

Program Narrative

Impact: The Cuyahoga County Creating Healthy Communities (CHC) team overcame several barriers in early 2015 through strong collaboration and wonderful partners in order to continue to expand our work and make an impact within our priority communities. The team dealt with transition of the full time staff, the challenge to complete the CHANGE Tool assessments, and fostering relationships with a new community. Some project timelines had to be altered, however all of our objectives are moving in the right direction. We are focusing on fewer impact objectives than in years past, but carefully selected those that will make a big impact and have the most potential within our priority communities. The CHC coalition (HEAL committee) has observed a **20% increase in membership from the fall of 2014 to the fall of 2015. The CHC team successfully completed the CHANGE Tool assessments**, despite transition of our full time project coordinator. The assessment interviews and environmental scans helped reinforce our activities, develop relationships and identify potential expansion opportunities. **Lakewood** is our new community for this funding cycle. The Ohio Healthy Program (OHP) was recognized by the Lakewood Early Childcare Professionals Consortium as an opportunity to reduce childhood obesity and invited CHC staff to present at one of their early 2015 meetings. **One of the CHC centers was the first in the county to become OHP approved!** The Lakewood Active Living Task (LALT) Force invited the CHC staff to present the goals for the year and after initial conversations with a few key leaders, relationships were established. The Shared/Open Use agreement initiative is something that the task force has had interest in working on and the CHC team assisted the team to learn how to navigate this process. The Lakewood Schools and Recreation Department realized that they have an informal Shared Use process; however, they wish to make it more accessible to underserved residents. In the remainder of 2015, CHC will assist with formalizing a policy and framing some improvements for 2016. The CHC staff met with leaders from the Lakewood City Wellness Committee to begin the process of establishing a tobacco-free campus policy. In **Euclid**, the CHC staff assisted with the **successful completion of the School Travel Plan and funding award for Non-Infrastructure from Safe Routes to Schools (SRTS ODOT)**. The CHC team assisted the program with community campaigns, parent education, and supplies for the parent surveys/classroom tallies for the fall. The SRTS program

in Euclid is incorporating signage, walking maps, and walking and biking events throughout this school year. The lead staff for this project is housed at the school district. The district is fully invested in sustaining this project. In **East Cleveland**, many partners are interested in Shared/Open Use Agreements to increase physical activity. Getting access to the schools after hours has proven to be problematic due to security and financial reasons. However, CHC identified several outdoor facilities (ie playgrounds, fields, a track, and outdoor fitness equipment) on school property for an Open Use agreement. The CHC team would like to see indoor facilities as well, so we will continue to work with the Open Use policy with the school district, but focus on a shared/open use policy with New Life Cathedral in 2016. Two corner stores were identified in Euclid and East Cleveland for the healthy food retail initiative. Through ODH, our CHC team was able to provide the Good Food Here marketing materials and was able to purchase produce racks for the stores. The CHC team performed store audits and store owner interviews, which will inform the products selected for the stores. In the fall of 2015, CHC team will establish a memorandum of understanding with each store, will assist with product selection and will promote the stores through a healthy corner store kickoff event. Each store participating in the Healthy Corner Store project will receive a tobacco environment audit, and will agree to comply with regulations/recommendations for requiring identification, proper product placement and signage, to reduce youth access to tobacco products. CHC staff will work with store owners to track the success of this project. We hope that the healthy items increase sales of the store, which will ensure sustainability of the initiative. The REACH project team is working to develop a Healthy Store certification program and CHC stores will be eligible to be designated. The **Eastside Greenway (ESG) Health Impact Assessment (HIA) was completed in 2015**. The CHC staff participated in all aspects of the HIA, and the overall ESG plan. The HIA recommendations informed the ESG plan, and the plan report included HIA components in several sections. The executive summary of the HIA report was included as an appendix. User rates of the greenway area were observed as a need through the HIA and ESG planning process. Through the CHC funding, we purchased trail counters to establish baseline user rates along the greenway. This is vital information to measure the impact that new trails and greenways will have.

