

# Collective Impact for Neighborhood and County Health (CINCH)



# Goals

- Create healthier communities by:
  - Increasing access to healthy foods
  - Increasing physical activity
  - Reducing tobacco use
  - Increasing access to clinical preventive services (such as blood pressure screening)
- Reduce health care costs
- Improve residents' health status

# CINCH Participatory Planning Approach

- Teams
  - Leadership, advisory, and community input through Health Council
- Research
  - Policy scan, health assessment, qualitative data gathering
- Focus groups
  - Six communities identified as vulnerable in health assessment
    - Geographic – International District, South Valley, I-25 Corridor
    - Racial/Ethnic – African American, Native American, Hispanic
- Key informant interviews
  - Fill in the gaps from community meetings
    - ✓ Who was not represented?
  - Community health workers, youth advocates, community center leaders

# Policy Scan

- Review of written policies at the state, local, and institutional level (schools, workplaces)
- Includes legislative, regulatory, and organizational policies that promote health
- Focus on policies targeting prevention of **heart disease, cancer, stroke, and diabetes**

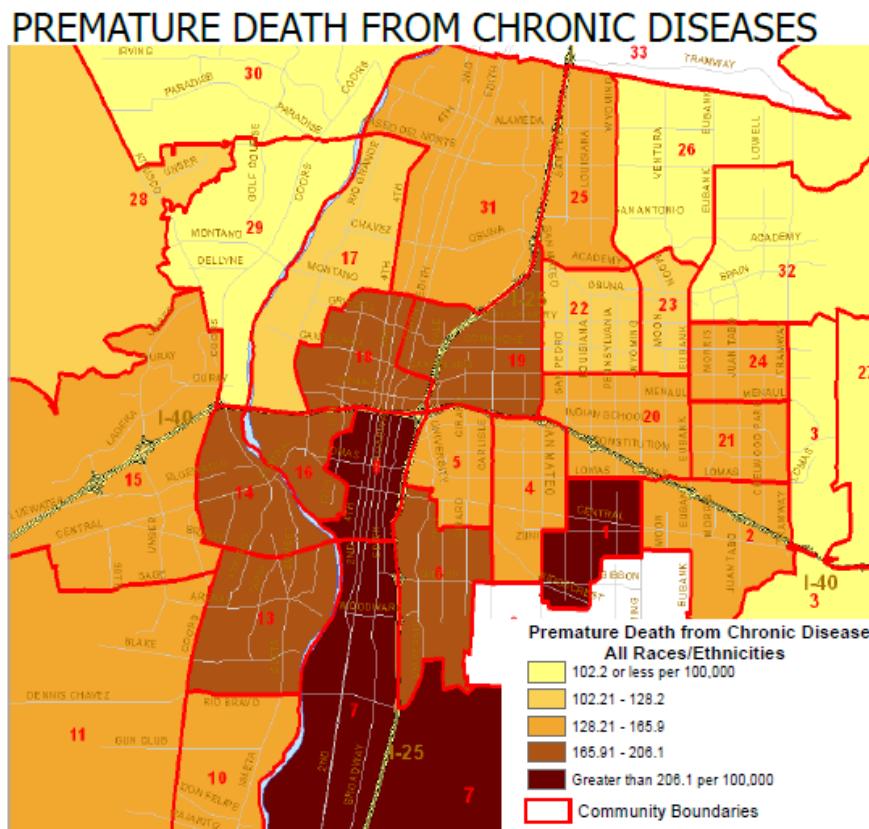
# Examples of Effective Policies

- Tobacco-free school policies
- Policies that increase opportunities for physical activity in communities (e.g., open school yards)
- Policies that support breast-feeding
- Mixed-use zoning policies
- Complete Streets policies
- Training and technical assistance for providers to improve delivery of clinical preventive services

