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# Design for Health

- Best Practices for Collaborating across sectors to create positive and measurable impact
- Challenges of Collaborative
- The Health Equity & Social Justice Factor

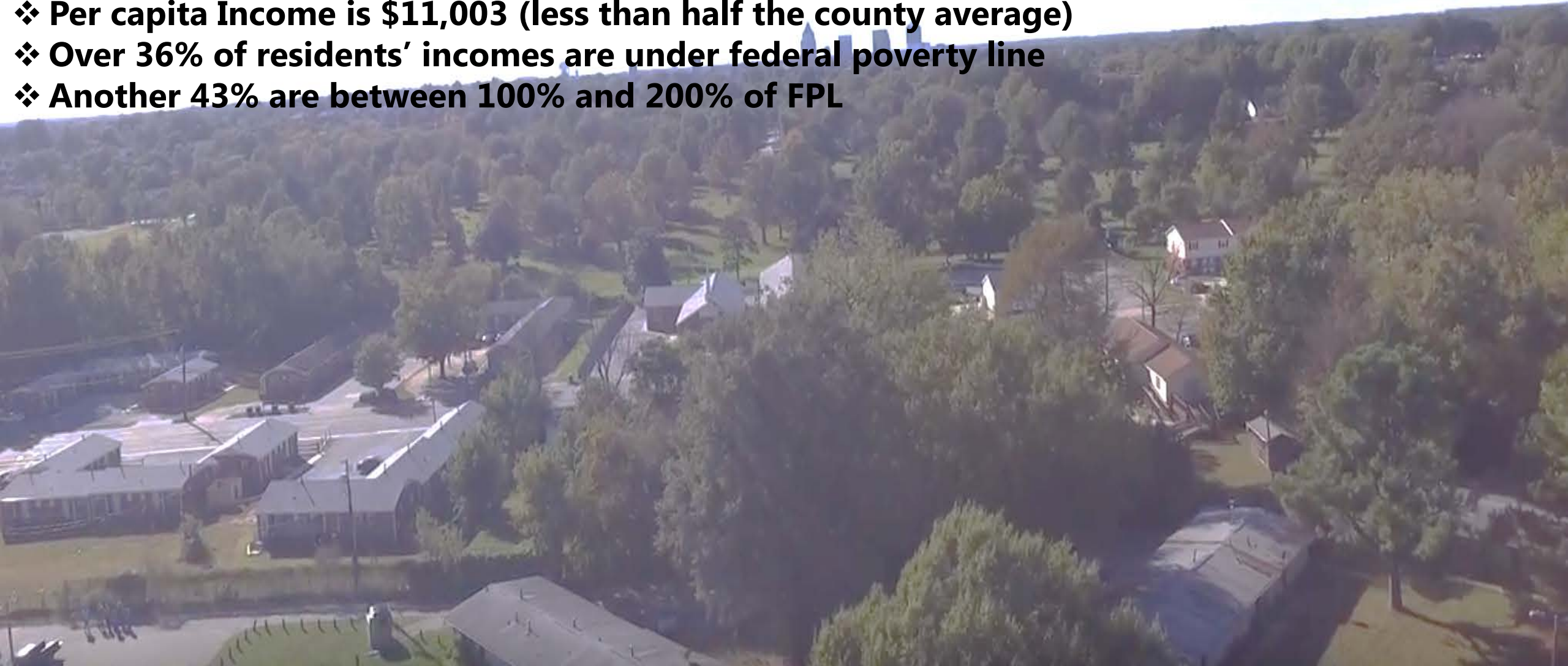
# Health Challenges

- ❖ About 12% of adults have asthma
- ❖ Cottage Grove is in the worst quartile of US census tract
- ❖ 44% Obesity, 16.5% coronary heart disease
- ❖ 34.7% without insurance



