Introducing the Social Determinants of Health in Rural Communities Toolkit

Housekeeping

• Q & A to follow – Submit questions using Q&A area

• Slides are available at www.ruralhealthinfo.org/webinars/sdoh-toolkit

• Technical difficulties please visit the Zoom Help Center at support.zoom.us
Featured Speakers

Luciana Rocha, MPH, Research Scientist, NORC Walsh Center for Rural Health Analysis

Lisa Rogers, Deputy Director, CASA of Oregon

Kymie Thomas, FVRx Specialist, Community Outreach and Patient Empowerment (COPE) Program

Rural Social Determinants of Health Toolkit

August 19, 2020

Luci Rocha, MPH
NORC Walsh Center for Rural Health Analysis
Rural Health Outreach Tracking and Evaluation Program

- Funded by the Federal Office of Rural Health Policy (FORHP)
- NORC Walsh Center for Rural Health Analysis
  - Alana Knudson, PhD
  - Alycia Bayne, MPA
- University of Minnesota Rural Health Research Center
  - Ira Moscovice, PhD
  - Amanda Corbett, MPH
  - Carrie Henning-Smith, PhD, MSW, MPH
- National Organization of State Offices of Rural Health
- National Rural Health Association

Rural Evidence-Based Toolkits

1. Identify evidence-based and promising community health programs in rural communities
2. Study experiences of these programs including facilitators of their success
3. Disseminate lessons learned through Evidence-Based Toolkits

Rural Health Information Hub: https://www.ruralhealthinfo.org/
Evidence-Based Toolkit on Social Determinants of Health

- SDOH that impact health and well-being include:
  - Racism and discrimination
  - Income and poverty
  - Housing quality and affordability
  - Access to transportation
  - Education
  - Access to healthcare services
  - Employment and financial opportunities
  - Social support
  - Availability of safe streets and green space
  - Access to nutritious foods

- The toolkit helps disseminate promising practices/resources.
Organization of the Toolkit

IN THIS TOOLKIT

Modules
1: Introduction
2: Program Models
3: Program Clearinghouse
4: Implementation
5: Evaluation
6: Sustainability
7: Dissemination
About This Toolkit

Program Models

In this module:
• Improving Economic Stability
• Improving Education
• Improving the Social and Community Context
• Improving Health and Healthcare
• Improving Neighborhoods and the Built Environment

Improving Economic Stability

• Economic stability is related to employment status and the ability to earn a reliable and livable income, which allows people to access resources essential to life.

• Types of models for improving economic stability include:
  1. Economic Development
  2. Workforce Development and Human Capital
  3. Individual Asset Building Approaches
  4. Approaches for Improving Housing Affordability
  5. Services Integration and Multigenerational Approaches
Improving Education

• Early and continued education of a child can have a positive impact on his or her health and well-being later in life.
• Types of models for improving educational attainment, language development, and literacy to address SDOH include:
  1. Early Childhood Education
  2. High School Completion Programs
  3. Out-of-School-Time Academic Programs
  4. Community Schools
  5. College Access Programs

Improving Social and Community Context

• Social and community context includes the relationships formed between neighbors and their social and civic connections.

• Models for improving the social and community context include:
  1. Asset-Based Community Approaches
  2. Incarceration Prevention and Community Reintegration
  3. Food System Approaches to Address Food Insecurity
Improving Health and Healthcare

- SDOH shape the ability of rural residents to live healthy lives and access necessary care.

- Models for improving health and healthcare include:
  1. Interdisciplinary Care Teams, Patient Navigators, and Community Health Workers
  2. Medical-Legal Partnerships
  3. School-Based Health Centers
  4. Approaches to Improve Remote Access to Healthcare

Improving Neighborhoods and the Built Environment

- Sidewalks, bike lanes, walking trails, and green space can improve physical activity and promote healthier living.

- A lack of accessibility in community spaces can limit access for older populations and people with disabilities.

