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UNIVERSITY HOSPITALS APPROACHES COMMUNITY HEALTH IMPROVEMENT THROUGH A HEALTH EQUITY LENS

by Danielle Price, Director of Community Health Engagement, University Hospitals

University Hospitals (UH) is pleased to partner with the Cleveland Department of Public Health (CDPH), the Cuyahoga County Board of Health (CCBH), HIP-Cuyahoga, The Center for Health Affairs and Case Western Reserve University (CWRU) School of Medicine on the first joint community health needs assessment (CHNA) in Cuyahoga County. This approach aligns with UH’s community benefit vision to provide community health improvement activities and programs through the lens of health equity. UH fully supports the concept of providing all people with fair opportunities to attain their full potential to the extent possible. Danielle Price, Director of Community Health Engagement commented, “We understand that health equity will only be accomplished through a collective impact effort, strategically aligned and focused on addressing root causes of presenting health conditions.”

The desire to minimize silos and maximize opportunities is evidenced on multiple levels, including the recent State of Ohio’s mandate, requiring all non-profit hospitals and public health departments in Ohio to align their community health assessment by 2020.

We understand that health equity will only be accomplished through a collective impact effort, strategically aligned and focused on addressing root causes of presenting health conditions” ~ Danielle Price, Director of Community Health Engagement at University Hospitals.

In preparation for this shift, UH used the counties in which its medical centers are located as its definition of community. This approach allows UH to partner on CHNAs in a strategic place-based fashion with other community based organizations and public health departments with a shared geographical boundary. Additionally, the majority of UH’s inpatients received healthcare services from the medical centers located in the counties in which they resided. In Cuyahoga, that means eight UH medical centers will be partnering with the public health departments in 2018-19 to address priority health needs. Next year, the collaboration is expected to include the other hospital systems located in Cuyahoga. This is a major systems change for the region.

In preparation for these changes, UH offered a two-day training for key UH leaders across its hospital system to deepen their understanding of health equity, diversity and inclusion. It was facilitated by a national public health organization which specializes in aligning people, strategies and resources to create solutions to health and policy challenges. This training increased awareness regarding the nuances of health inequities and created a platform for a shared vision to improve community health in a multi-disciplinary and cross-departmental fashion. UH is committed to leading, growing and learning with others to tackle issues such as mental health disorders, infant mortality, chronic disease and the opioid epidemic -- issues that are deeply rooted in historic and systemic injustices resulting in health disparities and inequities in our communities.

Collective impact brings people together, in a structured way, to achieve social change. Through the coordination of partnerships, alignment of priorities and actions, and mobilization of resources, HIP-Cuyahoga is making a difference. We work with more than 100 agencies, organizations and community groups.
COMMUNITY CHAMPION SPOTLIGHT: CREATING GREATER DESTINIES
by Eileen Salters, Body Ego LLC, Delores Collins, A Vision of Change, and Briana McIntosh, Prevention Research Center for Healthy Neighborhoods

Eileen “Ms. Lean” Salters established Body Ego LLC in 2010 after her own weight loss journey of 50lbs. In addition, to being CEO, she provides personal training and group fitness classes. In her 8 year career, she has taught Zumba at commercial and private gyms, private events and charity fundraisers, such as Zumba for Autism and at leading group exercises at HIP-Cuyahoga Community Day Events. Over 4 yrs ago, Ms. Lean along with community residents partnered with The Union-Miles Development Corporation to develop “The Body Ego Total Fitness Program” for the residents of Union-Miles. This is a free health and wellness program that offers fitness classes, nutritional guidance, networking opportunities at two locations, Earle B. Turner Recreation Center and John Adams High School. The program, serving community residents and Body Ego LLC. members, was awarded by Mayor Zack Reed and The City of Cleveland for its community service efforts in 2015.

To expand to other communities, Ms. Lean and her team enrolled in the 10-week Community Health Ambassador workshop provided by Neighborhood Leadership Institute and the Prevention Research Center for Healthy Neighborhoods (PRCHN). These workshops, a critical aspect of HIP-Cuyahoga’s initiatives focused on health equity’s historical context, collective impact, and community health strategies. Graduates of the program formed Creating Greater Destinies, where they use their combined knowledge and experiences to implement Healthy Eating and Active Living strategies across Cleveland’s Eastside. Ms. Lean has been an active Community Health Ambassador for 3 years, participating in a variety of activities such as family nights at CMSD schools and women’s health events. She also is an active ambassador for the Good Food Here Initiative, assisting with audits at corner stores.

