



**Healthy Opportunities Pilot**  
**2024 WNC Legislative**  
**Caucus**

# WNC Social Health Needs



Approximately **20% of all WNC residents** are food insecure



Up to **5% of WNC households** do not have access to a vehicle

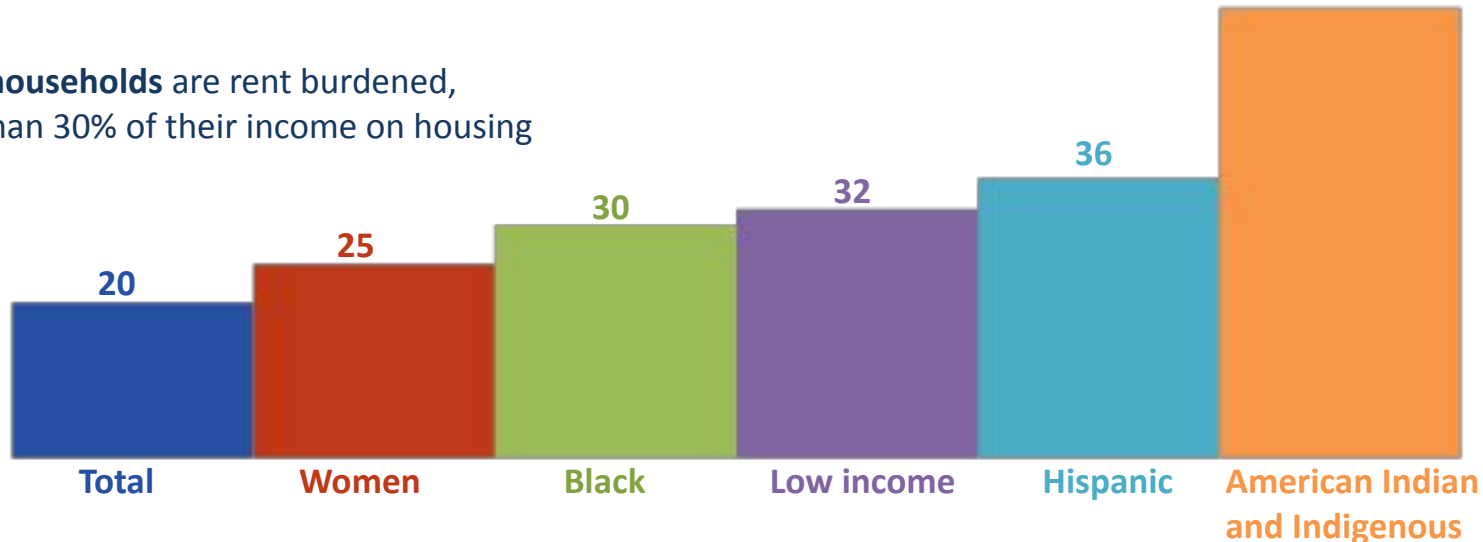


In 2021, state-funded domestic violence agencies received **17,746 calls** from WNC residents



**42% of all WNC households** are rent burdened, spending more than 30% of their income on housing

% of WNC population that is food insecure





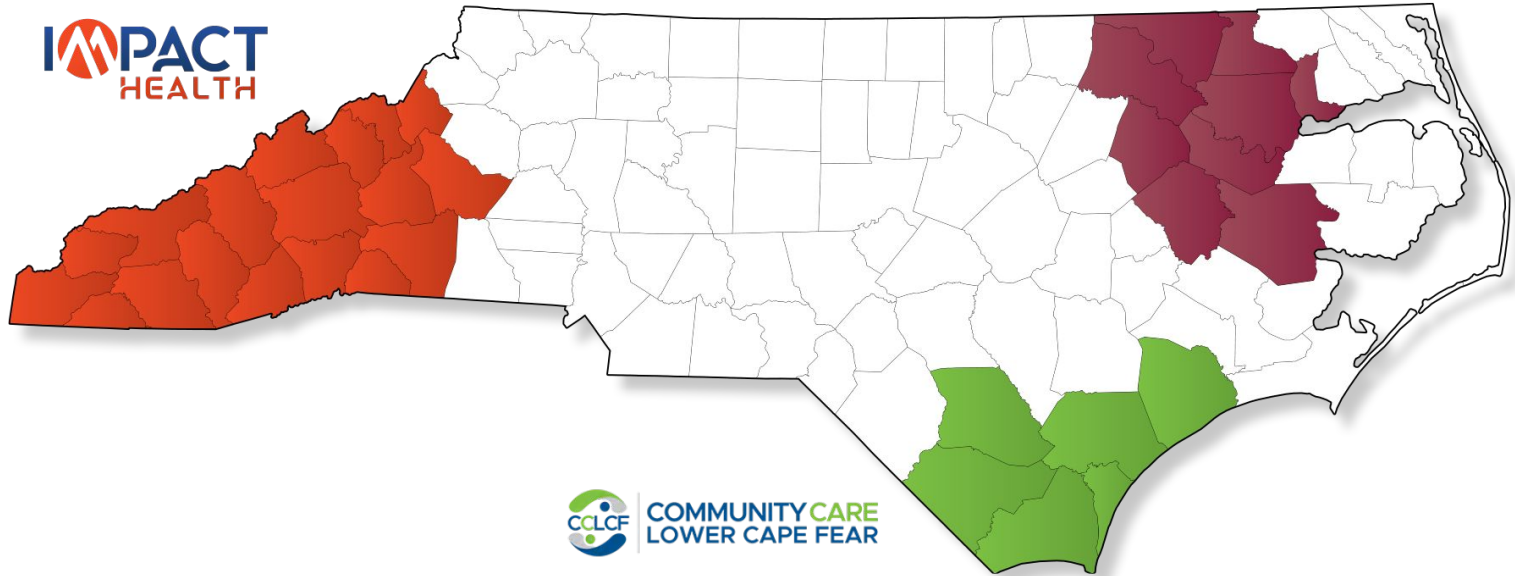
The **Healthy Opportunities Pilot (HOP)** is a first-of-its-kind program that provides evidence-based nonmedical interventions designed to **improve health outcomes** and **reduce healthcare costs**. Pilot services are reimbursable through **NC Medicaid**.

