Mt. Auburn Neighborhood Transformation: A Community-Based Participatory Research Initiative

Presented by
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Learning Objectives

1. Building effective community-driven participatory research.
2. Why residents must be at the center of participatory research.
3. Building effective neighborhood transformation collaborations.
The Health Gap works to build a Culture of Health among Greater Cincinnati’s marginalized populations through civic advocacy and healthy living education.

- All of our 15 initiatives are directed toward to one goal: improving health outcomes for our Black, Latinx and Appalachian communities.
- We meet people where they are. Engaging with people in the community across ages and socioeconomic status.
- We support communities by equipping people on how to live healthier lives by activating their individual agency, and then demonstrate how they can build on that momentum to teach others to do the same.
- We promote organizational collaboration to meet the vast needs of the marginalized by galvanizing gifts, resources and funding to collectively develop effective, long-term strategies.
Grassroots Mobilization Model to Eliminate Health Disparities

**ENGAGE**
- Educate and train community leaders
- Recruit community residents
- Partner with health organizations and government agencies
- Community research and sponsored events

**EMPOWER**
- Assess and respond to individual health challenges
- Navigating insurance, Medicaid, Medicare
- Navigate healthcare systems
- Practical ways to exercise
- Cooking & eating healthy

**ADVOCATE**
- Provide resources to sustain families’ healthier lifestyles
- Leadership role in Food Access Taskforce
- State and local government health committees

Building a Culture of Health
Community-Based Participatory Research (CBPR) is a research methodology which includes the participation of those who are affected by the issue or problem being studied for the dual purpose of creating knowledge and social change. CBPR recognizes and appreciates the unique strengths and resources each partner brings to the “research table.” Consequently, all research partners are treated equitably through a collaborative research approach.
Partnerships

**HEALTHCARE**: UC Health, The Christ Hospital, Cincinnati Children’s Hospital, Aetna Health along with Mercy Health, TriHealth, Interact for Health, Molina Healthcare, Anthem BlueCross BlueShield, United Healthcare

**PUBLIC**: City of Cincinnati, City of Cincinnati Health Department, Cincinnati Public Schools, Cincinnati Recreation Commission, Hamilton County, Social Security Administration

**BUSINESSES**: Procter & Gamble, The Cincinnati Herald, US Bank, PNC Foundation, Fifth Third Bank

**EDUCATION**: Unity of Cincinnati, UC College of Medicine MPH Program, UC Niehoff Studio, Christ Hospital School of Nursing, Mount Saint Joseph, UC College of Allied Health Sciences Nutrition/Dietetic Program, Antonelli College


... and more
ANNUAL HEALTH EXPO
- # of attendees: 10,500 (target# 10500)
- # of health screenings: 4825 (target# 4200)
- Participant evaluations: 516
- Key measures
- Participant event perception
- Participant demographics
- Reasons for event attendance
- Overall Health Expo rating
- Excellent %

DO RIGHT! BLOCK BY BLOCK
- Participant self-report
- Significant increase in confidence to Reduce Calorie Intake
- Significant decreases in sugary beverage intake
- Significant increases in fruit and vegetable consumption
- Pre/Post Biometrics
- Significant decreases in blood glucose levels
- Significant decreases in systolic blood pressure
- Significant Increase in HDL levels

DO RIGHT! KIDS INTERVENTION
- Pre-Post Survey
- Increased fruit and vegetable consumption
- Decreased screen time
- Increased physical activity
- Increase knowledge of fruit and vegetable benefits
- Participant demographics
- Participant event perception
- # of participants (Bush) ~ 30
- # of participants (Corbin) ~18

HEALTHY STEPS
- Post Session Evaluations
- Participant event perception
- Knowledge/skill attainment in: 1.) Understanding diabetes and its effects
  the body, 2.) Strategies for healthy eating
  3.) Importance of physical activity

RELAX AND RESTORE
- Post Session Evaluations (RR)
- Participant event perception
- Knowledge/skill attainment in: 1) defining stress and impact on the body,
  2.) connection between stress and nutrition, 3.)mindfulness and creative expression,
  and 4.) healthy relationship management

DO RIGHT! WELLNESS SERIES
- # of attendees: Target (25)
- Event Registration
- Collect participant demographics (i.e. income, gender, race/ethnicity) for each
  initiative

