“Moving the Dial”
to better community health
in Buffalo, New York

Presenter

Rita Hubbard-Robinson, JD
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Erie County Medical Center
Social Determinants of Health

- Social & Economic Factors 40%
- Physical Environment 20%
- Clinical Care 10%
- Health Behaviors 30%

- Tobacco Use
- Diet & Exercise
- Alcohol Use
- Unsafe Sex

- Education
- Employment
- Income
- Family & Social Support

- Environmental Quality
- Built Environment

Prevention Institute, July 2003
Erie County Medical Center
Health Equity Focus

- Health Behaviors 30%
- Social/Economic Factors 40%
- Physical Environment 20%
Farmers’ Market at Grider
A Movement for Health

This is not just a market;
it’s a movement,
a meeting place,
a healthy lifestyle learning place,
a place to learn about fitness,
and to convene for neighborhood walks
and healthy living talks
Plant Day at the Market
Market Fitness and Fun

- Gospel-robics
- Tai-Chi
- Hula Hoop
- Line Dancing
- Plant Day
- Apple Days
- Harvest Day
Kids Work Out Challenge
Food Demonstrations
Cooking Healthy for the Holidays

Recipe Book

Kale and Black Eyed Pea Holiday Soup
Winter Salad
Okra and Tomatoes
Twice-baked Sweet Potatoes with Chipotle

Saturday, November 26th, 2011
11 AM – 1 PM
Mount Olive Baptist Church

Sponsored by
Erie County Medical Center
Community Health Workers of Buffalo
Food For All
ECMC Healthcare Professions Conference: Just for 7th Graders
Creating the Experiential Base
“I’m taking many experiences with me from this, for example, how to conduct myself in a hospital and I’m taking the things I learned that I can use in the world.”

- 9th Grade Intern
Erie County Medical Center
ECMC Community Development

- 2007: Demolition of vacant dilapidated housing (on-going)
- 2008: New Paved Road and Sidewalks (City of Buffalo)
- 2008: Farmers’ Market at Grider Street (landscaped market space)
- 2011: Community Clean Up Day
- 2011: City of Buffalo - Clean Sweep
- 2012: Delavan Grider Collaboration: Proposal for Street Pole Banners and Garbage Cans
Clean Sweep 2011 – Partnership with City of Buffalo
Community Partnerships
Radio Show on Health

Great Lakes Health

KALEIDA Health

ECMC
THE CULTURE OF CARE

WUFO
MIX 1080 am
UB School of Public Health Survey

Quotes

• “They teach you how to use the things you can buy there. They give you the recipe and every week [my neighbor and I] go together. If she can’t, I will go”

• “[I go] because I like fresh fruits and vegetables.”

• “It would be better for me and my family”

• “There is no other supermarket”
“Let’s Get Moving” Community Health Symposium and Fair
Churches and Community, Working Together to Improve Health

- Faith Community
- ECMC
- Grupo Ministerial
- Healthcare Education Project
- Hispanics United of Buffalo
- Masten Block Club Coalition
- AFL-CIO - BWNY LCLAA & CBTU
- Public Policy and Education Fund
- Upstate New York Transplantation Services
Partnership with the P² Collaborative of WNY

- Chairperson of the Western New York Health Equity Coalition for the P² Collaborative of WNY.
- The WNY Health Equity Coalition is an inclusive group of leaders that champions equal access to quality health and wellness for everyone in Western New York.
Building a Health Equity Center

An evaluation team visited 3 types of health equity centers to inform the design of a Western New York health equity center.

- A hospital based approach
- A research driven institution
- A government based model
WNY HEC – 2012 Goals

- Utilize the Louisville model to convene community meetings in the Spring.
- Begin to develop a framework for the WNY Health Equity Center.
- Host a representative from Louisville with members of the WNYHEC and the WNY community.
2012 Health Education Project