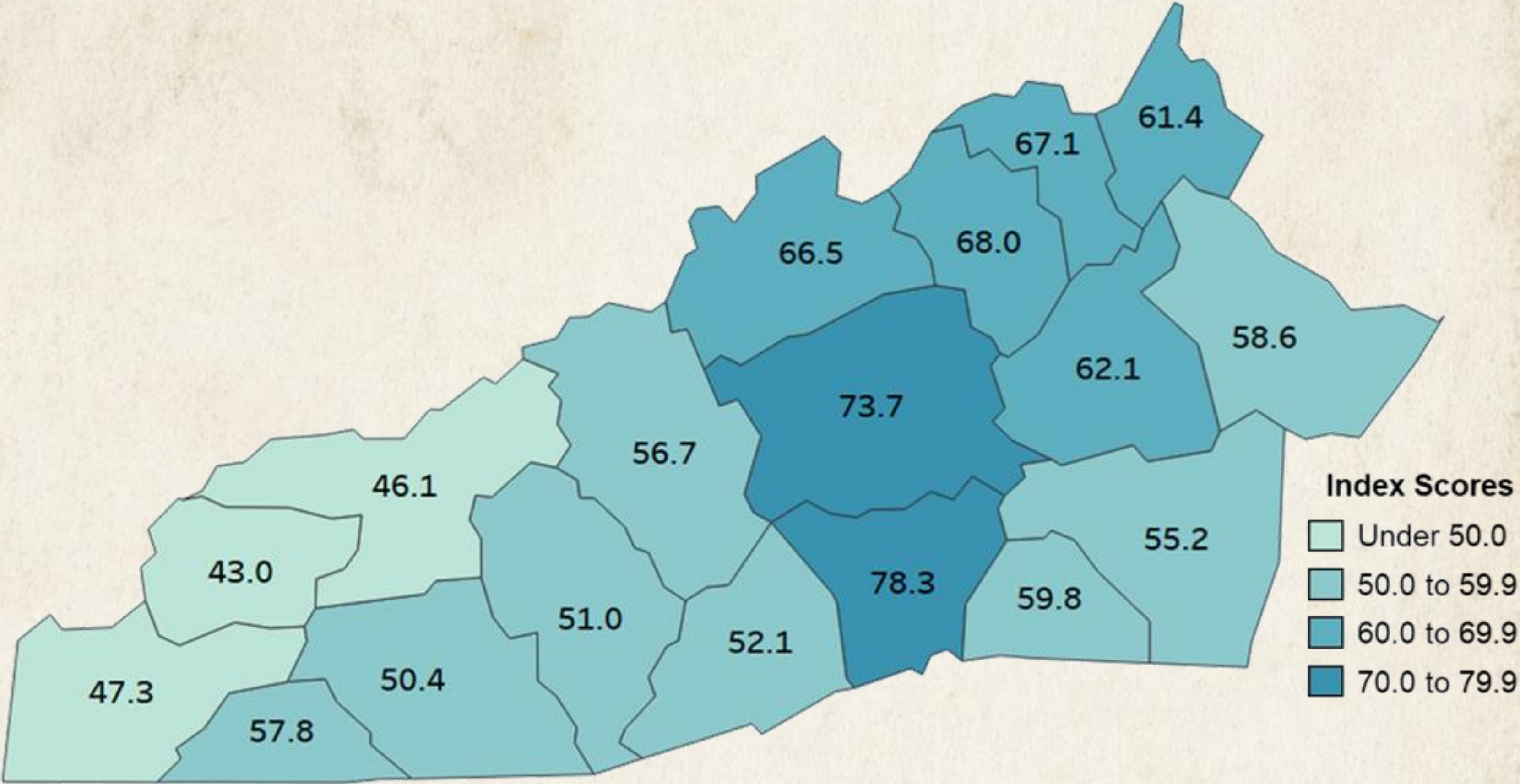
Safe, Modern, Affordable Infrastructure

Broadband Availability Index: 2021

RURAL
56.4

SUBURBAN
76.0

URBAN
NA



