Addressing Disparities: Linking Community to Evidence-Based Interventions

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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

Rocenters
Edgerton Community Center

UR Medicine

Greater Rochester Health Foundation

Finger Lakes Health Systems Agency

County of Monroe
State of New York

City of Rochester, NY
Lovely A. Warren, Mayor

The Charles Settlement House
Serving Northwest Rochester for 90 Years
Exploring the Data
Exploring the Evidence Base

<table>
<thead>
<tr>
<th>Reference</th>
<th>Suggested Model</th>
<th>Model Successfully Implemented</th>
<th>Data Supports PBI - no Model discussed</th>
<th>Result of PBI Needs Assessment/Survey</th>
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<tr>
<th>Source</th>
<th>Intervention</th>
<th>Expected Outcomes</th>
<th>Additional Information</th>
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<tbody>
<tr>
<td>The Community Guide: Recommended Intervention <a href="http://www.thecommunityguide.org/pa/environmental-policy/improvingaccess.html">http://www.thecommunityguide.org/pa/environmental-policy/improvingaccess.html</a></td>
<td>Environmental and Policy Approaches to Increase Physical Activity: Creation of Enhance Access to Places for Physical Activity Combined with Informational Outreach Activities</td>
<td>- Reported weight loss among participants</td>
<td>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. These multicomponent programs were evaluated as a &quot;combined package&quot; because it was not possible to separate out the effects of each individual component.</td>
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| The Community Guide: Recommended Intervention [http://www.thecommunityguide.org/pa/environmental-policy/podp.html](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 | - Increased levels of physical activity | 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:  
- 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

<table>
<thead>
<tr>
<th>Physical environment</th>
<th>Historic homes</th>
<th>Decorations for Halloween</th>
<th>Large trees</th>
<th>Greentopia - Green visions lots</th>
<th>Project Scion Garden</th>
<th>Jones square park, Tacoma Park</th>
<th>Abandoned homes</th>
<th>Housing quality poor</th>
<th>Litter (of all kinds)</th>
<th>Many vacant lots</th>
<th>Corner stores</th>
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<tbody>
<tr>
<td>Theme</td>
<td>Related Health Outcomes</td>
<td>Formative Evaluation Support</td>
<td>Evidence-based solutions</td>
<td>Existing Rochester resources</td>
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<td>Built Environment</td>
<td>Asthma</td>
<td>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.</td>
<td>Habitat for Humanity Operation Fresh Start YouthBuild</td>
<td>Community Development info (Katrina)</td>
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<td>Mental Health</td>
<td>“We need good affordable housing. People want a place where their kids can play and be safe. Feel some pride in.”</td>
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<td>Housing Rehab in Josana</td>
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<td>Lead poisoning</td>
<td>“Landlords do just enough to pass inspection. You could be healthier in your own home.”</td>
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<td>Housing at FR=EE (Jon Greenbaum – Rochester Acts)</td>
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<td>-Resident, Senior citizen</td>
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<td>NEAD (George Moses)</td>
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<td>Coalition to Prevent Lead Poisoning (Elizabeth, Kathy Lewis, Katrina)</td>
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<td>MCDPH Healthy Neighborhood Program (currently only targets 14608, not 14613)</td>
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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
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?