

Job title Year of Service Fellow – Lead Project Coordinator
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Reports to Executive Director
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### **Job purpose**

The Elon Health Partnership is for the mutual benefit of the Elon Health Partner and the agency. The Partner acts as a Lead Project Coordinator to Healthy Alamance staff, taking increasing responsibility over the course of the year of service. A major portion of time will be researching, observation, and supporting conversations that will benefit the health of our community. Other job functions will include participating in the development of partnerships, working with the Executive Director in developing projects to address identified gaps and participating in collaboratives that work to address community assessment priorities, while working on other various projects of significance to the agency. The Partnership is structured to enable the Lead Project Coordinator to learn about public health initiatives from a health in all policies approach within the non-profit sector and to engage in personal professional development concerning issues of interest to the Lead Project Coordinator and of importance to the agency. While each fellowship is assigned an organization to work with, there are opportunities to collaborate with other participating agencies on projects and initiatives as the mentor see fit to assign.

### **Position Description and Requirements:**

The Executive Director will provide direction and oversight to the Lead Project Coordinator. Responsibilities are assigned based on the skill sets and interests of the current health partner and vary from year to year based on the needs of existing projects and the development of new ones. These duties will span the continuum of project development and may include any of the stages outlined by National Implementation Research Network (NIRN).

### **NIRN Implementation Stages**

Community Based Participatory Research is an approach to developing partnerships with community residents to conduct research that equitably involves community members, organizational representatives, researchers, and others in all aspects of the research process. Each member is encouraged to contribute their expertise and skills while sharing in the decision-making. The intent for using this approach is to increase knowledge and understanding of an issue and to partner to identify and execute initiatives designed to impact policy or social change benefiting the community.

To learn more about our adaptation of this approach, please check out [Healthy Alamance Research](#)



***COVID-19 requires us to be flexible and adjust to the needs of the community and our partners. This job requires flexibility and adaptation to respond to the evolving response from health care.***

**Duties and responsibilities:**

**Research & Writing**

- A. Support research and writing assignments associated with funding opportunities, advocacy work, and project implementation.
- B. Collect and report data related to Healthy Alamance's projects.
- C. Take on leadership roles with respect to any project identified by Executive Director.

**Community Outreach**

- A. Communicate Healthy Alamance's interests to groups and individuals who are engaged in work related to Healthy Alamance's focus areas and vision.
- B. Represent Healthy Alamance at meetings, conferences, and organizational activities consistent with Healthy Alamance's mission and priorities.
- C. Take on leadership roles with respect to any project identified by Executive Director.
- D. Work alongside the Executive Director to lead and facilitate COVID-19 relief efforts as they arise – testing, vaccination, food relief efforts.

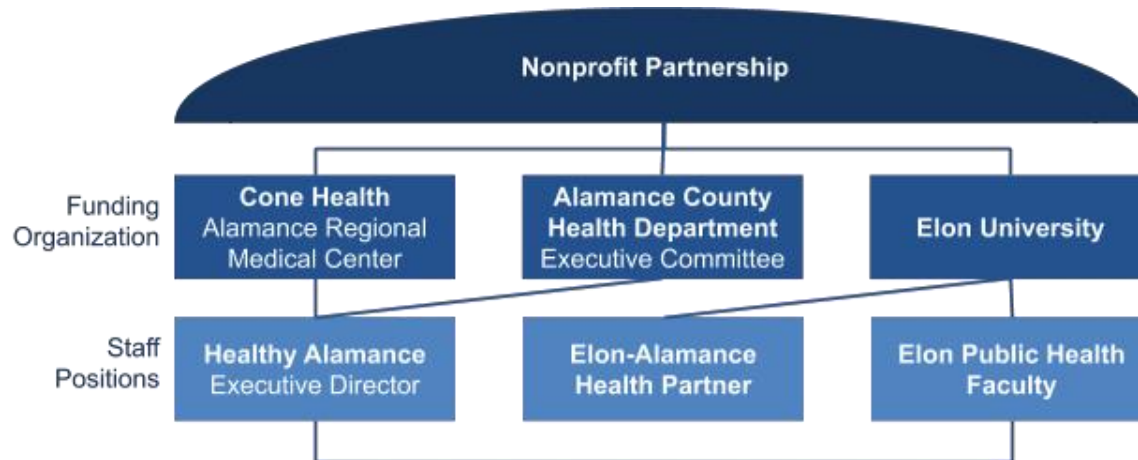
**About the Organization - Healthy Alamance**

