

Addressing Disparities: Linking Community to Evidence-Based Interventions

Theresa Green, PhD, MBA
University of Rochester Medical Center, Center for Community Health



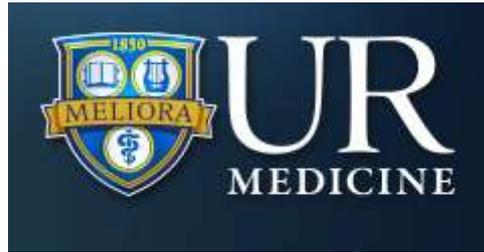
Purpose

- ▶ To improve the health of a neighborhood within Rochester that exhibits a disproportionate amount of poor health outcomes.
- ▶ The plan can and should address upstream, social determinants of health.
- ▶ The intervention should address resident's needs but be grounded in evidence-based interventions



Planning Team...

Edgerton Residents



greater rochester
Health
foundation

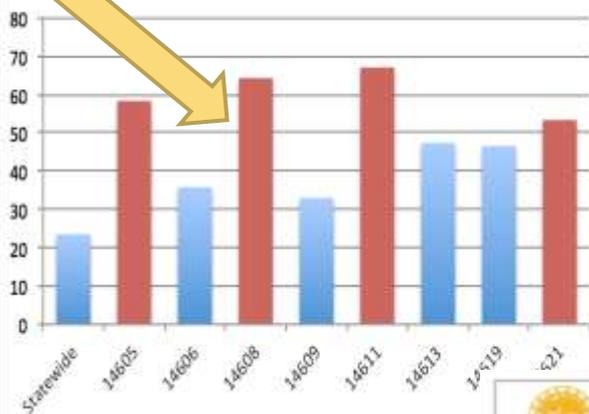


City of Rochester, NY
Lovely A. Warren, Mayor

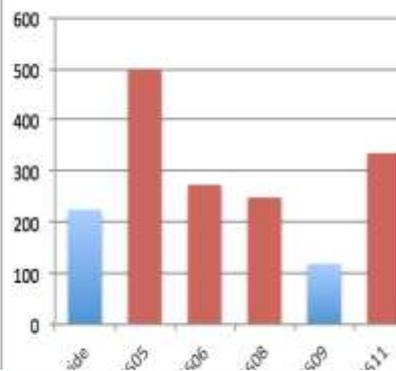


Exploring the Data

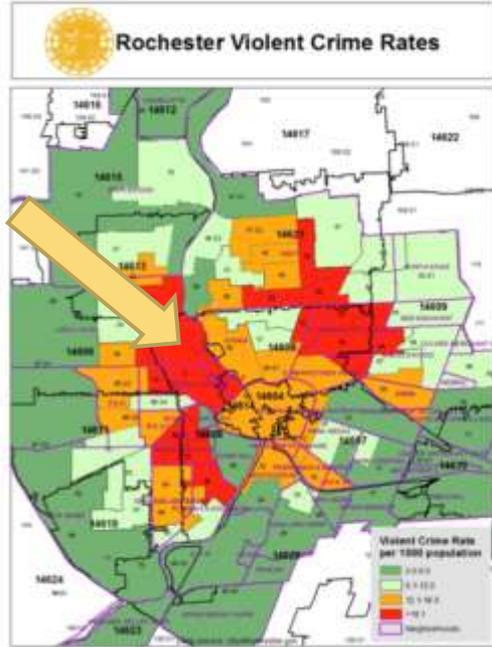
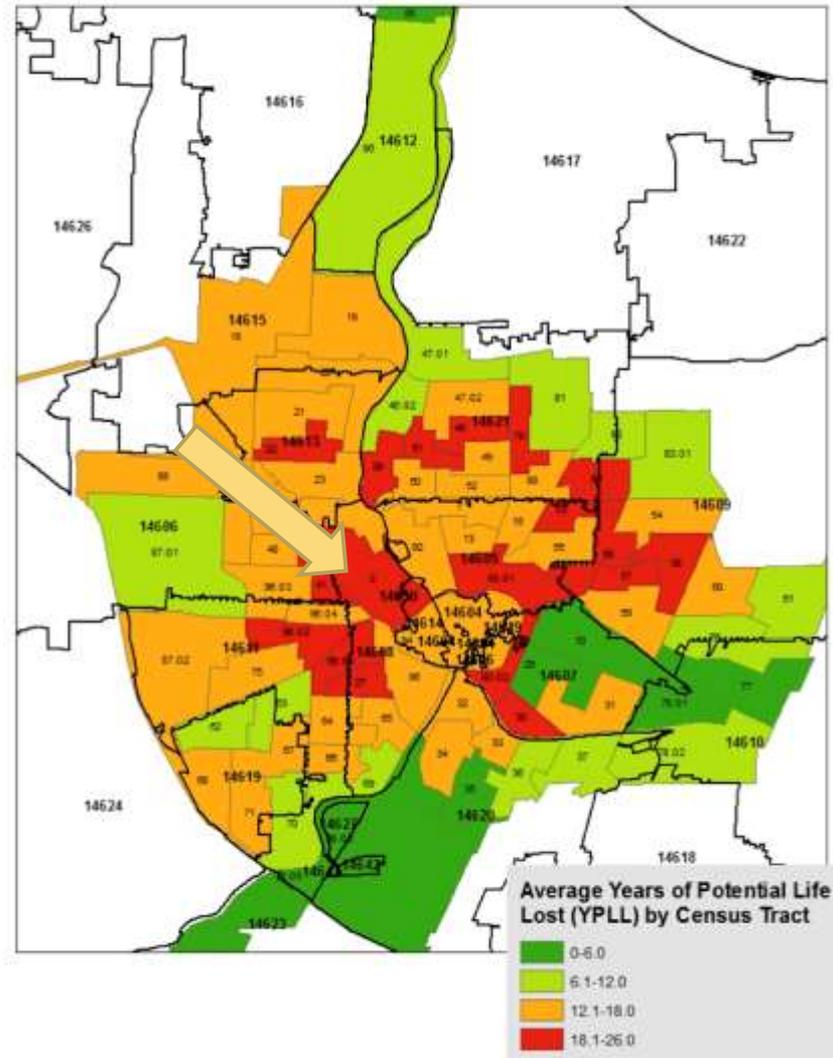
Potentially Preventable ED Visits



Prevention Quality Composite



Years of Potential Life Lost (YPLL) by Census Tract



Exploring the Evidence Base

Reference	Suggested Model	Model Successfully Implemented	Data Supports PBI - no Model discussed	Result of PBI Needs Assessment/ Survey
Austin, M. J., & Lemon, K. (2005). Promising programs to serve low-income families in poverty neighborhoods. <i>Journal of Health & Social Policy</i> , 21(1), 65-94.	1			

Source	Intervention	Expected Outcomes	Additional Information