Last year, Ms. Lean became a certified Community Health Worker through Cleveland State University, and provides health screenings at the Good Food Here Corner Stores. She also became a Chronic Disease Self-Management Lay Leader through Fairhill Partners and facilitates workshops at community sites. This year, she became a member of the Neighborhood Connection Grant Making Committee, serving her first term as a representative of Union-Miles. Additionally, as part of fellow ambassador Delores Collins, “All About A Healthy Me” program, Ms. Lean hosted Zumba classes and nutrition education to young ladies at the Cuyahoga County Juvenile Detention Center. This fall, “Ms. Lean” and her team will begin facilitating “The Body Ego Total Fitness Program” again in Shared Use sites in Union-Miles with hopes of expanding to other neighborhoods. Body Ego LLC. has started Body Ego Fitness Apparel in which all proceeds are used to fund the program.

Your body is the center of everything you do and how you treat it says everything about you.
-Eileen “Ms. Lean” Salters, HIP-Cuyahoga Community Health Ambassador

Ms. Lean leading a Zumba class at the Friendly Inn Settlement
PREVENTING AND MANAGING CHRONIC DISEASES
FROM THE CHRONIC DISEASE MANAGEMENT SUBCOMMITTEE
by Diane Solov, Better Health Partnership

As a collaborative of primary care providers and community organizations, Better Health Partnership (BHP) has a role to play in helping families surmount socioeconomic barriers to health. Unmet social, environmental and economic needs compromise opportunities for health, education, and jobs – challenges that high-quality health care alone cannot meet.

BHP is working with United Way of Greater Cleveland to create systemic ties between health care and social services to advance health in our communities and bridge the equity divide. A critical first step is building an infrastructure that enables providers to connect their patients to social service agencies, public health programs, environmental health organizations, food pantries, education partners and other community-service organizations. By building seamless connections for individuals to the vetted resources curated by United Way 2-1-1 First Call for Help, we aim to strengthen families’ awareness and expand access to services that can mitigate the impact of social factors on families.

We will launch our first pilot of the clinic-to-community linkage system at MetroHealth’s J Glen Smith Health Center in September. Soon, we will expand to three other clinic sites in our Children’s Health Initiative, which includes new opportunities to pinpoint hot spots for targeted interventions at the neighborhood level. As members of the United Way Accountable Health Communities Advisory Board, BHP will measure program outcomes and evaluate the impact of social-need referrals on health, as well as identify resource gaps and opportunities to inform new investments.

Separately, our work to improve rates of well-managed hypertension in adults continues. In our most recent report for 2017, 78% of adults with high blood pressure had good control. We recently updated our online toolkit for the six-session Hypertension Best Practice, whose development was supported by the Centers for Disease Control and Prevention. Efforts to spread the best practice to patients in dental clinics are underway.

2018 CUYAHOGA COUNTY COMMUNITY HEALTH ASSESSMENT ENTERS THE HOMESTRETCH
FROM THE LINKING CLINICAL AND PUBLIC HEALTH SUBCOMMITTEE
by Kirstin Craciun, Center for Health Affairs
and Heidi Gullett, Case Western Reserve University School of Medicine

A key strategy to improve linkages between clinical care and public health is for hospitals and public health departments in Cuyahoga County to work together on their community health assessments. The partnership between the Cleveland Department of Public Health, the Cuyahoga County Board of Health and University Hospitals to produce a collaborative 2018 Cuyahoga County Community Health Assessment is entering the homestretch. Co-led by HIP-Cuyahoga, Case Western Reserve University School of Medicine and The Center for Health Affairs, the process to develop the collaborative health assessment began in fall 2017.

Desire to Address Health Inequities Drives Collaborative Approach
The decision to work collaboratively centers around wanting to more effectively address health inequities in Cuyahoga County. Once finished, the 2018 Cuyahoga County Community Health Assessment will be the first combined assessment of its kind in the county and represents a new, more effective and collaborative approach to identifying and addressing the health needs of the community. Stay tuned for more information on the 2018 Cuyahoga County Community Health Assessment.

2019 Cuyahoga County Community Health Planning Moving Forward
In 2019 a more comprehensive health assessment will be done that will allow the Cleveland Department of Public Health, the Cuyahoga County Board of Health and University Hospitals to work with additional Cuyahoga County hospitals that are on a different 2019 reporting cycle. As part of that project, a decision was recently made to partner with the Hospital Council of Northwest Ohio to survey Cuyahoga County residents on their most pressing health concerns.
HEALTHY EATING AND ACTIVE LIVING (HEAL)
FROM THE HEALTHY EATING AND ACTIVE LIVING SUBCOMMITTEE
by Michele Benko, Cuyahoga County Board of Health and Erika Trapl, Prevention Research Center for Healthy Neighborhoods

In an effort to sustain and improve healthy food access in our most vulnerable neighborhoods, the HIP-Cuyahoga’s HEAL subcommittee’s Good Food Here small retail initiative has been busy at work this summer! The team held three Good Food Here Ambassador trainings and hosted five outreach events.

