

Collaborative Strategies for Rural Health and Economic Prosperity

Community 
Strategies Group

 aspen institute



The Goal

Discover how to integrate rural health & economic development strategies to foster thriving, equitable communities through collaborative place-based, people-centered approaches.

THE THRIVE RURAL FRAMEWORK ULTIMATE OUTCOME

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

THRIVE RURAL FRAMEWORK

Rural Voice and Power

Equitable Aims and Design

Resources for Productive Action

Local-Level Building Blocks



Welcome All to the Community



Advance Personal Well-Being



Strengthen Local Ownership and Influence



Build from Current Assets



Balance Development Goals



Design for Everyone to Thrive



Prepare Action-Able Leadership



Organize an Action Infrastructure



Act as a Region

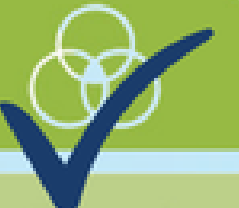


Build Momentum

Systems-Level Building Blocks



Rural Voice in Design and Action



Aligned Rural Fields and Actors



Accurate Rural Narrative



Balanced Development Outcomes



Cohesive Rural Policy Lens



Valued Rural Stewardship



Rural Stakeholder Equity



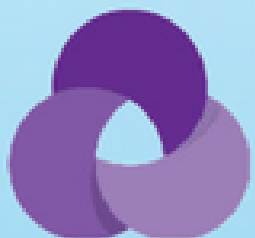
Ready Rural Capital Access and Flow



Rural Data for Analysis and Change



Regional Analysis and Action



The Foundational Element requires identifying and dismantling historical and ongoing discriminatory practices that disadvantage rural people and places based on place, race, & class.

Health Equity & Development

Thriving economies and communities require healthy people, and people need strong economic and health systems to thrive. Ideally, both fields are aligned and working together toward the common outcome of improved well-being: healthy places where each and every person belongs, lives with dignity, and thrives.

Why Culture is Important

Engaging with and adapting to local culture and building trusting relationships within & across communities in the region



More inclusive, sustainable, and effective development approaches that resonate with a community's identity and needs

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We know that culture is a healing protector. It's a protective factor in anything we do within tribal communities.

But when we look at funding our projects, culture is not something that's actually fundable – it's hard to find funding for that. It should be a part of the funding mechanism.

”



BARB FABRE

CEO, Indigenous Visioning

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Realize the shared goals of both fields and work to harmonize languages and measures of success.

Recommendations:

- Create opportunities for “same team” understanding at all levels, and be honest about broken trust, history of oppression, stigma, structural barriers, and power dynamics.
- In addition to focusing on “symptoms” (e.g., food insecurity), take action on root causes (e.g., alleviating poverty).

“

We have a language barrier between rural health and rural development. We need to adopt shared language, increase respect and openness to practices of both sectors, and collectively shift away from the “we know best” mindset if we truly want to be impactful.

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SHAUNEEQUA OWUSU

*Chief Strategy Officer,
ChangeLab Solutions*

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Coordinate funding, planning, implementation, and evaluation systems across both fields for shared goals.

Recommendations:

- Look at state trends, map alignment of health equity and economic development policies, and associated health outcomes, particularly by race/ethnicity and gender.
- Create public-private partnerships to collaborate across fields.

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Healthcare institutions could assist in this movement to equitable prosperity by focusing more on root causes—for example, talking about the community conditions that create poverty and fuel poor food choices, instead of only talking about poor food choices.

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MARIE BARRY

*Director of Community Economic Development,
Rural Wisconsin Health Cooperative*

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Integrate resources from both fields to design inclusive projects led by affected communities, mindful of historical exclusion.

Recommendations:

- Understand that capacity in rural areas is found in nontraditional places. Prioritize finding relationship holders and value lived experience as expertise.
- Work to start, maintain, and scale Rural Development Hubs.

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In some rural communities there's a lot of knowledge power – power in keeping the information that should be flowing to people. It's kept close because you're powerful when you have the information. We need to figure out how to dismantle some of the knowledge fiefdoms within rural communities so that people can start engaging and have their voices heard.



VERONICA LEE WOMACK

*Executive Director,
Georgia College & State University's Rural Studies Institute*

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Community Capacity

The combined influence of a community's commitment, resources, and skills that can be deployed to build on community strengths and address community problems and opportunities.



