



HiP
CUYAHOGA
Health Improvement Partnership





Welcome

HIP-Cuyahoga Overview

Speaker Introduction

Update on life expectancy map release

Heidi Gullett, MD, MPH
HIP-Cuyahoga Co-Chair

6/27/2016

Vision and Mission

- **Our Vision** – “Cuyahoga County is a place where all residents live, work, learn, and play in safe, healthy, sustainable, and prosperous communities.”

- **Our Mission** – “To inspire, influence, and advance policy, environmental, and lifestyle changes that foster health and wellness for everyone who lives, works, learns, and plays in Cuyahoga County.”

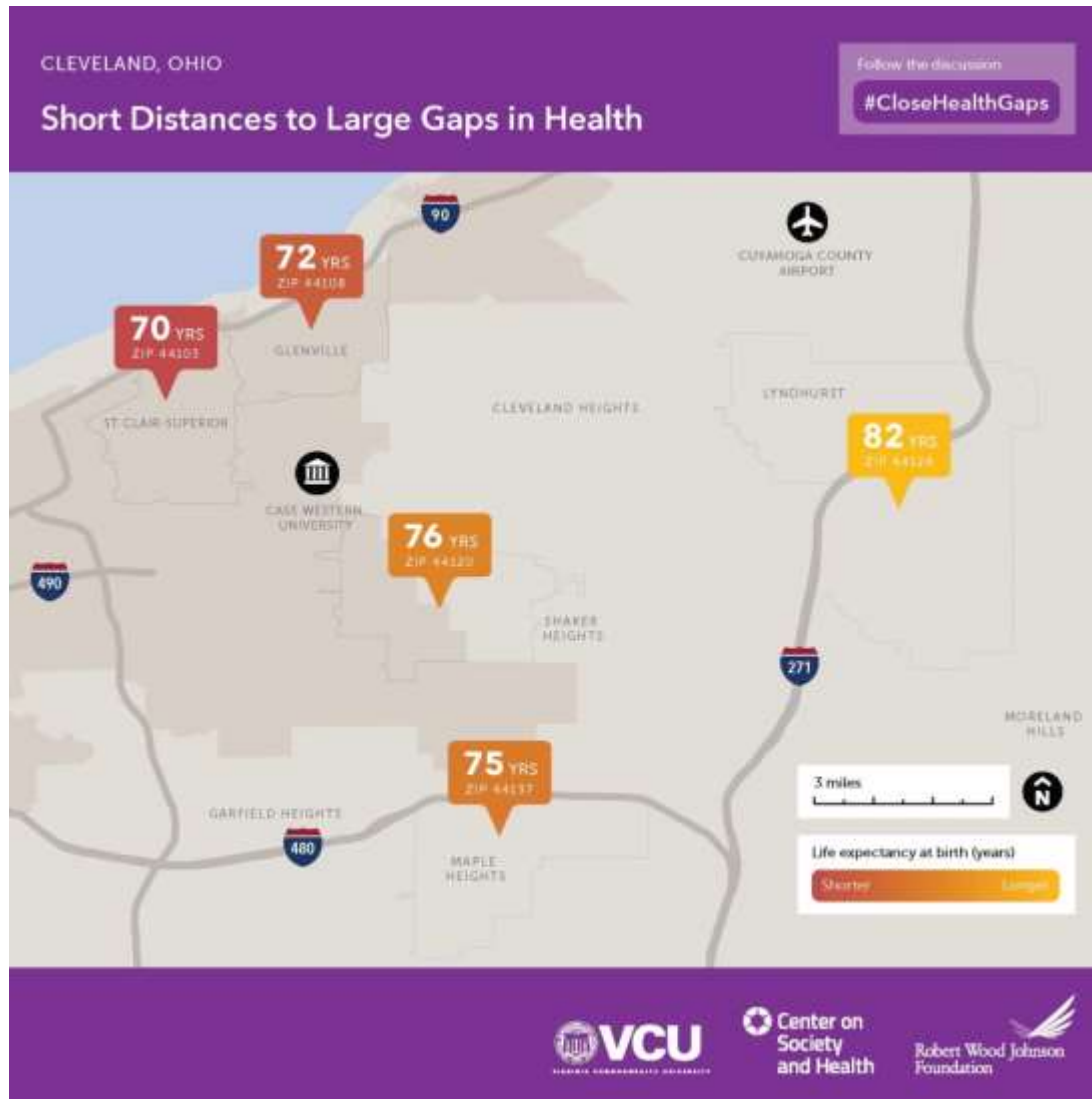
Our Approach

- Understanding, embracing & applying **Collective Impact**
- Acting on our commitment to **Community Engagement**
- Committing to system and policy change through **Health and Equity in All Policies**



Source: Collective Insights on Collective Impact. Stanford Social Innovation Review for the Collective Impact Forum.

