

# HIP-Cuyahoga Newsletter

*Equity work in action*

Spring 2019



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# POLICY BRIDGE SUPPORTS AND GUIDES HIP-CUYAHOGA'S FRAMEWORK FOR ACTION

by Gregory Brown, Executive Director, PolicyBridge

Since 2013, PolicyBridge has partnered with other organizations and individuals from various sectors of our community to develop the HIP-Cuyahoga Consortium and the Cuyahoga County Community Health Improvement Plan (CHIP). The intimate relationship that has emerged over the years stems from an unwavering alignment of the missions and values of HIP-Cuyahoga and PolicyBridge.

PolicyBridge was founded in 2004 as a public policy “think and action tank” located in Cleveland, Ohio. The primary objective of the organization has been to research and analyze the implications of public policy on communities of color, with specific focus on African American and Latino communities. PolicyBridge’s programmatic activities include: public policy research, policy and data analysis, and systems and programmatic evaluation; issue advocacy; public education, capacity building and civic engagement; supporting emerging leader development; and engaging in strategic partnerships and collaborations. Our subject matter expertise areas are: urban education; economic development; health and wellness; urban redevelopment and revitalization; social justice; and workforce development.



*Throughout all of PolicyBridge’s work we stress the need to use diverse and inclusive perspectives and strategies that lead to more equitable outcomes for communities of color. ~ Gregory Brown, PolicyBridge*

PolicyBridge has authored 14 research reports and 2 policy briefs and has organized and sponsored or co-sponsored over 25 community forums to introduce our research findings and garner community support for action. Since 2004, we have led a social marketing campaign; organized Black and Brown dialogues with African American and Latino leaders; co-chaired a four-city minority entrepreneurship learning collaborative (Forward Cities); served on the Northeast Ohio Sustainable Communities Consortium (NEOSSC) Board and assisted in the creation of “VibrantNEO 2040” a vision, framework and action products for future land use in northeast Ohio; co-facilitated an intercultural organizational development process to imbed racial inclusion and equity goals into a local nonprofit organization’s operating policies and practices; and co-chaired activities to create the Center for Achieving Equity (Formerly known as Cuyahoga PLACEMATTERS).

In 2017, PolicyBridge signed a Memorandum of Understanding with The Levin College at Cleveland State University and the Urban League of Greater Cleveland to form the Urban Action Collaborative to work in partnership on economic development, workforce development, education, youth development and community development issues impacting communities of color in Cuyahoga County. Currently, The UAC is working with Business Volunteers Unlimited to recruit and build the capacity of minority leaders to better understand the “Role of the Board” in nonprofit organizations and manage the relationship between nonprofit boards and their executive leaders.

PolicyBridge has held a leadership role with HIP-Cuyahoga, serving as the co-anchor of the Eliminating Structural Racism subcommittee priority area since 2013 and co-chair of the steering committee since 2015. PolicyBridge has been actively engaged with HIP-Cuyahoga because we strongly support HIP-Cuyahoga’s Framework for Action through its key approaches, key priorities, mission, vision, and core value. We wholeheartedly believe in using an equity lens to achieve health and equity in all policies. Throughout our work, we have come to understand the need for interdisciplinary, multisector policies and approaches to solve the complex issues people residing in our community confront every day that are beyond their immediate control but impact their lives in ways we are still trying to understand. We are proud to be involved in this comprehensive community initiative to build opportunities for everyone in Cuyahoga County to have a fair chance to be healthy!

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# COMMUNITY CHAMPION SPOTLIGHT: MASTER GREG MAYO

by Delores Collins, *A Vision of Change*, and Briana McIntosh, *Prevention Research Center for Healthy Neighborhoods*

In the heart of the neighborhood of Hough, sits Northern Wind Martial Science Studio. Here is where Master Greg Mayo has provided a space for residents to engage in activities that heal and enhance their mind, body and soul. Over the past 30 years, Master Mayo has created a series of physical activity programs such as Tai Chi, Qi Gong, Windercise and self-defense classes.

In early 2018, Northern Wind Martial Science Studio became a shared use site through the REACH initiative. Master Mayo was excited about the new opportunity to continue to implement the Windercise program and “assist in raising awareness around living a healthy lifestyle.” Master Mayo understands the lack of physical activity opportunities in his community and his studio assists in filling that gap. Northern Wind has over 100 members and approximately 130 women have participated in his self-defense class and several hundred children participate in the Windercise and martial arts programs. Master Mayo believes that “people in our community need to know how to defend themselves physically, but they need to learn how to defend themselves spiritually and mentally while living a healthy life.”

