Shared Use Workshop 2.0: 
*We have a Policy, Now What?*

Kate Moening, Field Services Manager
Safe Routes to School National Partnership, Ohio
July 26, 2017 Cuyahoga County Public Health/REACH Project
INTRODUCTIONS/HOUSEKEEPING

• Wifi
• Restrooms
• Table Tent Introductions
HIP-Cuyahoga’s mission 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.

STAY CONNECTED

facebook.com/hipcuyahoga
@hipcuyahoga

hip.cuyahoga@gmail.com
voicemail or text 216-309-CHIP (2447)
Contacts

Michele Benko, MS, RD, LD
Chronic Disease Prevention Services,
Program Manager
Cuyahoga County Board of Health
mbenko@ccbh.net

Erika Hood, M.Ed
Community Fellow and Strategy Coordinator
REACH
Center for Healthy Neighborhoods
Case Western Reserve University
enh@case.edu

Anna Thornton, MPH
REACH, Project Manager
Prevention Research Center for Healthy Neighborhoods
Case Western Reserve University
abt11@case.edu

Made possible with funding from the Centers for Disease Control and Prevention.
TODAY’S GOALS

• Understand how shared use creates opportunities for physical activity in communities;

• Learn ways to cultivate services providers that offer what your audience wants and needs;

• Understand how to connect with your audience and community to promote services;
TODAY’S GOALS

• Learn different ways to sustain your shared use program; and

• Begin planning your shared use services, outreach and sustainability actions.
Shared Use
WHAT CAN SHARED USE DO FOR ....?

Your Community:

• Offer opportunities to increase daily physical activity to those with limited access
Shared Use Still, Why? – For Equity

PARK NEED
The results of the analysis of the park metrics were combined to determine an overall park need level for each Study Area. This approach creates a framework for assessing park need from a Countywide perspective.

- Population in Each Need Category*
  - 32.2% Very High
  - 4.6% Very Low
  - 16.5% Low
  - 20.4% High
  - 26.2% Moderate

- Average Acres per 1,000 Residents in Each Need Category
  - Very High: 3.3
  - High: 0.7
  - Moderate: 11.5
  - Low: 12.5
  - Very Low: 52.0

*0.1% Not Participating
WHAT CAN SHARED USE DO FOR YOU!

• Increase your organization’s exposure and community involvement

• Improve relationships between organizations, facilities and community
WHAT DOES IT LOOK LIKE?
Opening playgrounds during non-school hours.
WHAT DOES IT LOOK LIKE?

After school programs at a local school, recreation center or faith based organization.
WHAT DOES IT LOOK LIKE?

A hospital offers PA and wellness classes to the public in under-resourced community (courtesy of Mt. Carmel Hospital, Columbus)
SHARED USE RESOURCES ACROSS THE NATION
NATIONAL RESOURCES

National Shared Use Resolution:
http://www.saferoutespartnership.org/healthy-communities/101/shared-use/shared-use-resolution

National Shared Use Clearinghouse:
http://www.saferoutespartnership.org/resources/browse/shared-use

Policy Assistance:
http://www.changelabsolutions.org/our-path-shared-use

National Shared Use Task Force:
http://www.saferoutespartnership.org/healthy-communities/101/shared-use/shared-use-task-force
Ohio Department of Health – Shared Use Toolkit

https://www.odh.ohio.gov/health/healthylife/createcomm/Active%20Living/Shared%20and%20Open%20Use%20Agreements.aspx
GOOD PLANNING HELPS SMOOTH IMPLEMENTATION

“A GOAL WITHOUT A PLAN IS JUST A WISH”

A good plan is like a road map: it shows the final destination and usually the best way to get there.

Antoine de Saint-Exupery
French writer (1900 - 1944)
Shared Use Workshop 2.0

We have a Policy, Now What?

July 26, 2017, 9AM-12:30PM
Philemon Community Baptist Church, 12618 Shaw Ave., Cleveland, OH 44108

This workshop is hosted by:

HiP CUYAHOGA
Health Improvement Partnership

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

**Next Steps: Set a Goal, Start an Action Plan**

Our goal is to provide you with information, share best practices and provide you time to start an action plan to implement your shared use policy. **Your first step is to set a SMART goal** — a goal that is Specific, Measurable, Achievable, Realistic and Time-Bound.

