ANCHOR INTRO
IMPROVING THE LIVES OF THOSE WHO LIVE IN RURAL COMMUNITIES THROUGH BIG DATA.
THAT’S JUST ONE OF THE TOOLS THAT EAST CAROLINA UNIVERSITY WILL BE USING TO UPLIFT OUR RURAL AREAS.
IT’S CALLED THE RURAL PROSPERITY INITIATIVE.

PKG
TRT – 1:43
OC – but they stretch across this country.
Supers
Rural Prosperity Initiative – East Carolina University
Courtesy - ECU
Dr. Jay Golden – Vice Chancellor for Research, Economic Development and Engagement
Dr. Cecil P. Staton – ECU Chancellor
John D. Chaffee – CEO NC East Alliance

Dr. Jay Golden – while the cities have been growing, there has been a deterioration of our rural areas and a lack of attention to the rural populations.
Dr. Jay Golden – so ECU is going to be doing something about this.
IT’S CALLED THE RURAL PROSPERITY INITIATIVE... AND THOSE AT ECU SAY IT IS GOING TO BUILD OFF OF WHAT THEY HAVE BEEN DOING FOR RURAL NORTH CAROLINA FOR DECADES.
Dr. Jay Golden – we are devolving unique and innovative ways that leverage our intellectual capacity in the facilities across this campus, plus with our partners to address health disparities, educational disparities and economic disparities.
WHAT WILL MAKE THIS UNIQUE... IS THAT DATA ANALYTICS WILL PLAY A MAJOR RULE WITH THIS PROGRAM.
Dr. Cecil P. Staton –We’re going to be looking at data and doing more research but our real goal is to take that and practically apply it in the communities of eastern North Carolina and the rural areas of our state so that we can really make a difference in health care, in education and economic development.
WITH THAT ECONOMIC DEVELOPMENT... ECU CHANCELLOR CECIL STATON BELIEVES FAMILY SUSTAINING JOBS WILL BE CREATED.
Dr. Cecil P. Staton – for example, we’re looking at creating a center that will focus on using the byproducts of agribusiness that might be used in packaging, creative packaging for the pharmaceutical industry which also has a large presence here.
John D. Chaffee –we’re focused on doing things in this region that will result in jobs and investment, that’s exciting.
WHILE ECU’S PLANS ARE TO HELP RURAL NORTH CAROLINIANS... STATON FEELS WITH SUCCESS... OTHERS ACROSS THE COUNTRY WILL LOOK AT THIS INITIATIVE AS A MODEL.
Dr. Cecil P. Staton – we really believe we’ve got all of the ingredients here to become a national leader. The problems of rural America are not just here in North Carolina, but they stretch across this country.

ANCHOR TAG
OTHER WAYS THAT ECU IS HELPING TO STRENGTHEN RURAL COMMUNITIES IS WITH THEIR DENTAL MEDICINE SERVICE LEARNING CENTERS... THEY PROVIDE DENTAL CARE TO MORE THAN 40 RURAL NORTH CAROLINA COUNTIES THAT HAVE NO OR LIMITED DENTAL MEDICINE PROVIDERS.