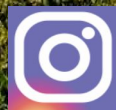




Rural Outreach and Medicaid Expansion

Feb. 27, 2024

Alexa Roberts and Kia Smith



[@newruralproject](#)

www.newruralproject.org

Launched in April 2021

Who are we?



NRP was co-founded by **Cynthia Wallace** and **Helen Probst Mills**. Both ran for office in rural North Carolina and saw that large numbers of registered and unregistered voters in rural communities simply did not vote.



What do we do?

Engage young and marginalized residents in rural communities, amplifying their voices through increased civic and electoral engagement.



Eliminate barriers to engagement by listening to rural stakeholders and developing community-driven solutions.



MEET THE TEAM



Maryjane Conti
Administrative Assistant



Alexa Roberts
Program Director



Quanisea (Nisea) Moses
Regional Organizer



Lauren Garland
Communications Fellow



D'Angelo Gatewood
Social Media Program Associate



Kia Smith
Program Assistant

New Rural Project Overview

Vision

We envision a future where all rural citizens use their civic power and engagement to foster and sustain vibrant and successful communities.

Mission

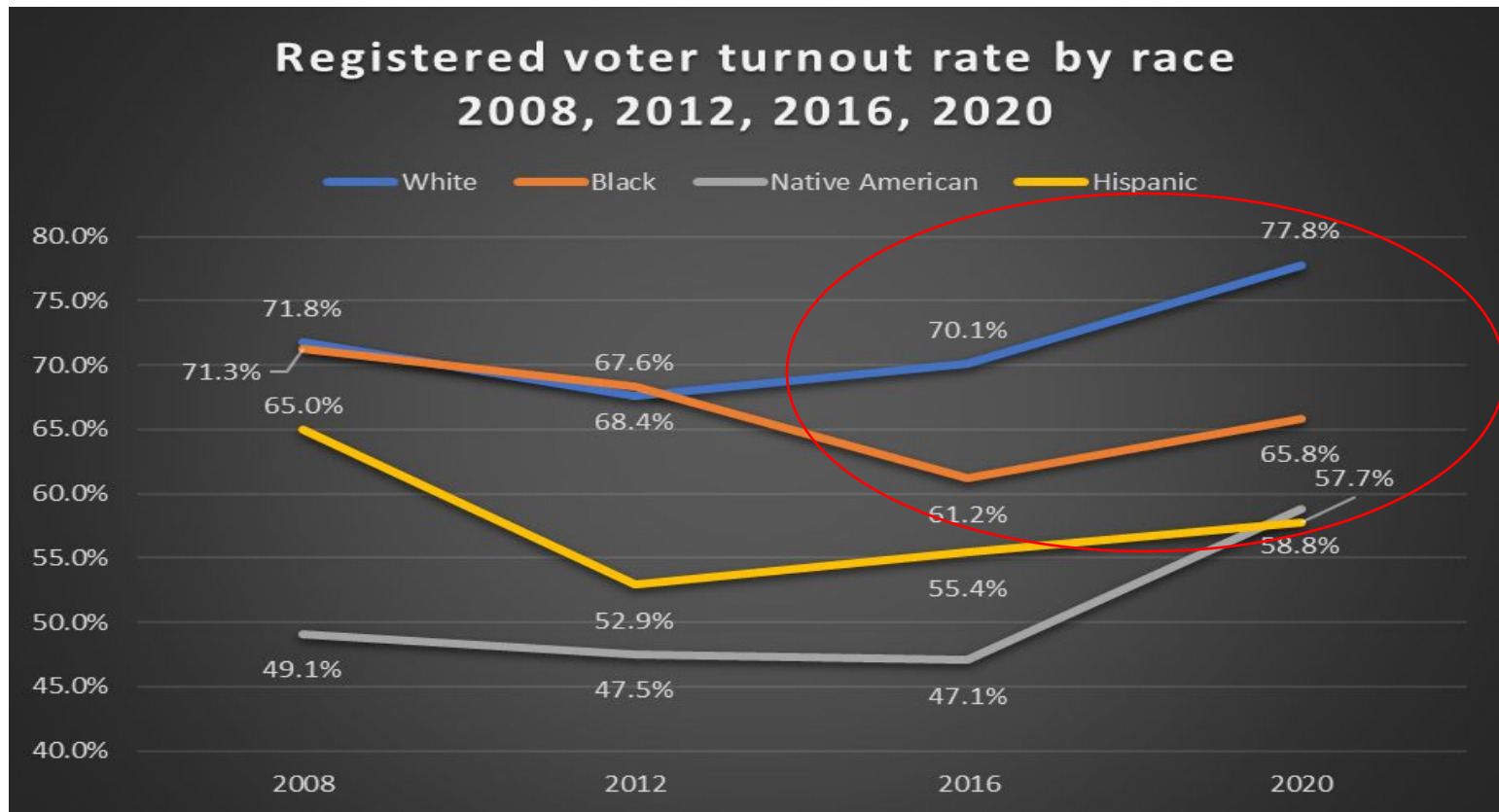
New Rural Project (NRP) is a non-profit organization that engages young and marginalized residents in rural communities to amplify their voices through increased civic and electoral engagement. NRP works to eliminate barriers to engagement by listening to rural stakeholders and working together to develop community-driven solutions.