HOP provides **28 services** across **4 domains** of social need that have a big impact on overall health and wellbeing.



# NC Healthy Opportunities Pilot Regions

Access  
East



IMPACT  
HEALTH

CCLCF  
COMMUNITY CARE  
LOWER CAPE FEAR

# WNC HOP Snapshot



5.9K

clients

participating in HOP  
to date



54

active HSOs

in our HOP network



101K

HOP services

provided to date



11K

HOP services

provided in February



257

hours

of training & technical  
assistance from Oct. - Jan.



17.6M

billable income

for HSOs to date

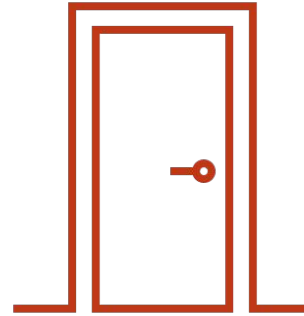
Updated February 29, 2024

# No Wrong Door

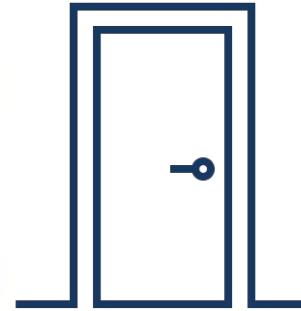
There are many pathways to enroll clients in HOP using NCCARE360