Collaboration: Cuyahoga County Planning Commission (CPC) - A funded CHC partner, will assist CHC with HIA, GIS mapping, and data analysis to promote healthy eating and physical activity interventions. CPC will assist with Healthy Food Retail (HFR), SUAs and land use planning.

Cuyahoga County Child & Family Health Services (CFHS) (Lead agency, CCBH) - Partner to support OHP designation for childcare centers, or assist with training needs and technical assistance (TA) visits and to establish healthy policies at child care centers.

Ohio Healthy Program – Partner with this ODH program to assist with trainings and policies to reduce childhood obesity within early childcare education centers. **Racial and Ethnic**

Approaches to Community Health (REACH) project (Lead agency, CCBH) - focuses on two of the CHC objectives (HFR and SUAs). REACH staff will coordinate efforts with CHC to provide technical assistance and resources (including communications & evaluation) to support implementation of CHC strategies in the priority communities. **Case Western Reserve**

University (CWRU) – Prevention Research Center for Healthy Neighborhoods (PRCHN) - Staff from the PRCHN participate on the local CHC coalition and assist with evaluating the HFR, SUA, and tobacco discouragement activities. They assist CHC with developing the HFR and Physical Activity Assessment parameters. **The East Cleveland Bridges of HOPE Coalition** - An urban

drug-free community coalition comprised of community leaders and residents working to revitalize the community by making policy, systems and environmental changes within East Cleveland. **New Life Cathedral Church** - Would be a newly funded key partner within East

Cleveland. They house a number of community organizations and programs including WIC, Northeast Ohio Recovery Association, East Cleveland WIC, Children's Choice Learning Center and Alcoholics Anonymous. New Life has embraced the CHC goals and will be a sub-grantee focusing on the development of a shared use site for the community. **City of East Cleveland**

Mayor's Office - Supports the CHC project by connecting CHC with city employees and fostering good will around the project. **City of Euclid Planning & Development, Building, and Parks &**

Recreation Departments - Assist the CHC project with the HFR initiative in Euclid by introducing store owners, establishing guidelines and ordinances and identifying alternative funding sources that will support the project. The City helps to lead the Euclid SRTS School Travel Plan (STP). **The Euclid City School District (ECSD)** - Provides school based data, develops policies and

resolutions and staff time to complete the STP for the district. The ECSD leads the Family and Civic Engagement Team (FACET), consisting of community partners and district representatives aimed at the health and wellbeing of students. ***The City of Lakewood Division of Early Childhood*** - Oversees the Lakewood childcare centers and health based initiatives, and supports the OHP program. The city leaders will be integral partners with the SU/OUAs, OHP and tobacco free worksite campus policies. ***Ohio State University, Cuyahoga Extension (OSUE)*** - OSUE staff are part of the HEAL Subcommittee working to implement HFR and SUAs in underserved areas of Cuyahoga County. ***Cleveland-Cuyahoga County Food Policy Coalition*** - CHC partners with this coalition to advance healthy food access through HFR, and food justice within Cuyahoga County. ***Ohio Department of Transportation – Safe Routes to Schools (ODOT-SRTS)*** – CHC partners with ODOT SRTS in East Cleveland and Euclid in 2016. CHC also participates on the OH SRTS Network. ***American Heart Association Health Equity Initiative*** - Partners with the CHC program to deliver health messages to the community at the grassroots level. ***The Place Matters Initiative*** – Improves the health of communities by addressing the social conditions through policy and/or systems change. This initiative has been integrated into the CHC project to address policy, system and environmental changes to reduce health inequities. ***Young Men’s Christian Association (YMCA)*** - Partners with CCBH for creation of walking maps, the East Cleveland walking program, and the YMCA healthy vending policy. ***LAND Studio*** – Partners on the East Side Greenway (ESG) Plan initiative and HIA. LAND Studio is the lead convener for the implementation of the ESG Plan. ***Cleveland Metroparks*** – The Metroparks has participated in several CHC initiatives, from the Coalition at large, to trail planning efforts and health impact assessments. ***Trails Leadership Network*** - The TLN is a coalition responsible for trails and/or bicycle and pedestrian infrastructure for transportation and for planning.