The Community Guide: Recommended Intervention http://www.thecommunityguide.org/pa/environmental-policy/improvingaccess.html	Environmental and Policy Approaches to Increase Physical Activity: Creation of Enhance Access to Places for Physical Activity Combined with Informational Outreach Activities	<ul style="list-style-type: none"> - Reported weight loss among participants - Increased levels of physical activity 	<p>Creation of or enhancing access to places for physical activity involves the efforts of worksites, coalitions, agencies, and communities as they attempt to change the local environment to create opportunities for physical activity. Such changes include creating walking trails, building exercise facilities, or providing access to existing nearby facilities.</p> <p>These multicomponent programs were evaluated as a “combined package” because it was not possible to separate out the effects of each individual component.</p>
The Community Guide: Recommended Intervention http://www.thecommunityguide.org/pa/environmental-policy/podp.html	Environmental and Policy Approaches to Increase Physical Activity: Point-of-Decision Prompts to Encourage Use of Stairs	<ul style="list-style-type: none"> - Increased levels of physical activity 	<p>Point-of-decision prompts are motivational signs placed in or near stairwells or at the base of elevators and escalators to encourage individuals to increase stair use. These signs:</p> <ul style="list-style-type: none"> • Inform people about health or weight loss benefits from taking the stairs, and/or • Remind people already predisposed to becoming more active, for health or other reasons, about an opportunity at hand to do so

