Webinar

Creating prosperous rural communities
November 15, 2022

countyhealthrankings.org

Rural America’s Opportunity for Equity

Available on demand: Messaging equity and justice for better health

Today: Creating prosperous rural communities
We have the power and knowledge to build a transformed and sustainable future.
All webinars available on demand!

Join Us! Discussion Group

When: Immediately following the webinar

What: Interactive learning experience, opportunity to share ideas and ask questions

How: Zoom

Why: Deepen the webinar learning, allow further exploration
Welcome

Marjory Givens
UW Population Health Institute Associate Director and Co-Director, County Health Rankings & Roadmaps

Chris Estes
Co-Executive Director of the Aspen Institute Community Strategies Group

Questions we will explore...

What is Thrive Rural and where did it begin?
What is the purpose of the Thrive Rural Framework?
How can we use the Framework in our work?
What is the **THRI VE RURAL FRAMEWORK**?

- A tool to catalyze thinking and acting *differently* to achieve equitable prosperity for rural people and rural places.

**Communities and Native nations across the rural United States are healthy places where each and every person belongs, lives with dignity and thrives.**

- Developed collaboratively from the ground up with advisory committees, numerous local and regional organizations, national networks, and research partners.
Many frameworks address the “life ingredients” needed to survive and thrive:

- Housing, transportation, healthy environment
- Food, health care, dependent care
- Education, training, work, connectivity

**Thrive Rural framework** helps nurture a shared understanding of what is needed to help produce those “life ingredients”:

- Shared thinking and goals
- People and leadership readiness
- Ability to understand and act together

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**Who We Are**

For over 35 years, the Aspen Institute Community Strategies Group (CSG) has been strengthening rural communities and Native nations across America.

CSG is a connecting hub, designing and facilitating peer learning among local organizations, leaders, and policymakers to promote equitable rural prosperity.

We are the only national organization to work across industries, sectors, issues, and jurisdictions towards a future where rural communities and Native nations are healthy places where each and every person belongs, lives with dignity, and thrives.
Why “equitable rural prosperity”?

Why rural?
• 1 in 5 people in this country live in rural places.
• Nearly 2/3 of the nation’s roughly 3,100 counties are designated as rural.
• Rural communities and Native nations are filled with:
  • Ingenuity
  • Innovation
  • Diversity
  • Resourcefulness
• Too many media and people harbor a vision of “rural” as a monolithic thing – as if all rural is alike (and as if all of it is farms), when it is not.

Why equitable?
• 1 in 5 rural people are people of color.
• People of color produced 83% of rural population growth between 2000–2010. 2020 stats, pending, likely similar or greater.
• 70% of the 473 “persistent poverty” counties in the United States are rural.
• The rural poverty rate stood at 16.4% compared to urban at 12.9% in 2017.
• Rural and less populated areas of the country recovered from the Great Recession at a much slower pace than more urban areas. They were only catching up when COVID hit.

What does rural prosperity have to do with US prosperity?
• 97% of America’s land area is classified as rural; the nation’s current and future sources of water, energy, food and fiber are inherently rural.
• People raised rural become workforce for both urban and rural America – and disproportionately, our military.
• Rural communities are integral to our nation’s economy, culture, history – and future.
• A healthy and balanced respect and interplay between rural, urban, and suburban communities benefits everyone.

THRIVE RURAL FRAMEWORK COMPONENTS
• At every level – both the local and systems – the Thrive Rural Framework requires identifying and dismantling historic and ongoing discrimination that disadvantages rural people and places.
• Much historic and existing discrimination has affected rural people and places based on:
  • Race – racial, immigrant, or cultural identity
  • Place – size or location of community
  • Class – wealth or income level
• The discrimination can be embedded in any of these “structures” – and more:
  • Policy language and implementation design
  • Regulations and criteria/scoring for participation
  • Common practices and behaviors (timing, location, agenda design)
  • Composition of decision-making groups

Cross-Level Building Block: Dismantling Structural Discrimination
The Local-Level Building Blocks include conditions on the ground in rural places and regions that individual rural communities or regions can act on by themselves. Each Building Block (A-J) is necessary because it has an impact on being able to achieve more widespread and equitable rural prosperity.