## Demographics

- ❖ **80% African American and 12% foreign born**
- ❖ **Over 40% residents rent their homes**
- ❖ **69% pay over 30% of their income for housing**
- ❖ **Limited educational attainment yields lower wages**
- ❖ **Per capita Income is \$11,003 (less than half the county average)**
- ❖ **Over 36% of residents' incomes are under federal poverty line**
- ❖ **Another 43% are between 100% and 200% of FPL**



**Best Practices for Collaborating  
Across Sectors to Create  
Positive, Measurable Collective Impact**



# BUILD

**RELATIONSHIPS ACROSS SECTORS for  
COLLECTIVE IMPACT**

**Create the Change Residents Want to See Happen  
within THEIR community**

***“Connect early, connect purposefully, be authentic”***



Slow Down

SAFE KIDS  
FedEx cares  
Walk This Way

TRUKETT



# Multi-disciplinary Team Collective Impact

***“Identify partners based on defined aims, scope, wants, and needs of the project”***



**The Health Equity  
&  
Social Justice Factor**



**“Academic Research Paired with  
Community Engagement Helps Broaden  
Understanding of Health & Equity”**



THE UNIVERSITY of NORTH CAROLINA  
**GREENSBORO**

Center for Housing  
and Community Studies

The Center for Housing and Community Studies (CHCS) is a university-based research, evaluation, and technical assistance center. We provide technical assistance to governmental and nonprofit agencies as well as the preparation of working papers, research notes, and scholarly publications. We are actively engaged in funded studies of impediments to fair housing, continuum of care for the homeless, housing market trends and market segmentation studies, community indicators projects, asset mapping, county and regional community planning, and studies of the impact of housing on health.

Stephen J. Sills, Director, Center for Housing and Community Studies at UNCG [chcs@uncg.edu](mailto:chcs@uncg.edu)

# CENTER FOR HOUSING & COMMUNITY STUDIES

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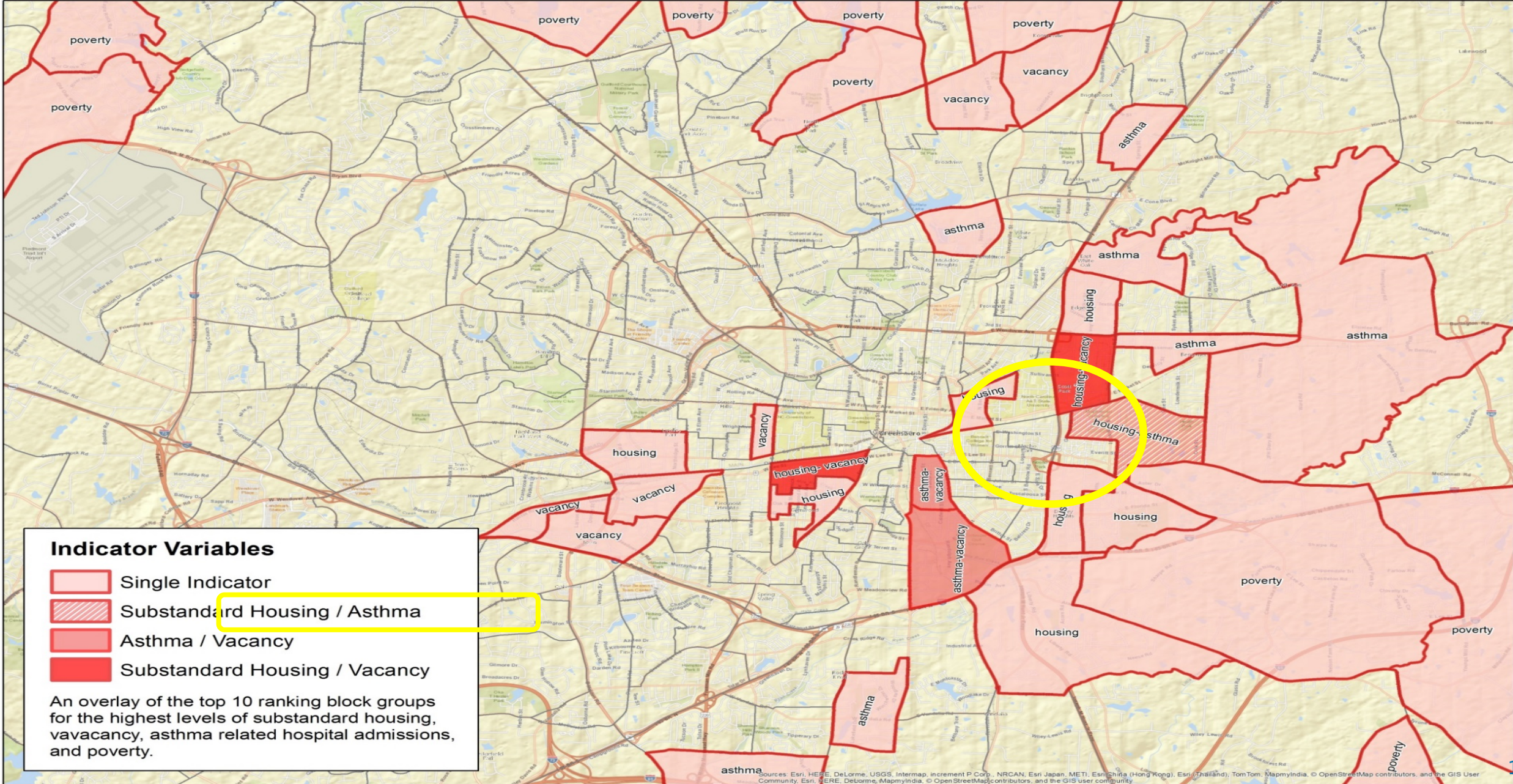