Updated Life Expectancy Map



Updates on Our Current Areas of Focus

- **Eliminating Structural Racism**
 - Erika Anthony, Cleveland Neighborhood Progress
- **Linking Clinical and Public Health**
 - Heidi Gullett, CWRU School of Medicine
- **Chronic Disease Management**
 - Rita Horwitz and Shari Bolen, Better Health Partnership
- **Healthy Eating and Active Living (HEAL)**
 - Erika Trapl and Barb Clint, Prevention Research Center for Healthy Neighborhoods and YMCA of Greater Cleveland

General HIP-Cuyahoga Updates

- **Update on overarching work across consortium**
 - Resource and Sustainability
 - Communications and Community Engagement
 - Shared Measurement and Evaluation
 - Policy

- **Save the Dates for future consortium events**
 - Martha Halko and Nichelle Shaw, Cuyahoga County Board of Health



Cleveland
Neighborhood
Progress



Eliminating Structural Racism

Subcommittee Update

Erika Anthony
Cleveland Neighborhood Progress
Anchor

6/27/2016

ESR Subcommittee Goals

- Developing a community-level understanding of the historical forces
- Using health equity data to illuminate how race-based policies and practices created opportunities for some and restricted possibilities for others;
- Supporting organizational, institutional, and community members to create an awareness of how and why assumptions about racial and ethnic populations can impact their thinking, feeling and actions;
- Using an equity-focused approach to develop policies that increase social and economic opportunities for racial and ethnic minorities, change individual and organizational behaviors and significantly improve conditions for all people living in Cuyahoga County

List of ESR Partners

- **Cleveland Neighborhood Progress, Co-Anchor**
- **Policy Bridge, Co-Anchor**
- Better Health of Greater Cleveland
- Case Western Reserve University (*various depts.*)
- City of Cleveland, Planning Department
- Cleveland Department of Public Health
- Cleveland State University
- Cuyahoga County Board of Health
- Cuyahoga County, Health & Human Services
- Environmental Health Watch
- MetroHealth
- Mt. Sinai Health Care Foundation
- NEON
- Strategic Solutions Partners

Key Next Steps for ESR?

- Administer the Readiness Assessment
- Creation of a Policy Agenda for ESR
- Continue to Gather Research and Data to Support Systemic Change



SCHOOL OF MEDICINE

CASE WESTERN RESERVE
UNIVERSITY

Linking Clinical and Public Health *Update*

Heidi Gullett, MD, MPH
Case Western Reserve University, School of Medicine
Anchor

6/27/2016

Collaboration

- *Goal:* Creation of an infrastructure to facilitate regular coordinated community health assessments with local health departments and hospital systems
 - Lead to collaborative community health improvement plans and streamlined efforts around addressing key community health issues
- *Goal:* Public health and clinical care demonstration projects focused on improving pediatric asthma outcomes through home visiting

The Current Data

- 2016 County Health Rankings
 - Cuyahoga County
 - 64/88 counties in health outcomes
 - 5/88 counties in clinical care
 - Marked disparities continue to exist in life expectancy

**County Health
Rankings & Roadmaps**
Building a Culture of Health, County by County

Committee Leadership

■ Anchor Organizations

- Environmental Health Watch
 - Co-Chair: Kim Foreman
- Case Western Reserve University School of Medicine
 - Co-Chair: Heidi Gullett



Subcommittee Membership

- Expansive and diverse across numerous sectors
- Non-profit organizations
- Local public health departments
- Hospital system representation and The Center for Health Affairs
- Local residents

Goal 1

- Creation of an infrastructure to facilitate regular coordinated community health assessments with local health departments and hospital systems
 - State population health advisory and infrastructure committees
 - State legislation to facilitate coordination of
 - Community Health Assessments (CHA/CHNA)
 - Plans resulting from coordinated assessments
 - Result in a change in frequency of community health assessments for local public health departments