Values

- Innovation
- Diversity & Inclusion & Equity
- Empowerment
- Integrity & Honesty
- Collaboration & Partnership
- Accountability



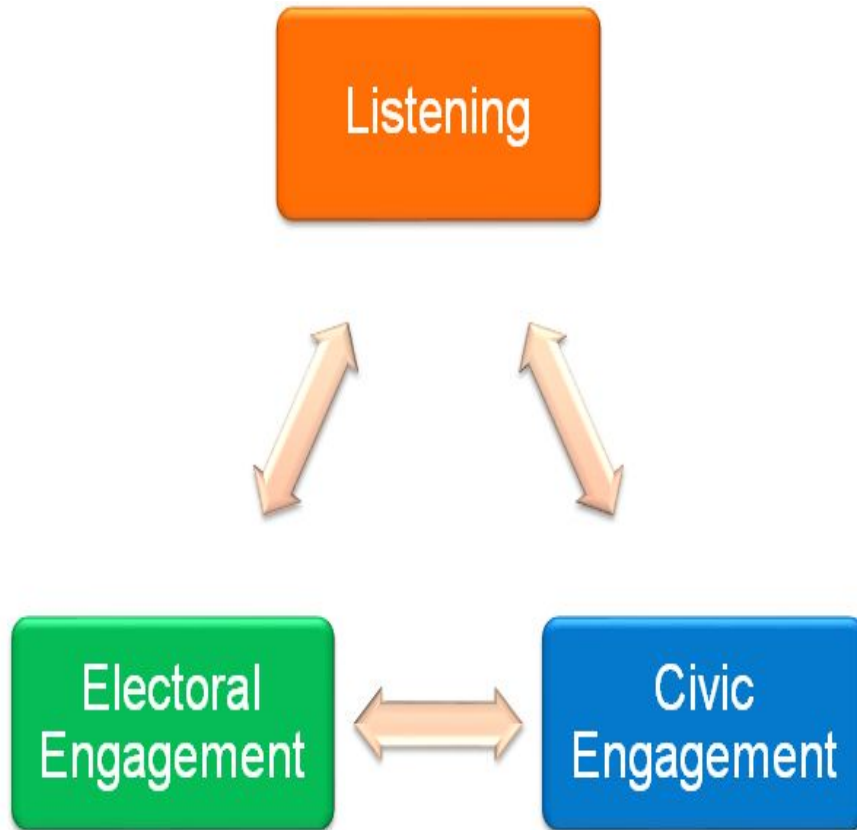
Voter Landscape of NRP Rural Counties by Race



~56,000 Registered Voters of Color **Didn't Vote** in November 2020

**NC Supreme Court seat was decided by
401 Votes out of 5 million cast**

Theory of Change




Focus Issues

- Voting Rights
- Healthcare
- Public Safety
- Education

Promoting

- Advocacy
- Engagement
- Empowerment


NRP's work



Candidate
for
HOKE COUNTY

Meet the Candidates
on your ballot!