Exploring the Community

- ▶ Driving and walking audits
- ▶ 7 focus groups with 48 residents and
- ▶ 18 interviews with neighborhood stakeholders (church leaders, school reps, government officials)

Findings from the Edgerton Community

November - December 2015



A big, big thank you!

We want to thank you all for your spending time with us and sharing your experiences and ideas about how we can make Edgerton a healthier community. Over the month of November, we held seven

Pulling it all together...

► 4 Themes emerged

1. Improve the built environment
2. Increase safety in our neighborhoods
3. Provide skills development and mentoring
4. Increase the sense of community and advocacy



Physical environment	Historic homes Decorations for Halloween Large trees Greentopia - Green visions lots Project Scion Garden Jones square park, Tacoma Park
----------------------	---



Abandoned homes Housing quality poor Litter (of all kinds) Many vacant lots Corner stores

Theme	Related Health Outcomes	Formative Evaluation Support	Evidence-based solutions	Existing Rochester resources
Built Environment	Asthma Mental Health Lead poisoning	<p>In most focus groups with residents and interviews with stakeholders housing quality was mentioned as a major issue. To address this, residents suggested a neighborhood beautification project including renovating or rehabilitating existing homes, improving the environment, and tearing down abandoned homes, when needed. This could include programs to incentivize maintenance or improvements as well as advocacy materials or groups to have landlords improve conditions.</p> <p><i>“We need good affordable housing. People want a place where their kids can play and be safe. Feel some pride in.”</i></p> <p style="text-align: right;">-Resident, Mother</p> <p><i>“Landlords do just enough to pass inspection. You could be healthier in your own home.”</i></p> <p style="text-align: right;">-Resident, Senior citizen</p>	<p>Habitat for Humanity Operation Fresh Start YouthBuild</p> <p>Develop targeted educational programs and materials about exposure, health risks and effective control strategies for hazards in homes... (suggested PA intervention)</p> <p>Conduct activities and programs that enhance building inspection and maintenance (suggested PA intervention)</p> <p>Increase resources for healthy neighborhood and other related programs to conduct home assessment and provide low-cost safety measures (suggested PA intervention)</p>	<p>Community Development info (Katrina)</p> <p>Housing Rehab in Josana</p> <p>Housing at FR=EE (Jon Greenbaum – Rochester Acts)</p> <p>NEAD (George Moses)</p> <p>Coalition to Prevent Lead Poisoning (Elizabeth, Kathy Lewis, Katrina)</p> <p>MCDPH Healthy Neighborhood Program (currently only targets 14608, not 14613)</p>



Next Steps

- ▶ Developing a grant proposal to fund interventions
 - ▶ Planning for community engagement and neighborhood leadership – working with the City and Neighborhood Association
 - ▶ Partnering with Community Based Organizations who are already doing this work
-

Do you have ideas to make the Edgerton Community a healthier place?

We need your help! Join us for a group discussion about neighborhood health.



Who

Anyone that lives in the Edgerton neighborhood.

What

An hour long group discussion with about 10 other Edgerton neighborhood residents and facilitators to understand the health concerns of residents.

Where/When

Times and locations of the group discussion will be decided based on what works best for residents.

Contact

Your input is important and your help is needed. Please call 585-224-2873 or email Shannon_klymochko@urmc.rochester.edu to find out about participating.

We value your time and will provide \$25 for participating in the group discussion.

Childcare and food will be provided.

Discussion Questions

- ▶ How can we replicate this process in the Community Health Needs Assessment and Improvement Planning?
- ▶ How can we keep residents engaged as we await funding and plan for implementation?