# Health Assessment Key Findings

Disproportionally high death rates from	American Indians	Hispanics	African Americans
Cancer	<input checked="" type="checkbox"/> male <input checked="" type="checkbox"/> female		
Diabetes	<input checked="" type="checkbox"/> male <input checked="" type="checkbox"/> female		
Heart Disease		<input checked="" type="checkbox"/> male <input type="checkbox"/> female	<input checked="" type="checkbox"/> male <input checked="" type="checkbox"/> female
High Blood Pressure		<input checked="" type="checkbox"/> male <input checked="" type="checkbox"/> female	
Lung Cancer			<input checked="" type="checkbox"/> male <input checked="" type="checkbox"/> female
Stroke		<input checked="" type="checkbox"/> male <input checked="" type="checkbox"/> female	<input checked="" type="checkbox"/> male <input checked="" type="checkbox"/> female
Higher Rates of obesity			<input checked="" type="checkbox"/>
High Rates of obesity		<input checked="" type="checkbox"/>	
Higher Rates of overweight	<input checked="" type="checkbox"/>		
High rates of overweight			
Highest rates of smoking among HS students	<input checked="" type="checkbox"/>		
High rates of smoking among HS students		<input checked="" type="checkbox"/>	
Most likely not to have insurance	<input checked="" type="checkbox"/>		
Most likely to encounter financial barriers			<input checked="" type="checkbox"/>
High rates of poverty		<input checked="" type="checkbox"/>	

# Areas with the highest concentration of families living in poverty also have the highest rates of chronic disease



PLACE MATTERS – ABC HEAT

Source: NMDOH, BVRHS

Age-Adjusted Death Rates, Persons aged 5 to 64, Years 1990 through 2005, n = 9581

(Chronic Diseases = All Malignant Cancers, Leukemia, In situ, benign or unknown behavior neoplasm, Diabetes Mellitus, Diseases of Heart, Hypertension without Heart Disease, Cerebrovascular Diseases, Atherosclerosis, Aortic Aneurysm and Dissection, Other Diseases of Arteries, Arterioles, Capillaries, Chronic Obstructive Pulmonary Disease and Allied Cond, Stomach and Duodenal Ulcers, Chronic Liver Disease and Cirrhosis, Nephritis, Nephrotic Syndrome and Nephrosis)

# CINCH Community Engagement

Healthy Eating	Active Living	Tobacco-free environments	Clinical Preventive Services
increased access to <b>affordable</b> , quality fresh food	need for safer streets & sidewalks (south valley)	difficult for smokers to quit -defensive when regulations proposed	Hesitation to screen because of costs are often unclear
need education about healthy food preparation	Concerns about crime (international district)	Lack of enforcement - public places & sales to minors	more providers similar race and ethnicity as communities they serve
more fresh food in schools & summer programs	support for increased access to school yards after hours	get to root cause of why people smoke - stress, poverty	Community Health Workers in non-clinical settings
Low price and easy access to fast food makes it hard to eat well	increased use of community centers for recreation opportunities	living in smoke-free environments is important, especially for children	Advertise need to make people aware of free services like screenings and clinics



# The Community Transformation Implementation Plan

- CINCH's two-year long planning process informed development of a three-year implementation plan focused on chronic disease prevention.
- The CINCH Planning Team met for six months to review results of the Health Assessment, Policy Scan, and community engagement, and to prioritize implementation activities.

# The Community Transformation Implementation Plan

- Policy, environmental, programmatic, and infrastructure changes consistent with CDC's strategic directions (healthy eating, active living...)
- Implementation activities must impact the entire population of Bernalillo County, as well as specific population subgroups with disproportionately high rates of health and social disparities

# The Community Transformation Implementation Plan

- Submitted to CDC for consideration July 5, 2013
- Implementation project period: October 1, 2013 – September 30, 2016
- Proposed activities will be carried out through contracts with community partners
- CINCH staff will oversee contracts, sustain coalitions, report on progress, and evaluate objectives



# The Community Transformation Implementation Plan

## Active Living – Open Schoolyards

### Project Goal:

Increase the number of schools that are authorized to provide safe, inviting, accessible places for physical activity opportunities during non-school hours

### Objectives:

1. Create and implement a district-wide joint use agreement that facilitates the shared use of school property for physical activity purposes
2. Increase the number of schools that employ joint-use and shared-use practices