Goal 2

- Public health and clinical care demonstration projects focused on improving pediatric asthma outcomes through home visiting
 - The BUILD Challenge
 - Bold, Upstream, Integrated, Local, Data-Driven
 - Engaging the Community in New Approaches to Healthy Housing (ECNAHH)
 - CareSource Pilot
 - Pediatric asthma home visit pilot



Teaching Health Equity

- Building public health and health equity training into the curricula of health professions students
 - Medical students
 - Medical residents
 - Faculty
 - Other health professions students
- Organizational commitments to health and equity in all policy
- Representation at two national AMA conferences in August and September

Next Steps

- Local coordination of assessments and improvement/benefit plans implementation
- Healthy Homes BUILD and CareSource project completion and evaluations
- Crafting of policy agenda for both goals
- Continued expansion and dissemination of health equity curricula to build workforce and organizational capacity



Improve Chronic Disease Management *Update*

Rita Horwitz
Better Health Partnership
Anchor

6/27/2016

CDM Subcommittee Members

- Academy of Medicine – Cleveland & Northern Ohio
- American Heart Association
- Buckeye Shaker Development Corp
- Carmella Rose Foundation
- Case Western Reserve University
- Cleveland Municipal School District
- Cuyahoga County Board of Health
- Diabetes Partnership
- East Cleveland Chamber of Commerce
- Environmental Health Watch
- Evi-Base
- First Suburbs Consortium
- Free Medical Clinic of Greater Cleveland
- Invest in Children
- Fairhill Partners
- Hanson Services
- Health Action Council
- Hospice Western Reserve
- Kent State University
- Komen NE Ohio
- MetroHealth System
- Neighborhood Family Practice
- NorthCoast Health
- Stay Well
- United Health Care
- United Way
- University Hospitals
- Workplace Health Inc.

CDM Subcommittee Goals

- Focus on Cardiovascular Disease – high blood pressure
 - Develop campaign messages for most vulnerable populations to increase awareness; enhance self management
 - Implement a “best practice” program for high blood pressure management in clinics serving most vulnerable populations
 - Connect clinical providers to community resources to better manage high blood pressure and improve outcomes – healthy eating, active living and chronic disease self management programs

High Blood Pressure Awareness

1 IN 3
ADULTS HAS
HIGH BLOOD
PRESSURE

Uncontrolled high blood pressure could lead to heart attack, stroke and even death.

CHECK

Know your blood pressure.



CHANGE

Get active. Eat Healthy.



CONTROL

Keep your blood pressure at a safe level.



**NO DOCTOR
OR INSURANCE?**

VISIT: hipcuyahoga.org
to learn more.

#healthmattershere



Make possible with funding from the Centers for Disease Control and Prevention.



CDC REACH Initiative: *Chronic Disease Management*

Shari Bolen, MD, MPH
MetroHealth/Case Western Reserve University

6/27/2016

CDM REACH Activities

- Help clinics serving vulnerable populations provide high quality care in blood pressure management
- Provide communication training to clinic teams
- Train community members to lead workshops on managing chronic illness
- Help link clinics to neighborhood resources for healthy eating/active living and self-management
- Increase awareness of high blood pressure importance and self-management workshops via advertising

REACH: EARLY SUCCESSES IN SELF-MANAGEMENT(CDSMP)

- Trained over 30 self-management workshop leaders who can lead workshops in the targeted neighborhoods
- Established a process to refer patients at several safety net clinics to the self-management workshops
- Held 2 workshops serving these neighborhoods thus far
- Early survey data of workshop participants suggest improvements in quality of life, depression, and pain

REACH: EARLY SUCCESSES IN BLOOD PRESSURE CONTROL

- Six safety net clinics are currently involved in implementing the hypertension(BP) best practice program
 - 3 additional clinics planned over the next year
- All clinic care teams received the communication training (empathy, health literacy, and implicit bias)
- The 4 clinics which have finished implementation have improved BP control from **3 to 17 percentage points!**
- This translates to about **460 more patients** under good blood pressure control (<140/90 mmHg)

CDM Subcommittee: What's Next?