Community Champions: Euclid. Throughout the past five years of the CHC project, the Director of Planning and Development emerged as a vital partner. The Director has assisted CHC staff in getting to know the climate at Euclid City Hall, introducing staff to local leaders, as well as residents. The director has a wellness-focused approach to community planning, has embraced HIA, Healthy Food Retail, and has a strong desire to create bike and trail plans throughout the

city. **East Cleveland.** The CHC staff have worked in East Cleveland to build relationships at the grass roots and city leader level. A community champion that has served as a bridge to both of these subsets of the community is the East Cleveland Bridges of HOPE program coordinator. This program coordinator organizes the East Cleveland Bridges of HOPE monthly coalition meetings and regularly meets with organizational partners and networks to leverage resources to meet common goals. **Lakewood.** The director of Human Services at the city has been an important partner. The director has been instrumental in connecting CHC staff to other community partners within the city and in advocating for healthy living. She has a passion for the community, is a respected voice and has leveraged resources to support health initiatives. CHC goals align with many of the current initiatives taking place within the city.

CHANGE Tool Results:

All stakeholders in **East Cleveland** believe that East Cleveland needs positive changes. New Life Cathedral Church is a central community hub and is interested in developing a shared use agreement within their facility. The Coit Rd. Farmers Market and 9 community gardens are assets in the community and each are active members in the local coalitions. The EC library provides support by offering their facility, by advertising community-based programs, and by hosting activities, including the summer lunch program. The District's marching band, school gardens and "Safe Routes to School" are strengths. The McGregor Home is tobacco free, offers free water, fitness classes and discounts on healthy foods. City Hall employees have a good health care plan and walking groups. Safety issues continue to be a concern due to poor infrastructure and crime. EC has an overall struggling political climate, including high staff turnover, lack of funding and frequent emergencies make it difficult to focus on HEAL activities. Currently, the city and school district lack worksite wellness programs, school playgrounds and quality school meals.

Euclid city government is supportive of HEAL activities and maintain current green spaces, playgrounds, sidewalks and has an employee-based worksite wellness committee. There is a Safe Routes to School program and a Community Support Task Force that promotes community-based health. The library and Euclid Hospital partner regularly to provide health and wellness programs in the community. Kiddie City childcare center participated in farm to

school activities and OHP, but does not offer health promotion for families or have a worksite wellness program. Lincoln Electric has a large scale worksite wellness program, including a community supported agriculture program, discounts for fitness centers, cooks who prepare healthy meals and a healthy vending policy. Identified needs for the community include safer playgrounds, healthier options for stores near schools, and free or low cost recreation spaces. There are tobacco free policies in place at all of the community institutions assessed and the city is exploring a no hire policy for smokers. For city employees, locker rooms and physical activity centers are only available to fire and police, but not to all staff and there is not a breastfeeding policy or room for city employees. School district strengths include the 100% tobacco-free policy and school gardens. District needs include the lack of a worksite wellness committee and the need for recreation facilities.

Lakewood is a walkable and bikeable community. A bicycle master plan with added lanes, increased bicycle parking and signs is being implemented. There are adequate healthy food options at grocery stores, community gardens and farmers markets within the city; however, there is a need to focus on healthy food within restaurants. City Hall is considered to be a tobacco free campus; however there is no tobacco policy for all city owned building or public spaces. Tobacco policies among community institutions assessed are not enforced. During the winter months, the snow on streets and sidewalks prevent people from walking. The City Hall worksite committee offers health screenings for the community and employees twice per year. Community worksite organizations lack facilities for activity, breastfeeding spaces and healthy foods at meetings. Kiddie City has a community garden, and has an OHP designation. The school has a strong meal program and a tobacco-free campus; however, the tobacco-free policy is not enforced effectively. Food is often used as a reward in schools and fundraisers include unhealthy food options. The district has a SRTS travel plan and schools participated in bike to school day.

