



Healthy Carolinians Action Plan - 1

Economic Injustice

County Forsyth Partnership Forsyth County Healthy Community Coalition Period Covered July 2006 to June 2016

LOCAL PRIORITY ISSUE

- Priority issue: **Economic Injustice**
- Was this issue described in your county's most recent Community Health Assessment? X Yes (was addressed through recognition of racial and ethnic health disparities in almost all areas)
- List other sources of information about this priority issue: CHANGE (Communities Helping All Neighbors Gain Empowerment); NC Justice Center

LOCAL COMMUNITY OBJECTIVE - Please check one: X New ___ Ongoing from last re/certification

- By: 2016
- Objective: *Increase the minimum wage paid by top 5 major Forsyth County employers to at least \$9.00 per hour*
- Original Baseline: *None of the major employers currently have a \$9.00 per hour minimum wage if health insurance benefits are provided or \$12.00 per hour if health insurance benefits are not provided for their employees.*
- Date and source of original baseline data: public records
- Updated information (For continuing objective only):
- Date and source of updated information:

POPULATION(S)

- Local population(s) experiencing disparities in relation to this local objective: low income individuals, Racial / Ethnic Minorities
- Describe the local population(s) that will benefit: Low income, employed individuals and Racial / Ethnic Minorities
- Total number in population: + 40,000,000
- Number you plan to reach: + 10,000 individuals

NC 2010 FOCUS AREA AND NC 2010 HEALTH OBJECTIVE ADDRESSED

- Check one NC 2010 focus area:
 - Access to Health Care
 - Chronic Disease
 - Community Health
 - Disability
 - Environmental Health
 - Health Promotion
 - Other - Please Describe: _____
 - Infant Mortality
 - Infectious Diseases
 - Injury
 - Mental Health
 - Older Adult Health
 - Oral Health
- NC 2010 Health Objective: Healthy Carolinians cites the World Health Organization definition of a healthy and safe community as one that "strives to provide a thriving economy and opportunities for individuals and families while adequately addressing public health, medical care, and other essential needs of its population. In addition, a healthy community demonstrates an element of interconnectedness...linking public, private, and nonprofit sectors to address the underlying causes of poor health."

INTERVENTIONS, SETTING And TIMEFRAME	COMMUNITY PARTNERS Roles and Responsibilities	EVALUATION PLAN & PROGRESS TO DATE
<p>1. In order to secure the active involvement of the priority population(s), our Partnership will: CHANGE that the Racial Disparities team of the Healthy Community Coalition will continue to enlist new and diverse members by approaching diverse groups and inviting them to enter the campaign, holding informal one-on-one meetings with individuals to develop relationships and build trust, and will hold meetings at various locations throughout the community.</p>		<p>Progress to Date: The lead agency, CHANGE, has a membership of well over 1,250 individuals from throughout Forsyth County. CHANGE includes teams of residents from faith groups, neighborhood associations, and other groups. The organization is very diverse (larger minority participation than white, young and old, male and female).</p>
<p>2. Marketing/Communication activities related to this community objective: Mailings to CHANGE members, press coverage of events</p>	<p>Lead agency: CHANGE (Communities Helping All Neighbors Gain Empowerment)</p>	<p>Progress to Date: CHANGE's efforts have been reported in local press many times. This is the single most active community group in Winston-Salem and their efforts always make local news.</p>
<p>3. Intervention: Over the next ten years, encourage the five top employers in the Winston-Salem area to adopt a minimum wage for their employees of at least \$9.00 per hour if health insurance benefits are provided or \$12.00 per hour if health insurance is not provided.</p> <p>Rationale: The ability to make healthy choices or to take advantage of healthy options can be severely inhibited by low family income. In Forsyth County, 17% of white families have a household income of under \$30,000. But in African American families, that jumps to 43% with a household income under \$30,000 and in Hispanic families, 52% have household incomes less than \$30,000 (source: US Census 2000). Lack of income clearly is one critical factor in the persistence of racial and ethnic health disparities.</p> <p>Activities: - Build community support for increasing minimum wage. CHANGE offered an initiative to increase the minimum wage first among employees of the City of Winston-Salem at their spring 2006 meeting. Over 1100 community residents participated in this meeting! - Engage low-wage workers from within the identified organizations to serve as spokespeople who can advocate with their own employers for an increase. - Set up meetings with business or government leaders who are the people who would need to approve a wage increase. - Engage volunteer support (CHANGE and Healthy Community Coalition membership) to make their voices heard in support of increased wages.</p>	<p>Lead agency: CHANGE (Communities Helping All Neighbors Gain Empowerment)</p> <p>Other agencies: Healthy Community Coalition and All CHANGE members (including over 30 faith communities, neighborhood associations, and other community groups).</p> <p>Responsibilities: CHANGE:</p> <ul style="list-style-type: none"> • Build relationships with key decision makers in focus organizations • Establish meetings with leadership to encourage policy change • Work with leadership to make sure proposals get on the agenda for consideration <p>Others:</p> <ul style="list-style-type: none"> • Help design educational materials and compile facts. • Receive training and give talks to groups about how increasing the minimum wage will improve economic and physical health and vitality in our community. • Participate in public meetings where proposed wage increases are to be discussed. • Advocate with elected officials to encourage policy change (write letters, make calls, send e-mails, make personal visits). 	<p>This intervention is: _X_ New _ Ongoing _ Completed</p> <p>Process:</p> <ul style="list-style-type: none"> - Over the past 6 months, members of the CHANGE strategy team (their version of a steering committee) researched the issue and decided to approach the City of Winston-Salem about a proposed wage increase. - Retreats were held for Winston-Salem City Council members to educate them on the issue and assess their willingness to pass a policy. - CHANGE offered the initiative to its general membership and it was endorsed by the 1,100 members in attendance at their Spring 2006 meeting. - During the summer of 2006, CHANGE and partners are focusing on building awareness of the issue and enlisting community support <p>Output/ Impact: By 2016, the top five employers in the Winston-Salem area will have enacted policies setting their own minimum at \$9.00 per hour or more.</p> <p>Health/ Safety Outcomes: By 2016, the percentage of African American and Hispanic households with an income of less than \$30,000 will drop by 5%.</p> <p>By 2016, Racial and ethnic disparities in 5 leading health and wellness measures will decline by 5%</p>

Settings:

Churches

Housing Units

Business

Community services agencies

Government meetings

Start Date - Spring 2005**End Date** - 2016
