

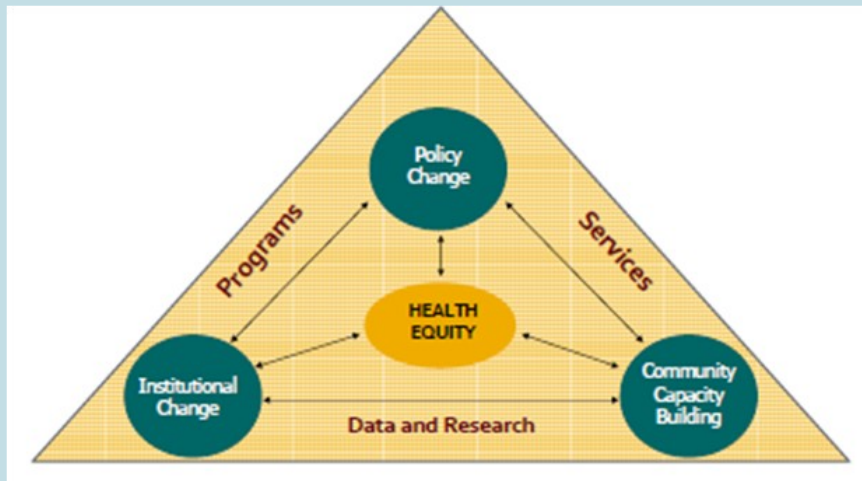
# COMMUNITY HEALTH DIVISION NEWSLETTER

## HEALTH EQUITY TEAM

APRIL 2011



### *Neighborhood Community Team becomes the “Health Equity Team”*



#### **Who is the Health Equity Team?**

Team members include: Jessica LeClair, Jenny Lujan, Kim Neuschel, Pa Vang, Jennifer Weitzel, and Catherine Wildenberg. The team supervisor is Judy Howard.

Special thanks to our intern: Alyssa and America Corps volunteer: Gemma

#### **Why did the team decide to change the name?**

Although the team still focuses its work at the community and systems levels of intervention, the name “Neighborhood Community Team” implied that focus areas were geographically based.

#### **Why Health Equity?**

The team looked at a number of different models to serve as a theoretical framework to guide the work conducted by the Health Equity Team (HET). The team came to consensus around the Health Equity Model; a model currently in use by the Alameda County Public Health Department in California. Achieving health equity is the underpinning of all PHMDC programs, but it also most accurately reflects the day-to-day work conducted by this team, hence adoption of this team name.

#### **What is meant by Health Equity?**

Health equity might best be defined as the opposite of health inequities. Per the Alameda County website: “Health inequities are defined as differences in health that are unnecessary, avoidable, unfair and unjust. Health inequities are related to both a history of overt discriminatory actions, as well as present-day practices and policies that perpetuate diminished opportunity and hazardous exposures for certain populations.”

**THE HEALTH EQUITY TEAM WOULD LIKE TO RECOGNIZE THE INTERNS FOR THEIR SIGNIFICANT CONTRIBUTIONS:**

#### ◆ Gemma Veldey:

Gemma is a Wisconsin Ameri-Corps Member. She graduated in 2009 with a B.A. in Peace Studies from Earlham College, and came to PHMDC out of her desire to give something back to her community, and to gain professional experience in health education and community organizing.

#### ◆ Alyssa Simpson

Alyssa will graduate in May from UW LaCrosse with a major in Community Health Education and a minor in Spanish. Alyssa had previously volunteered in Meadowood and is contemplating a career in public health nursing.

#### **INSIDE THIS ISSUE:**

*Alcohol Outlet Density* 2

*Barbershop Screenings* 2

*Bike Equity* 3

*Brentwood* 3

*Deerfield* 4

*Great Gray/Owl Creek* 4

*Southwest Madison* 4



## *Alcohol Outlet Density Project: Jenny Lujan*

### **Objectives:**

- ◆ Determine if Dane County neighborhoods with a high density of places that sell alcohol experience higher rates of violent crime, alcohol-involved traffic crashes, and injuries.
- ◆ Provide education on the relationship of alcohol outlet density and negative outcomes for community health and safety.
- ◆ Work with partners to impact the environment and policies that define alcohol outlet density.
- ◆ Facilitate community conversations on health disparities and unhealthy alcohol use

### **Activities:**

- ◆ County level assessment including GIS mapping of alcohol outlets, socio-economic and race data, schools and law enforcement data.
- ◆ Identify areas of concern (places with high alcohol outlet density and crime)
- ◆ Engage in and provide support to community partners; disseminate findings and recommendations



## *Barbershop Blood Pressure Screening Pilot: Jennifer Weitzel*

Efforts in Dane County to conduct outreach and case finding among African American men suffering from hypertension have not taken place outside of traditional healthcare settings. This project offers an evidence-based approach to reaching an at risk population in a setting utilizing trusted social networks.

### **Objectives:**

- ◆ By May 1, 2011, 3 African American barber shop owners/employees will be trained and equipped to screen African American male patrons for hypertension.
- ◆ By July 31, 2011, 100% of those participating in the barber shop HTN screening project with abnormal findings will be referred for follow up according to PHMDC screening guidelines.
- ◆ By August 30, 2011, behavioral, social and economic barriers to achieving healthier lifestyles among the project participants will be identified.