COUNTY OFFICES	
Board of Commissioners (You may vote for THREE)	
David Pump	Republican Party
Christopher Holland	Republican Party
Tony Hunt	Democratic Party
Harry Southerland	Democratic Party
Allen Thomas, Jr.	Democratic Party
Johnny Boyles	Republican Party
Sheriff (You may vote for ONE)	
Stevie Joe	Republican Party
Roderick C. Virgil	Democratic Party
NONPARTISAN OFFICES	
Soil and Water Conservation	
District Supervisor (You may vote for THREE)	
Neil McKenzie	
Leonard Baldwin	
WFO	
WFO	




EDUCATION on the BALLOT
VIRTUAL VOTER PHONE BANK

Thurs. Oct. 20
9 - 9pm

VOTE

Encourage your HOKE and ROBESON COUNTY neighbors - not intended to all harm but are amplifying bad information that has real effect.

Meet the Candidates

Open to the Public

HOLLA!
Community Center
229 E. Main Street in Morven, NC

Wednesday October 5, 2022
6:00 PM to 8:00 PM

REGISTRATION WILL BE AVAILABLE

Register Here!

HOLOLA! RURAL PROJECT

Our Voice is More Powerful
at the Local Level!

JOIN US!

VOTE LOCAL DAY
OCTOBER 8TH

VIRTUAL EVENT

Learn from local leaders making real progress so we can be the ones to use our power at the polls.

Register for FREE!
BeTheOnes.org

Vote Local Day Host: the ones.
Vote Local Day Partner: RURAL PROJECT

Democracy Training & Phonebank

HUMAN RIGHTS CAMPAIGN + New RURAL PROJECT

VOTE 411




New RURAL PROJECT

3RD QUARTER 2022 YOUNG PEOPLE'S CONVERSATIONS SERIES:
COMBATING MIS- AND DISINFORMATION

ALEXA WHALEY
MODERATOR
MILWAUKEE ACTION PROJECT

TYLER DAVE
MODERATOR
NEWCASTLE CONSUMERS PUBLIC

MELISSA PRICE
MODERATOR
NC WITNESS FOR THE EAST

MODERATOR:
CYNTHIA WALLACE
EXECUTIVE DIRECTOR
NEW RURAL PROJECT

TUESDAY SEPTEMBER 27, 2022
7:00 PM - 8:30 PM

ONLINE WITH ZOOM

ONLY AND REMOVED THE LEADERS THE BEST TO IDENTIFY AND COMBAT THE SPREAD OF MIS- AND DISINFORMATION

REGISTER HERE

QR CODE

M P
MILWAUKEE ACTION PROJECT

NCACE
Commission Center

#MAPOURFUTURE
People Over Politics
Campaign Kickoff | Moore County
Join in-person or online | August 8, at 6:30 PM

Sponsored by:
RURAL PROJECT, NAACP, Moore County, NC, and the Commission Center

Don't miss this important town hall on the impact of the upcoming Supreme Court case, Moore v. Harper - to North Carolina and the nation



BarberShop
SALON & SPA

WITH CANDIDATES

Blendz Hair Studio
1401 W. Roosevelt Blvd, Suite L in Monroe, NC


Sunday October 30, 2022
2:00 PM to 4:00 PM



Beauty Salon CONVERSATIONS PRESENTS

CURLS

Cultivating Unified Relationships with Ladies for Success




THE SANDHILLS VOTER INITIATIVE PRESENTS

ANSON HIGH ALUMNI C/O 2000-2021 BASKETBALL TOURNAMENT & FUNDRAISER!