**GOAL:**

<table>
<thead>
<tr>
<th>ACTION</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>Help needed?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

I would like assistance with implementing these actions — please contact me at:
MARKETING YOUR PROGRAM

Did you hear..?

No! When?

Let’s go!
COMMUNITY SURVEY RESULTS

Anna Thornton, MPH

REACH, Project Manager
Prevention Research Center for Healthy Neighborhoods
Case Western Reserve University
Adopting a Shared Use Policy to Address Physical Inactivity in Under-resourced Neighborhoods

Erika Hood, M.Ed
Active Living/Community Health Engagement Coordinator

July 26, 2017
Acknowledgements

This presentation was made possible with funding from the Center’s for Disease Control and Prevention and is a product of a Prevention Research Center supported by Cooperative Agreement Number 1U48DP005013.

The views expressed do not necessarily reflect the official policies of the Department of Health and Human Services.
Why is Health Equity work important?
The Health Improvement Partnership-Cuyahoga (HIP-Cuyahoga) is a diverse and committed group of people who care about health.

HIP-Cuyahoga’s mission 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.
Who is at the table?
HIP-Cuyahoga: Key Approaches

**Health and Equity in All Policies**

To build opportunities for everyone in Cuyahoga County to be healthy. Collaborating to improve the health of all people in the county by incorporating health and equity into decision-making across sectors, systems and policy areas.
HIP-Cuyahoga: Key Approaches

**Perspective Transformation**

Work with individuals and organizations to help them understand how hidden assumptions about racial and ethnic minorities impact their decisions and actions toward health improvement.
HIP-Cuyahoga: Key Approaches

**Collective Impact**

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: Key Approaches

Community Engagement

To go beyond a data-driven approach, to a community-driven approach guided by shared values. Involving community members in planning, decision making and actions to make Cuyahoga County a healthier place for all.
4 Subcommittees of HIP-Cuyahoga

1. Chronic Disease Management
2. Clinical and Public Health
3. Eliminating Structural Racism
4. Healthy Eating and Active Living (HEAL)
REACH Grant  
(Racial and Ethnic Approaches to Community Health)

HIP-Cuyahoga received a CDC grant for the Racial and Ethnic Approaches to Community Health (REACH) program to improve the following:

- Clinic to community linkages.
- Chronic disease self-management (CDSM).
- Access and opportunity for healthy eating and active living (HEAL).
REACH Grant
(Racial and Ethnic Approaches to Community Health)

Six neighborhoods in Cleveland and the City of East Cleveland were identified as predominantly African American with considerable health disparities linked to poor nutrition, physical inactivity, and disjointed links to quality health services.
Resident Engagement

Interested residents completed a 10-week health equity and leadership workshop, residents and project coordinators used their combined knowledge and experience to inform the development and implementation of strategies aimed at increasing opportunities for HEAL and CDSM.
Shared Use: REACH Objectives

Shared Use Workshop

Sept. 2015
Process

Community Health Fellows identified potential facilities in priority areas.

44 sites were deemed eligible via “ground-truthing”

Community Health Ambassadors (CHAs) provided input regarding safety, accessibility, and community buy-in of the facilities.

All 44 sites were approached and asked to sign a shared use policy.

2 declined ● 12 sites in active follow up ● 7 pending ● 23 signed
pictures
Shared Use policyholder survey results

SHARED USE 2.0, JULY 26TH, 2017

ANNA THORNTON, PROGRAM MANAGER

PRCHN REACH
What is HIP-Cuyahoga?