GFH staff, along with national partner, The Food Trust, offered three workshops for residents interested in becoming Good Food Here Ambassadors in their neighborhoods. Since May, three sessions were hosted by community partners that provided information and resources on how to engage corner store owners and ways to advocate for healthier options to over 35 resident attendees. The goal of the workshop series was to build resident’s knowledge and skills to take ownership of GFH project and tailor the program to the individual needs of each neighborhood represented. Additionally, residents play a critical role in holding the owners accountable, by checking in with the store to keep healthy items stocked on the shelves, request additional healthy items and continue to build a trusting relationship between the community and the store owner. Through expanding the network of committed residents and the community organizations, like Community Development Corporations, the residents are now the backbone of the GFH initiative.

Check out our Facebook Live video from the Get Healthy Event with DJ Haz Matt from 93.1 FM WZAK on their Facebook Page!

Lastly, the team had five successful outreach events this summer at the corner stores in East Cleveland, Hough, St. Clair Superior, and Glenville neighborhoods. In partnership with Community Health Workers from CSU, each event offers residents nutrition education and health screenings such as blood pressure, blood sugar, BMI and mobile EKG’s. Over 75 residents took advantage of this unique opportunity to get more information about their health. Food demonstrations and recipe samples made with healthy items from the store were also provided. For example, at Parkwood Drive Thru, Vegan Vicki from Urban Sweetness showed a food demo preparing a vegetable dish for residents to try with all the ingredients bought right inside their local Good Food Here store. These outreach events serve as way to bring awareness of the variety of resources to residents who frequent corner stores, but also foster relationships with store owners and publicize the availability of healthy food items within their stores. Check out the Facebook Live video from the event!
ARCHES | AMERICANS’ CONCEPTIONS OF HEALTH EQUITY STUDY – AN UPDATE
FROM THE ELIMINATING STRUCTURAL RACISM SUBCOMMITTEE
by Colleen Walsh, Cleveland State University and Sarah Willen, University of Connecticut

In the last newsletter we introduced a new project, developed in partnership with HIP-Cuyahoga and funded by the Robert Wood Johnson Foundation, called ARCHES | the AmeRichans’ Conceptions of Health Equity Study. Since March 2018, ARCHES team members have interviewed over 150 Greater Clevelanders of a wide variety of backgrounds about their perspectives on health opportunities and outcomes and, in particular, on the relationship between health and existing patterns of disparity and inequity.

Interviewees have shared their personal views on a range of topics, among them:
- What aspects of your own life have either helped you be healthy – or gotten in the way?
- What do people need, in general, to be healthy? What do people need to flourish or thrive?
- Who is responsible for addressing those needs?
- What role should government play?

The study includes five core groups: city-wide "decision-makers," "community leaders," "clinicians," "public health professionals," and "community members." Interviewees vary widely in terms of educational background, family income, community of residence, age, gender, race/ethnicity, and – importantly – political views. About half of our interviewees (n=75) reported some familiarity with HIP-Cuyahoga, and of this group 32% had attended at least one HIP-Cuyahoga event and another 39% described themselves as “active leaders.” As a result, we will be able to compare the views of HIP-Cuyahoga members in each core group with those of their counterparts in the broader community.

We continue to participate in HIP-Cuyahoga events to complement these interview findings. This research strategy, which anthropologists describe as ethnography, involves deep, often long-term engagement with people and groups. Ethnography makes it possible to hear individual perspectives, put those views in context and, to see how shared models, goals, and values are discussed, debated, and put into action over time.

We are excited to begin analyzing our data this fall. Broad themes we are investigating include:
- Competing understandings of fairness, and the relevance of these divergent views for public health in general and initiatives like HIP-Cuyahoga in particular
- Competing understandings of equity and its relevance to health

Additional themes relating specifically to HIP-Cuyahoga include:
- Motivations for involvement in this and other health equity/health disparities initiatives
- Individual hopes, expectations, and goals for HIP-Cuyahoga, and assessments of progress to date

We expect these findings will generate valuable insights not only for HIP-Cuyahoga and its partners, but also for communities around the country engaged in similar initiatives. In Phase II of the ARCHES project, we will use our interview findings to develop a survey that will be conducted in early 2019 with a nationally representative sample of American adults.