- Models for improving neighborhoods and the built environment include:
  1. Housing Quality Approaches
  2. Health in All Policies Approaches
  3. Transportation Models
  4. Smart Growth Models
  5. Environmental Quality Models
Considerations for Rural SDOH Programs

• Getting familiar with the language of SDOH
  – Health disparities, health inequity, root causes

• Understanding how specific rural populations may be affected by SDOH
  – Intersecting challenges related to race, gender identity, disability status, socioeconomic status, language abilities, age, and other factors
  – Historical trauma and adverse childhood experiences

Contact Information

Alana Knudson, PhD  
Director  
Walsh Center for Rural Health Analysis  
(301) 634-9326  
Knudson-Alana@norc.org

Luci Rocha, MPH  
Research Scientist  
Walsh Center for Rural Health Analysis  
(301) 634-9557  
Rocha-Luciana@norc.org

Alycia Bayne, MPA  
Principal Research Scientist  
Walsh Center for Rural Health Analysis  
(908) 431-5438  
Bayne-Alycia@norc.org

Contributors from the NORC Walsh Center for Rural Health Analysis include Katherine Groesbeck, Molly Powers, and Amy Rosenfeld.
Promoting affordable home ownership through the creation of resident-owned, manufactured housing cooperatives

OUR VISION

Manufactured housing park residents in Oregon achieve long-term security and build assets through the creation of resident-owned communities (ROCs).

“It feels great to be able to walk on this ground and say ‘this is mine, it’s mine for the rest of my life.’” - Elias Montemajor, Horizon Homeowners Coop
HOMES PRESERVED

CASA of Oregon has converted **17** parks to resident-ownership, representing **1,036** households, with another **7** parks and **336** households in progress.

THE COOPERATIVE MODEL

- Membership is limited to park residents - one membership per household
- Members must own, not rent, their homes
- Members control the monthly rent
- Members share equally in the decision-making
- The park is owned *collectively* by the cooperative
- The cooperative holds the mortgage and is responsible for paying debt service and operating expenses
- The elected Board of Directors manages the day-to-day operations of the cooperative
BENEFITS TO HOMEOWNERS

- Long-term security & stabilized lot rents (current range is $250-$605 a month)
- Wealth-building through homeownership and asset appreciation
- Democratic control of park operations, community rules and park maintenance
- Health and safety improvements to park infrastructure
- Civic engagement
- Leadership skills development

WHAT MAKES A SUCCESSFUL RESIDENT PURCHASE?

REQUIRED
- Willing seller & willing residents
- Available financing
- Purchase is affordable, as reflected in the required rent increase

PREFERRED
- Ability to complete the deal in a reasonable amount of time (under 6 months)
- Low vacancy rate
- Few to no RVs
- Seller is able to benefit from the state capital gains tax exemption
- Few infrastructure improvement necessary (or significant grants available for capital improvements)
TYPES OF FINANCING NEEDED

- Pre-development loans
- Permanent loans with and without tax credit subsidies
  - First and second position financing
  - Covers infrastructure improvements
- State, city or county subsidy
- Park income for ongoing operations (may require a rent increase).

PRESERVATION STATISTICS

<table>
<thead>
<tr>
<th>Location</th>
<th>Horizon Homeowners Coop</th>
<th>Green Pastures Senior Coop</th>
<th>Saunders Creek Homeowners Coop</th>
<th>Vida Lea Community Coop</th>
<th>Clackamas River Village Coop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>McMinnville, OR</td>
<td>Redmond, OR</td>
<td>Gold Beach, OR</td>
<td>Lebanon, OR</td>
<td>Clackamas, OR</td>
</tr>
<tr>
<td>Purchase Price</td>
<td>$1,200,000</td>
<td>$1,400,000</td>
<td>$900,000</td>
<td>$3,275,000</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>Capital Improvements</td>
<td>$550,000</td>
<td>$50,000</td>
<td>$300,000</td>
<td>$350,000</td>
<td>$3,17,000</td>
</tr>
<tr>
<td>Community Type</td>
<td>Non-rural, Family, Ag worker</td>
<td>Non-rural, Senior</td>
<td>Rural, Family</td>
<td>Rural, Senior</td>
<td>Non-rural, Family</td>
</tr>
<tr>
<td>Number of Spaces</td>
<td>30</td>
<td>51</td>
<td>43</td>
<td>33</td>
<td>76</td>
</tr>
<tr>
<td>Lenders</td>
<td>CASA-$750k</td>
<td>NOAH-$1.05mm</td>
<td>CASA-$500k</td>
<td>NOAH-$530k</td>
<td>ROC Capital-$5.4mm</td>
</tr>
<tr>
<td></td>
<td>Shorebank-$621k</td>
<td>CASA-$463k</td>
<td>RC/A -$1.35k</td>
<td>OHC$k-$500</td>
<td></td>
</tr>
<tr>
<td></td>
<td>OHCS - $600k</td>
<td></td>
<td>OHCS - $600k</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7-year Refinance</td>
<td></td>
<td>7-year Refinance</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NOAH - $1.1mm</td>
<td></td>
<td>NOAH - $1.1mm</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CASA - $100k</td>
<td></td>
<td>CASA - $100k</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual Incomes</td>
<td>81% under 40% AMI</td>
<td>83% under 60% AMI</td>
<td>80% under 80% AMI</td>
<td>98% under 80% AMI</td>
<td>66% under 80% AMI</td>
</tr>
<tr>
<td>Preservation price per space</td>
<td>$65,700</td>
<td>$31,627</td>
<td>$31,744</td>
<td>$47,424</td>
<td>$71,053</td>
</tr>
</tbody>
</table>
## PRESERVATION STATISTICS