- Consortium of more than 100 local organizations
- 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.
- Core Value: Building opportunities for everyone in Cuyahoga County to be healthy
- Key approaches: Collective Impact, Community Engagement, Health and Equity in all policies, and Perspective Transformation

4 Key Priority Areas

- Eliminate Structural Racism
- Healthy Eating Active Living
- Linking Clinical and Public Health
- Chronic Disease Management

SHARED USE policies
Purpose of this survey was to better understand the needs of the policyholder community and what barriers, if any, exist in utilizing the Shared Use policy within their organization.
<table>
<thead>
<tr>
<th>Location</th>
<th>Survey Completed</th>
<th>Neighborhood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garden Valley Neighborhood House</td>
<td>Yes</td>
<td>Central</td>
</tr>
<tr>
<td>Alfred A Benesch</td>
<td></td>
<td>Central</td>
</tr>
<tr>
<td>MLK Civic Center</td>
<td>Yes</td>
<td>East Cleveland</td>
</tr>
<tr>
<td>LakeSide Baptist Church</td>
<td>Yes</td>
<td>East Cleveland</td>
</tr>
<tr>
<td>Mt Nebo Baptist Church</td>
<td></td>
<td>East Cleveland</td>
</tr>
<tr>
<td>Coit Road Farmers Market</td>
<td>Yes</td>
<td>East Cleveland</td>
</tr>
<tr>
<td>East Cleveland Salvation Army</td>
<td>Yes</td>
<td>East Cleveland</td>
</tr>
<tr>
<td>Vicky Trotters Juice Bar</td>
<td>Yes</td>
<td>Glenville</td>
</tr>
<tr>
<td>Glenville HS (NLI-SNR Site)</td>
<td></td>
<td>Glenville</td>
</tr>
<tr>
<td>FDR Investment School</td>
<td>Yes</td>
<td>Glenville</td>
</tr>
<tr>
<td>Patrick Henry Investment School</td>
<td>Yes</td>
<td>Glenville</td>
</tr>
<tr>
<td>St. Philip Neri Family Center</td>
<td>Yes</td>
<td>Glenville</td>
</tr>
<tr>
<td>Bethany Baptist Church</td>
<td></td>
<td>Glenville</td>
</tr>
<tr>
<td>Philemon Community Baptist Church</td>
<td></td>
<td>Glenville</td>
</tr>
<tr>
<td>Lexington Bell (2 policies)</td>
<td>Yes</td>
<td>Hough</td>
</tr>
<tr>
<td>Collinwood HS (NLI-SNR Site)</td>
<td></td>
<td>South Collinwood</td>
</tr>
<tr>
<td>Siggy's Village (2 policies)</td>
<td>Yes</td>
<td>South Collinwood</td>
</tr>
<tr>
<td>Case Elementary</td>
<td>Yes</td>
<td>St Clair/Superior</td>
</tr>
<tr>
<td>Union-Miles CDC Inez Killingsworth Meeting Place</td>
<td>Yes</td>
<td>Union-Miles</td>
</tr>
<tr>
<td>John Adams HS (NLI-SNR Site)</td>
<td></td>
<td>Union Miles</td>
</tr>
</tbody>
</table>
What we know about existing programming:

- 75% of respondents currently have programming
- Wide range of ages and activities from gardening to 6-week fitness programs to Tai-Chi
- Nearly ¾ reported providing WEEKLY activities
- All reported wanting to increase programming
- 41.67% run at below capacity, 58.33% run at capacity
- ½ of respondents have a dedicated staff member
What types of challenges prevent you from hosting (more) physical activity programming?

- Top three barriers:
  - lack of funding
  - lack of available programmers
  - lack of transportation

- How can HIP-Cuyahoga assist you?
  - Funding
  - Promotion
  - Programming
Thanks! Questions?
MARKETING YOUR PROGRAM

How can you connect with us?
WORKBOOK ACTIVITY

Begin the Audience Identification, Facilities Accommodation and Community Outreach Sections

Shared Use Workshop 2.0
We have a Policy, Now What?

July 26, 2017, 9AM-12:30PM
Philemon Community Baptist Church, 12618 Shaw Ave., Cleveland, OH 44108

This workshop is hosted by:

HiP CUYAHOGA
HEALTH MATTERS HERE!
Safe Routes to School National Partnership

Made possible with funding from the Centers for Disease Control and Prevention.
TODAY’S PRESENTERS

Ashley Choi, MPH, CHES, Program Coordinator, Asian Service in Action (ASIA) Inc. achoi@asiaohio.org

Tia Gulley, MA, Program Administrator, STEADY U/A Matter of Balance Ohio Department of Aging, Elder Connections Division tgulley@age.ohio.gov

Indigo Bishop, Cleveland Action Strategist ioby indigo@ioby.org
Ashley Choi
RAISE Program Coordinator
**MISSION**
At Asian Services In Action (ASIA), we strive to empower and advocate for Asian Americans & Pacific Islanders (AAPIs); and to provide AAPIs and other communities access to quality, culturally, and linguistically appropriate information, health and social services.

