One Community

Communities Driving Change

Angela Newman White, CCBH
Kevin McDaniel, Neighborhood Leadership Institute
Marie A. Jones, Neighborhood Leadership Institute
Cleveland-Cuyahoga Partnership

• Led by Cuyahoga County Board of Health and City of Cleveland Department of Public Health
  • Established county-wide partnership in 2014
  • Implemented strategies to address prematurity
    • Increase capacity of CenteringPregnancy
    • Increase access to Long Acting Reversible Contraception
    • Increase utilization of 17P
Infant Mortality in Cuyahoga County

2011-2020 Infant Mortality Rate
Cuyahoga County, OH

Note: 2019 and 2020 data are preliminary. 2020 data is through June.
Better but not for all

- **2017-2019** Infant Mortality Data

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OEI 2.0

- Neighborhood Navigation
  - Connected over 1,600 unserved pregnant women to services since 2018 (1,282 during last grant cycle)

- Social Determinants of Health Task Force
  - Engaging community to develop and implement community-driven approaches
  - Utilizing data to drive policy and systems’ changes
A New Partner to Drive Change

- Community Engagement
- For the Community
- Lead by the community
- Supported by health care providers, public health and service organizations
Neighborhood Leadership Institute exists to develop grassroots leaders who help rebuild the bonds of community and improve the quality of life for neighborhood residents throughout Greater Cleveland.
Neighborhood Leadership Institute
Our Work

- **Neighborhood Leadership Cleveland**—1,100 leaders trained.
- **True2U**—Mentor support for every 8th CMSD grade student.
- **Youth Leadership Cleveland**—Leadership training for 110 youth annually.
- **School as Neighborhood Resources**—Serves over 2,500 residents annually.
- **Community Health**—Neighborhood Navigation served 1,600 pregnant residents in Cuyahoga County since 2018.
Neighborhood Leadership Institute
Our Work

- Grants support for NLC graduates & community partners
- Civic training
- NLI Book Club (a response to opportunities to engage)
  - *The New Jim Crow*
  - *The Color of Law*
  - *Medical Apartheid*
2016 NLI was invited by Cleveland Cuyahoga Partnership to Improve Birth Outcomes to provide community engagement for the 44128 community.

NLI was awarded $55,000 to provide the leadership to engage the 44128 community.

Invited 44128 residents who were also graduates of NLC to lead the engagement and meeting facilitation.

Reached out to Churches, CHW, local programs and organizations, as well as concerned residents joined the team.
# 44128 Infant Death Count by Race, 2010-2018

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- From 2010 to 2016, 44128 averaged more than 8 infant deaths per year
- In 2017, 0 infant deaths!
One Community Expanded

The Northeast Cluster
US system of caste

Isabel Wilkerson defines caste as an artificial hierarchy which operates subconsciously in a culture. Caste determines an individual’s standing, respect, guides assumptions of beauty, competence, who gets the benefit of the doubt, and who gets access to resources.

- Silent
- Pervasive
- Blind
- Fixed
Better but not for all

- **2017-2019 Infant Mortality Data**

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Community Engagement

Community engagement a disruption to caste

- No longer in the dark
- No longer silent
- No longer isolated
- No longer assigned to a seat by another
Community Engagement

Northeast Zip Codes Of Cuyahoga

Community engagement is the process of working collaboratively with and through groups of people affiliated by geographic proximity or special interest, or similar situations to address issues concerning the wellbeing of those people.”
The Data

2016-2018 Infant Mortality Rate by Zip Code
Cuyahoga County, OH

Legend
- 0.0 - 2.2
- 2.3 - 5.1
- 5.2 - 10.4
- 10.5 - 15.2
- 15.3 - 24.8

Top 10 Highest Infant Mortality Rates

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Source: 2010 TIGER/Line Shapefiles via US Census Bureau & Ohio Department of Health (ODH) Infant Birth/Death Data. ODH specifically disclaims all analyses, interpretations or conclusions.
Classification: Quintile
Spatial Reference: NAD 1983 StatePlane OH North FIPS 3401 (US Feet)
Created by: R Stacklin, M.Ed. Date: January 2020
v1
GOALS

1. Establish community coalitions to identify and address community driven strategies using collective impact model.
2. Build community leaders.
3. Educate communities on infant mortality.
4. Shift power of change from institution to the community.
5. Reduce infant mortality in black communities.
OBJECTIVES & SCOPE OF WORK