Safe, Modern, Affordable Infrastructure

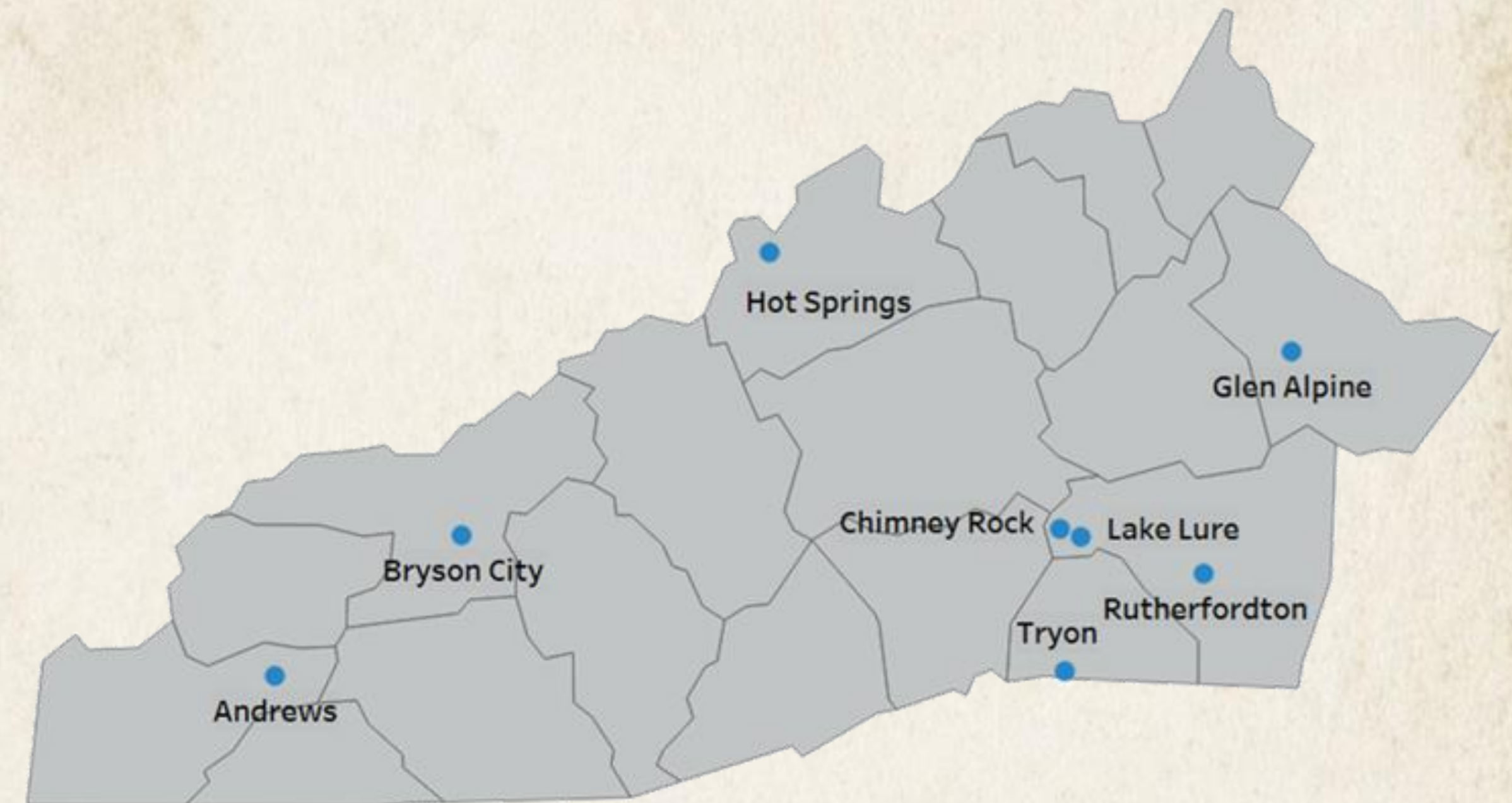
49% OF RENTERS

17% OF HOMEOWNERS

in the Dogwood Health Trust region are **cost-burdened** by housing costs.



