



County Health
Rankings & Roadmaps

Webinar

Community-driven strategies to address
persistent poverty in rural areas

June 18, 2024

countyhealthrankings.org



University of Wisconsin
Population Health Institute
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH

Support
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We value



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Population Health Institute
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SCHOOL OF MEDICINE AND PUBLIC HEALTH

Collaboration

Innovation

Integrity

Courage

Inclusion

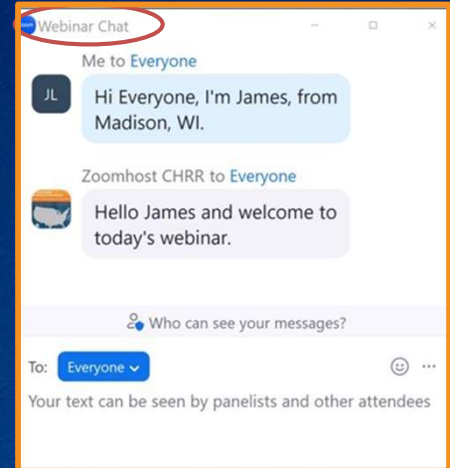
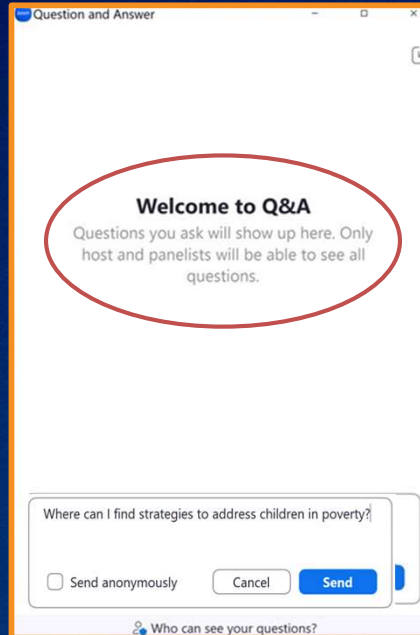
Excellence

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Join the conversation



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Persistent poverty



Communities where at least 20% of the population has lived below the poverty line for 30+ years.

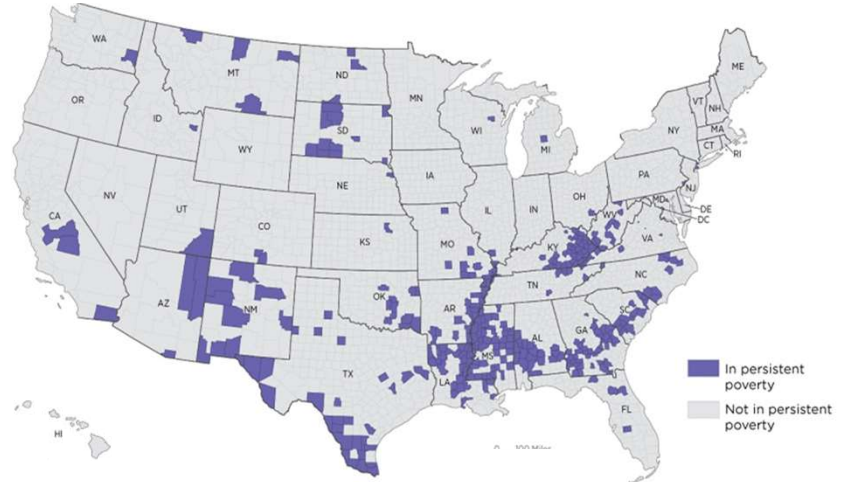
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Where do we find persistent poverty?