### **Activities:**

- ◆ Develop protocols for obtaining consent, conducting screening, referral process, and data collection
- ◆ Develop survey tools to assess objective 3
- ◆ Develop culturally appropriate educational materials for barbers to provide to patrons regarding cardiovascular health.
- ◆ Conduct screenings in participating barber shops for 12 weeks.
- ◆ Conduct process and outcome evaluation



PICTURED: MR. BROWN AND MR. SMITTY OF "STYLE AND GRACE" ON MADISON'S SOUTH SIDE.

## *Bike Equity Project: Pa Vang, Catherine Wildenberg*

The bicycle promotion project began while investigating strategies to address obesity in high-risk youth. Research showed that enhanced access to bike paths and trails, as well as training and outreach are successful strategies to promote physical activity and prevent obesity.

### **Objective:**

To increase opportunities for safe bicycling for lower socioeconomic youth and adults, particularly those at high risk for physical inactivity and obesity-related diseases.

### **Activities:**

- ◆ Connect 3 Dane County Communities: South Madison, Mt. Horeb and Marshall to bicycling resources
- ◆ Create and distribute bike maps
- ◆ Participate in upcoming bike rodeos
- ◆ Conduct listening session with Latina Women United



## *Brentwood Neighborhood: Jessica LeClair, Pa Vang*

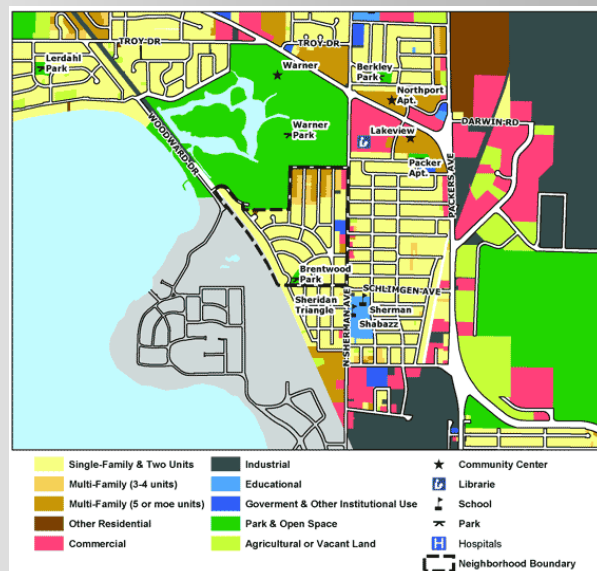
In the summer of 2010 PHMDC was approached by a concerned citizen living in the Brentwood neighborhood (located off of Sherman Avenue, near Warner Park). The neighborhood is demographically diverse and concerns related to crime, safety and quality of life for all residents were beginning to emerge.

### **Objective:**

Replicate community capacity building work occurring in Southwest Madison. Apply public health expertise to assess the needs and strengths of the community and bring together diverse stakeholders to prioritize and address concerns.

### **Activities:**

- ◆ Conduct qualitative interviews with residents and stakeholders
- ◆ Conduct Participatory Photo Mapping with youth and present findings at a community supper
- ◆ Survey residents' levels of social capital and perceptions of safety
- ◆ Present findings to residents, stakeholders, and government officials



## *Deerfield: Catherine Wildenberg*

Deerfield physical education teachers received a grant for The Active Schools Project, a part of the state's plan to support public health efforts to reduce obesity, increase physical activity, and improve nutrition among children.

### **Objectives:**

To increase the amount of time children are active in and after school

### **Activities:**

- ◆ Increase physical activity during physical education class
- ◆ Assess students' fitness level
- ◆ Increase accessibility to facilities before and after school
- ◆ Recruit students and food service to join the wellness committee

## *Great Gray/Owl Creek: Kim Neuschel, Catherine Wildenberg*

This neighborhood, located south of the Beltline between Madison and McFarland is severely underdeveloped and lacking in basic services (ie public transportation, green space, community center, walkable grocery store). An increase in police calls over the past few years has brought this neighborhood to the attention of city officials.

### **Objective:**

Replicate community capacity building work occurring in Southwest Madison. Apply public health expertise to assess the needs and strengths of the community and bring together diverse stakeholders to prioritize and address concerns.

### **Activities:**

- ◆ Conduct comprehensive community assessment including interviews, PPM, data analysis
- ◆ Submitted for Emerging Neighborhood Funds grant



## *Southwest Madison: Jessica LeClair, Kim Neuschel*

PHMDC continues to implement the Violence Prevention Model (VPM) in Southwest Madison through community organizing. To date, ten community suppers have been conducted, four workgroups established and a formal organizational body is in place.

### **Objectives:**

- ◆ Replicate the VPM in another high-risk neighborhood in Southwest Madison, with an emphasis on the Hammer-sley Road area
- ◆ Create a youth organizing body, recruiting middle and high school aged youth from all 5 SW Madison neighborhoods.

### **Activities:**

- ◆ Partner with UW Madison School of Human Ecology and School of Medicine and Public Health faculty ensure efforts are evidence-based, sustainable and replicable.
- ◆ Grant submitted to the Ira and Ineva Reilly Baldwin Endowment fund to support project development and evaluation.

