First Year Cleveland

April 8, 2019

A Methodological Approach to Underserved Community Outreach and Engagement
Order Your Discounted Philips HeartStart OnSite AED Church Package with SmartLink

Bring emergency preparedness and peace of mind to the congregation with the OnSite AED Church Package, provided by NorthStarAED.
Lifetime access to the sight for only 49.99 the World’s Leading Online Culinary School to offer the first faith based interactive...yeah!!!!

The International Health Commission of the AME Church has partnered with Rouxbe, the World’s Leading Online Culinary School to offer the first faith based interactive, nutrition/wellness step-by-step culinary cooking course.
We Acknowledge History of Discrimination and Marginalization

We Have Transparent Discussions of Power and Responsibilities

We Document Community Strengths and Have Local Knowledge

We Build Capacity and Focus on Systems Development and Sustainability

We Identify Opportunities for Co-Learning
Overview of OHC Platform
Real Life Example: BFOB MOCA
Real Life Example: HIMSS and BFOB Tech Challenge
Real Life Example: The Word Church WHMAYW Event
Survey Overview

Completion / Dropout

- Completed: 204
- Drop Out: 9
Have you or a family member experienced a baby death?

- Yes: 41.00%
- No: 59.00%

Mean: 1.592 | Confidence Interval @ 95%: [1.525 - 1.658] | Standard Deviation: 0.493 | Standard Error: 0.034
Have you received counselling?

- Yes: 19.00%
- No: 81.00%

Mean: 1.807 | Confidence Interval @ 95%: [1.722 - 1.893] | Standard Deviation: 0.397 | Standard Error: 0.044
How likely are you to tell a friend about the issue of Infant Mortality?

1. Scale 1 (Very Unlikely) to 5 (Very Likely)

3.9
Scale 1 (Very Unlikely) to 5 (Very Likely)

Mean : 3.897  |  Confidence Interval @ 95% : [3.729 - 4.065]  |  Standard Deviation : 1.221  |  Standard Error : 0.086
Do you know the ABCDs of safe sleep?

- Yes: 46.00%
- No: 54.00%

Mean: 1.544  |  Confidence Interval @ 95%: [1.476 - 1.613]  |  Standard Deviation: 0.499  |  Standard Error: 0.035
What social media platform do you use?

- Facebook: 49.00%
- Twitter: 8.00%
- Instagram: 35.00%
- Other: 1.00%
- I don't use social media: 7.00%

Mean: 2.099 | Confidence Interval @ 95%: [1.964 - 2.234] | Standard Deviation: 1.240 | Standard Error: 0.069
Gender

- Female: 94.00%
- Male: 6.00%

Mean: 1.059  |  Confidence Interval @ 95%: [1.026 - 1.091]  |  Standard Deviation: 0.236  |  Standard Error: 0.017
Race

Mean : 3.146  |  Confidence Interval @ 95% : [3.031 - 3.260]  |  Standard Deviation : 0.837  |  Standard Error : 0.058
Community Members actively engaged with technology to receive information and offer their feedback.

Community Partners gain access to tools which enhance their ability to reach Community Members.

Community Partners receive accurate and timely feedback reports which contribute to campaign success.

Campaign Sponsors have access to a consistent network of collaborators to reach Community Members.
OHC OUTCOMES

- Total Community Partners: 30
- Representing trusted access to 30,000 Community Members
- Currently 2,000+ followers on social media
- Battleforourbabies.com website
- Battleforourbabies.com newsletter
OHC and FYC

OHC has a goal to reach 10,000 community members in 2019.

**Team 1**
Identify, engage and interview men about their experience and/or perception of healthcare organizations and providers before, during and after the pregnancy process.

* Interviews begin May 1st and conclude May 30th

**Team 2**
Create PAIL website

* Soft Launch-- May 7th
* Fully functional website-- June 15th

**Team 10**
Be the Hero®: Safe Sleep Hero Campaign Drive-- May 15th thru Nov 15th

* 20 Day Care Centers
* Head Start Programs
* Cleveland Community Centers
* Recess Cleveland
* Cleveland CDC’s
* Cleveland Collaborative

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**Team 1**
Assist with developing a TED talk about this experience

* Scheduled for September 2019

**Team 2**
PAIL Paint and Sip

* At Cain Park Art Festival July 12th

**Team 10**
Safe Sleep Cooking and Conversations Challenge-- August 2 thru October 1

* Zanzibar Restaurant Group
* Daves Supermarket
* Edible Cleveland Magazine
* Melissa McCelland
* MoCA
OHC Key Services

- Surveys
- Newsletters
- Community Facing Websites
- Community Partner Collaboration Tools
- Campaign Managers
- Campaign Coordinators
- Data Collection Tools
- Forum and Blogging Tools
- Social Media Tools
Questions?
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