**ABOUT**
Asian Services In Action, Inc. (ASIA, Inc.) is the largest Asian American & Pacific Islander-focused (AAPI) health and social service 501(c)(3) agency in the State of Ohio. For more than 20 years, we have taken on the most challenging tasks to help the undeserved, low-income, and immigrant communities in Northeast Ohio and all across the state. Serving over 28,000 individuals and families annual, ASIA is committed to the AAPI community through the various health and social service programs they offered.

**VISION**
We want AAPI individuals, families, and communities to progress further along the path towards self-sufficiency; be deeply engaged in civic life; have equal access to opportunities; be well understood through the vast availability of community data and information; and achieve optimal health and well-being. Institutions, systems, and organizations will have greater competency and awareness of the AAPIs and other vulnerable communities leading towards improved policies and practices.
OUR SERVICES

Aging and Adult Department (AA)
Children and Youth Programs
Community Health, Evaluation and Research Institute Department (CHERI)
International Community Health Center (ASIA-ICHC)
Interpreting and Translation Department
Policy-Advocacy and Development Department (PAD)
Self-Sufficiency Department (SS)
What is RAISE?
RAISE is the only Asian American/Pacific Islander coalition in Greater Cleveland, Ohio that promotes healthy eating/active living through culturally and linguistically tailored strategies.

What does RAISE do?
RAISE partners are dedicated to adopting policies and creating agreements with local churches, mosques, shopping centers, schools, and organizations to use existing space for physical activity. These are often referred to as shared-use agreements. RAISE is special and unique to Cleveland, Ohio due to the fact that physical activity is culturally tailored and defined by community members rather than institutions, for example, Chinese tai chi and kung fu, Korean fan dance, Filipino line dance, and many more are popular among partners.
RAISE COALITION

- Cleveland Contemporary Chinese Culture Association (CCCCA)
- Korean School of Greater Cleveland (KSGC)
- Westlake Chinese Cultural Association (WCCA)

- Philippine American Society of Ohio (PASO)
- Korean American Association of Greater Cleveland (KAAGC)
- Salaam Cleveland
- OCA Greater Cleveland

- US Together
- USCRI

- St. Clair – Superior Development Corporation (SCSDC)
CULTURAL LANGUAGE SCHOOLS
ETHNIC VOLUNTEER ORGANIZATION
REFUGEE RESETTLEMENT ORGANIZATIONS
FREE BICYCLE EDUCATION EVENTS IN ASIATOWN

ASIA Inc. and St Clair Superior Development Corporation have partnered with St Clair Bikeworks (5400 St Clair Ave) through Project RAISE to bring free and educational bicycle programming and group rides to the Asiatown Community.

*Participants who attend 2 or more unique programs will receive a St Clair bikeworks gift card.

RAISE

BICYCLE REPAIR
Learn basic bicycle repair and maintenance skills designed to keep your bicycle operating smoothly.
All repair classes take place from 6-9pm at St Clair Bikeworks 6408 St Clair.
8/17 - Saturday
7/27 - Thursday
8/12 - Saturday
9/2 - Saturday
9/16 - Saturday

SLOW ROLL
Join a group ride around the neighborhood for riders of all skill levels.
All Asiatown Slow Rolls take place from 6:30-8:30.
6/20 - Monday-Kirtland Park E. 40th and South Marginel Rd
7/22 - Saturday-Sam Cafe 5513 St Clair Ave
8/27 - Sunday-Streling Rec Center 1380 East 25th St
9/17 - Sunday-Asia Plaza 2995 Payne Ave

SMART CYCLING
Learn fundamental cycling rules and techniques for urban biking. It is recommended to bring a bicycle to the class, in order to have a hands-on learning experience.
All Smart Cycling classes take place from 6:30-7:30.
7/13 - Thursday
8/12 - Saturday
9/8 - Saturday
9/15 - Saturday

