

Health Is Wealth



HOP drives economic health in rural North Carolina

The Healthy Opportunities Pilot (HOP) has not only made it possible for over **40,000 people** in North Carolina to live healthier lives — it has also become an economic engine for North Carolina’s rural communities. A new study using input-output analysis shows HOP investments **create jobs, raise worker income, and generate revenue** for local businesses in pilot regions.

In just three years, HOP spending led to more than **\$384 million in total business activity** across the three pilot regions and created **2,923 full-time jobs** that earned NC workers **nearly \$125 million in employment income**. These impacts include direct spending and ripple effects that stimulate other parts of the economy.

Understanding HOP’s Economic Impact



Every service dollar invested in HOP generated an additional **\$0.55 in economic activity** in pilot regions.



HOP services generated more than **\$87 million in direct labor income** and approximately **\$38 million in income** for other workers in the region.



HOP services invested nearly **\$125 million in local wages** and **supported over 2,900 jobs** across a wide range of industries and service sectors.

NC Industries that Benefit from HOP

- Agriculture
- Construction
- Healthcare
- Insurance
- Nonprofit
- Real Estate
- Restaurant
- Retail
- Wholesale

“HOP has been transformative, ensuring that many more families are safe, secure, and able to remain in their homes. The ripple effect of the program extends far beyond the homes repaired; benefiting families, businesses, and the community as a whole.”
– Jason Duvall, Carolina Rebuilding Ministry, Bertie County, Access East Region

“HOP is a game-changer for small farms that rely on consistent sales outlets. The program helps those facing food insecurity, as well as provides sales outlets for our farm. It is truly a win-win combination that improves our community.”
– Hannah Jeske, R Farm, Buncombe County, Impact Health Region

HOP Spending by Sector

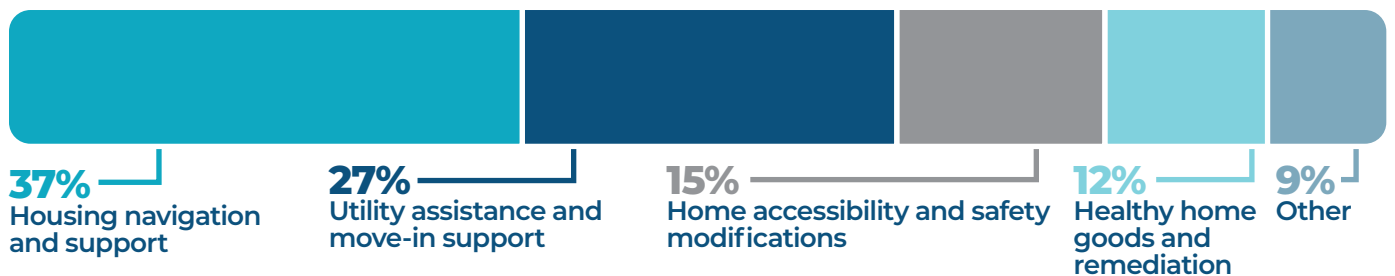
\$247M spent → generates \$384M in total business activity

HOP investments were focused on nonmedical services that stabilize households and improve daily health, with spending focused on three key areas:

\$139M Food and Nutrition Services



\$100M Housing Services



\$8M Transportation Services



“In the Cape Fear region, the Healthy Opportunities Pilot proved that food and housing services are powerful drivers of local economic vitality. Investing in these foundational needs doesn’t just improve health, it builds lasting economic resilience across our entire region.”

– Joshua Chitalo, Old North State Medical Foundation, Onslow County, Community Care of the Lower Cape Fear Region

Learn **More** ncdhhs.gov/healthy-opportunities-pilots

Data accessed on April 20, 2026

HOP economic impact data were generated through an IMPLAN analysis conducted by Dr. Alison Davis, professor of agricultural economics and executive director of Blueprint Kentucky, an integrated engagement/research center at the University of Kentucky. Dr. Davis is committed to building relationships across Kentucky and the South to promote a stronger sense of community and an improved economic base in rural areas.