

Equity Means Everyone: Creative Health Care Solutions in Rural Areas by Community Organizations

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National
Urban League

Background on NUL



@naturbanleague | nul.org



National Urban League

The Mission

- To enable and empower African-Americans and others in underserved communities to achieve their highest human potential and secure economic self-reliance, parity, power and civil rights.
- The League promotes economic empowerment through program areas that include education and job training, housing and community development, workforce development, entrepreneurship, health and quality of life.

90 Affiliates Across
the Country



1910

Year Founded





NUL Pillars

- Economic and Community Development
 - Entrepreneurship
 - Workforce Development
- Housing
- Education
- Health
- Social Justice
 - Voting Rights



Current Work in Health

- COVID-19 Vaccinations
 - Community Health Navigator Workforce
 - Outreach and Education
- Health Equity Webinar Series
- Coalition Building for Health Equity
 - Multi-Sector Stakeholder groups

Lewis Latimer Plan for Digital Equity and Inclusion

- Plan addresses “the three A’s” — availability, adoption, and access to economic opportunities.
 - Deploying networks everywhere
 - Getting everyone connected
 - Creating new economic opportunities to participate in the growth of the digital economy
 - Using the networks to improve how we deliver essential services, in particular in workforce development, health care, and education





Background on UNIDOS US

PURPOSE: WHY WE EXIST

A photograph of four young people, three girls and one boy, standing outdoors and smiling. They are all wearing bright orange polo shirts with a white sun logo on the chest. The logo features a sun with rays and the text "ALWAYS COLLEGE PREP" around it. The background shows a clear blue sky and some buildings. A semi-transparent orange banner is overlaid across the middle of the image, containing white text.

To live in a world where there are no barriers for Latinos to reach their fullest potential

MISSION: WHAT WE ARE HERE TO DO



Build a stronger America by
creating opportunities for Latinos

VISION: WHAT WE AIM TO ACCOMPLISH

A strong America where economic, political and social advancement is a reality for all Latinos, where all Hispanics thrive and our community's contributions are recognized

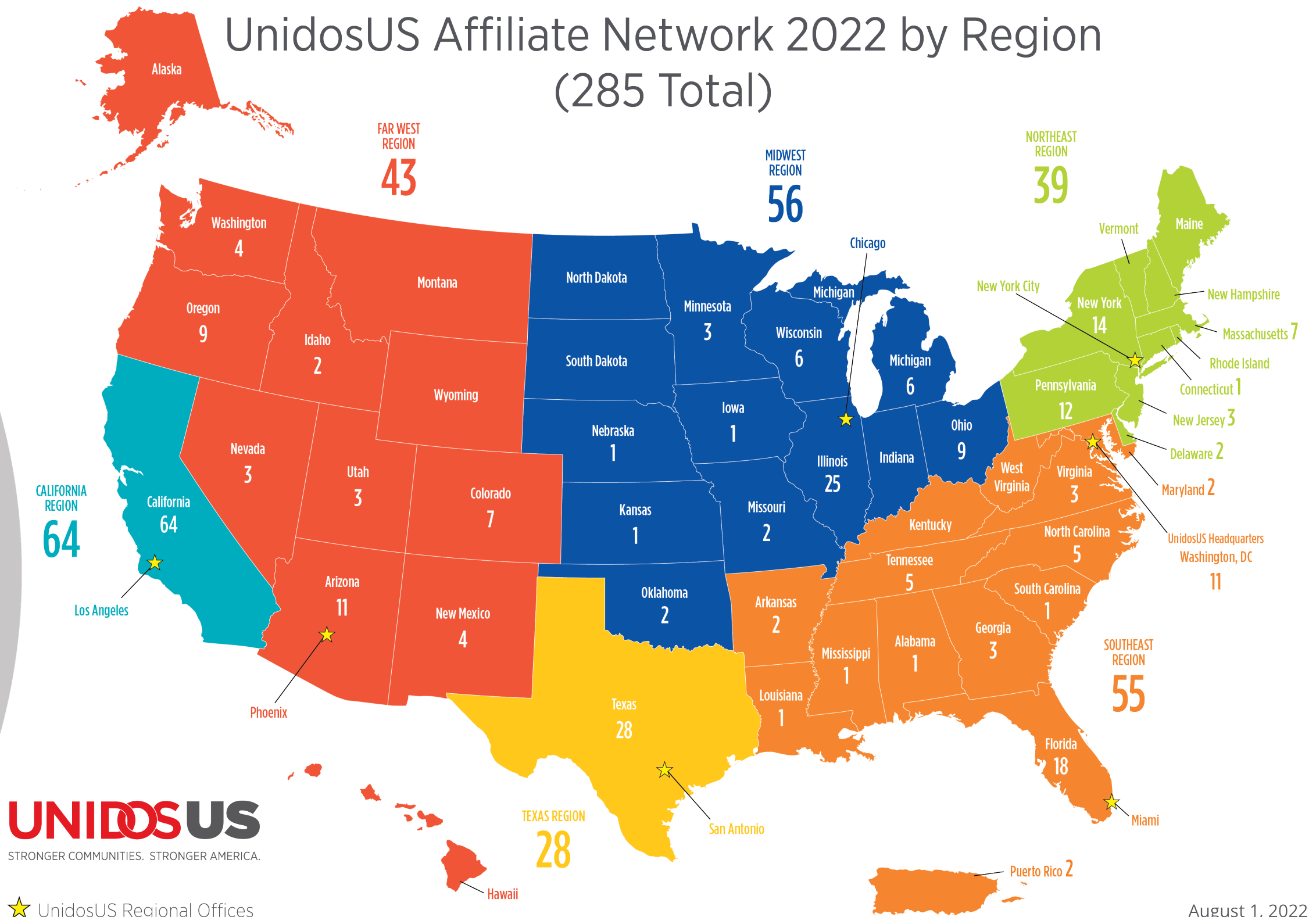
This is how we advance our mission.

