

Moving beyond the individual: Focusing on upstream factors that influence behavior




1

Prevention Research Center for Rural Health

- Natoshia Askelson
- natoshia-askelson@uiowa.edu
- Becky Bucklin
- rebecca-bucklin@uiowa.edu




This material was funded by the State of Iowa Health and Human Services Appropriations for Childhood Obesity Prevention. It was developed by the University of Iowa, College of Public Health in partnership with the Iowa Department of Public Health

2

Learning objectives

- ▶ To increase individual capacity to help communities access healthy food and activity options through policy, systems, and environmental approaches (PSEs).
- ▶ The webinar series will provide both an introduction for those new to PSE approaches and a more in-depth overview for those with more experience with PSEs.

3

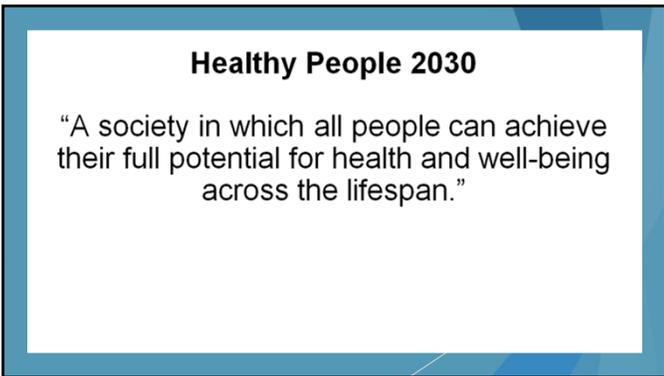


4



Webinar 3: Supporting
health equity through
community engagement

5



Healthy People 2030

“A society in which all people can achieve
their full potential for health and well-being
across the lifespan.”

6

What is health equity?

Robert Wood Johnson Foundation's Definition

“Health equity means that **everyone has a fair and just opportunity to be healthier**. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.”

7

Equality

Equity

How would you explain it to someone else?

What does this image mean?

<https://www.rwjf.org/en/library/infographics/visualizing-health-equity.html>

8

What is community engagement?

“the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people.” In general, the goals of community engagement are to build trust, enlist new resources and allies, create better communication, and improve overall health outcomes as successful projects evolve into lasting collaborations.”

https://www.atsdr.cdc.gov/communityengagement/pdf/PCE_Report_508_FINAL.pdf

9

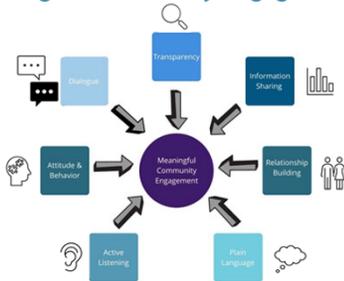
What is community engagement grounded in?

▶ The Principles of Community Organization:

- ▶ Fairness 
- ▶ Justice 
- ▶ Empowerment 
- ▶ Participation 
- ▶ Self-determination 

10

Meaningful Community Engagement



<https://www.rwjf.org/en/library/infographics/visualizing-health-equity.html>

11

How do I get started in community engagement?

- ▶ Determine who is your community.
- ▶ What resources do you know of in your community and who can you talk to about resources you may not know about
- ▶ Create a community profile
- ▶ Think of partners your organization has and who you connect with through your position
- ▶ Take an asset-based approach by groups experiencing health inequities in the planning and implementing PSE approaches.
- ▶ Identify the role of community engagement, networks, and partnerships in implementing PSE approaches to healthy eating and active living.
- ▶ Importance of multi-sector collaboration and having health equity as a shared vision and value
- ▶ Use Evidence Based interventions to guide changes made

12

Who is in my community? How do I know what my community needs

- ▶ Community Health Needs Assessment and Health Improvement Plans: <https://idph.iowa.gov/chnahip> 
- ▶ Robert Wood Johnson Foundation's Community Health Rankings: <https://www.countyhealthrankings.org/> 
- ▶ Am I Rural?: <https://www.ruralhealthinfo.org/am-i-rural> 
- ▶ American Community Survey/Census: <https://data.census.gov/cedsci/> 
- ▶ Community Toolbox: <https://ctb.ku.edu/en> 