### West Side Pines Coop
- **Location**: Bend, OR
- **Purchase Price**: $3,650,000
- **Capital Improvements**: $63,000
- **Community Type**: Non-rural, Family
- **Number of Spaces**: 71
- **Lenders**: NOAH-S2.6mm, CASA-$2.6mm, OHCS-$600k, City of Bend-$200k
- **Annual Incomes**: 65% under 80% AMI
- **Preservation price per space**: $56,887

### Bella Vista Estates Coop
- **Location**: Boardman, OR
- **Purchase Price**: $3,150,000
- **Capital Improvements**: $118,000
- **Community Type**: Rural, Family, Ag worker
- **Number of Spaces**: 127
- **Lenders**: Banner Bank-S2.3mm, RCAC-$75k, CASA-$500k
- **Annual Incomes**: 79% under 80% AMI
- **Preservation price per space**: $27,952

### Umpqua Ranch Coop
- **Location**: Idleyld Park, OR
- **Purchase Price**: $2,900,000
- **Capital Improvements**: $2,000,000
- **Community Type**: Rural, Family
- **Number of Spaces**: 110
- **Lenders**: Banner Bank-S2.52mm, OHCS-$2.5mm, CASA-$225k
- **Annual Incomes**: 65% under 80% AMI
- **Preservation price per space**: $47,500

### Dexter Oaks Coop
- **Location**: Dexter, OR
- **Purchase Price**: $1,300,000
- **Capital Improvements**: $16,000
- **Community Type**: Rural, Family
- **Number of Spaces**: 39
- **Lenders**: OHCS-$1.56mm, CASA-$175k
- **Annual Incomes**: 60% under 80% AMI
- **Preservation price per space**: $44,487

## PRESERVATION STATISTICS

### Two Rivers Homeowners' Cooperative
- **Location**: Gladstone Clackamas 2017 (permanent loan in process)
- **Purchase Price**: $8,750,000
- **Capital Improvements**: $2,669,024
- **Community Type**: Non rural, Senior
- **Number of Spaces**: 142
- **Lenders**: Permanent Fin-OHCS GHAP Grant: $4.97M, CASA: $375K, OHCS-GHAP Grant: $805K, NOAH-OAHTC: $7.2M
- **Annual Incomes**: 65% under 80% AMI
- **Preservation price per space**: $61,620

### Shoreview Meadows Cooperative
- **Location**: Cottage Grove Lane 2017
- **Purchase Price**: $1,350,000
- **Capital Improvements**: $80,000
- **Community Type**: Rural, Family
- **Number of Spaces**: 23
- **Lenders**: NOAH-OAHTC: $902k, OHCS GHAP Grant: $805k, CASA: $200k
- **Annual Incomes**: 7% under 35% AMI
- **Preservation price per space**: $58,696

### Colorado Lake Cooperative
- **Location**: Benton 2017
- **Purchase Price**: $2,100,000
- **Capital Improvements**: $0
- **Community Type**: Rural, Senior
- **Number of Spaces**: 45
- **Lenders**: NOAH-OAHTC: $1.9M, OHCS GHAP Grant: $1.295M, CASA: $385K, NOAH-OAHTC: $1M
- **Annual Incomes**: 70% under 80% AMI
- **Preservation price per space**: $46,667