Our
Unique
Advantage



Our Affiliate Network

UnidosUS Affiliate Network 2022 by Region (285 Total)



UNIDOS US
STRONGER COMMUNITIES. STRONGER AMERICA.

★ UnidosUS Regional Offices

August 1, 2022

UNIDOS US
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Life in rural Latino communities

Food insecurity is defined as having inconsistent access to adequate food at some point in the year due to a lack of resources for food.

Over **38 million** people in the U.S. were living in food insecure households in 2020.

Hispanic/Latino households made up **17%** of households.

Are at increased risk to food insecurity due to:

- Limited employment
- Geographic location
- Financial instability

Barriers to accessing and consuming healthful foods.



Focus Group Results: Emergent Themes



Food Access



Cultural Influences



Family Influences



Nutrition and Health Knowledge



COVID-19 Impact

“Sometimes you don’t know when you are going to buy fresh products, especially in the area where I live.”
-Community participant quote

“Teaching them how they can make it (recipes) healthier or use substitution so that it still feels like they’re sticking to their culture, but with a little more nutritional value.”
- Community leader quote



Focus Group Results: Emergent Themes



Access and Enrollment in Federal Assistance Programs



Existing Nutrition Education Programming



Need for Tailored Nutrition Programming



Virtual Nutrition Education Programming



Strategies to Increase Food Security



Latino Cultural Wealth

“Well, I remember they were saying that sodas contain a lot of sugar, and it was something that I didn’t know and it was something that did impact me.”

-Community member quote

“I think hiring the right staff is crucial. Somebody who will take the time and the effort and who's dedicated.”

-Community leader quote

Policy Recommendations

Improving food security and food access for all Latinos.

- Currently there is a lack of food retailers in rural areas and this is a significant challenge to advancing food security among rural Latinos.
- Policies must focus on improving food access and affordability in rural areas.

Increasing access and enrollment to federal nutrition assistance programs.

- Policies must be directed at improving access to enrollment in federal nutrition programs for immigrant and rural communities.

Improving food access and addressing barriers due to the built environment.

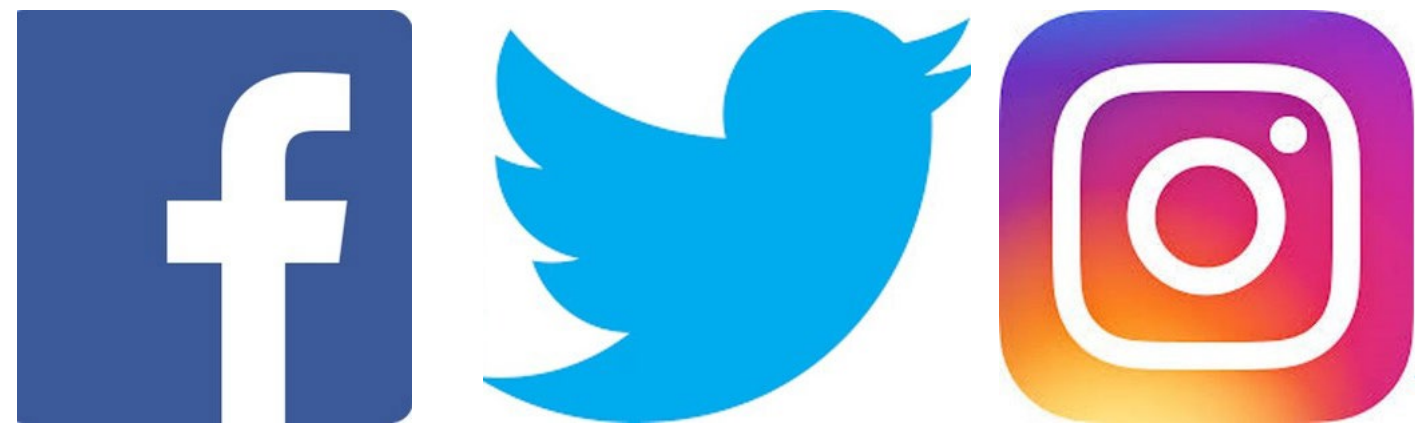
- Those living in rural communities may lack transportation to access services.
- Funding should be invested in improving the walkability of rural neighborhoods to promote access to local grocery stores and food services, and improve infrastructure (i.e., internet access and digital literacy education).

Strengthening funding allocation to improve food security outcomes.

- Adequate and continuous funding should be made available through grants for organizations serving communities.

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