



# CENTER FOR RURAL HEALTH

## NORTHERN MICHIGAN UNIVERSITY

**Established July 2020**

Follow us on social media!



@NMUruralhealth



@NMUruralhealth

**Elise Bur, Director**

[ebur@nmu.edu](mailto:ebur@nmu.edu)

(906) 227-6356

# Mission Statement

To improve the health and well-being of Upper Peninsula residents and communities by developing collaborative partnerships that improve the access and availability of affordable, quality healthcare services



# Vision Statement



The Northern Michigan University Center for Rural Health will be recognized as the regional collaborating Center committed to strengthening the rural healthcare system

# NMU Center for Rural Health Goals

Goal 1: Expand access to comprehensive healthcare services

Goal 2: Improve the quality of essential healthcare services

Goal 3: Address regional health priorities by identifying and advancing solutions

Goal 4: Strengthen the rural healthcare system as a whole

# Annual Higher Education Flu Shot Competition

All U.P. Universities & Colleges

Students, staff & faculty self-report

Winning university to receive trophy created by NMU art & design professor



# National Rural Health Day Essay Contest

Opens early October

November 17, 2022

#powerofrural

High school seniors who attend school and reside in the Upper Peninsula of Michigan and intend to pursue studies in a healthcare related field at a college or university in fall 2023



IT'S NOT JUST A DAY, IT'S A MOVEMENT.

Eastern/Central/Western U.P. Area Winners

\$500-1<sup>st</sup> Place; \$250-2<sup>nd</sup> Place; \$100-3<sup>rd</sup> Place Prizes

# U.P. Healthcare Workforce Summit

- Marquette, June 2022
- Focus = Recruitment & Retention
- Healthcare Workforce Assessment
  - Vacant Position Snapshot
  - Conducted Focus Groups
  - Developed/Collected Survey

## U.P. Healthcare Careers Alliance

- U.P. MiWORKS
- NMU Center for Rural Health
- MI Center for Rural Health
- U.P. Health Care Solutions
- U.P. Area Health Education Center
- MI Primary Care Association

Healthcare Workforce Assessment results are available at:  
<https://nmu.edu/ruralhealth/healthcare-workforce-assessment>

# Food Access & Food Insecurity

- The U.P. has higher rates of food insecurity compared to the state: Michigan = 13%; U.P. food insecurity rates range from 14%-18%
- A majority of households fall below the state median household income (\$59,234)
- ALICE rates are higher than the state average of 25.1% which indicates households not included in the poverty rate which struggle to afford the actual costs of housing, child care, food, healthcare, and transportation.

**ALICE** is an acronym for:

**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed, and represents the growing number of families who are unable to afford the basics of housing, child care, food, transportation, health care, and technology. These workers often struggle to keep their own households from financial ruin, while keeping our local communities running.



# County Data for CUPPAD Region

<b>County</b>	<b>Median Household Income</b>	<b>% Food Insecurity Rate, 2019</b>	<b>% Poverty Rate</b>	<b>% ALICE</b>	<b>% Households Enrolled in SNAP</b>
Alger	\$45,184	14.3	12.6	41.4	10.2
Delta	\$47,008	14.8	13.8	25.2	13
Dickinson	\$51,704	13.6	9.9	28.1	12.1
Menominee	\$48,548	13.9	13.5	32.5	10.5
Schoolcraft	\$48,443	17.2	14.3	32.7	15.3

# Local Infrastructure

- 94 identified grocery or food markets in the Upper Peninsula with 12 selling local produce and goods
- Of the 30 Farmer's Markets, 12 accept SNAP/EBT benefits
- There is a lack of infrastructure that supports local food trade, including access to capital for farmers and the lack of packing, processing, aggregation, and distribution facilities
- There is one food hub: Upper Peninsula Food Exchange in Marquette which also offers cold and dry storage for producers.
- There are two shared kitchens in Escanaba (Delta County) and L'Anse (Baraga County)
- There are 12 restaurants that practice farm to table sourcing

# Addressing Food Insecurity

## Nutrition & Healthy Lifestyle Grant

- \$195,000
- Awarded by the Michigan Health Endowment Fund
- Project Period: 9/2021 – 8/2023

**MICHIGAN HEALTH**  
**ENDOWMENT FUND**

## Project Partners:

- NMU Center for Rural Health (Lead)
- U.P. Food Exchange
- Feeding America West Michigan
- Central U.P. Planning & Development
- Michigan State University - Upper Peninsula Research and Extension Center

# Nutrition and Healthy Lifestyle Grant cont'd...

## Project Deliverables:

- Conduct feasibility study for an aggregation and light food processing facility (food hub)
- Explore food distribution models
- Develop a multi-year plan that has a phased approach



# What is a food hub?

U.S. Department of Agriculture's Definition:

“A centrally located facility with a business management structure facilitating the aggregation, storage, processing, distribution, and/or marketing of locally/regionally produced food products.” By actively coordinating these activities along the value chain, food hubs are providing wider access to institutional and retail markets for small to mid-sized producers, and increasing access of fresh healthy food for consumers, including underserved areas and food deserts”.

# Data Collection: (May through June 2022)

Presented to the Growing U.P. Agriculture Association in April to explain project and encourage participation in interviews and surveys.

## **Interviews: (30 total)**

- Farmers/Producers (11)
- Small Business/Makers (4)
- Food Buyers (8)
- Stakeholders (7)

## **Surveys: (75 total)**

- Farmers/Producers (54)
- Small Business/Makers (16)
- Food Buyers (5)

# Interview & Survey Outcomes

## **Current Situation**

- Not enough production and/or interest to currently sustain a light processing facility
- Individuals trying to solve their own distribution challenges themselves
- Grant related efforts are good, but is often being done in silos and sustainability is questionable beyond the life of some grants

# Future Potential

- Increase current farming production
- Invest in future farming regionally
- Collaborate on distribution initiatives
- Leverage funding opportunities (regionally and statewide)
- Increase access to food (ensure individuals eligible for assistance are registered and know how to maximize benefits)
- Develop a sustainable, food system from production to processing to distribution



# Contact

Elise M. Bur, Director

Northern Michigan University Center for Rural Health

Marquette, MI 49855

Work #: (906) 227-6356 | Mobile #: (906) 281-4803

[www.nmu.edu/ruralhealth](http://www.nmu.edu/ruralhealth)

Follow us! The Northern Michigan Center for Rural Health can be found  
@NMUruralhealth on both Facebook and Instagram

Questions? Comments?