## COLLABORATIVE COTTAGE GROVE





Data crunching and cross-city collaborations to make neighborhoods stronger

# Top 10 Block Groups- Where Do they Intersect?

## Asthma, Vacancy, Substandard Housing & Poverty in Greensboro

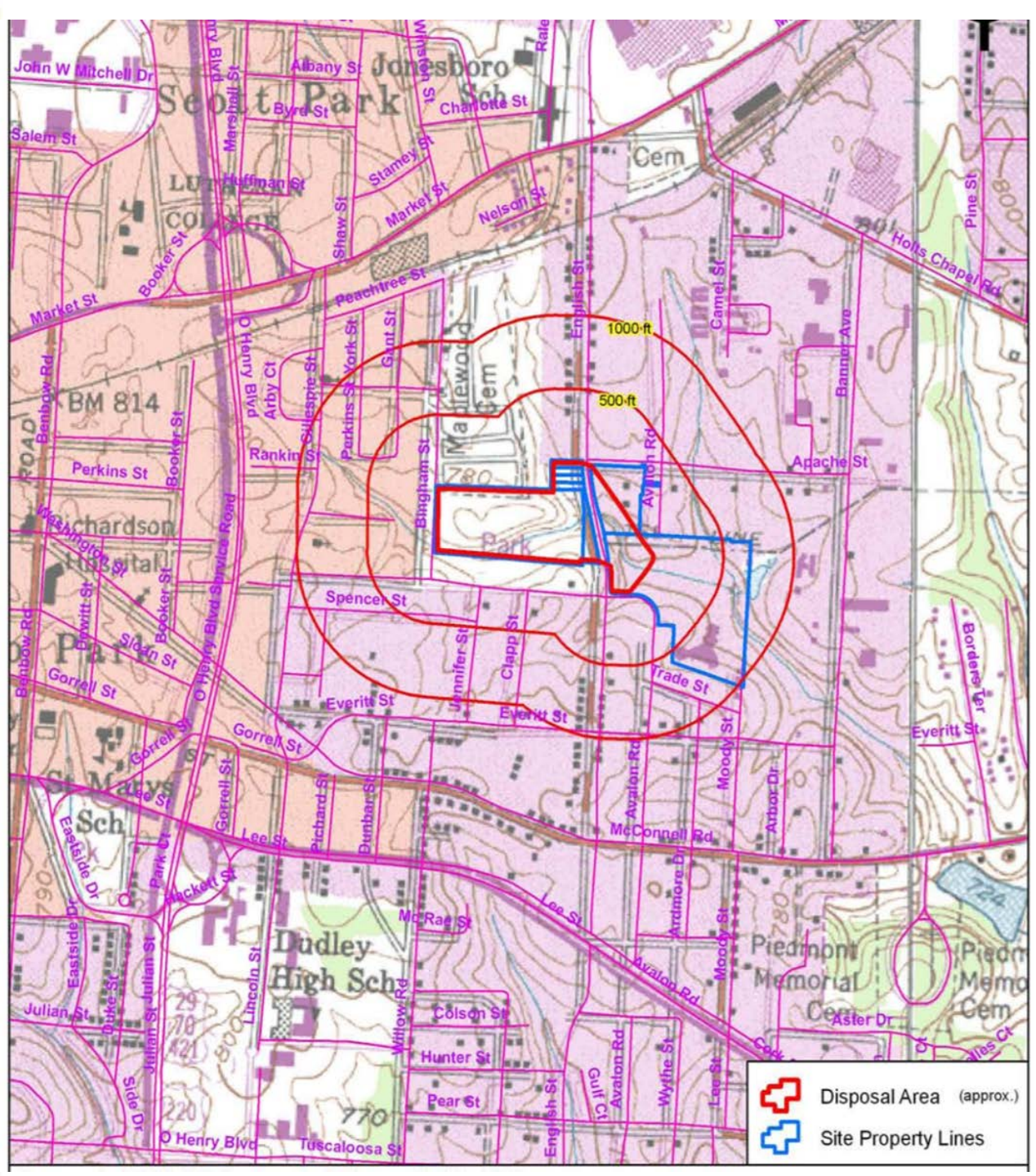
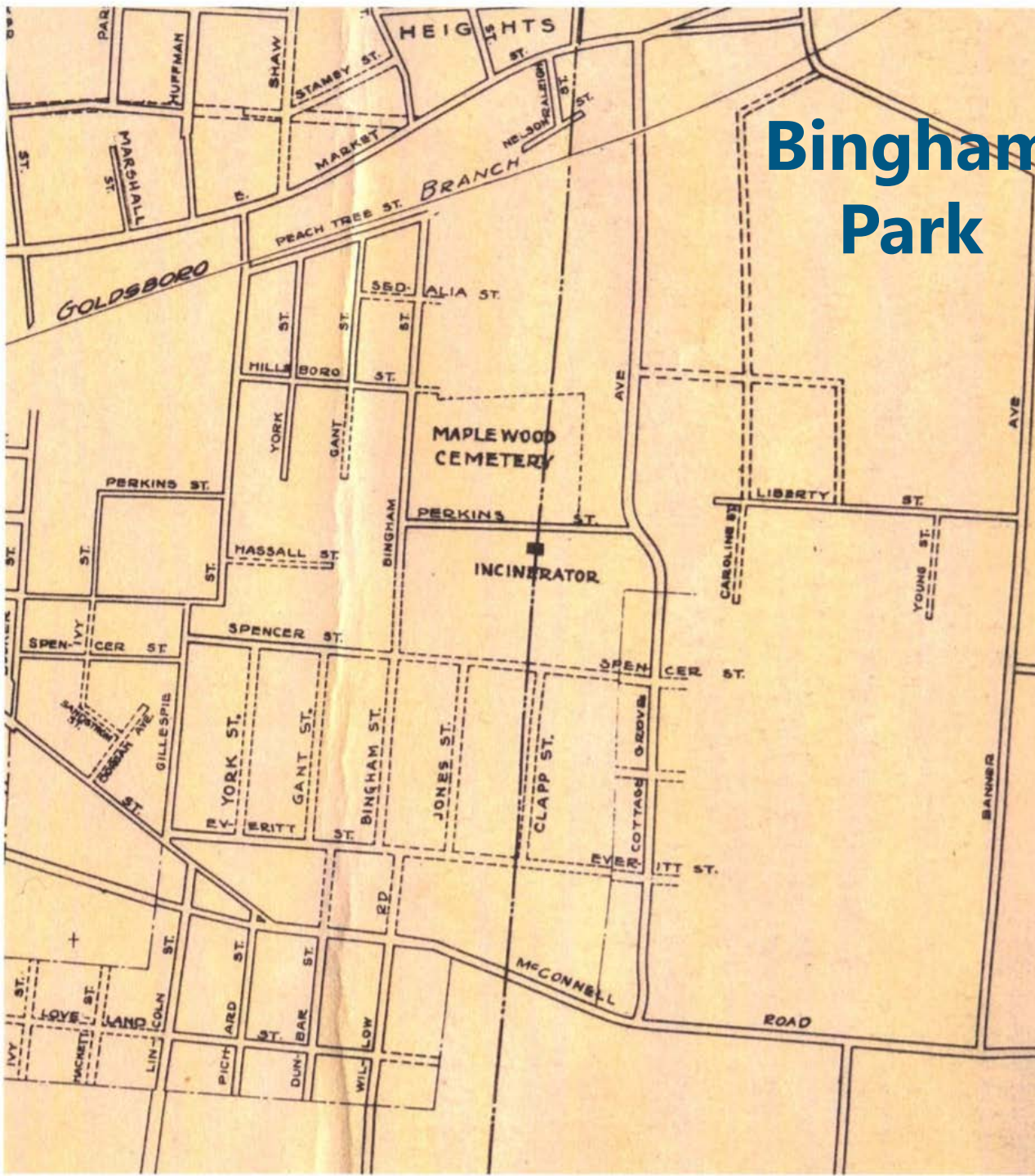