Why Community Capacity Building is Important

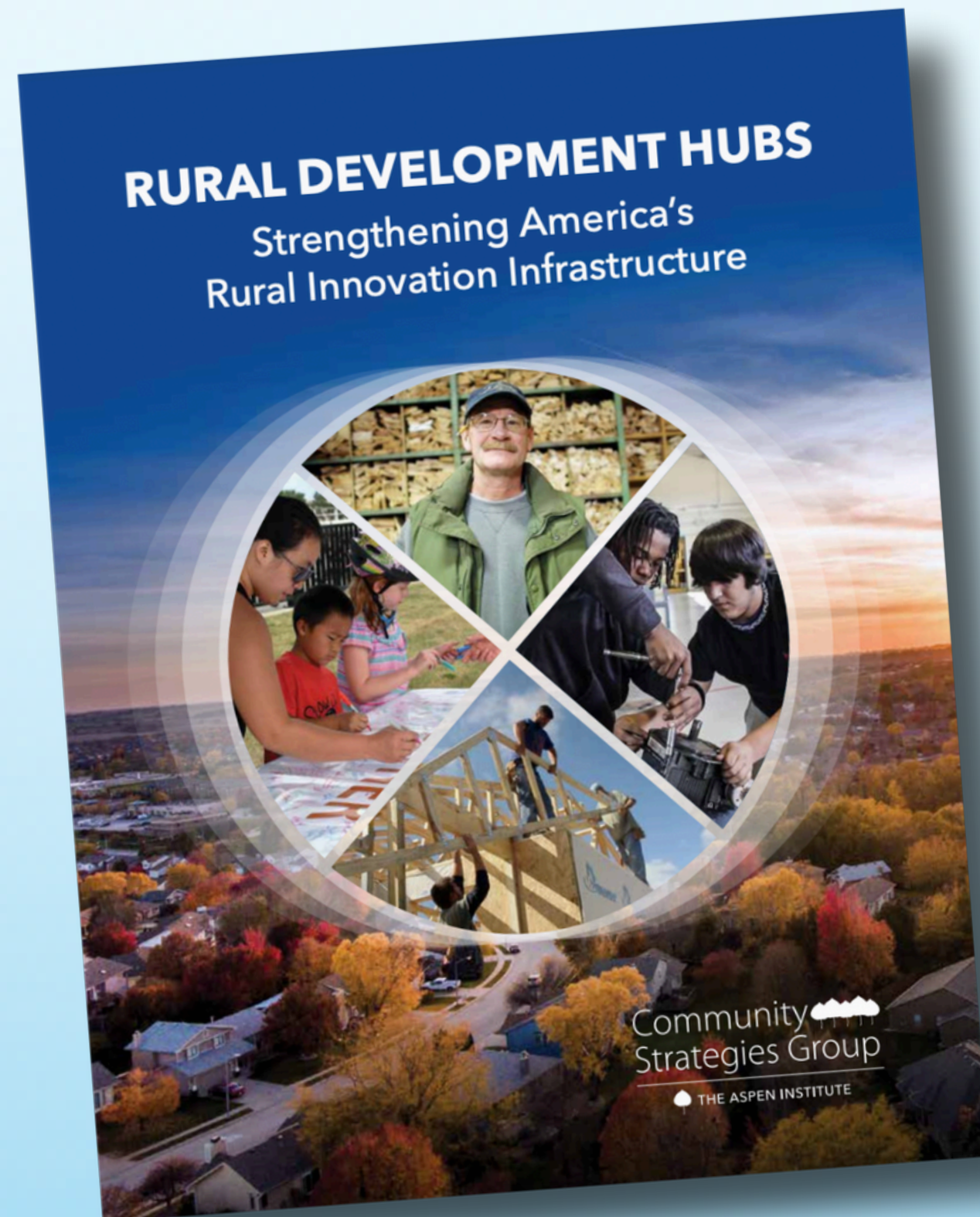
Helps to improve ability of individuals, organizations, businesses, and government in their community to come together, learn, make well-reasoned decisions about the community's present and future and work together to carry out those decisions.

Eight Outcomes of Community Capacity Building

- Expanding diverse, inclusive citizen participation
- Expanding leadership base
- Strengthened individual skills
- Widely shared understanding and vision
- Strategic community agenda
- Consistent, tangible progress towards goals
- More effective community organizations and institutions
- Better resource utilization by the community



Rural Development Hubs



Advancing an **asset-based, wealth-building**, approach to rural community and economic development.

Qualities of Hubs



- Bridge issues and silos.
- Take and tolerate risk.
- Analyze at the systems level and address gaps in the systems.
- Are of their region, know their region, and build trust in their region.
- Collaborate as an essential way of being and doing.

Community Strategies Group



AspenCSG.org

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