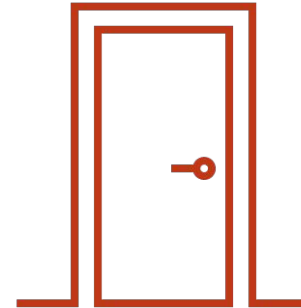
POTENTIAL CLIENT



HEALTHCARE PROVIDER



IMPACT HEALTH

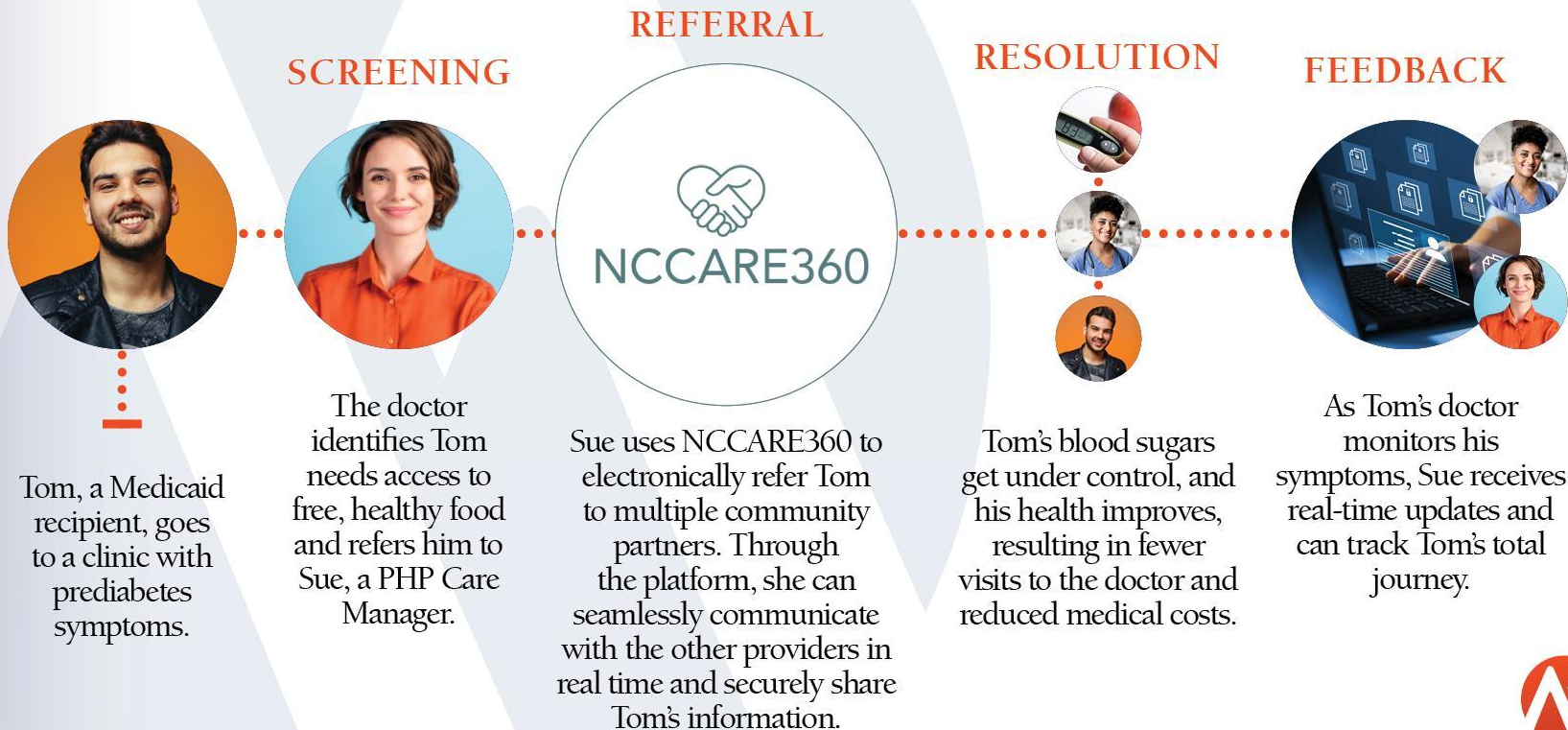


HUMAN SERVICE ORGANIZATION

The background is a solid dark blue color. Overlaid on this are several large, semi-transparent shapes. A large, light blue circle is centered in the upper half of the frame. Below it, two large, dark blue triangles point downwards, overlapping each other and the circle. The text 'Impact on Participants' is centered horizontally and vertically between the circle and the triangles.

# Impact on Participants

# Connecting People to Care.





# HOP **Success Story**

Justin and Andrea were working hard to establish a small family farm when COVID hit, **shuttering farmer's markets** and **driving up the cost** of feed & farm supplies. When the pandemic closed schools and daycare centers, Andrea had to **quit her job** to stay home with their twin boys.

In 2022, the boys were diagnosed with a **chronic respiratory disease**. A nurse visited their home and took note of their **leaking roof** and the **wood stove** and **kerosene** they used to heat their home. She told Andrea that these issues could be seriously impacting their sons' health.

The nurse shared that the family might be **eligible for HOP** services that could help make their home healthier.

# HOP **Success Story**

Although they were reluctant to seek help, Justin and Andrea were concerned about their sons and agreed to **enroll in HOP.**

Once enrolled, the family was referred to **Mountain Housing Opportunities** who **replaced their roof** and installed a **safer heating and cooling system.**

Now that the home's indoor air quality wasn't triggering their asthma, the boys could **focus on school** and Justin and Andrea could focus on growing food to **nourish their family and their community.**



The background is a solid dark blue color. Overlaid on this are several large, semi-transparent, overlapping geometric shapes. These shapes include a large circle on the left and right sides, and a large, stylized 'M' or 'W' shape in the center. The text 'Impact on HSOs' is centered horizontally and vertically within the 'M' shape.

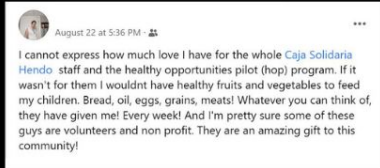
# Impact on HSOs



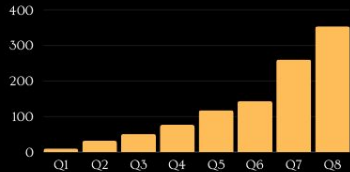
# Our Impact

# 10,000

food & housing services



## Rapid Growth in HOP Clients



# Workforce Retention

- **Living Wages with Benefits**
  - Use the scale for families
- **Equity Pay Scale**
  - Everyone is paid the same
- **Worker collective**
  - Everyone has an equal vote
  - Consent-based decisions
- **MOCHA management model**
  - Roles, responsibility, and accountability clear
  - Peer appraisals
- **Trauma-responsive**
  - Sanctuary meeting model
  - Cross-trained
  - Creative Interventions Tools



# Community Investment

## \$1 million for local food systems

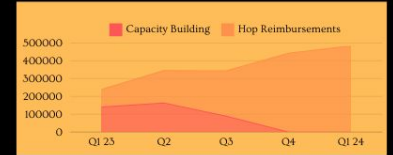
“ Working with Caja Solidaria has provided Mountain Food Products with a great opportunity to add meaningful purpose to our business operations. The collaboration with Caja has augmented our business in a year when overall food service has had a significant share of ups and downs.

- 0% food waste through composting and processing



# Capacity Building

Every \$1 in capacity-building funds has yielded \$3.72 in HOP Reimbursement



Refrigeration



Delivery Vehicles & Staff

Teaching Equipment

New Space



Learn more at:  
[impacthealth.org](https://www.impacthealth.org)