OCT. 15TH - DOORS OPEN AT 3:30PM

LOCATION: ANSON MIDDLE SCHOOL

TICKET PRICE: \$5 FOR YOUTH AGES 5 AND UP
\$7 FOR ADULTS

WE ENCOURAGE EVERYONE TO BRING EXACT CHANGE, HOWEVER, CASHAPP WILL ALSO BE ACCEPTED - SEE BOTTOM RIGHT OF FLIER

Vendors, voter information, and other community resources will be available!

4PM - 3RD PLACE GAME
(H) '06-'10 VS. (A) '00-'05

6PM - CHAMPIONSHIP GAME
(H) '11-'15 VS. (A) '16-'21

QR CODE



The night before the NCGA voted to expand Medicaid, we introduced the Urgent Conversations series by hosting a virtual panel discussion and open Q&A. Recording available on our YouTube channel.



LET'S TALK ABOUT MEDICAID EXPANSION

**KAREN L. SMITH,
MD, FAAFP**

FAMILY MEDICINE PRACTICE
OF KAREN L. SMITH MD, PA



**REPRESENTATIVE
DIAMOND
STATON-WILLIAMS**

NC HOUSE DISTRICT 73,
RN, BSN, MHA



Outreach Key Factors

- Partnerships with local trusted organizations, community leaders
- Local healthcare agencies/providers
- Incentives: Free food, raffle drawing, give-aways
- Value adds: children's services, Voter ID, employment services
- Marketing: flyers, social media, churches, schools, local partners, day-of activities
- Traditional GOTV methods (i.e., Canvassing)

Health Fair Tables

- **Atrium:** Carolinas Primary Care in Anson (BP screenings, Diabetes screenings, health info fact sheets, info about Atrium health service options)
- **Care Share:** Hollis Smith (Medicaid Expansion FAQ and eligibility)
- **Charlotte Center for Legal Advocacy** (NC Navigators/Application/Enrollment info)
- **Health Plan Options:** Reps from Wellcare, Healthy Blue, Carolina Complete Health and Enrollment Broker
- **NETworX Anson:** Women's Self-Care Bags and Pharmacy Info
- **Anson Partnership for Children** (health-related books, child development brochures, and NC Pre-K registration info)
- **Behavioral Healthcare Providers:** Atrium Health and Daymark Recovery Services
- **Anson Health & Rehabilitation** (service options)
- **NC Black Alliance** (Swag, Access to Healthcare materials)
- **County Board of Elections** Director and Staff: Voter ID machine, Sample ballots, Voting sites, Voter Registration Information, Q&A
- **NC Works:** Employment/Training Information for NC/Anson residents
- **New Rural Project:** Resources, Voter Info, swag, etc.
- **Resource table:** Info from Health Dept, DSS, NC Justice Center and DHHS Fact Sheets on new Medicaid Eligibility requirements, etc. Also Voting Rights info from Common Cause NC
- **HOLLA Kitchen:** Soups, sandwiches, salads desserts
- **Mobile Primary Care Unit** parked in "regular" spot- available to attendees (no appointment needed)

New RURAL PROJECT **HOLLA!**

ANSON COUNTY COMMUNITY

HEALTH FAIR

Learn about Medicaid Expansion and Connect with Healthcare Providers and Resources.
Your HEALTH is your WEALTH!

FEBRUARY 10, 2024
10:00 A.M. - 2:00 P.M.

HOLLA! CENTER
229 MAIN ST,
MORVEN, NC 28119

We will have:

- Free Food
- Mobile Primary Care Unit
- Free Health Screenings
- and raffle prizes each hour!



PARTNERS



BY THE NUMBERS:

- 80 people attended
- 33 people representing 18 organizations at tables
- 13 Volunteers to Canvas
- 7 people obtained ID cards to be able to vote in the upcoming election
- 4 happy winners: awarded two gift baskets and two gifts cards
- One fantastic article in the local newspaper
 - [The Anson Record](#)





New **RURAL**
PROJECT

THANK YOU



@newruralproject

www.newruralproject.org