*People in our community need to know how to defend themselves physically, but they need to learn how to defend themselves spiritually and mentally while living a healthy life.”*

*-Master Greg Mayo, Northern Wind Martial Science Studio*

The Windercise program is an aerobic workout which consists of stretching, muscle training, strengthening and breathing exercises. Qi Gong loosens muscles and builds power all while strengthening nerves, balancing internal organs and improving vascular function. Additionally, Tai Chi is offered to people suffering from chronic diseases and helps maintain strength, flexibility and balance. The three programs offered at Northern Wind are great ways for community residents to stay active, ease stress, and balance emotions.



Master Greg Mayo at Northern Wind Martial Science Studio

Master Mayo is a true leader and states that “we need to transform, reform, and strengthen our neighborhoods, in a way that generates a positive path for our future. Our presence in Hough for over 30 years speaks for itself, Northern Wind Studio is part of the sustainability in our community.”

# **NEWLY TRAINED COMMUNITY HEALTH LEADERS ARE READY TO MAKE AN IMPACT ON COMMUNITY HEALTH**

*FROM THE CHRONIC DISEASE MANAGEMENT SUBCOMMITTEE*

*by Stephanie FallCreek, Fairhill Partners, Delores Collins, A Vision of Change and Joan Thoman, Cleveland State University School of Nursing*

Long standing partners, A Vision of Change (AVOC), Cleveland State University School of Nursing (CSU) and Fairhill Partners are proud of the seventeen students in the CSU School of Nursing Community Health Worker program who have completed Chronic Disease Self-Management (CDSMP) leader training this year. This training is part of the CHW curriculum and is a critical component to carrying out the Community-Clinic linkage strategy of the Racial and Ethnic Approaches to Community Health (REACH) grant being led by the Cuyahoga County Board of Health. Since most of the CHW students also are employed elsewhere while they go to school, the training was scheduled for Friday and Saturday two weeks in a row so that the students only had to miss one work day each of the two weeks.



The recent group of community health leaders who completed the Chronic Disease Self Management Program training

The February training of 14 CHW students was led by two City of Cleveland residents: Master Trainer, Ms. Dee Collins, from a Vision of Change and T-Trainer, Dr. Stephanie FallCreek of Fairhill Partners. The students who completed the training are now eligible to be paired with other CDSMP leaders to co-facilitate the program in their communities. In addition to promoting neighborhood health, delivering CDSMP will count toward the 132 practicum hours required by the program. Once students have successfully delivered the program in the community, they become eligible for cross-training in Chronic Pain Self-Management or Diabetes Self-Management. The knowledge and skills students gain in the training not only allows them to deliver CDSMP to those who have chronic disease but prepares them to share powerful, simple, proven techniques like decision making, problem solving, and action planning with residents that they can apply to all aspects of life. As one of the students stated on her evaluation, "I feel fully trained and motivated by the tools I've been given" while another said, "...I am going to apply this class to my life!"

# BUILDING A CULTURE OF ACTIVE TRANSPORTATION: BIKING

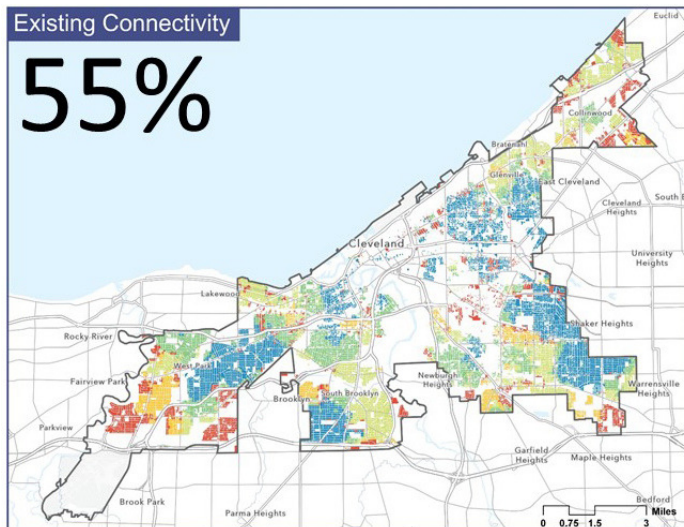
FROM THE HEALTHY EATING AND ACTIVE LIVING SUBCOMMITTEE

by Jacob VanSickle, Bike Cleveland

Bike Cleveland is pleased to partner with the Cuyahoga County Board of Health on their Center for Disease Control and Prevention's Racial Ethnic Approaches to Community Health (REACH) grant as the lead agency for their physical activity interventions.

