The Foundation for a Healthy High Point works with partners to transform conditions that impact the health and well-being of Greater High Point residents by investing in and engaging the community to address upstream social influences on health.

Greater High Point has a unique footprint, including the towns of Jamestown, Trinity and Archdale in addition to the city of High Point, and stretching across four counties (Forsyth, Guilford, Davidson and Randolph). The area is also unique in its rich and vibrant history, economy, and culture.

As a community, we have faced many challenges in recent years, including a global pandemic. Despite efforts to address longstanding issues, we still have residents in specific neighborhoods who experience health and economic disparities.

The Foundation for a Healthy High Point exists to support these greater needs. With roots deeply seated in our community’s health network, our organization was founded in 2013 to address community wellness beyond the provision of expert medical care.

In our new Strategic Direction, we have incorporated input from stakeholders, learnings from our previous nine years, and economic and public health data to build a new pathway for how the Foundation can impact change. This document outlines an upstream approach and six roles the Foundation will play to engage the community and support improved health conditions.
From the Executive Director

The Foundation has a deep history of partnership with forward-thinking organizations and initiatives working to improve the health and well-being of our community. We have examples of positive impact, yet as we look around us, we know there is much more work to be done.

As we approach our 10th anniversary, the Foundation for a Healthy High Point took time to pause and reflect on our work and mission. Our Board and staff, along with the extensive network of service providers across our area, including all sectors, spent time engaged in critical research to identify those areas we feel offer the most significant opportunity to increase impact. This dialogue was then melded with community health data to create our new strategic direction.

The Foundation has the opportunity to increase our impact by specifically seeking to support residents and neighborhoods that have historically had the fewest opportunities and least access to community resources. Through intentional, open dialogue with residents, strategic partnerships, and engaging upstream solutions in addressing social influencers of health, the Foundation will not only focus on the most pressing health issues and what our community needs, but more importantly, catalyze evidence-based practices and innovation to improve the well-being of all who call High Point, Jamestown, Trinity, and Archdale home.

The COVID-19 pandemic and accompanying inflation and supply shortages have exacerbated the inequities already present in our community. The disparities across economic, mental, and physical security continue to disproportionately impact our communities of color, and the root causes of those disparities — safe, affordable housing, access to food and healthcare, transportation and others — continue to increase.

As we move forward, we are now called to look more closely at how we work in community and take deliberate actions that maximize our resources and assets. What you’ll find in the Strategic Direction is just that, an even more collaborative approach to addressing the conditions that affect the health of our community. We look forward to working with you toward a healthier Greater High Point.

Sincerely,

Curtis Holloman,
Executive Director
Our Updated Mission, Vision, and Core Values

 Led by a clear mission, the vision to do things differently, and strong core values at the forefront of our decision-making, the Foundation for a Healthy High Point steps into our 10th anniversary year with an even greater commitment to making focused, strategic investments in improving the health of Greater High Point.

### Mission

To collaboratively engage the Greater High Point community to transform upstream social influences that impact health and well-being.

### Vision

All residents of Greater High Point have opportunities to live healthier lives.

### Core Values

- **Transformative Impact**: Steadfast commitment to intentionally invest resources in areas that measurably improve health outcomes
- **Collaboration**: Supporting, connecting, and initiating collaborative, systemic approaches to address health disparities and the overall health of our community
- **Active Listening**: Consistently involving, listening to, learning from, and integrating the voice of our community in solution building
- **Transparency**: Using data and equitable qualitative input to drive decision-making to be a responsible steward of the organization’s assets
- **Advocacy**: Elevating the voice of the most vulnerable by creatively leveraging the Foundation’s assets

### Equity Statement

The Foundation for a Healthy High Point applies an equity lens as a critical component of accomplishing its mission.

We will:

- **Prioritize** communities whose social determinants of health are most challenging.
- **Listen** to communities and work with them toward solutions.
- **Ensure** that our organization and partners reflect the diversity of the Greater High Point community.
- **Consistently review** our grantmaking process to ensure equitable opportunities.

### Strategic Direction

The Foundation’s 2022 Strategic Direction was informed by an inclusive strategic planning process that engaged a broad range of stakeholders. Our goal was to better understand the most pressing issues facing our community and the most relevant ways to engage from the viewpoint of those most directly affected.

The Foundation worked with the *Research, Policy, and Impact Center* at the National Institute of Minority Economic Development and the *UNCG Center for Housing and Community Studies* to assist us with pulling together the appropriate data to guide our efforts. Those findings are available in a published report on our website, *Assessment of Social Health Drivers of High Point*, and align with the Community Health Rankings Model and Healthy North Carolina 2030 goals.

The underlying thread of health inequalities was found throughout stakeholder conversations, listening sessions, focus groups, and surveys. We understood that certain race, ethnicity, sex, gender, sexuality, immigrant status, and other social statuses typically experience inequitable health access and/or outcomes. Our Black and Brown communities, seniors, refugees, LGBTQ+ populations, individuals with intellectual disability, and areas like Census tract 143 were specifically identified as populations and places experiencing health disparities.
Comparative research leads us to believe that strategic investments in key **social determinants of health** affecting the Greater High Point community can lead to transformational impacts related to health equity.

Social determinants of health are non-medical factors that influence health outcomes. According to the World Health Organization, social determinants are “the conditions in which people are born, grow, work, live, and age” and reference the wider set of forces and systems shaping these conditions. Research shows that social, economic, and environmental factors are the largest influencers on health (greater than health care or lifestyle choices) and account for between 70-80% of health outcomes.