**Welcome All to the Community**
Each person in the community is welcomed, feels connected, and is able to exercise and influence power in decision making.

**Advance Personal Well-Being**
Each person in the community has the skills, resources, and social supports they need to pursue and live a healthy, safe, and fulfilling life.

**Build from Current Assets**
Local economic development approaches concentrate on identifying and building on the area’s existing people, places, businesses, and organizational assets to increase both well-being and equity outcomes.

**Balance Development Goals**
Local action to create a more dynamic, durable economy also seeks to strengthen the natural environment and built infrastructure—and vice versa—connecting efforts to steadily improve the resilience of the economy, the ecosystem, the people, and the planet.

**Design for Everyone to Thrive**
Local leaders intentionally design community and economic development efforts to improve outcomes for people disadvantaged due to historic or ongoing economic, racial, age, gender, or cultural discrimination.

**Prepare Action-Able Leadership**
Communities have and prepare leaders with the skills, relationships, diversity, knowledge, and power needed to fully engage the community and the region to establish, align, and achieve priorities that increase both well-being and equity.

**Organize an Action Infrastructure**
Communities have the local and regional institutions, policies, systems, data, information, media, and resources needed to establish, align, and achieve priorities that increase both well-being and equity.

**Act as a Region**
Communities persistently analyze, develop strategies, and act together within and across sensible and workable regions to address shared issues, challenges, and opportunities and achieve outcomes at a productive scale.

**Build Momentum**
Communities and regions, no matter their starting points, produce and celebrate the small wins and steady progress that fuel hope and persistence.
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The Systems-Level Building Blocks include driving forces and conditions that are in larger systems outside the direct control of individual rural communities or regions — though rural places and people can (and must) act together to influence them. Each Building Block (1-10) is necessary because it has an impact on being able to achieve more widespread and equitable rural prosperity.
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**Equitable Aims and Design**

- **Balanced Development Outcomes**: Policymakers and investors in rural and Native places and enterprises define and measure development success as decreasing economic and racial inequality and reducing poverty while building wealth, resource sustainability, and resilience.

- **Cohesive Rural Policy Lens**: Federal and state governments cohesively tailor and align design, implementation, regulations, and incentives in policy and laws to ensure rural access and provide a predictable stream of public resources that can be used flexibly, as locally determined, for rural benefit.

- **Valued Rural Stewardship**: Public and private purchasers, users, and beneficiaries, especially rural actors, coordinate and cooperate to sustain natural resources and, thus, America’s future prosperity.

- **Rural Stakeholder Equity**: Governments, businesses, and institutions operated by individuals and owners outside rural communities establish balanced relationships that produce mutual and fair value for the rural community, Native nation, business, and worker stakeholders.

**Resources for Productive Action**

- **Ready Rural Capital Access and Flow**: Public, private, and philanthropic financial capital are reliably available, easily accessible and affordable, and consistently and strategically invested in rural people, places, organizations, and economies.

- **Rural Data for Analysis and Change**: Federal and state governments collect and provide a wide range of readily available critical data on rural and Native place, economy, and population conditions and outcomes at the sub-county level — down to census tracts.

- **Regional Analysis and Action**: Public and private policy, investment, and incentives encourage and stimulate collaborative regional action and the capacity for regional efforts to address shared cross-community challenges and opportunities.
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**Rural Voice and Power**

A robust, representative, diverse, and powerful network of Native nation and rural leaders, practitioners, and stewards consistently engages in advising and influencing narrative, policy, and action agendas across sectors and across regions of rural America.

**Equitable Aims and Design**

Public media and dialogue consistently relate an accurate understanding of the history, conditions, lived experience, and economic, demographic, cultural, and geographic diversity of rural communities and Native nations.

**Resources for Productive Action**

Policymakers and investors in rural and Native people, places, and enterprises define and measure development success as decreasing economic and racial inequality and reducing poverty while building wealth, resource sustainability, and resilience.
POLL

Do feel you could adapt the strategies shared during the webinar to use within your community?

Yes
No
Maybe
Questions?

Click on survey link in the chat
Pursuing Environmental Equity & Justice
December 13, 2022

Marcia C. Campbell
Executive Director
Rooted

Sarah Karlson
Farm & Education Manager
Rooted

New from CHR&R!
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