Community Engagement:

- 1) Enhance campaign messaging – new ads are coming!
- 2) Develop ways to further integrate and coordinate the improvement of blood pressure control in the community:
 - BP Screenings- barber shops, Stay Well, AHA, other
http://www.ted.com/talks/joseph_ravenell_how_barbershops_can_keep_men_healthy
 - Faith- based involvement – CDSMP / other
 - Local small businesses; chamber(s)of commerce



Healthy Eating & Active Living *Subcommittee Update*

Erika Trapl, PhD

Prevention Research Center for Healthy Neighborhoods at Case
Western Reserve University
Anchor

6/27/2016

Problems Being Addressed

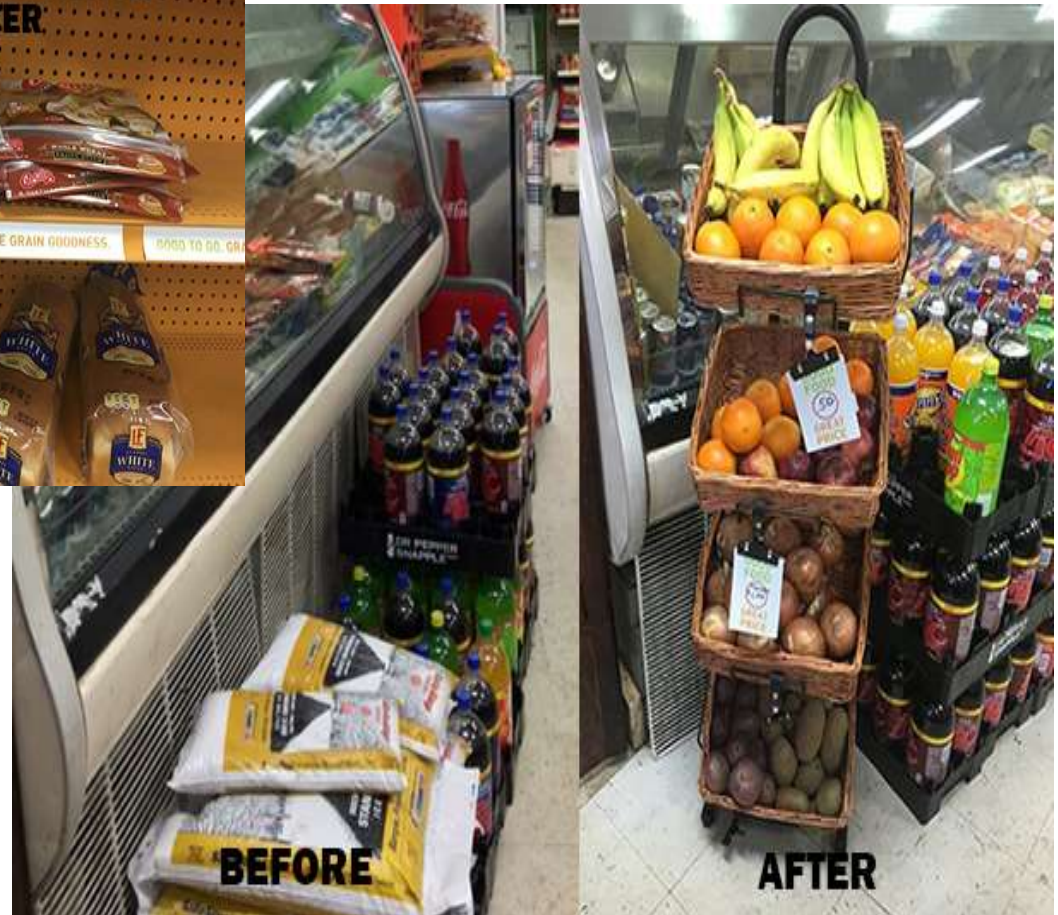
- One in four Cuyahoga County adults is obese
- 25% of Cuyahoga County adults reported eating recommended F/V
- 50% of Cleveland residents live in a “food desert”
- Resident lack access to transportation, safe place to be physically active, and places to purchase healthy foods

HIP-Cuyahoga HEAL Solutions

- Healthy Food Retail Initiative
- FARE: Food Access Raises Everyone Planning Process
- Farm-to-School/to-Institution

- Shared Use Agreements
- Complete Streets Policies

Healthy Food Retail—It's happening!