### Indicator Variables

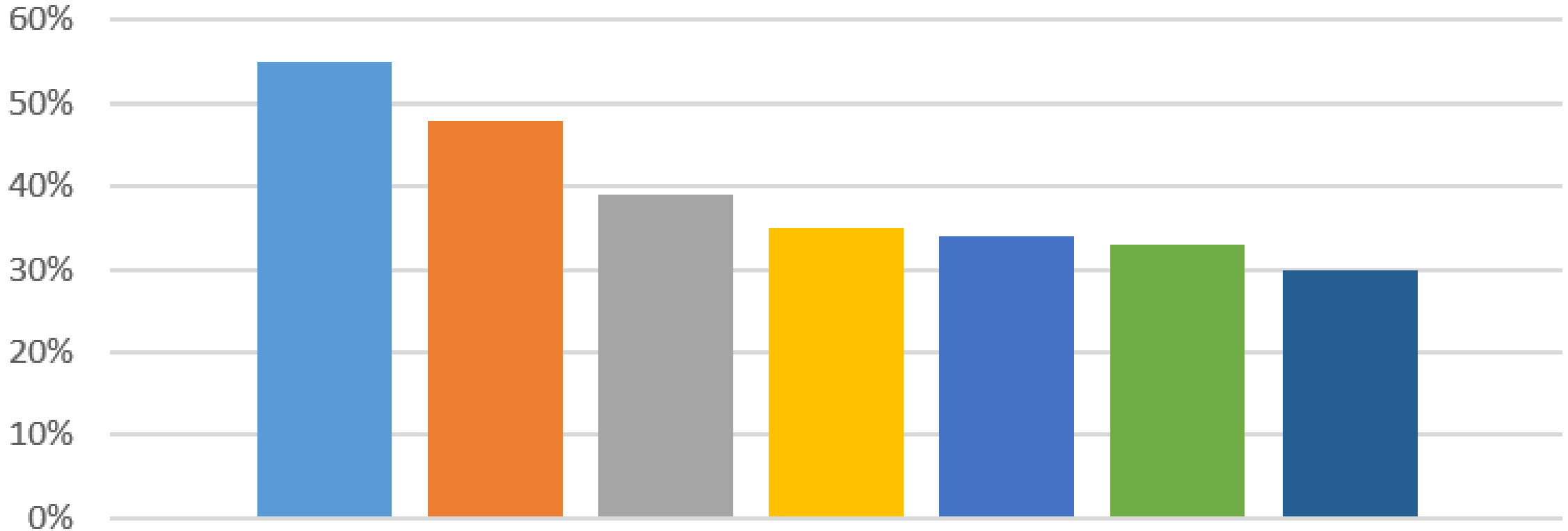
-  Single Indicator
-  Substandard Housing / Asthma
-  Asthma / Vacancy
-  Substandard Housing / Vacancy