### Elk Meadow Cooperative
- **Location**: Warrenton Clatsop 2018
- **Purchase Price**: $1,700,000
- **Capital Improvements**: $521,300
- **Community Type**: Rural, Senior
- **Number of Spaces**: 37
- **Lenders**: NOAH-OAHTC: $1.215M, OHCS GHAP Grant: $1.295M, CASA: $385K, OHCS-OAHTC: $1M
- **Annual Incomes**: 70% under 80% AMI
- **Preservation price per space**: $45,946
## Preservation Statistics

<table>
<thead>
<tr>
<th>Deer River Cooperative</th>
<th>Mountain View Cooperative</th>
<th>Rosewood Homeowners Cooperative</th>
<th>Hilltop Ranchito Cooperative</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Location</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clatskanie</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Purchase Price</strong></td>
<td>$1,700,000</td>
<td>$3,000,000</td>
<td>$6,500,000</td>
</tr>
<tr>
<td><strong>Capital Improvements</strong></td>
<td>$150,000</td>
<td>$950,000</td>
<td>$75,000</td>
</tr>
<tr>
<td><strong>Community Type</strong></td>
<td>Rural, Family</td>
<td>Rural, Family</td>
<td>Rural, Family</td>
</tr>
<tr>
<td><strong>Number of Spaces</strong></td>
<td>39</td>
<td>42</td>
<td>101</td>
</tr>
<tr>
<td><strong>Lenders</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OHCS GHAP Grant: $1.36M</td>
<td></td>
<td>OHCS GHAP Grant: $1.89 M</td>
<td></td>
</tr>
<tr>
<td>CASA: $250k</td>
<td></td>
<td>CASA: $662,854</td>
<td></td>
</tr>
<tr>
<td>Banner OAHTC: $1.77 M</td>
<td></td>
<td>Banner OAHTC: $2,000,000</td>
<td></td>
</tr>
<tr>
<td><strong>Annual Incomes</strong></td>
<td>60% under 80% AMI</td>
<td>60% under 80% AMI</td>
<td>71% under 40% AMI</td>
</tr>
<tr>
<td><strong>Preservation price per space</strong></td>
<td>$43,590</td>
<td>$71,429</td>
<td>$64,356</td>
</tr>
</tbody>
</table>

### Preservation Statistics

**2008-2020**

- $24.9 million in Oregon Affordable Housing Tax Credits for resident-owned cooperatives = $24,035/space
- $15.09 million in OHCS Grants for resident-owned cooperatives = $14,565/space
- Preservation of 1,036 manufactured housing spaces = $38,600/space in OHCS investment for MH Homeownership
- CASA’s Community Impact Capital has provided over $6.5 million in secondary park purchase financing and over $950,000 in pre-development financing
REPLACEMENT OF HOMES

• Demographics of the Coop Members

• Financing Opportunities

• Coordination with Cooperative Board

REPLACEMENT OF HOMES

• Why
  • Many homes in poor condition and the units are a drain on the grid
  • Residents are low income
  • Available financing
    • Chattle
    • Manufacturer Lending
    • Cash
REPLACEMENT OF HOMES CONT.

• Partners
  • OHCS
  • Meyer Memorial Trust
  • Energy Trust of Oregon
  • Craft3
  • CAP agencies
  • NOAH

REPLACEMENT OF HOMES CONT.

• Current Challenges and Opportunities

Thank you

Lisa Rogers
lrogers@casaoforegon.org
COPE Program

Community Outreach and Patient Empowerment (COPE) Program is a non-profit organization based in Gallup, N.M that has worked to reduce health disparities on the Navajo reservation since 2009.

Program Initiatives:
- Healthy Navajo Stores Initiative
- Cancer Program
- Fruit & Vegetable Prescription Program
- Monitoring and Research Evaluation
- Youth Program
- Training & Outreach
- Grower’s Initiative
Navajo Reservation

Spans across 3 states, (AZ, NM, UT)

Land base of 27,000 square miles

There are fewer than 15 grocery stores on the Navajo Nation

Families often travel an hour or more to the nearest grocery store. (Most often it is off the reservation.)

Families living on the reservation face food insecurity rates 5x the national average

Healthy Food Access

Why is it important?

