CONETOE
FAMILY LIFE CENTER

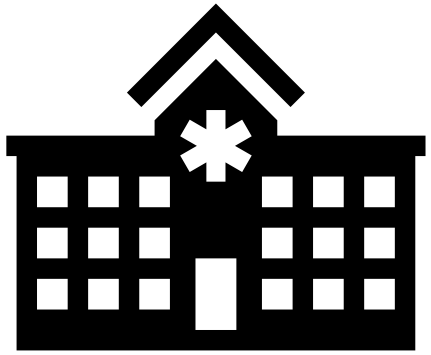
Leadership Profile: Richard Joyner, Conetoe Family Life Center
Leadership North Carolina – Class 32 Health & Human Services Session

Learning Objectives:

- Develop an understanding of the food desert that existed in Conetoe leading to the exploration of the role that faith-based organizations can play in addressing the challenge of food as a key social determinant of health.
- Explore tactical leadership strategies deployed for engaging with community members, faith-based leaders, and multi-sector partnerships to influence and drive local economic development opportunities to support community health improvement.
- Learn an adaptable framework to advance faith-based organizations' role in community-led solutions to common anchor institution led initiatives impacting community health.

“We were having these funerals for families and feeding people the same food that caused the chronic illness in the first place- leading to the loss of their loved ones. No More!” –Richard Joyner

ECU HEALTH
Edgecombe Hospital



UNC HEALTH®
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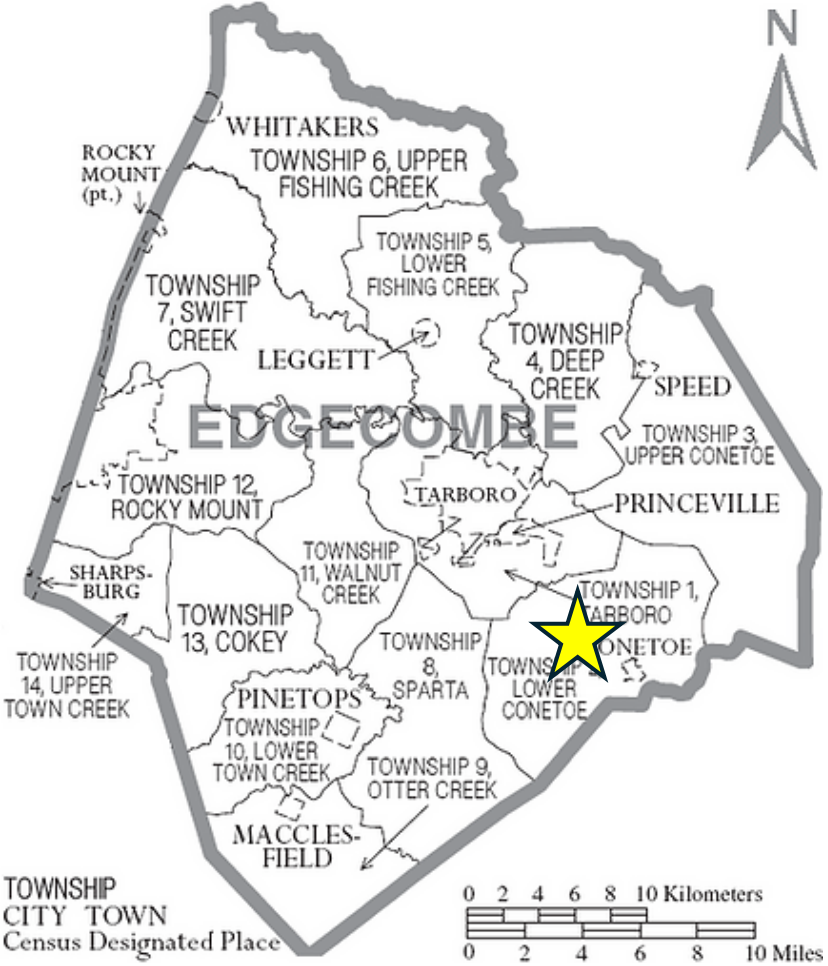
“Trying to help people find comfort to be spiritually healthy, while being physically unhealthy was becoming a real challenge as a pastor working in the Hospital Chaplain Program."

“Open your eyes and look around.”



- Over 13% of adults in Edgecombe County are affected by diabetes, compared to the state average of 11% and the national average of 10%.
- Edgecombe County's heart disease mortality rate in 2022 was 20% higher than the state average, making it one of the highest in North Carolina.
- Hypertension affects over 35% of the county's adults, with many residents struggling to access fresh, healthy foods needed for effective management.

“We never expected so many to show up on the first day of camp.”

“The kids were excited and ready to get to work!”

THE
NORTH
FACE

“Health is a conversation we are having from the pulpit… knowing God expects us to pray and DO something.”

“More people in the community kept showing up…and partners wanted to get involved.”

“Collaboration and communication about the program was key”

“We were able to not only teach them to grow food, but to learn life skills… meal preparation, teamwork, communication skills through working with partners”

“It was an opportunity for everyone to get involved. Local community colleges, larger universities, the health system, and philanthropic organizations.”

Anchor institutions need to have community voice at the table when trying to solve community problems.

“Systems have created some level of dependency. If given the right type of help and support, community can and WILL take care of itself.