NUTRITION TRAIN THE TRAINER
- Post Session Evaluations (NTT)
- Participant event perception
- Knowledge/skill attainment in: 1.) How to read a food label, 2.) How to
grocery shop on a budget, 3.) Effective meal planning, 4.) Healthy eating habits, 5.) Food Safety

COMMUNITY HEALTH UNIVERSITY
- # of attendees (target: 25)
- Patient Activation Measures (PAM)
- Participant self-report (pre/posttest)
- Assessment of participant knowledge, skill and confidence for one’s health or
  chronic health condition
- Course Summary Evaluation
- Participant overall assessment of program delivery

BUILDING COMMUNITY PARTNERSHIPS
- # of partnerships (target:25 new partnerships per year)

COMMUNITY ENGAGEMENT ACADEMY
- # of attendees (target 25)
- Participant demographics
- Course Evaluation
- Knowledge/skill attainment in: 1.) leadership, 2.) Community Advocacy, 3.) Community Organizing, 4.)
  Conflict Resolution 5.) City Government

Black Women’s Health Movement
Ohio African American Health Disparity Coalition
Mt. Auburn Physical Activity Comprehensive Plan Overview
Low levels of physical activity and sedentary lifestyles can lead to various chronic conditions such as obesity, type 2 diabetes, hypertension, and some cancers. Roughly 64% of Mt. Auburn residents are African American, and there is a predisposition for developing chronic conditions associated with low levels of physical activity. In the general population, compares non-Hispanic whites, African Americans are:

- 1.5 times as likely to be obese
- 30% more likely to die from heart disease
- 70% more likely to have been diagnosed with diabetes
Nearly 75% of surveyed Mt. Auburn residents are considered to be either overweight or obese, while 48% of individuals were attempting to lose weight. Additionally, the top three health concerns of the community were diabetes, high blood pressure, and obesity.

Through funding from Interact for Health, The Center for Closing the Health Gap engaged in a participatory process with community organizations and residents to understand environmental factors associated with physical activity in Mt. Auburn.

The Mt. Auburn Comprehensive Physical Activity Plan was developed as a result of igniting the conversation of health with the community, including strategies for addressing key issues across all sectors that impact individuals who live, learn, work and play in the community.
How the Plan was Developed

This plan, developed in is a tool to build momentum toward achieving the needs of the community for physical activity. The plan will not only encourage all in Mt. Auburn to increase their physical activity levels, but to advocate for the elimination of barriers that keep Mt. Auburn residents from reaching their lifestyle goals.

**project partnerships**

Mt. Auburn Residents, Closing the Health Gap, the Mt. Auburn Community Council, the Cincinnati Recreation Commission, The Christ Hospital Health Network, The Christ College of Nursing and Health Sciences, God’s Bible School & College, the Real Estate Investors Association of Cincinnati, William Howard Taft Elementary School, and the Taft Elementary Local School Decision Making Committee
Project Vision

A collaborative, aligned efforts across all sectors present within the Mt. Auburn community promoting and fostering the increase of physical activity and related resources to be used by those who live, learn, work and play in the neighborhood.
Ecological models of health behavior emphasize the environmental and policy contexts of behavior, while incorporating social and psychological influences.

Ecological models lead to the explicit consideration of multiple levels of influence, thereby guiding the development of more comprehensive interventions.
Assessments

1. Resident Lifestyle Survey
2. Walkability Assessment
3. Checklist of Health Promotion in the Work Environment (CHEW)
4. School Physical Activity Policy Assessment (S-PAPA)
5. PhotoVoice
6. Community Park Audit Tool (CPAT)
Residential Community Survey

- 162 total Mt. Auburn residents
- Respondents were primarily 18 – 65 years of age, women, and African American
- 86% of survey participants reported having health insurance, including Medicare and Medicaid.

*Not representative of the neighborhood*
Residential Community Survey

Self-Reported Physical Activity

• Most agree people should aim to exercise at least 30 minutes per day.

• 65% agreed with the statement that individuals who achieve less than 5,000 steps daily are considered sedentary or inactive.

• Responses also suggest that additional education may be necessary for the subset of respondents who disagreed with statements regarding national physical activity recommendations.
Just over half (55%) of respondents reported that they currently exercise for 30-minutes per day or more.

65% reported that they do housework, childcare, gardening, or outdoor projects for 30-minutes per day or more.

Barriers to healthy living - 70% said safety issues made it difficult to exercise.