Healthy Alamance is committed to achieving Cone Health's objective of reducing healthcare disparities. According to our mission statement we do this by mobilizing resources to address issues of health and develop a healthy, nurturing community and we work to fulfill our mission and engage with portfolio's 3 and 4 through the following activities:

We build trust and ties in the community pursuant to Cone Health's brand promise of being right there with you. This means we have deep and meaningful relationships with members of our community who have historically been marginalized. These groups include the Occaneechi Band of the Saponi Nation and female head of households in the North Park community. We achieve this by using the Community Health Assessment (CHA) and operationalizing the Community Health Improvement Plan (CHIP) for Alamance County as engagement and educational tools. Both documents capture vital snapshots of the current environment in Alamance and its impact on resident health. These documents are utilized to drive care, inform local government policy, and direct funding, informing portfolio's 1 and 2. Healthy Alamance serves as a bridge for healthcare and public health to develop authentic relationships with the community, respectfully gather both quantitative and qualitative data, and transparently communicate this information and provide useful guidance for the P2PH framework. Our role is to encourage healthcare institutions and local government to consider procedural and policy change to address the conditions that keep the underserved from thriving. Because of Healthy Alamance's unique relationship with the community, it allows for a higher quality and more effective CHA and CHIP than could be produced from an arm's length perspective as evidenced by the recognition received by the North

Carolina Division of Public Health as one of the most effective in the state at applying a health equity lens. Because we use a Community-Based Participatory Research (CBPR) approach, Healthy Alamance has been fully aware of the need to focus on developing an equity lens; committing in 2019 to using racial disparities as a guide for measuring change.

Figure 1. Organizational chart describing the community-academic partnership between Healthy Alamance and Elon University



## Description of Initiatives

**Authentically Alamance Farmers' Market Network** fosters meaningful and long-term relationships between rural white and black farmers and community consumers (both individuals and businesses). By focusing on supporting local economy, we are developing an infrastructure that provides increased number of small retail exchange opportunities in Alamance County and highlighting neighborhoods stripped of resources and lacking access to fresh food. With the award of the three-year USDA grant of \$250,000 in 2018, Healthy Alamance has seen an approximate 82% increase in sales, generating \$21,354 for farms over the last two years and the expansion of the network from one location to three (Burlington, Elon, and Mebane). In 2015, Alamance County had no markets being professionally run or accepting EBT cards.

**The Alamance County Health Equity Collective** was initiated through a community-academic partnership between Healthy Alamance and Elon University in early 2018 and engaged additional community members through a photovoice project in April 2018. In partnership with community the following statement of purpose has been created: *The Health Equity Collective is a community-based partnership of residents and institutions engaged in the shared work of identifying and addressing the racial disparities most impacting the health of the Alamance County community. Our commitment is to shared and transparent institutional analysis and to strategic and community-informed efforts to eliminate policies, practices, and procedures contributing to disparities.*

**The Alamance County Community Health Assessment and Improvement Team** is comprised of leaders at Healthy Alamance, the Alamance County Health Department, Cone Health - Alamance Regional Medical Center, Elon University, Impact Alamance, the United Way of Alamance County and residents. The group collects and analyzes data, identifies community priorities, and works to move the needle on these priorities in an effort to cultivate a healthier Alamance. During the most recent CHA process,



Healthy Alamance and partners engaged community members by conducting focus groups that elicited key areas of concern, such as lack of trust in health care and job stability. Healthy Alamance's community-academic partnerships employed community-based participatory research (CBPR) tools to support the identification, understanding of the issues, and ultimate reduction of health disparities while centering the community voices of underserved residents.