“ What we have done is taught dependency by making people stand in a line for their needs, when we should have been teaching them how to learn skills to fulfill their needs. “

Expand access to fresh produce

Improve community health through nutrition education

Strengthen preventive health partnerships

Enhance sustainable agriculture practices
&
Strengthen multi-sector partnerships
For investments in community farming

Community Garden & Bee Program

Community Health Worker
Community Health and Wellness Assessments
Mental Health First Aid Training

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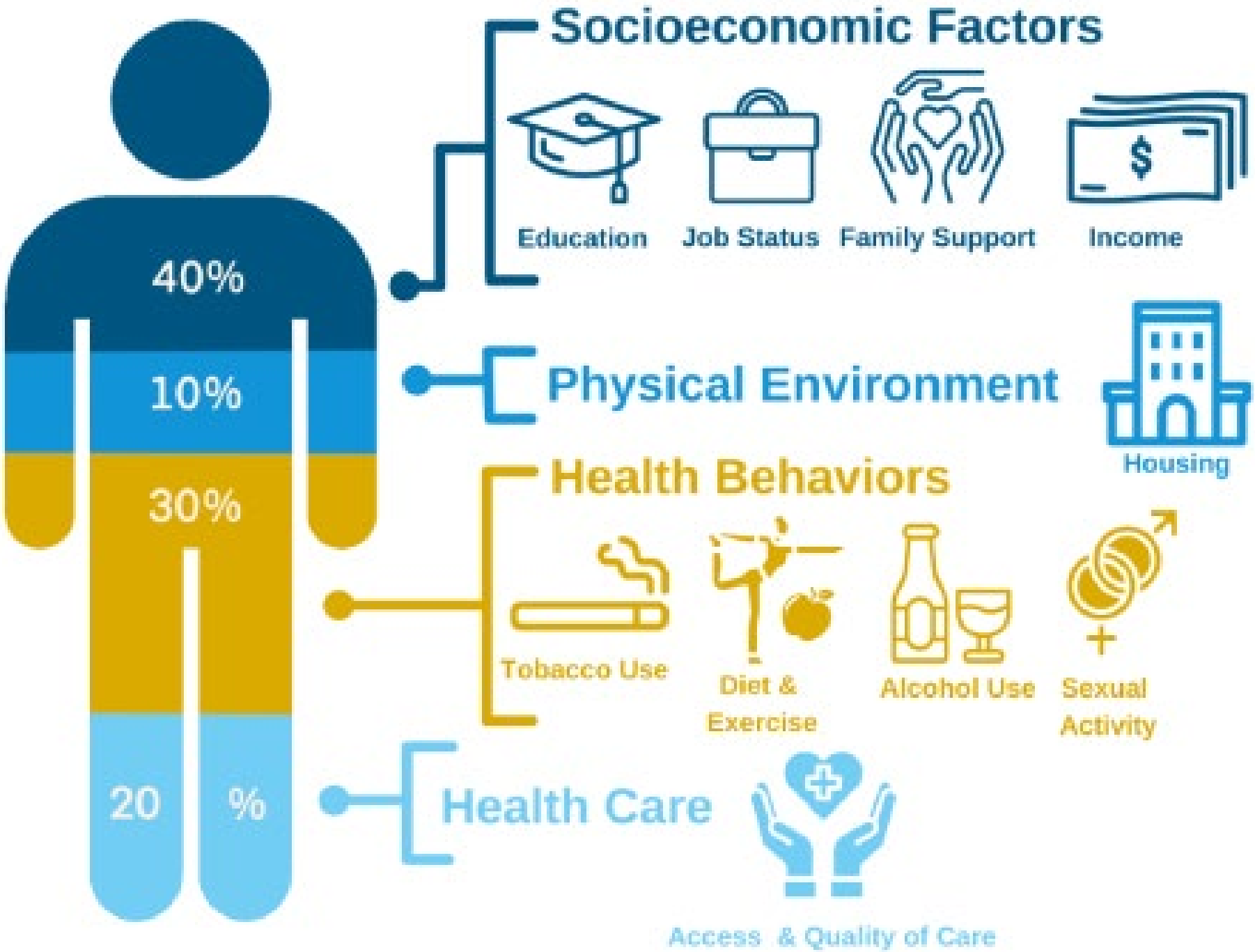
Telehealth Access In Churches

Inter Faith Food Connections
ECU Health
& Other Partnerships



- Improved Health Literacy
- Family support through Community Health Worker engagement
  - Health Access
  - Community Service Access
- Cost savings
  - Medication Management
  - ER visits
- Improved diet & exercise
  - Development & maintenance of garden
  - Healthy Meal Prep
- Improved access to care through Telehealth

Collaboration Is Key….

- Staying in position to recognize opportunities to share your community assets, challenges, and opportunities to tackle issues together
  - Edgecombe County had Land, Many Churches, and Farmers willing to be involved to assist those managing and those trying to prevent chronic illness

- Modeling effective partnerships – Creating sustainable solutions where people are the solvers of their own problems; Productivity matters for confidence and self-discovery of ability to create and maintain change
  - Establish method for communicating with potential partners
  - Data Impact stories- who is collecting and doing the analyzing of the data (community needs to be involved and data needs to live there) How do you develop the capacity of community?
  - Understand the opportunity for the anchor institution to participate with community; not dictate to community

Q & A

Thank You!