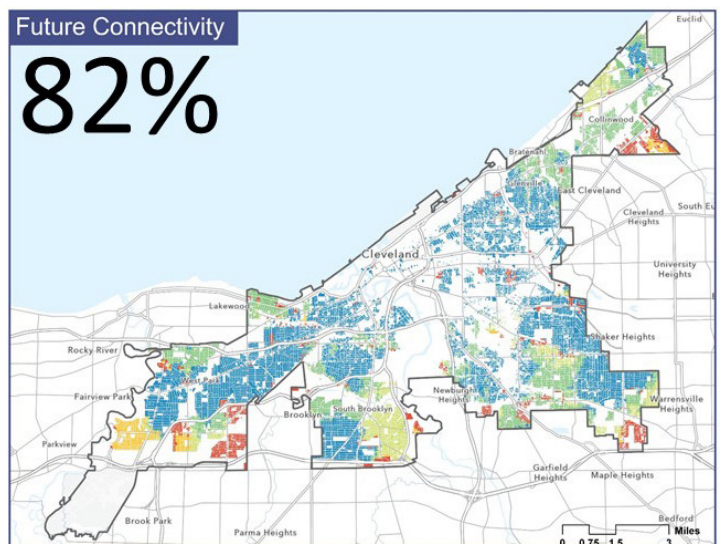
Bike Cleveland's mission is to create a region that is sustainable, connected, healthy, and vibrant by promoting bicycling and advocating for safe and equitable transportation for all. In action, our mission takes many forms including education programs for community and civic leaders on biking safely, advocacy for bike friendly policies, and hosting and promoting events that encourage more people to bike.

The most visible manifestation of our mission is our advocacy for safe streets and bike friendly infrastructure. Over the past 5 years, we have advocated for over 80 miles of new bike lanes and trails across Cleveland. These infrastructure improvements, coupled with our education and encouragement programs, have led to a 68% increase in people biking in Cleveland, either by choice or of necessity. Our REACH work with the Cuyahoga County Board of Health focuses on our strategies to connect safe and accessible places to encourage people to bike and walk more. To determine how connected our active transportation network is, we helped develop a tool called BikeAble.



*By increasing connectivity of our city's bikeways, we will create safe environments for an additional 60,000+, making biking for fun and transportation part of our community's norm. ~Jacob VanSickle, Bike Cleveland*

This analytical tool assessed the connectivity of Cleveland's current and future bikeway network and found that currently 55% of residents are connected to a stress-free bikeway. However, the study further showed that with strategic investments to fill gaps in the bike network, as many as 82% of Clevelanders will have stress-free connections. Such stress-free connectivity is important as studies have shown that 60% of people are interested in biking but are deterred from doing so out of safety concerns. By increasing connectivity of our city's bikeways we will create safe environments for an additional 60,000+, making biking for fun and transportation part of our community's norm. The BikeAble analysis tool will especially help us advocate for and prioritize stress-free bike facilities in the neighborhoods having the largest number of people without access to automobiles.



# ARCHES | THE AMERICANS' CONCEPTIONS OF HEALTH EQUITY STUDY: TRANSITION FROM PHASE I TO PHASE II

FROM THE ELIMINATING STRUCTURAL RACISM SUBCOMMITTEE

by Colleen Walsh, Cleveland State University and Sarah Willen, University of Connecticut

HIP-Cuyahoga has been partnering with ARCHES | the Americans' Conceptions of Health Equity Study to investigate how Americans form and change their views on who deserves what when it comes to health. This project is funded by the Robert Wood Johnson Foundation.

Thank you to all of you who have shared your views and stories with us since last spring! In the past year, we have interviewed 165 people in Greater Cleveland, including 54 members of HIP-Cuyahoga. Now, we are analyzing our interview data (Phase I) and using what we have learned to develop an innovative survey that will explore similar ideas in a national sample in Fall 2019 (Phase II).

We are currently exploring key themes that have emerged from the interviews. An important finding involves the concept of "health equity" itself. Some interviewees, especially many HIP-Cuyahoga members, have a clear sense of what this term means. In the broader community however, we found that many people did not clearly understand the idea of "health equity," and many did not fully grasp a visual image that is commonly used to distinguish "equity" from "equality."

We also found that when we asked why black children are more likely to have dangerous blood lead levels than white children in Cuyahoga County, the vast majority of interviewees recognized that **structural causes, as opposed to just individual or family behaviors, play a major role.** As Cleveland and other communities struggle to confront toxic lead exposure in children, we believe this insight has important policy implications. In Phase II, we intend to test whether we can use the example of lead exposure disparities to foster a more expansive view of deservingness.

In addition, we asked all 165 people we interviewed what it takes to "be healthy," and what it takes "to flourish." Interestingly, we found that responses to these questions were often very different. We expect these findings can support efforts to find common ground among people with different ideological and political views as we work towards promoting health and equity in Cuyahoga County and beyond.

