Identifying Measures to Determine Effectiveness of Community Level Interventions: Cattaraugus County
Our Partners:

- Cattaraugus County Health Department
- Cattaraugus County Department of Aging/ NY Connects
- Universal Primary Care
- City of Salamanca Youth Bureau
- Healthy Community Alliance
- Southern Tier Health Care System
- Cattaraugus Region Community Foundation
- Cattaraugus Community Action
- St. Bonaventure University
- Seneca Nation of Indians
- Cornell Cooperative Extension
- Boards of Cooperative Educational Services (BOCES)
- Southern Tier West
- YMCA of Olean
- Canticle Farm
- Olean Housing Authority
Increase Physical Activity within Salamanca Community by Dec. 2016 by 5% over baseline and as measured by increased access to and use of local resources that support increased Physical Activity

Primary Drivers

- Increase Policies/Joint Use Agreements
  - Develop exercise in the workplace guidelines and policies by September of 2016
  - Develop one local municipal policy supportive of enhanced walking, bicycling or rolling by Dec. of 2016
  - Do a comparison of body based, health based and incentive based messaging at Cattaraugus Community Action
  - Try opt out vs. opt in for “Get Healthy” Programming at Cattaraugus County Community Action and Seneca Nation by June 2016
  - Engage employers in a discussion on how to bring exercise into workplaces, develop messaging/marketing for employers by December of 2016

- Increase exercise messaging
  - Have representation of Physical Activity team on Equity workgroup to address physical activity barriers in disparate populations in Salamanca by March of 2016

- Increase Equity/Decrease Disparity
  - Develop collaboration committee for Salamanca area by January 2016, including Seneca Nation, Youth Bureau, Catt. Community Action, HCA, BOCES, local stakeholders, City Government, and schools

Secondary Drivers

- Change Ideas
  - Cattaraugus Community Action has already adopted the healthy meeting policy
  - Seneca Nation is looking into healthy meeting policy
  - Get donations of pedometers
  - Try out messaging to engage school age kids in exercise programs
  - Try out messaging to engage employees of local businesses
  - Try out messaging to increase utilization of the YMCA Wellness Center
Specific Salamanca Actions and Measures

• Baseline survey of Cattaraugus County Community Action Employees (56 completed surveys)
• RWJF Sense of Community Index Survey baseline survey completed by Collaboration Team
• Will be doing outreach to greater community to complete RWJF Sense of Community Index Survey through Community Events (i.e. Community Movie nights)
• Working with Salamanca Pediatric Practice to develop registry of BMI, asthma and tobacco data for school age children and youth, will be doing monthly charting to look for trends
• Supporting all activities of the Creating Health Schools and Communities grant (School and Community Actions)
• Will be extending Physical Activity baseline survey and increased activity initiative to Seneca Nation Health System by June of 2016
Measurement Challenges

• What family of measures would be appropriate to track impact of increased exercise and healthy food consumption?
• What would be a good balance measure?
• How frequently should the Community Index Survey be done?

Resources:

• Sense of Community Index – Robert Wood Johnson Foundation (RWJF) “Culture of Health” National Survey of Health Attitudes (Spring 2015) “measures emotional connection and sense of belonging to community (membership) among adults, 18+.”

• Questions? Kate Ebersole (716) 499-0963, kate.ebersole3@gmail.com