13

Community Profile: Ottumwa, IA

- ▶ County Seat of Wapello county
 - ▶ Population: 24,368; 14.6% Hispanic; 10.2% Foreign Born
 - ▶ Health outcome ranking 96/99; Behavior Health Ranking 99/99
 - ▶ Obesity 35%; Physical Inactivity 30%
 - ▶ Shortage Area for Primary Care, Dental Care, and Mental Health
- ▶ Organizations in community that serve as resources
 - ▶ Wapello County Public Health
 - ▶ River Hills Clinic (FQHC) and Ottumwa Regional Health Center
 - ▶ YMCA
 - ▶ Indian Hills Community College
 - ▶ Iowa Workforce Development Center Office
 - ▶ Community Foundation is the Legacy Foundation
 - ▶ SBDA Community Action Wapello County
 - ▶ Ottumwa Parks Department
 - ▶ Chamber of Commerce
 - ▶ US Bank
 - ▶ Top employers are John Deere, Ottumwa Regional Health Center, #5 Manufacturing
- ▶ Infrastructure in community supporting healthy lifestyles (organizations, special interest groups, locations offering services or availability of resources such as sidewalks or healthy foods)
 - ▶ Market on Main
 - ▶ Trails System (Trails Council)
 - ▶ Parks (Parks and Rec. Board)
 - ▶ Farmer's Market
 - ▶ Local Corner Stores
 - ▶ My-Veas of Ottumwa
- ▶ Community priorities (CHNA) and progress on those priorities (HIP)
 - ▶ Healthy Living, Physical Activity, Health Infrastructure and Community Perceptions/Engagement
 - ▶ Increase physical activity through mall walking program, health education, water stations, mile signage on trail
- ▶ Local leaders and community leaders phone numbers, email address- make these connections.
 - ▶ Could have interviews/survey to leaders or community members to learn more about specific topic area

14

Using an asset-based approach

15

Match assets, needs, evidence-based PSE

- ▶ Who was the community: Adults in Ottumwa (determined with community partners)
- ▶ Create community profile
- ▶ Connect with partnering organizations, leaders, and groups
- ▶ Discuss the assets of Ottumwa with leaders:
 - ▶ Trails and Parks
 - ▶ Strong partnering organizations with existing programming
 - ▶ Downtown revitalizations
 - ▶ Support from community in recruiting PALs and leading activities
 - ▶ Existing programming and marketing channels
- ▶ Match Evidence Based Strategies in the Community Guide to the Ottumwa community context/assets (Menu of Activities)
- ▶ Discuss intervention strategies with community leaders and make needed adaptations to Ottumwa context
- ▶ Made many modifications/adaptations along the way guided by evidence and community input
- ▶ To learn more about the Active Ottumwa project, listen to our podcast: <https://anchor.fm/active-ottumwa>



16

Best practices

- ▶ Don't go it alone—find partners
- ▶ Do A LOT of listening
- ▶ Look for common ground, compromise
- ▶ Look higher up the SEM for causes and solutions
 - ▶ What is the problem, where does it root cause lay, what can we do about it?

17

Next Steps



- ▶ Engage in conversations on health equity and social determinants of health
- ▶ Get your elevator speech ready
- ▶ Find community partners
- ▶ Create your community profiles
- ▶ Match assets, needs, and evidence-based interventions

18

Wrap-Up

- ▶ PSE changes take time, but can have a large impact on community health
- ▶ It is important to engage community partners in respectful and meaningful ways
- ▶ Using an asset-based approach can set your project up for success
- ▶ Thank you for your time!

19

Questions?--Reach out!

- Natoshia Askelson
- natoshia-askelson@uiowa.edu
- Work Number: (319)-335-6867
- Becky Bucklin
- rebecca-bucklin@uiowa.edu
- Work Number: (319)-384-4025



20