As we continue to analyze and write up ARCHES findings, we look forward to sharing what we have learned with HIP-Cuyahoga members. Please feel free to contact Colleen Walsh (c.c.walsh@csuohio.edu) for more information about the study.

## 2018 CUYAHOGA COUNTY COMMUNITY HEALTH ASSESSMENT AND 2019 IMPLEMENTATION STRATEGY COMPLETED

FROM THE LINKING CLINICAL AND PUBLIC HEALTH SUBCOMMITTEE

by Kirstin Craciun, The Center for Health Affairs

and Heidi Gullett, Case Western Reserve University School of Medicine

Efforts to create stronger links between clinical medicine and public health continue to gain momentum in Cuyahoga County. The 2018 Cuyahoga County Community Health Assessment was published in fall 2018 and represents the first combined assessment of its kind in the county. This report enabled the Cleveland Department of Public Health, the Cuyahoga County Board of Health, and University Hospitals to create one report that describes the five priority health challenges in Cuyahoga County: poverty; opioids/substance use disorders/mental and behavioral health; infant mortality; homicides/violence/safety; and chronic disease management and prevention. Co-led by HIP-Cuyahoga, Case Western Reserve University and The Center for Health Affairs, the process to develop the collaborative health assessment began in fall 2017.

A companion document, the 2019 Cuyahoga County Community Health Implementation Strategy, was finalized in March 2019 and describes how hospitals and public health are working to address the five health priorities. One of the strategies described in the report will be an effort - informed by community residents and leaders - to ensure public health and hospital stakeholders have a shared understanding of equity, diversity, inclusion, and cultural humility as they consider how to work on health improvement planning. Access both reports on <http://hipcuyahoga.org/2018cha/>.

Additional hospitals and other community partners have joined efforts to develop a comprehensive 2019 Cuyahoga County health assessment. Stay tuned for updates in the next newsletter about progress to complete this assessment.

**#TransformingHealthTogether**

# COMMUNITY HEALTH AMBASSADOR, DELORES COLLINS RECEIVES NATIONAL RECOGNITION

COMMUNITY ENGAGEMENT HIGHLIGHT

by Nichelle Shaw, HIP-Cuyahoga Manager

Community Engagement has been identified as a key approach in HIP-Cuyahoga's Framework for Action, understanding that in order to achieve equity, well-being, and improved population health, community members must be involved in planning, making decisions, and in carrying out the actions. In order to embrace our core value of, "building opportunities for everyone in Cuyahoga County to be healthy," having the community at the table is necessary for long-term sustainable change.

It is imperative to involve community members who are passionate about where they live and who want to make positive change in their communities. One such group of local residents were enlisted by partners from Case's Prevention Research Center for Healthy Neighborhoods, beginning in 2014, called Community Health Ambassadors. These local resident teams participated in a 10-week health equity leadership workshop and designed and implemented community services that promoted healthy eating and physical activity for under-resourced communities of color in the Greater Cleveland area.

This is where Ms. Delores Collins, more commonly known as Ms. Dee, learned of the term "Community Health Worker." Although Ms. Dee had been doing community health work for the past 20 years, this is where she was introduced to this term formally. With that introduction, Ms. Dee received a scholarship in 2017 to participate in Cleveland State University's initial Community Health Worker cohort. Over the past two years, Ms. Dee has played an integral part in shaping the community health worker network in Cleveland/Northeast Ohio. She developed the Greater Cleveland Community Health Worker Association which strives to address the needs of community health workers (CHWs) and to support their work efforts by providing mentorship and training. She has also advocated on behalf of CHWs with statewide and regional associations. Additionally, Ms. Dee serves on the HIP-Cuyahoga Steering Committee guiding us in building opportunities for EVERYONE in Cuyahoga County to have a fair chance to be healthy.

This year Ms. Dee was recommended and appointed to serve as an ambassador for the National Association of Community Health Workers (NACHW). We congratulate Ms. Dee on her appointment as one of the inaugural group of ambassadors to the National Association of Community Health Workers, and we look forward to continued opportunities to work with Ms. Dee and other Community Health Workers who work tirelessly to improve conditions in their communities.

*Congratulations Ms. Dee, on her appointment as one of the inaugural group of ambassadors to the National Association of Community Health Workers!*



# Get Involved!



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*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.*

## SUBSCRIBE TO HIP-CUYAHOGA'S YOUTUBE CHANNEL

HIP-Cuyahoga has dozens of videos on our YouTube channel. Subscribe and you will get notifications when we add a new one. Videos from consortium meetings, community engagement efforts and priority area strategies are just a few of the video topics. Stay engaged!