Source: U.S. Census Bureau, 1990 and 2000 censuses and 2005–2009 and 2015–2019 American Community Survey, 5-year estimates

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Structural barriers



Dominant narratives

People in poverty don't work hard enough



Credit-building policies

Rent payments do not build credit



Limited spaces to engage

People feel disconnected and excluded



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Welcome



Emily Burleson
Senior manager,
advocacy and research
Partners for Rural Transformation



Lisse Regehr
President and CEO
Thrive Allen County

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Discussion group

When: Following the webinar

What: Share ideas, ask questions

How: Zoom

Why: Deepen learning



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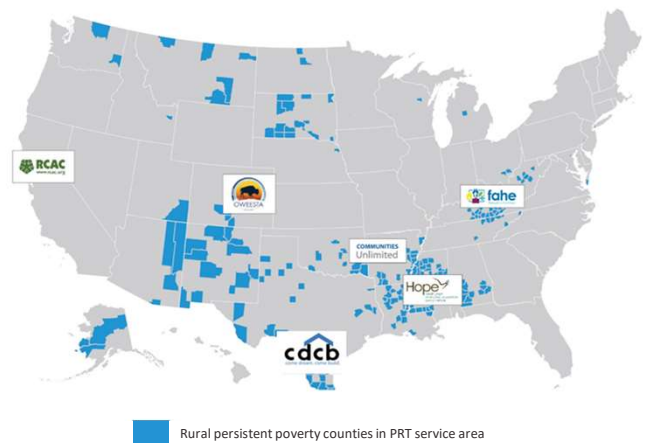


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Who are the Partners for Rural Transformation?

- PRT is led by a steering committee of **six place-based community development organizations** that serve **78% of rural persistent poverty counties** across the United States.
- PRT envisions a future where everyone can have the opportunity to **build wealth, provide for their families and achieve their dreams** in the community they call home.

Despite current perceptions, rural persistent poverty areas **span the United States** - including Appalachia, the Mississippi Delta, the Deep South, the Rio Grande Valley, Native American communities, and the rural West.



 PARTNERS FOR RURAL TRANSFORMATION

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The Partners & National Partners

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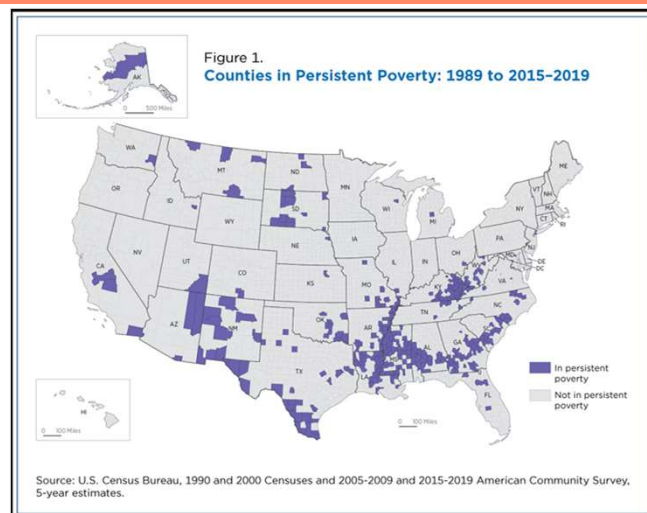
What is a Community Development Finance Institution (CDFI)?

A CDFI is a private financial institution that is mission driven to help communities that are regularly left behind by mainstream banking and investing institutions or options.

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Persistent Poverty

As defined by the US Census Bureau:
An area is considered in persistent poverty if it had a poverty rate of 20.0% or higher during a consecutive three decades period.



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Oweesta
Decolonizing Food Systems
in Maine

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Hope Enterprise
Corporation
Affordable Home
Program

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Dream Build Homes



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That Was Then: Changing the Environment



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This In Now: Leading with Policy and Systems Change



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Connecting Communities



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Responding to Community Needs



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Narratives Hold Power

Dominant Narrative:

The scarcity mindset
(e.g. The pie is too small for everyone to have a slice.)

Transformed Narrative:

There's not just one pie; there are a myriad of pies.

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**Click on
survey in
the chat**



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Upcoming webinar:

July 23, 2024

**Engaging
policymakers
for healthier
communities**



Blaire Bryant
Legislative director for health
National Association of Counties



Dr. Keshia Pollack Porter
Professor
Johns Hopkins Bloomberg
School of Public Health

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Questions?



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