# The Community Transformation Implementation Plan

## Active Living – Open Schoolyards

### How?

1. Recruit members for a joint use task force
2. Study community/school needs, identify issues (legal, cost, staffing), assess properties
3. Finalize joint use agreement
4. Begin implementation of agreement in select schools
5. Provide technical assistance to schools, including training, bilingual signage, staffing/security, recommendations for playground modifications, lighting

Policy change will affect all schools, but initial TA will be provided to La Mesa, Emerson, Whittier, Mary Ann Binford, Montezuma, La Luz, Cochiti, and Longfellow Elementary Schools

# The Community Transformation Implementation Plan

## Active Living – Complete Streets

### Project Goal:

Increase the number of land use/transportation plans, policies, or funded projects that incorporate Complete Streets design principles

### Objectives:

1. Provide training to transportation engineers, planners, and other stakeholders in Bernalillo County to increase familiarity with Complete Streets principles and proficiency in applying Complete Streets design standards
2. Increase the number of land use/transportation plans, policies, or funded projects that incorporate Complete Streets design principles

Complete Streets are Safe Streets



# The Community Transformation Implementation Plan

## Active Living – Complete Streets

### How?

1. Develop and integrate Complete Streets curriculum modules into local professional development venues
2. Provide continuing education credits to engineers and planners
3. Develop a regional Complete Streets model policy document that will provide guidance to municipalities in Bernalillo County
4. Educate and increase awareness among the general public and policy makers regarding regional Complete Streets model policy document
5. Analyze existing ordinances and regulations to determine alignment with model policy guidelines in order to achieve a Complete Streets standard practice
6. Provide recommendations related to ordinances and regulations that facilitate implementation of Complete Streets in Bernalillo County

# The Community Transformation Implementation Plan

## Healthy Eating



### Project Goal:

Increase the number of people in lower-income neighborhoods who have access to healthy, affordable food

### Objectives:

1. Develop mobile produce vending program that links consumers with fresh, locally grown fruits and vegetables
2. Support initiatives that provide public school students with locally grown fruits and vegetables



# The Community Transformation Implementation Plan

## Healthy Eating – Mobile Produce Vending



1. Work with partner organizations to secure and equip vehicle, and obtain appropriate licensing and permitting
2. Work with food producers to establish system for procurement and delivery of produce
3. Develop procedure for accepting Supplemental Nutrition Assistance Program (SNAP) and Women, Infants, and Children (WIC) benefits
4. Work with communities to determine appropriate location and schedule for vehicle
5. Increase awareness of vehicle presence through targeted marketing efforts
6. Develop and disseminate nutrition education in conjunction with mobile vending activities

# The Community Transformation Implementation Plan

## Healthy Eating – Farm to School



1. Perform an assessment of school food needs
2. Work with farmers to build production capacity to meet school demand and adhere to school food safety requirements
3. Promote local food to school food service directors through farm tours and other educational opportunities
4. Develop culturally appropriate nutrition education programs and promotional materials to strengthen Farm to School initiatives

# The Community Transformation Implementation Plan

## Tobacco-Free Living

Project Goal:

Increase the number of people living in smoke-free multi-unit housing in Bernalillo County's International District

Objectives:

1. Provide property owners/managers with education, training, and outreach related to smoke-free housing
2. Create and distribute smoke-free multi-unit housing messages
3. Provide education and outreach related to smoke-free multi-unit housing to tenants in the International District



# The Community Transformation Implementation Plan

## Tobacco-Free Living

### Project Goal:

Decrease the number of middle and high school students in priority neighborhoods with access to tobacco products

### Objectives:

1. Create and maintain community-based youth tobacco compliance task force
2. Provide tobacco merchants in priority neighborhoods with education about tobacco sales to minors
3. Provide community members in priority neighborhoods with education about enforcement and reporting of tobacco sales to minors



# The Community Transformation Implementation Plan

## Clinical Preventive Services

### Project Goal:

Increase the number of people who receive health education and preventive services from community health workers who are representative of the target populations

### Objectives:

1. Develop a formal learning collaborative for Bernalillo County-based community health workers
2. Support development of certification programs that incorporate community health worker core competency curriculum modules that focus on chronic disease, social determinants of health, and CTG strategies
3. Facilitate placement of community health workers in community settings such as community centers and schools

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