We are grateful to each and every person who has taken time to share their views and experiences, and we look forward to sharing new insights with HIP-Cuyahoga leaders and Consortium members, as well as public health leaders and researchers in other fields.
by Gregory L. Brown, Executive Director, PolicyBridge, Co-Chair, HIP-Cuyahoga and Anchor, the Eliminating Structural Racism Subcommittee

I first heard the term “Perspective Transformation” while participating in a HIP-Cuyahoga strategy and training session conducted by CommonHealth Action. Because of my exposure to the concept of Perspective Transformation, I was intrigued to know when applied to individuals and within organizations how the concept could actually affect how people residing in our community and those working in public systems and organizational structures think, understand and act. It became evident to me and other Consortium members from our exposure to this strategy and training session, that engaging in a collective process culminating in Perspective Transformation among Consortium members was critically important to our overall success.

As a part of our HIP-Cuyahoga learnings over time we have come to understand that the assumptions we hold about others are a product of the cultural values transmitted from those we love, respect and seek to emulate in our environment and society. These cultural values are the bedrock from which individual’s assumptions emerge about us, other people and the world. Our cultural values are cultivated throughout our social and cognitive development until they are immersed in everything we think, understand and do. Though we know cultural values are not bad, in our society cultural values represented in the public policies and resources appropriations advantage specific segments of our population while at the same time present barriers and challenges to other segments of the population, especially racial and ethnic minorities.

The work HIP-Cuyahoga is deeply engaged in is 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. HIP-Cuyahoga’s Framework for Action is built on the foundation of Perspective Transformation as our first of four key approaches. Based on our shared learnings and experiences, HIP-Cuyahoga believes that building capacity to think, understand and act differently to make equity and racial inclusion a shared value is fundamentally important if we are to successfully reach our outcomes: achieving equity; well-being; and improved population health so everyone in Cuyahoga County has the opportunity to be healthy.

Throughout HIP-Cuyahoga’s collective impact Framework for Action which includes our mission, vision, core value, four key approaches and four key priorities, Consortium members have actively pursued Perspective Transformation knowing if we are to successfully reach our stated outcomes we must think, understand and act differently. We also know that just changing what we do, without understanding why our best intentions to seek improvements and changes in health inequities and disparities have been unsuccessful is paramount. Perspective Transformation allows us to understand that while we seek changes in others we must make changes in us. Without making changes in our views of the world and the people in it, we cannot truly achieve individual, organizational and systems changes that are equitable for all and not just some.

As part of our HIP-Cuyahoga experiences, Consortium members were asked to participate in a Readiness Assessment, developed by members of the ESR Subcommittee. The Readiness Assessment was designed to determine whether individuals in the Consortium are leading, following, or supporting racial inclusion and equity work. The results from the Readiness Assessment provided the Consortium and ESR subcommittee with concrete measurements of members’ readiness to engage in the racial inclusion and equity work of the Consortium and an understanding of the need to craft additional opportunities for Consortium members to engage in Perspective Transformation capacity building.

I am so encouraged by the results of the Readiness Assessment and the emerging perspectives about racial inclusion and equity among individual Consortium members. Over the last two years, racial inclusion and equity have become deeply embedded in the way we think, understand and act as a Consortium. We no longer debate data that clearly indicates that racial and ethnic inequities and disparities significantly impact the health status and well-being of everyone, especially racial and ethnic minorities in Cuyahoga County. Based on Perspective Transformation among Consortium members, the impacts of past and present racial and ethnic legal and cultural discrimination are being seriously considered and addressed so everyone in Cuyahoga County has fair and just opportunities to be healthy.

To ensure that the most pressing issues impacting the health of our residents are addressed, the partnership discussed the need for this collaborative process to meaningfully partner with community residents. Since HIP-Cuyahoga values community engagement we established it as a key approach in our framework for action.
Get Involved!

find out more about HIP-Cuyahoga at www.hipcuyahoga.org

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Be Social with Us!

The Health Improvement Partnership-Cuyahoga (HIP-Cuyahoga) is working together, to ensure that EVERYONE in Cuyahoga County has the opportunity to live their healthiest lives regardless of where they live or work, how much money they make, or what their race, religion, sexual orientation, or political beliefs.

SAVE THE DATE:
HIP-CUYAHOGA CONSORTIUM

Mark your calendars and plan to join HIP-Cuyahoga in our once yearly convening.

Date: November 15, 2018
Time: 8:30 AM - 3:30 PM
Location: Sheet Metal Workers Hall
12515 Corporate Drive, Parma, OH 44130

Make sure you open your e-newsletters from HIP-Cuyahoga for speaker and registration information.