An overlay of the top 10 ranking block groups for the highest levels of substandard housing, vacancy, asthma related hospital admissions, and poverty.

# Bingham Park



# community hopes



■ clinic ■ jobs ■ community center ■ home repairs ■ trash cleanup ■ playgrounds ■ sidewalk

## Activities/Multi-Step Process

Techniques such as surveys, site visits, and resident involvement are used commonly in ABCD and will be used in this project by enabling us to find resources within both formal and informal networks. The use of key informant and community leader interviews, and community input sessions are features that we be included in our project.

Thus, this project will involve a multi-method design including qualitative listening groups to establish the key concerns of different segments of the community, followed by an online and paper submission of assets from key informants and residents, and concurrent interviews with key-informants and community leaders.



# Community Lead Projects



**Resident leadership**

**Community empowerment**





Building an

# 5 Steps Asthma-Safe City

- 1 Identify Health Impact Neighborhoods
- 2 Health System Integration
- 3 Targeted Repair & Housing Rehabilitation Programs
- 4 Leverage Public & Private Redevelopment Funds
- 5 Information Exchange Network

**INVEST HEALTH CITY** InvestHealth Greensboro, NC



# Integrate Health Systems





# TRANSFORMING HEALTHCARE: A COMMUNITY CENTERED HEALTH HOME.

*Holistic, integrated care delivered in an environment that dignifies and empowers the individual.*

Mustard Seed  
Community Health



*Empowering Our Community with Good Health*



# Health is not just about medical treatment!

A holistic approach is required. For Cottage Grove to be a healthy community where residents can lead a safe, healthy, productive lifestyle, we need more...

# Challenges of Collaboration

- **The Lead Agency Blues**
  - Organization Structure
- **Lack of Trust Factor**
  - Residents, partners
- **Resources**
  - Competing priorities among partners
    - The Bunny Trail
  - Maintenance of group momentum
  - Delayed Accomplishments
- **Vision**
  - Systems change vs program thinking

# Positive and Measureable Outcomes

## Integrate Health Systems

Cone Health Data Sharing & Implementing Upstream Strategies

Department of Health Implementing Diabetes Prevention & helping with community data analysis

Cone Health Pediatric Research Community Systems Change Targeted Impact

## Organization & Institution Expertise

Greensboro Housing Coalition leading housing advocacy & healthy homes assessment/education

Center for Housing and Community Studies mapping Hot Spots

Asthma Demonstration Project

Local University Research Projects

## Stronger Relationship with City of Greensboro

Proposal with DOT to present in New Orleans at Walk Bike Places Conference

Parks and Recreation

Participatory Budgeting Process

Code Enforcement

Invited to be Member of Park & Rec Stakeholders Group

## Leverage Public/ Private Funding

BUILD grant

CCH grant

Invest Health

The Reinvestment Fund & city energy efficiency loans for Purchase/Rehab/Repair

Participatory Budget Process

Housing Bonds

Department Of Health Diabetes Prevention Grant & Mobile Food Market

Guilford College

## Information Exchange Network

CCH Grant

BUILD Grant

Culture of Health Phase II

Health Doers Network

Communities Joined in Action Presenter

Invited to be on NC Institute of Medicine Advisory Group

Grassroots Leadership Conference Presenter

Parks & Rec Stakeholders Group

Healthier Community

Q & A



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Contact