Research indicates that most people tend to overestimate when they self-report physical activity; thus, the real number of people who are meeting physical activity recommendations is likely much lower than what is shown here.
Nutrition

- About 60% of survey respondents indicated they are meeting the current recommendation of consuming at least five fruits and vegetables daily.
- 63% of survey respondents reported that they are consuming at least three servings of dairy daily.
- Nearly 70% of respondents said that where they live was a barrier to healthy eating, indicating difficulty finding time or transportation to get healthy foods.

Research indicates that most people tend to overestimate when they self-report physical activity; thus, the real number of people who are meeting physical activity recommendations is likely much lower than what is shown here.
Walkability Assessment

4 street assessed
• Earnshaw and Reading
• McGregor Avenue
• Bodman Avenue
• Dorchester at Sycamore and Auburn

Opportunities for Improvement Observed

• sidewalks were in disrepair
• abandoned buildings
• pollution
• litter
• stray animals
• Loitering
• perceived criminal activity

The condition of sidewalks and speeding drivers were the two most common areas for improvement on all segments.
Checklist of Health Promotion in the Work Environment (CHEW)

The Christ Hospital Health Network was the single worksite included in the assessment because of its large presence in the Mt. Auburn Community. The assessment found there are existing environmental supports for healthy eating and physical activity.

Opportunities for improvement:
1. Nutrition information was not displayed to help patrons make healthy choices
2. Vending machines did not offer healthy options
School Physical Activity Policy Assessment (S-PAPA)

Taft Elementary School, the only school located in Mt. Auburn.

• existing policy supports for physical activity: gymnasium, a field, and a multipurpose room that can be used for physical activity during inclement weather.

• Wellness policy in place that supports physical education

Opportunities:

• open field for play

• Install bike racks

• PE provides 45-90 minutes per week, which does not meet the national guidelines of 60 minutes of physical activity per day for elementary aged students
Community Park Audit

Six parks were assessed

- All of the parks were accessible and most had park hours and rules posted.
- Most parks had usable and in-good condition sidewalks
- Most had playgrounds in good, usable conditions
- All fenced and separated from the road.

Opportunities for improvement

1. Most parks lacked a designated parking lot and relied on street parking
2. Most lacked a nearby public transit stop.
3. None had bike paths leading into the park.
4. Most parks were poorly lit.
5. Many parks did not have sufficient shaded areas.
6. Most parks either lacked or contained unusable resources such as water fountains and public restrooms.
7. Few had sports fields and courts for adults to be physically active in the parks.
PhotoVoice works to build a world in which everybody has the opportunity to represent themselves and tell their own story.

A photograph is the quickest and easiest way for somebody to document the realities of their circumstances. Most people are familiar with photography to some degree, and it can be picked up relatively quickly by all abilities and ages.

Photography also crosses cultural and linguistic barriers, with its power lying in its dual role as both a form of creative expression and a way to document facts.

It provides an accessible way to describe realities, communicate perspectives, and raise awareness of social and global issues to different audiences.

Its relatively low cost and ease of dissemination encourages sharing, facilitating dialogue and discussion, even for those who have never picked up a camera before. https://photovoice.org/
The PhotoVoice assessment identified barriers and assets to physical activity in the Mt. Auburn community:

- Lack of indoor facilities for physical activities during the colder months
- Sidewalks that are cracked and badly worn
- Five sets of stairs leading to downtown Cincinnati; some are in disrepair and overgrown branches block visibility, creating an unsafe passageway.
Recommendations

- Over 50 residents and stakeholders from the Mt. Auburn community attended a “Physical Activity Report Out” at Taft Elementary. During this event, The Health Gap team presented a summary of the assessments and recommendations.

- Meeting attendees suggested four additional recommendations were suggested, the participants voted on their top three recommendations.

1. Open the Recreation Center
2. Repair Sidewalks and lighting
3. Install speed bumps to reduce speeding
4. Police presence/decrease drug activity
5. Create additional PA facilities and resources (indoor and outdoor) or establish joint use agreements
Recommendations

1. Open the Recreation Center

The local recreation center was closed approximately two years ago and is now owned and used by Taft Elementary. Neighborhood recreation centers provide opportunities for individuals to engage in physical activity, hold classes, and provide health-related education opportunities.