How this informed our planning

The CHANGE tool helped the CHC team to foster existing and new relationships with our priority communities, reinforce the objectives selected for 2015, and identify ways to enhance our plan for 2016. The CHANGE tool served as a key early activity that facilitated entry into

Lakewood. We were encouraged by our partners' willingness to participate in the assessments and the alignment of our objectives with stakeholder priorities.

2016 Workplan and Objectives:

Evaluation #1. CHC will complete the Impact Evaluation success story on the Ohio Healthy Program in childcare centers in Lakewood. We will perform interviews of key center directors and parents; examine menu changes, track fruit and vegetable servings provided to the children, and capture photographs of the infrastructure changes.

Coalition #2. The CCBH coordinates efforts with the Healthy Eating/Active Living (HEAL) Coalition of the Health Improvement Partnership-Cuyahoga (HIP-Cuyahoga). CHC is a cornerstone of this coalition's efforts by assisting to coordinate the meeting communications and agendas. CCBH will continue to coordinate a CHC multi-disciplinary coalition of key stakeholders in each of the targeted communities representing East Cleveland, Euclid, and Lakewood. The CCBH will continue to increase membership participation through targeted recruitment efforts as evidenced through a coalition assessment and evaluation.

Active Living

#3. In East Cleveland CHC will contract with New Life Cathedral in East Cleveland to assist with implementing a shared use agreement (SUA). The fitness room currently consists of exercise equipment such as stationary bikes and weight lifting equipment. We will set the framework for New Life to hire a "Shared Use Organizer" who will be responsible for managing the shared use space, developing a shared vision and plan for the space by convening meetings with participants and stakeholders, being the "health liaison" between New Life, CHC and other coalitions, and to develop a plan to sustain the program beyond 2016. CHC will assist to make improvements to the facility to ensure that it meets the needs of the community and measure the outcomes of the SUA.

#4. In Euclid, CHC will continue to expand the implementation of the School Travel Plan with the SRTS coalition. The Euclid School District has initiated their first year of programming, and CHC will expand the program in 2016 by assisting to implement the walk and bike to school activities, safety town, and with the parent surveys and classroom tallies.

#5. In Lakewood, CHC will assist the Active Living Task Force and additional key stakeholders to enhance the shared/open use agreement within school facilities to increase physical activity within underserved residents in Lakewood. CHC will perform process and outcome evaluations to determine the impact of this improved policy.

Healthy Eating

#6. In East Cleveland, CHC will continue work to increase access to healthy food options through HFR with 1 additional store in 2016. CHC staff will work with the store owners to implement infrastructure changes and develop a plan to become a certified healthy corner store. CHC will partner with the HEAL coalition and the Bridges of HOPE to plan community events and promote the HFR at each store participating. Changes in the store will be documented, including increases in the produce orders, sales information, customer satisfaction and store owner observations to determine the impact of this initiative.

#7. In Euclid, CHC will continue work to increase access to healthy food options through HFR with 1 additional store in 2016. CHC will work with the store owners to implement infrastructure changes and develop a plan to become a certified healthy corner store. The CHC team will partner with the HEAL coalition and the Euclid CHC team to plan community events and promote the HFR at each store participating. Changes in the store will be documented, including increases in the produce orders, sales information, customer satisfaction and store owner observations to determine the impact of this initiative.

#8. CHC will assist **Lakewood** to increase healthy food options by expanding the OHP in one additional childcare center in 2016. Once trained, CHC will provide technical assistance to the center to become OHP designated. CHC will continue to work with the other two centers to maintain their designation in 2016. The CHC staff will assist each center to evaluate the impact and magnitude (such as an increase in fruit and vegetable servings provided) of the policy and systems changes that are implemented through the OHP, and complete an outcome evaluation success story (see objective #1).