***Healthy Alamance has incubated the following initiatives and will be transitioning our role away from the creation of collaboratives and towards creating space for emergent community leaders and partner organizations to develop. We will support these initiatives towards sustainability in alignment with our values:***

1. **The Alamance Wellness Collaborative**, initiated by Impact Alamance and Healthy Alamance in early 2015, focuses on policy, systems, and environmental change that increase access to physical activity and healthy eating in Alamance County. Members include the local health department, hospital, city and county planning departments, Parks and Recreation departments, Elon University, and nonprofits.
2. **The Alamance Food Collaborative** represents residents who understand/have experienced food insecurity, entrepreneurs from the local restaurant industry and private sector, academics from Elon University, public health and healthcare sectors, non-profit leaders, farmers, and local government. This group is focused on creating infrastructure.
3. **Black Entrepreneurship Collaborative and Safe Kids** Community business owners whose mission is to create a network of Black Entrepreneurs in Alamance County and to eliminate the barriers to black entrepreneurship. This is with a focus on enriching Black communities through economic growth, access to opportunities and resources for business development by providing tools for personal growth, productivity and profit. The BEC is dedicated to self-confidence, black unity and success.

**Healthy Alamance has cultivated its board carefully over the last three years and is one of the county's most diverse boards. Our current composition includes 50% members of color, 80% woman-led, and its individuals value our approach to addressing the root causes of health.**

#### Board Members & Contributions

Claire Haslam, Board President and owner of The Eddy Pub

Clay Smith, Board Vice President and owner of Redbud Farm

Pamela Bailey, Board Treasurer and ABSS Child Nutrition Director

Stephanie Baker, CBPR Partner and Board Liaison for Elon University

Laura Vail, Cone Health Department of Equity Director

Alamance County Health Department Director

Adrian Daye, Department of Social Services Director

Amy Galey, County Commissioner

Wannetta Mallette, City of Burlington MPO Administrator/Transportation Planner Burlington-Graham MPO

Ric Bruton, Cardinal Innovations Senior Community Executive

Jasmine Simpson, owner of Good Steward Financial Company



## **Awards and Publicity**

### *Community Health Assessment/Improvement Plan*

- [Burlington Times-News, "How Healthy, Wealthy is Alamance County?"](#)
- [Burlington Times-News "Challenges Identified in Alamance County Community Assessment"](#)
- [American Public Health Association Annual Meeting, 2019 "From CHA to CHIP: Using CBPR to Strengthen Local Community Health Assessments and Implementation Plans"](#)

### *Food*

- [Burlington Times-News "New Farmers Market to Help Burlington Food Desert"](#)
- [Indy Week "Mind the Food Gap: Who Does Farm-to-Table Serve?"](#)
- [Civil Eats "Food Policy Councils are Mobilizing to Defend Food Stamp Recipients"](#)
- [Burlington Times-News "Bringing Alamance County to the Table in Downtown Burlington"](#)
- [Burlington Times-News "North Park Farmers Market Opens for Fourth Season"](#)
- [Elon Network News, "North Carolina's Food Insecurity Problem"](#)
- [CityLab "The Farm-To-Table Movement and Rural Gentrification"](#)
- [Burlington Times-News, "ABSS Slowly Expands Summer Feeding Program"](#)

### *Elon University Community-Academic Partnership*

- [Jacksonville Daily News, "Post Graduation Service: Elon-Alamance Health Partners is in its First Year"](#)
- [Today at Elon "Stephanie Baker Selected to Attend Academy"](#)
- [Elon-Alamance Health Partner Healthy Alamance Video](#)
- [Elon Today, "Public Health Faculty and Student Present at National Public Health Conference"](#)

### *Wellness Collaborative*

- [Healthy Places by Design "Alamance Wellness Collaborative"](#)

### *Miscellaneous*

- [Burlington Times-News "\\$30,000 in Grants Awarded"](#)