With our roots in healthcare funding and our deepening relationships across the community, the Foundation is uniquely positioned to make those critical investments, serving to convene and support alignment across multiple sectors and with a broad set of partners.

**Why Upstream? A Broad View of Health**

Our mission reflects a commitment to focus on the community conditions that impact health. To improve the long-standing health issues confronting our community, we must address underlying factors that cause disease and sickness. This “upstream” approach to addressing the root causes, or social determinants of health, requires changes to structural and systemic barriers.

This following graphic shows the difference between a downstream (direct services) approach versus the upstream (systems, policy, etc.) approach.

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**Graphic adapted from de Beaumont Foundation and Trust for America’s Health. (January 2019)**

“Social Determinants and Social Needs: Moving Beyond Midstream”
Social Determinants of Health

The Foundation’s research identified the following as **leading health issues** with the most significant potential impact on community health outcomes.

While the Foundation for a Healthy High Point is committed to impacting all social determinants, it also recognizes that other organizations and foundations are highly engaged with the social determinants of Economic Stability and Education Access & Quality. With that in mind, the Foundation will continue to invest in areas it has already identified as critical (i.e., maternal & child health, early childhood education, and behavioral health) and lean in more on the social determinants of Neighborhood & Built Environment, Healthcare Access & Quality, and Social & Community Context.

Within future requests for proposals, the Foundation will identify specific goals and targets for measuring progress and impact in each of the prioritized social determinants of health with the broad goal of reducing health disparities in the Greater High Point community.
### NEIGHBORHOOD CONDITIONS AND BUILT ENVIRONMENT

Environmental conditions negatively affect health in certain areas. Our research identified the need for affordable and healthy housing, greater access to healthy food and health care services within marginalized communities, safer neighborhoods with Complete Streets and free from violence, and improved transportation options and/or better locations of existing services within communities with high disparities.

- Almost half the population rents their home and **50%** of those renters are cost-burdened — spending more than **30%** of their income on rent and utilities
- **35%** of the population is without access to vehicles
- Home rental costs are being raised, some as much as **20%**

### HEALTHCARE ACCESS & QUALITY

Healthcare access continues to be a persistent issue, including a lack of available providers within an accessible distance and health insurance coverage. These same neighborhoods also experience a higher prevalence of mental health and addiction diseases. The combination of these two issues was noted as one of the largest challenges.

- **10%** of residents have no health insurance
- **21.5%** of residents do not get annual check ups
- “Many adults ignore their health completely because health care is expensive and the premiums and out-of-pocket costs are a challenge”

### SOCIAL & COMMUNITY CONTEXT

Interpersonal and social factors—such as family violence and abuse, and traumatic stress from witnessing community violence—dramatically impacts the neighbors of every generation, especially in our neighborhoods with the lowest resources. We have several census tracts in the City of High Point which are ranked “high” in terms of “social vulnerability,” a composite measure of socioeconomic factors. There is a need for more interagency and provider coordination and collaboration.

- Many communities experience inequitable health outcomes, specifically **Census tract 143**
- Survey respondents ranked **Interpersonal Factors** as the highest for explaining health inequalities
  **“Relationship dynamics” such as many members of the community don’t get along, not enough positive mentors and fractured family relationships**

### ECONOMIC STABILITY

Poverty is a root cause of health disparities in High Point. Limited job opportunities, especially jobs with a living wage, lead to higher stress, increased family instability, higher prevalence of food insecurity, inconsistent personal health management, fewer housing options, and other issues.

- **18%** live in poverty
- “Good job opportunities are less available to non-white respondents”
- The median household income is **$45,453** as compared to the State of NC which is **$54,602**.

### EDUCATION ACCESS & QUALITY

While several community-based educational programs were commended for improving educational and employment outcomes, there was a strong perception that High Point students’ and families’ unique needs were ignored.

- **40%** of adults have a high school education or less
- Services must be integrated around what the **family unit** needs
- “Childcare is very, very expensive and many people don’t work because of it”
Affecting Change

The Foundation for a Healthy High Point’s **Strategic Direction 2022** broadens the lens through which the Foundation engages with the community as we take a more upstream approach to improving health outcomes. Through these specific avenues of engagement and investment, we believe that we can more effectively support the changes we want to see.

- **Convener:** We will intentionally bring stakeholders together around critical issues affecting the health of the community.

- **Research:** We will engage our residents and community members to better understand the health-related needs, gaps, and assets that are and can be leveraged toward better health outcomes.

- **Advocacy:** We will increase our impact through public awareness campaigns, education about health issues, and by building a better public understanding of those issues and policies that affect the health of Greater High Point.

- **Collaborator:** We will strengthen relationships with communities and develop cross-sector connections with other foundations, government, businesses, education, and nonprofit leaders as we work to find solutions.

- **Funder:** Through our grantmaking, we will support innovative programs and initiatives which bring evidence-based solutions to address the root causes of poor health outcomes.

- **Capacity Builder:** We will continue to serve as a collaborative entity, building shared resources that strengthen the community and our funded partners’ ability to affect change.

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**Cover Photo:** Visit North Carolina [@visitnc]. (2021, May 17). “Downtown High Point [Photo]”
www.instagram.com/p/co_XPlrerDXh/

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