FARE: Food Access Raises Everyone

- Activity of HEAL Sub-Committee
 - Supported by St. Luke's Foundation
 - In partnership with The Food Trust
 - Led locally by Heather Torok, Morgan Taggart and Erika Trapl
-
- Planning event held April 2016
 - Comprehensive Cuyahoga County Food Access Plan expected 9/2016
 - Formalized other food access work as components of HEAL

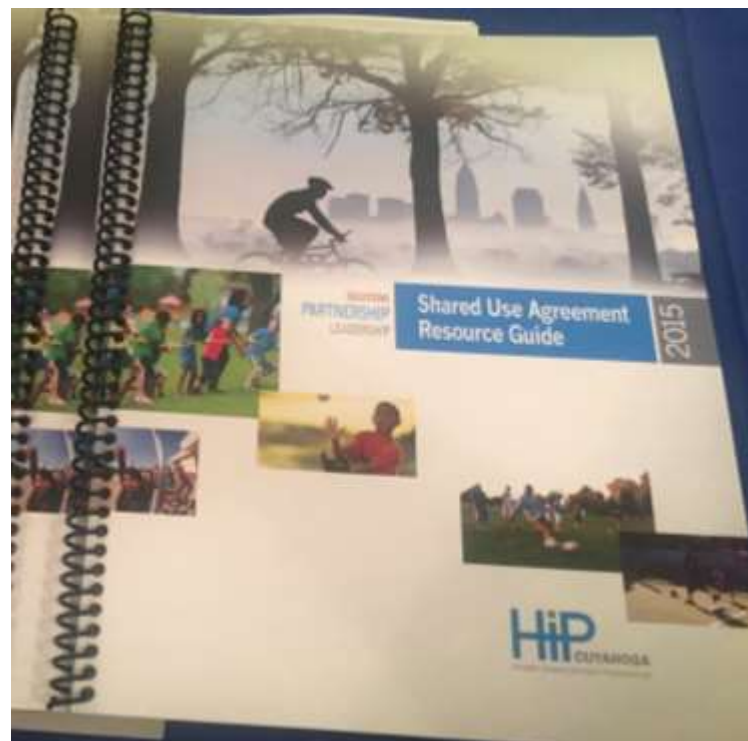


Farm-to-School

- CCBH received 2016 USDA Farm-to-School Grant (only one in Ohio!)
- Developing producers and readying schools to buy from local producers to support a county-wide farm to school expansion
 - Technical assistance from The Food Trust
- Formally added as a component of HEAL in Spring 2016
 - Work group has started to form following FARE event and will meet on ad hoc basis

Shared Use Agreements

- Shared Use Agreement Training 9/15
- Actively engaging local sites in establishing shared use agreements
- Download your copy of the Shared Use Agreement Resource Guide at: <http://www.prchn.org/SharedUse.aspx>