- Prevalence of Diabetes among AI/AN women are relatively higher compared to other populations.
- 31.2% of AI/AN four year olds are currently obese, which is a rate higher than any other racial or ethnic group studied.
- People living in areas where there is availability of fresh produce have better health outcomes and a decrease in diet related diseases.
- Concept of Food is Medicine
Navajo FVRx Program

**Mission**
- We believe that the power to overturn long-standing, historical health inequalities lies inherently in Native communities themselves. By investing in existing community resources and aligning our work with the vision of tribal leadership, we hope to help catalyze this transformation within our lifetime.

**Goals**
- Increase access to healthy foods among Navajo families;
- Increase consumption of healthy and locally grown fruits and vegetables;
- Improve health outcomes in people affected by diet-related diseases; and
- Stimulate the economy and promote local sales of healthy foods on Navajo Nation

---

FVRX Participant Process

1) Families from households with a pregnant woman and/or children up to age 5 are enrolled by the FVRx Community Health Team (CHT) as FVRx Participants

2) Participants attend monthly education sessions during the 6-month program to refill their FVRx prescription and set goals and targets for healthy lifestyles

3) The FVRx CHT distributes the FVRx prescription during the visit and collects health indicators like fruit and vegetable consumption

4) Prescription is redeemed for fresh fruits and vegetables at local stores in the community

5) Families show increase in healthy habits and decrease in chronic disease
Navajo FVRx Program Enrollment

Maternal Cohort
- 9-month Session
- Prenatal mothers and post-partum up to 2 years

Pediatric Cohort
- 6-Month Session
- Children 0-5 years of age

Nutrition Education

Delivery Method
- Group sessions (popular)
- 1:1 visits – home/clinic (CHR)

Education/Curriculum Resources
- COPE curriculums encourages using an evidence- or practice-based pedagogy
- Happy Homes
  - Comprehensive childhood obesity prevention for ages 3-6
- Healthy Moms, Happy Babies
- Color Me Healthy
- Family Spirit
- Pregnancy/ Breastfeeding flipcharts
- Other/ team’s choice
Voucher Redemption

Families receive vouchers dependent on household size.
- A Family of 2 receives 2 voucher booklets per month
- The maximum amount of vouchers a family can receive is $112 per month. (4 Booklets)

Vouchers are redeemed with local retailers on the reservation.
- Fresh or Frozen produce with no additives
- Traditional food items

Voucher redemption is extended to local growers in the community.
- Participating clinics have expressed interest in partnering with our local growers.

Baseline Statistics

**Pediatric Cohort**
- N=243

<table>
<thead>
<tr>
<th>Gender (N=119)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>59(49%)</td>
</tr>
<tr>
<td>Female</td>
<td>60(50%)</td>
</tr>
<tr>
<td>Average Age</td>
<td>3.8 (STD:1.8)</td>
</tr>
</tbody>
</table>

**Maternal Cohort**
- N=246

<table>
<thead>
<tr>
<th>Diabetes Status</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Average age</td>
<td>28 years</td>
</tr>
<tr>
<td>Type II Diabetes (23%)</td>
<td>12</td>
</tr>
<tr>
<td>Gestational Diabetes</td>
<td>22 (11%)</td>
</tr>
<tr>
<td>Diabetes not Specified</td>
<td>60 (30%)</td>
</tr>
<tr>
<td>No Diabetes</td>
<td>90 (48%)</td>
</tr>
</tbody>
</table>
Results (Changes in Fruit and Vegetable Consumption)

Challenges Specific to Navajo FVRx

- **Technology**
  - Limited access to internet connectivity
  - Access to Cellular connection is limited

- **Multi-regional Programming**
  - Funding is specific to regions.

- **Data Collection**
  - Store level data is not readily accessible
  - Clinic level data is delayed
Partnerships

**Clinic Level**
- Commitment to quality of care for their patients
- Dedication to improving the health outcomes for the Navajo people

**Store Level**
- Involvement in community initiatives
- Collaboration with Clinical provider

**COPE Team**
- Commitment to serving the Navajo people

---

Thank You!

Kymie Thomas, COPE FVRx Program
kymie@copeprogram.org
Questions?

Thank you!

- Contact us at ruralhealthinfo.org with any questions
- Please complete webinar survey
- Recording and transcript will be available on RHIIhub website