Tobacco Free Living

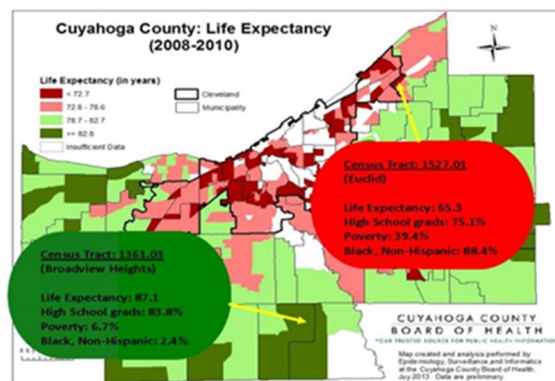
#9. East Cleveland will implement tobacco policies/ practices through the discouragement of tobacco sales in 1 additional small retail venue. Tobacco factors will be examined via the in-

store inventory, community surveys, and store owner meetings to develop tobacco related infrastructure and policy changes included in the written agreement for the store. CHC staff will assist in implementing the recommended infrastructure changes, which may include appropriate product placement and limiting tobacco advertisements. CHC will partner with Bridges of HOPE and HEAL to market the initiative and kick-off events and to conduct the evaluation component.

#10. Euclid will implement tobacco policies/ practices through the discouragement of tobacco sales in 1 additional small retail venue. Tobacco factors will be examined via the in- store inventory, community surveys, and store owner meetings to develop tobacco related infrastructure and policy changes included in the written agreement for the store. CHC staff will assist to implement the recommended infrastructure changes, which may include appropriate product placement and limiting tobacco advertisements. CHC will partner with Euclid CHC and HEAL to market the initiative and kick-off events and to conduct the evaluation component.

#11. Lakewood will implement and/or enforce tobacco policies/practices as evidenced by an increase in tobacco-free policies for worksites. CHC will partner with the Lakewood CHC team and wellness committee to identify a Lakewood worksite interested in adopting a 100% tobacco free workplace policy. CHC will assist with the development and adoption of the policy. CHC will also measure indicators to determine employee support and to document changes in tobacco use as a result of the implemented policy.

#12. Cuyahoga County will increase the number of adults/youth who have access to places for physical activity through an increase in multi-use trails within the Eastside Greenway (ESG) project area. CHC will assist ESG and the Trail Leadership Network (TLN) to use the HIA recommendations to shape the prioritization process for the trail implementation. This includes establishing and measuring user rates for pedestrian and bicycle activity, identifying resources to develop multiuse trails, and assisting with trail implementation and a user surveillance system.



Health Disparity/Inequity Activities: Cuyahoga County's inequities are geographically concentrated in Cleveland and Inner Ring Suburbs within the County. It is in these under-resourced communities where we see the highest concentrations of people of color and poverty. The African-American population experiences a greater burden of cardiovascular disease (CVD) than others. According to the Center for Community Solutions, Social Indicators Complete Reports, 2003-2005, the heart disease death rate for African Americans in Cuyahoga County is 331 deaths per 100,000, which is higher than the state's average. Stroke death rates were substantially higher for African Americans (62/100,000) than for Whites (56/100,000). A recent analysis of Life Expectancy data (CCBH, 2013) (see Map 1) found that one census tract in Euclid has the lowest life expectancy of any place in the county, over 20 years lower than the place with the highest life expectancy.

The CCBH recognizes that where you live clearly impacts your health and your life expectancy. Residents of East Cleveland and Euclid suffer more from negative factors impacting health. In Lakewood, a larger than average proportion of residents are ethnic minorities, with 7.7% of the population born in a foreign country and 10.5% of the population speaking a foreign language at home. As a result, CCBH has joined a movement for developing "Place-Based" approaches to building healthier communities. Years ago, CHC staff identified social determinants of health such as poverty, racism, lack of education, transportation, vacant property, and the built environment as barriers to positive outcomes from programmatic objectives. The priority communities that CHC works with are chosen specifically due to their inequities.

Human Trafficking The CCBH recently adopted a policy on Human Trafficking for the Family Planning Clinic to report all known and suspected cases of human trafficking to the appropriate agencies. The clinic staff are trained in recognizing the signs of human trafficking and the steps to take in reporting victims to the appropriate authorities at the local, State and National levels.