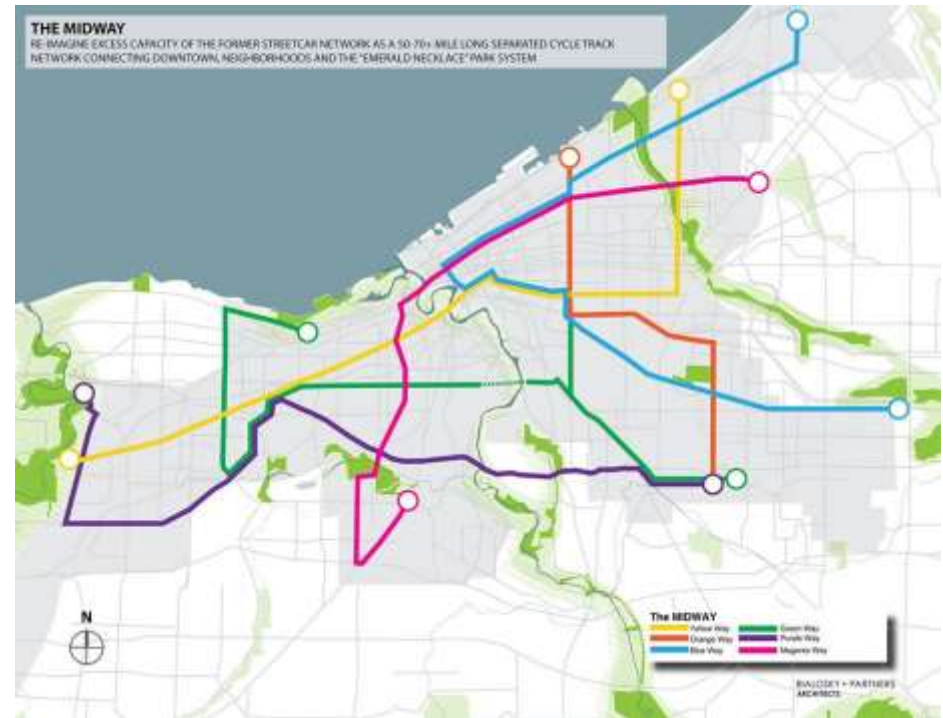


Complete Streets Policies

Much recent Complete Streets work in Cleveland has been focused on

The Midway

a vision for an 80-100 mile network of physically buffered bike facilities.



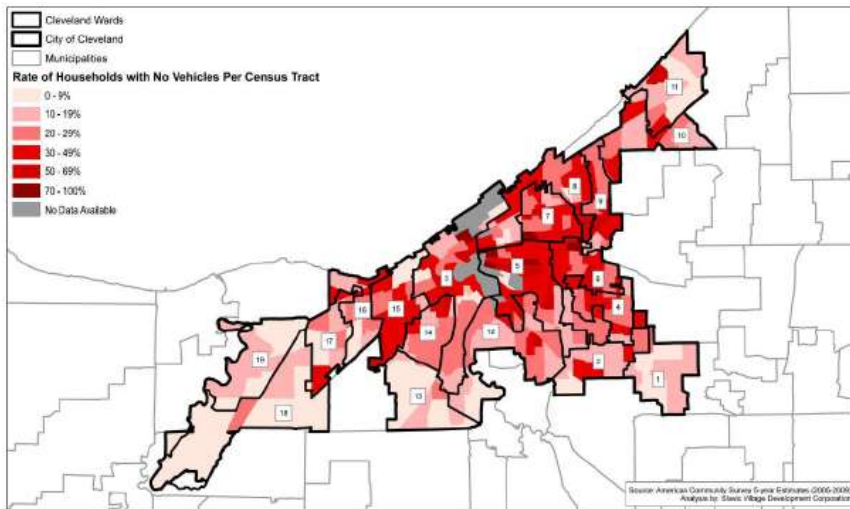


A System-wide, Population Level Approach

to an 80-100 mile, protected bike boulevard network all over town!



On average, 30% of Cleveland households lack access to a car



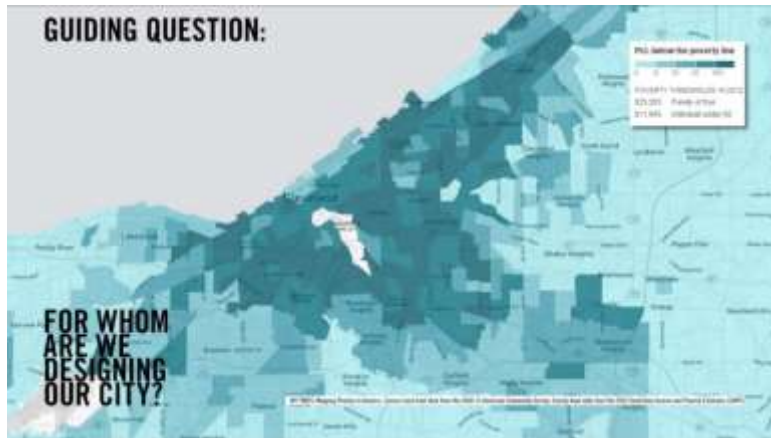
Cleveland Vehicle Ownership Rates
Percent of households per census tract with no vehicles per household

Prepared by: Center on Urban Poverty and Community Development
Munk School of Applied Social Sciences
Case Western Reserve University
April 7, 2011

Cleveland's Historic Streetcar Network: 250 miles



Complete Streets Policies



Complete Streets Policies

Much of the Complete Streets Policy work in Cleveland is being led by YMCA of Greater Cleveland and Bike Cleveland, in partnership with Cleveland City Planning Commission and NOACA.

Help Us Plan for
**Cleveland's Midway
Cycle Track Network!**

Join Us!

Wednesday, June 29th 2016
Cleveland Public Library
325 Superior Ave, 2nd Fl
Conference Rm
11:30am-1:30pm

Fairhill Partners
12200 Fairhill Rd, 2nd Fl
Auditorium
6:00pm-8:00pm

Thursday, June 30th 2016
Zone Recreation Center
6301 Lorain Ave,
Multi-Purpose Rm
6:00pm-8:00pm

Why should you attend?