ST. CLAIR SUPERIOR DEVELOPMENT CORP.
Intro to Crowdfunding
I’m Indigo
So what is ioby?
ioby projects are:
citizen led
citizen designed
citizen funded
citizen implemented
range from $60-60k
Urban Patch - Park Garden

The Park Garden is a new green space on Indianapolis' north side. It will be a permaculture garden with fruit trees and bushes, and native plant species. The garden will provide a more naturalized and informal setting while also providing for food and beautification in the community. While most of the garden will be planted with upper-story fruit trees, lower-story bushes and vines, and ground cover and native plants, there will also be a "yard" space for passive use and gatherings.

The garden will be primarily an educational garden; we will encourage our friends and neighbors to use this garden as a learning tool for growing healthy food and also as a forum for community interaction. Those with the interest can take what they learn to their own yards (patches) or other larger-scale community gardens in the city to produce food for their families and neighbors.

The Park Garden is also a living memorial to the late Albert Allen Moore, a "pioneer" of community-scale urban agriculture in Indianapolis. The Urban Patch is the legacy of his work serving, educating, and growing urban communities dating back to the 1940's.

The steps

1. We will close on the property acquisition from MFCDC on or before May 15th. We will solicit for donations and volunteers throughout the project. Our funding goal deadline is June 15th.
Got a project in mind???
Does it...
1. Make your community
   - stronger
   - safer
   - healthier
   - funner

2. Require a specific amount of $?

3. Need funding urgently? (in the next 3 months)
and most importantly...

4. are you ready to rally the support of your personal network?
Submit Your idea at
www.ioby.org/idea

Indigo Bishop
indigo@ioby.org
216-930-4030
WORKBOOK ACTIVITY

Begin the Services and Provider sections of your Workbook.

Keep in mind:

- What your facility can accommodate
- What your community needs are
- When you and your audience can are available

Shared Use Workshop 2.0
We have a Policy, Now What?

July 26, 2017, 9AM-12:30PM
Philemon Community Baptist Church, 12618 Shaw Ave., Cleveland, OH 44108

This workshop is hosted by:

HiP CUYAHOGA HEALTH MATTERS HERE! Safe Routes to School National Partnership

Made possible with funding from the Centers for Disease Control and Prevention.
SUSTAINING YOUR SHARED USE PROGRAM

• Shared use is a valuable way to attract business, membership and support through community service, engagement and building good will.

• Organizations should integrate shared use into their administrative processes - plan to integrate shared use into organization operations to sustain the relationships.
SUSTAINING YOUR SHARED USE PROGRAM

- Cultivating volunteer services can help reduce overhead costs, encourage community involvement and share administrative and implementation time.

- Fee for Service programs and Shared Use Agreements with service providers.

- Crowdsourcing.

- Funding and grant support (not much at the state/national level, what about local?)
TODAY’S PANELISTS

Ashley Choi, MPH, CHES, Program Coordinator, Asian Service in Action (ASIA) Inc. achoi@asiaohio.org

Tia Gulley, MA, Program Administrator, STEADY U/A Matter of Balance, Ohio Department of Aging, Elder Connections Division tgulley@age.ohio.gov

Indigo Bishop, Ioby Crowdsourcing Support – indigo@ioby.org
HOW CAN YOU MAKE A SPLASH?

Sign on to the National Shared Use Resolution:
http://www.saferoutespartnership.org/healthy-communities/101/shared-use/shared-use-resolution

Join the Shared Use Google Listserve:
https://groups.google.com/forum/#!forum/national-shared-use-listserve

Visit the Shared use Clearinghouse on the SRTS National Partnership Website – use the Advanced Search Tool:
http://www.saferoutespartnership.org/resources/browse/shared-use
It always seems impossible until it’s done.
-Nelson Mandela
NEXT STEPS/CLOSING

• Complete and return Evaluation
• Complete and have a picture taken of your Work Plan

THANK YOU!
To join the Ohio Safe Routes Network, contact:
Kate Moening, Field Services Manager
(614) 269-7085
kate@saferoutespartnership.org
www.saferoutespartnership.org