A national study of 20,745 US adolescents showed that having a greater number of physical activity facilities in a neighborhood was associated with increased physical activity and decreased risk of overweight.
2. Repair Sidewalks and lighting

There were up to 30 observed locations with cracks and uneven portions in the sidewalks observed during the walkability assessment, which raised concern for safety for those walking or bicycling in Mt. Auburn. Specific concerns were noted for: Bodmann Avenue; Burnet at McGregor Avenue; Dorchester at Sycamore and Auburn Avenue.

Having safe spaces to walk directly impacts physical activity. Data from an Atlanta study of adults in suggested that people who live in walkable neighborhoods are more likely to meet recommended daily levels of physical activity.
Recommendations

3. Install speed bumps to reduce speeding

Many neighborhoods have implemented traffic calming policies to decrease speeding and cut-through traffic, particularly in residential neighborhoods. Traffic calming initiatives, including reducing speed limits and incorporating structures that reduce speeding, have been associated with improved public health by reducing accidents and injuries and improving perceived safety, though much of the research has been conducted outside the United States.
Recommendations

4. Police presence/decrease drug activity

5. Create additional PA facilities and resources (indoor and outdoor) or establish joint use agreements
– 48% of children 5 to 14 years of age walked or bicycled to school
– 41% of children in grades K–8 lived within one mile of school; and 89% of these children usually walked or bicycled to school

VS.

– 13% of children 5 to 14 years of age walked or bicycled to school
– 31% of children in grades K–8 lived within one mile of school; 35% of these children usually walked or bicycled to school

Sources: The National Center for Safe Routes to School, 2011); (U.S. Department of Transportation [USDOT], 1972).

ENGAGE. EMPOWER. ADVOCATE. CHANGE.
As a Physician I recognize that walking is one of the most comprehensive exercises that involves most of our muscles. It is highly recommended that individuals walk as a form of exercise because it is less traumatic to the body and the joints, it does not involve bouncing the body off the ground to exercise the muscles. This was my reason as a resident of Mt. Auburn advocating for a walking track, it easy and convenient.

- Dr. Stan Broadnax

The walking track in Mt Auburn that I had an opportunity to be a part of advocating for along with other resident is a clear example of how serious we are about walking being a part of our daily lives and physical health.

- Derrick Williams

It is important for me as a resident of Mt. Auburn to have a safe place to walk especial seniors. Our walking track not only offer a chance for resident to exercise but also allow my grandchildren to play in plain sight while I walk.

- Mary D’ Vant
6. Promote various physical activity in Mt. Auburn - initiate and sustain fitness activities in parks (i.e. yoga, Zumba classes, and walking clubs)

7. Establish bicycle and walking paths

8. Strengthen partnerships with law enforcement, civic associations, churches, schools and community watch groups

9. Create and highlight organized PA opportunities for children and adults

10. Directional signage, promotional signs and campaign community wide contest to encourage use

11. Incorporate natural play spaces into community health/land use planning, community design

12. Put all of these recommendations in Mt. Auburn plan (resident recommended)

13. Increase traffic signal time

14. Establish bicycle lanes

15. Safe Driving Campaign
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Taft Elementary Local School Decision Making Committee
Dr. Stanley Broadnax, community member
Dr. Jonathan Brown, staff
Morgan Chapman, teacher
Elizabeth Cone, staff
Wanda Herschel Daniels, parent
BUILDING A CULTURE OF HEALTH

Our mission is to eliminate racial and ethnic health disparities in Greater Cincinnati through advocacy, education, and community outreach.

Grassroots Mobilization Model to Eliminate Health Disparities

Prevention is the key driver that leads to a significant increase in quality and length of life

ENGAGE

- Educate and train community leaders
- Recruit community residents
- Partner with health organizations and government agencies
- Community research and development

EMPOWER

- Assess and respond to community health challenges
- Navigate insurance, Medicaid, Medicare
- Practical cooking and nutrition

ADVOCATE

- Provide resources for families
- Leverage healthier lifestyles
- Foods Access Task Force
- State and local government health committees

Outcomes
All of our 15 initiatives are directed toward one goal: improving health outcomes for our Black, Latinx, and Appalachian communities.

Location
We meet people where they are. Engaging with people in the community across ages and socioeconomic status.

Lifestyle
We support communities by equipping people on how to live healthier lives by activating their individual agency, and then demonstrate how they can build on that momentum to teach others to do the same.

Collaboration
We promote organizational collaboration to meet the vast needs of the marginalized by galvanizing gifts, resources and funding to collectively develop effective, long-term strategies.

I didn’t realize that the...thing that I could do for...
Thank You

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