- Learn about the Midway (a type of protected bicycle facility)
- Share your Thoughts
- Ask Questions
- Get Involved!

For More Information
Please contact Cleveland City Planning
Commission at (216) 664-2210
<http://planning.city.cleveland.oh.us/>



Other HIP-Cuyahoga Updates

Martha Halko
Cuyahoga County Board of Health
HIP-Cuyahoga Coordinator

6/27/2016

Communications

- Engaged Berkeley Media Studies Group to build capacity in media advocacy, to develop a comprehensive communications strategy and success stories
- **Strategic framing and message development can shape perceptions and values**
 - What are the problems we are addressing?
 - Why does it matter? (values)
 - What are our solutions?
- Working with Conceptual Geniuses for brand refresh, website redesign, design of materials, and ad campaigns
- Working with Radio One Cleveland to increase community engagement

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Healthier choices are right around the corner.

EVERYONE DESERVES THE RIGHT TO BE HEALTHY. AND NOW, HEALTHIER FOOD IS WITHIN REACH AT YOUR NEIGHBORHOOD STORE.



Look for this sign at a store near you today!

#goodfoodhere
#healthmattershere



Made possible with funding from the Centers for Disease Control and Prevention.



Eating an APPLE a day just got easier.

HEALTHIER CHOICES ARE RIGHT AROUND THE CORNER AT YOUR NEIGHBORHOOD STORE.

LOOK FOR THE



SIGN.

#goodfoodhere
#healthmattershere
Visit hipcuyahoga.org to learn more.



High blood pressure hurts more than just your heart.

IT CAN HURT YOUR SEX LIFE.



DUE TO BLOOD FLOW CHANGES, HIGH BLOOD PRESSURE CAN CAUSE LOWER SEX DRIVE, LESS SATISFACTION AND DYSFUNCTION.

CHECK, MONITOR and **CONTROL** your blood pressure. Call your doctor today or visit hipcuyahoga.org to learn more.



#healthmattershere



Made possible with funding from the Centers for Disease Control and Prevention.



Women go to the doctor more than men —and they live longer. Coincidence? Nope.

MEN, LET'S CHANGE THAT.

Call your doctor today to **CHECK** your blood pressure and learn ways to **CHANGE** and **CONTROL** it.

Visit hipcuyahoga.org for help finding a health provider.



#healthmattershere



#hishealthmatters

Made possible with funding from the Centers for Disease Control and Prevention.



YOU are the HEART of the Community

Saturday
Sept. 10, 2016
10am-2pm

Call Michele for info:
216-201-2001 x1528



Friendly Inn
Settlement
2386 Unwin Rd,
Cleveland, OH
44104

Community Day 2016
#healthmattershere

Shared Measurement & Evaluation

Action Steps:

- Updating action plans
 - Integrating and reflecting new work streams
 - Updating objectives
 - Completing and/or updating performance and outcomes measures

- Development of a comprehensive evaluation plan

- Development of outcomes/success report (Dec. 2016)

Health & Equity in All Policies

Planned policy action steps:

- Selection of policy priorities and development of policy goals
- Development of a policy agenda
- Development and implementation of policy communications strategy
 - Policy communications workshop early August
 - Generate policy briefs on select policies

- Key decision/policy-maker caucus in 2017 and 2018

Resources and Sustainability

- Funding partners from 2010 – 2016
 - **Saint Luke's Foundation of Cleveland**
 - Mt. Sinai Health Care Foundation
 - National Association of County and City Health Officials
 - George Gund Foundation
 - **The Centers for Disease Control and Prevention – Racial and Ethnic Approaches for Community Health grant**
- Leveraged resources
 - Extensive in-kind support
 - Leveraged grant resources



Stay tuned for an early December 2016
Consortium Meeting Date



Questions?

Contact Information

| Name | HIP-Cuyahoga Role | Email |
|---------------|--|----------------------------|
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| Terry Allan | Policy Liaison | tallan@ccbh.net |



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STAY CONNECTED

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 [@hipcuyahoga](https://twitter.com/hipcuyahoga)

 hip.cuyahoga@gmail.com

 voicemail or text 216-309-CHIP (2447)