Financially Distressed Water Systems



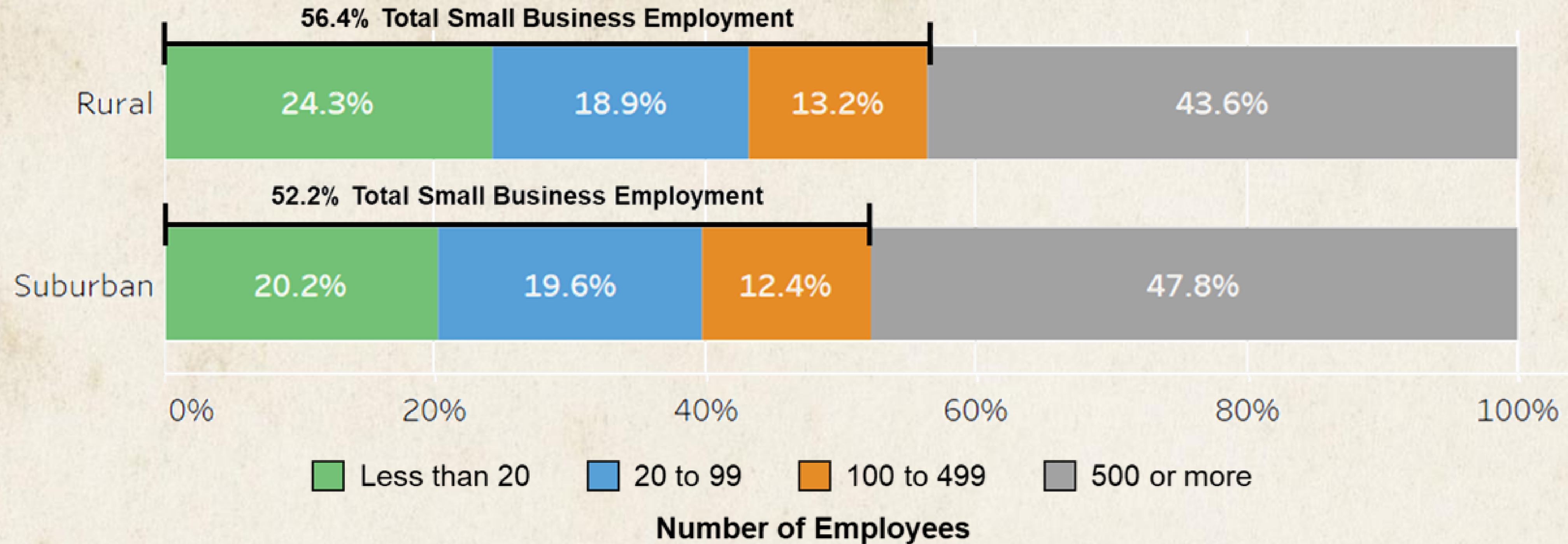
Weather and Climate Resiliency

Small Communities with the Greatest Resiliency Challenges



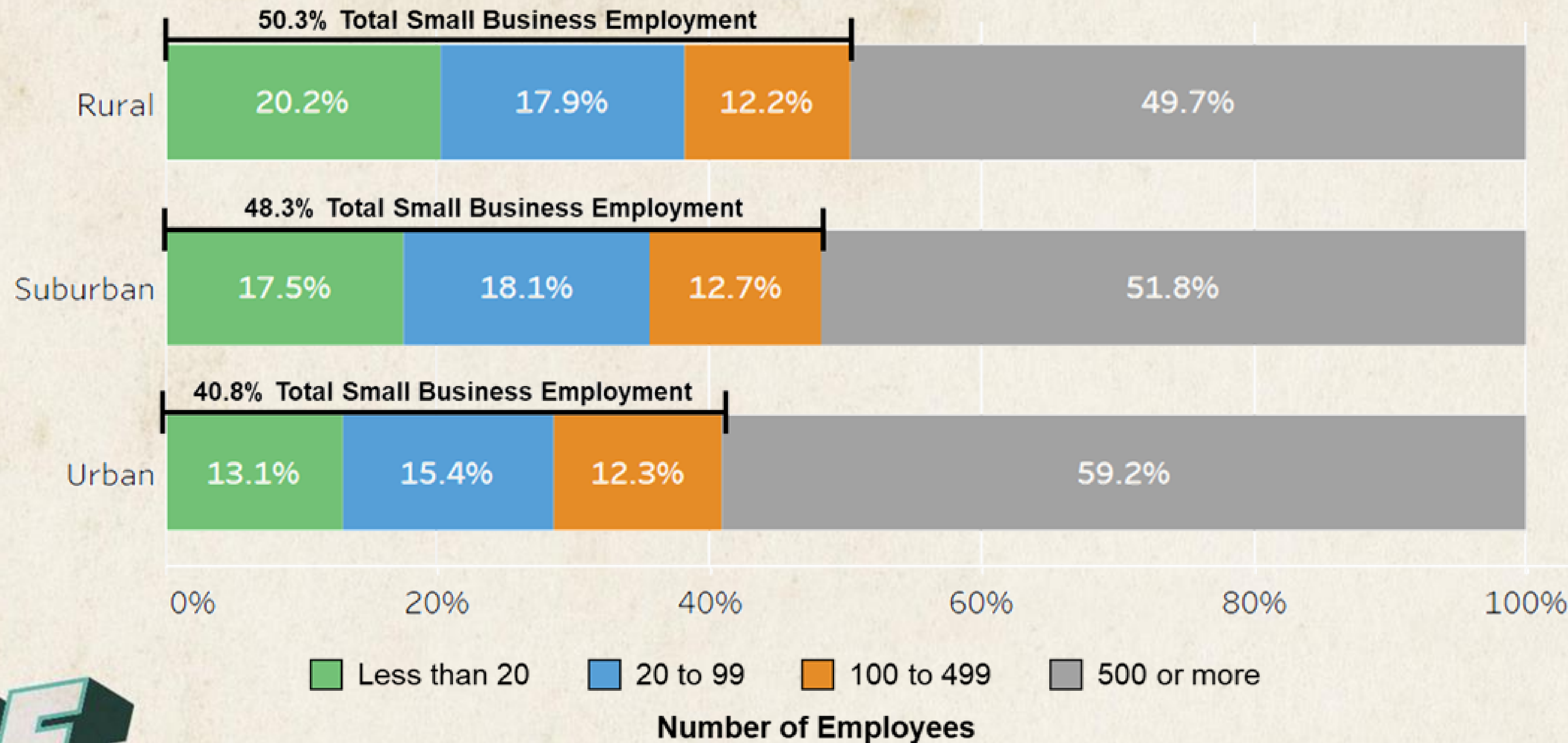
Small Business Support

Percentage of Total Employment by Business Size, 2019



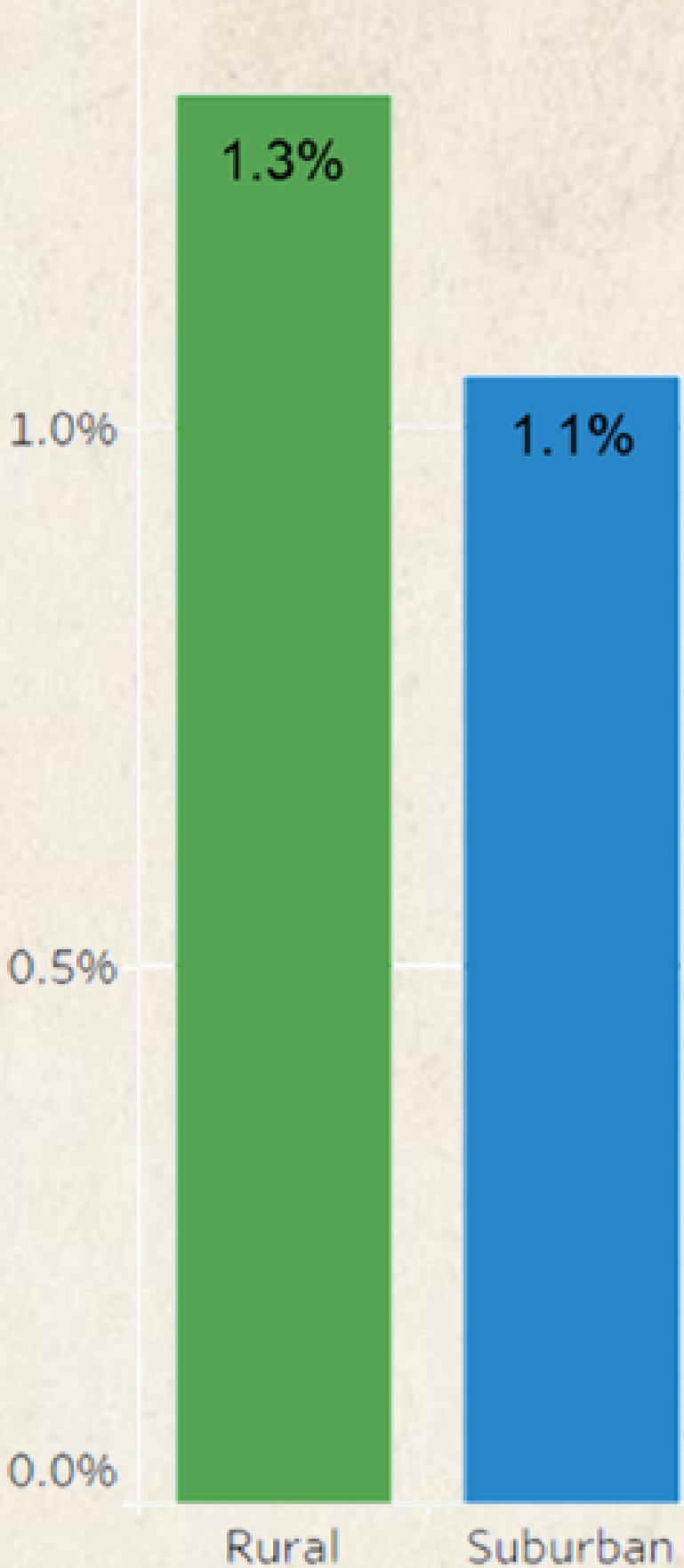
Small Business Support

Percentage of Total Employment by Business Size, 2019 *Non-Dogwood Health Trust Counties*



Long-Term Impact of COVID-19

Case Fatality Rate: 2023



AFTER A DECADE OF STAGNATION,
RURAL COUNTIES IN THE DOGWOOD HEALTH
TRUST REGION HAD SMALL POPULATION
GROWTH FROM 2020 TO 2022,
AT LEAST PARTIALLY DUE TO COVID-19
RELATED RELOCATIONS

Rural Population Change Estimates

2010 to 2020 (Annual Average)	2020 to 2021	2021 to 2022
0.05%	0.51%	0.56%



Questions?