- Pre Planning Work  
  December 2020-March 2021
- Establish Cluster  
  April-September 2021
- Engage Community  
  July 2021 – March 2023
  - Education Circles
  - Determine Strategies
  - Implement Strategies
- Monitor & Evaluate  
  April 2021 – March 2023
Pre Planning (Dec 2020 – March 2021)

Utilize expertise of SDOH Taskforce & NLC graduates to help guide the process to

- Gather data specific to each zip code in NE geography.
- Develop partnerships or nurture existing partnerships to form the cluster.
  Reach out to
  - NLC graduates in the zip code.
  - Community leaders in each zip code.
  - Faith Based Communities.
  - Political leaders.
  - Existing medical & social service organizations in zip code.
- Determine scope of agreement NLI will have with community partners.
- Write position descriptions.
- Solutions for working in the midst of COVID
Establish Cluster (April 2021 – Sept 2021)

Partnerships developed in the preplanning state will become cluster. Through this partnership we will

- Establish 2 lead organizations in the service areas.
- Hire consultants from the community to work within established lead organizations
  - 1 Lead Facilitator (40 hours per week)
  - 1 Lead Community Organizer (40 hours per week)
  - 2-3 Co-facilitators (24-36 hours per month)
  - 2-3 Co-community organizers (24-36 hours per month)
- NLC training provided to lead organizations, consultants (and other partners if they choose)
Establish Cluster (April 2021 – Sept 2021)

Continued

- Training
  - NLC training provided to lead organizations, consultants and other community partners (March 18 – July 29, 2020)
  - CCBH training data use, SDoH
  - History and Health

- Establish Tool Kit
  - Develop Community survey (electronic)
  - Generate list of community stakeholders
  - Develop pitch to engage residents, businesses & organizations
  - Meeting tools
    - Agenda
    - Meeting catcher
    - Attendance
    - Asset/Needs Map
    - Data
Engage Community  (June 2021 – March 2023)

Circle of education (June – October 2021)

- Be Educated by the community to Identify Community Concerns & Assets—
  - Survey the community residents, organizations & businesses
  - Invite the community to be a part of One Community
  - Aggregate survey information
  - Determine Wi-Fi capacity and virtual ways to stay connected with community members who choose to be a part of One Community

- Educate One Community Members
  - One Community & Collective Impact Framework
  - SDoH
  - Infant Mortality
  - History and Health
  - Share aggregate survey information
Engage Community  (June 2021 – March 2023)

Circle of education (June – October 2021)

- Collective Impact
  - Who’s at the table is anyone missing? (The ongoing question)
  - Establish shared language
  - Establish common agenda
Engage Community  (June 2021 – March 2023)

Asset Map—Each zip code will (Nov 2021- Jan 2022)

- Asset Mapping
  - Lived experience
  - Aggregate Survey data
  - Community resources
- Determine Priorities from Asset Mapping
  - 1st priority for all zip codes raise community awareness about im
  - 2nd priority for all zip codes help residents understand their power to positively impact community health.
  - Determine 1 more priority that each zip code will work on
Engage Community (June 2021 – March 2023)

Develop 1 measurable strategy for each priority (Feb 2022-March 2022)

- Community awareness strategy
  - Strategy, measure, time frame
  - Goal, measure, time frame
  - Steps, measure, time frame

- Positive community health the engaged citizen strategy
  - Strategy, measure, time frame
  - Goal, measure, time frame
  - Steps, measure, time frame

- Zip Code level strategy
  - Strategy, measure, time frame
  - Goal, measure, time frame
  - Steps, measure, time frame
Engage Community  (June 2021 – March 2023)

Implement Measurable strategy (April 2022 – March 2023)

- Monthly reporting
  - One Community team
  - Funder
  - SODH Taskforce
Monitoring and Evaluating

Utilize Miami University Research and Discovery Center Framework

- What are we doing?
- How well are we doing?
- What needs to change?
Our Measures

SDOH Taskforce, Lead Community Agencies and Consultants will help set and streamline measures for each goal.
## Standard Measures

1. **Establish Community Coalitions to identify and address community driven strategies using collective impact model**
   - Meeting minutes
   - Measurable Strategy
   - Monthly reports

2. **Build Community Leaders**
   - Number of residents completing NLC
   - Number of NLC graduates active in community

3. **Educate Community on infant mortality**
   - Number of educational presentations & # of people reached
   - Number of virtual media views
   - Number of sermon preached

4. **Shift power of change from institution to community**
   - Develop measure

5. **Infant Mortality**
   - Data from CCBH
### FYC Budget (April 1, 2021 - March 31, 2023) -- Cluster Consultants

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One Community at a time