Engaging Fruitland Community in a Culture of Health Initiative-
Successes and Challenges of the Well Connected Communities

VIRGINIE ZOUMENOU PHD CNS
MARIE THERERESE OYALOWO PHARM D
NAVEEN KUMAR PHD

UNIVERSITY OF MARYLAND EASTERN SHORE
VMZOUMENOU@UMES.EDU

410 651 6212
1890UMES-NHPROGRAM.COM

Presented at
Addressing Urban Health Disparities through Participatory Health Research Conference – June 22, 2019 – Baltimore MD
Introduction

Robert Wood Johnson Foundation is committed to building a national “Culture of Health” where everyone in a community has the opportunity to live a healthier life.

Communities, especially historically marginalized populations and those facing the greatest barriers to good health, must come together around a commitment to health, opportunity, and equity through collaboration and inclusion.
Collaboration between

Robert Wood Johnson Foundation

Land Grant Universities/ Cooperative Extension

National 4-H Council

Goal: Provide funding to develop a Culture of Health in selected communities using the existing expertise at the Land Grant Universities/Cooperative Extension.

Well Connected Communities—Culture of Health Projects were initiated in 2017

- 5 universities were selected and funded (University of South Dakota, Tennessee, Utah, Minnesota, and University of Maryland Eastern Shore.)
- 10 other were self-funded.
Well Connected Communities-Culture of Health Initiative

University of Maryland Eastern Shore was selected and funded to develop the project in three communities:

1. Fruitland community
2. Pocomoke Community
3. Princess Anne – Eden Community
FRUITLAND

County Health Rankings - Fruitland Data
Population 5,285
Black 32%
White 62%
Hispanic 3%
Other 3%
Single parents 23.5%
Life Expectancy: 78-81y
Racial segregation: 8.1-50.0
Drug Overdose Mortality: 10.1-20.1/100,000pop
Objective

Engage Fruitland community in assessing community health needs, developing and implementing an action plan.
Culture of Health Action Framework

Designed around four action areas and one outcome area.
Methodology

- Research history and community readiness
- Initiate a coalition building
- Create a multi-sector health council (foster cross-sector collaboration)
- Emphasize Youth and Adults leadership
- Conduct community health assessment survey (social determinants of health)
- Develop an action plan
- Develop a mini community project
- Expected outcomes: Policy System and Environment change
- Conduct a focus group (successes and challenges of the initiative)
Community Health Assessment Survey
Youth and Adults Leadership

County health ranking data/ health outcome metrics (mortality and morbidity)

Demographics

Youth Summit (Training youth to understand that the voice count)

Survey development by youth and adults
Robert Wood Johnson Foundation Culture of Health Initiative

The goal of the Robert Wood Johnson Foundation Culture of Health Initiative is to establish in the selected communities a culture of health (each community member will have a healthy and better life). We are conducting this survey in order to identify what changes are needed in our community. In this initiative, the youth are expected to take the leadership.

Community Health Assessment Survey

To help us identify the changes we need to make in our community and help each community member to have a healthy and better life, PLEASE COMPLETE THE SURVEY BELOW

Please check your Age Range: 15-24:_________ 25-40:_________ 41 and Older:_________

Male/Female/Other:________________________

Black:_________ White:_________ Hispanic:_________ Asian:_________ Other:_________

Contact Information (optional):________________________

24 questions
2 open ended
questions

Demographics
Social Determinants of Health

- Economics
- Environment
- Food
- Social
- Education
- Health Care
Social Determinants of Health

**Most Frequently Recommended Health Care Metrics**

Health Care (Access & Quality)

- Access to health care facilities
- Health insurance coverage
- Providers availability
- Provider linguistics and cultural competency
- Quality of care
- Health literacy

1. **Fruitland** has good access to healthcare facilities. (doctor’s offices, urgent care, emergency room, hospitalization)

2. In **Fruitland** everyone has easy access to healthcare services (transportation to Dr’s appointment, affordable minimum co-pay, affordable medication etc.)

3. In **Fruitland** everyone has affordable health insurance

4. **Fruitland** has good access to health insurance education

5. **Fruitland** has good access to mental health facilities and services
Social Determinants of Health

Most Frequently Recommended Health Care Metrics

Health Behaviors
- Physical Activity
- Tobacco Use/Smoking
- Unsafe sex
- Drug/Alcohol Use
- Opioid use
- Immunizations & screening
- Participation in clinical trial

1. Fruitland has good drug and alcohol abuse prevention programs for all
2. Fruitland has a high teen pregnancy rate
Social Determinants of Health

Most Frequently Recommended Food Metrics

1. Fruitland has some grocery stores, small farmer’s markets
2. Fruitland has enough number of convenient stores
3. Fruitland has access to fast foods restaurants
4. People in Fruitland have access to food everyday throughout the year

Hunger /Access to food

Access to healthy options
Social Determinants of Health

Most Frequently Recommended Environment Metrics

1. Fruitland has clean and safe water (no color, no bad smell, no taste)
2. Fruitland has good air quality
3. Fruitland has affordable housing for everyone
4. Fruitland has land for farming and construction
Social Determinants of Health

Most Frequently Recommended Environment Metrics

Neighborhood and Physical Environment

Parks
Playground
walkability
Transportation

1. Fruitland has good access to affordable recreational facilities for all (gyms, recreational center, parks, etc.).

2. Fruitland is a pedestrian friendly city (sidewalks etc.)

3. Fruitland has good access to affordable public transportation.
Social Determinants of Health

Most Frequently Recommended Environment Metrics

1. Fruitland has a high crime rate
2. It is safe to walk around Fruitland at night
3. Fruitland has good access to activities that keep youth off the streets

Neighborhood and Physical Environment

Safety
Violence crime
Domestic violence
Child Abuse

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Social Determinants of Health

Most Frequently Recommended Education Metrics

1. The youth in Fruitland have access to college
2. Fruitland has good access to financial management education.

- Education/literacy
- Higher education
- Language
- Educational attainment
- Vocational training
Social Determinants of Health

Most Frequently Recommended Economics Metrics

1. Fruitland has high youth unemployment rate
2. Fruitland has good access to financial management education
Social Determinants of Health

Most Frequently Recommended Social Metrics

Social integration
Support systems
Social capital
Community engagement
Stress
Discrimination
**Important Issues**

**Percentages**

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**TRENDS OF SUGGESTED ISSUES**

1. Affordable youth programs
2. Better Education
3. Pedestrian safety
4. Community Affordable recreational facilities
5. Affordable Housing
6. Drug and Alcohol Prevention Program
7. Job Opportunities

**MULTI-SECTOR HEALTH COUNCIL MEMBERS IDENTIFIED**

**CROSS-SECTOR COLLABORATIONS**

- **Youth Organizations and After School Programs**
  - Fruitland Little League
  - Fruitland Little League
  - F.O.R.C.E. Baseball
- **Community Organization**
  - Fruitland Community Center
  - Wicomico County Library
  - Barnes and Noble
- **Business & Media**
  - WBOC 47
  - PAC 14
  - Woodforest Bank
  - Barnes and Noble
  - Destiny Family Inc.
  - Thad Waters Sr. (farmer)
  - Other Local farmers
- **Police Department**
  - Volunteer Fire Department
  - Wicomico County
  - Health Dept
  - City Hall
  - City Council
- **School Students**
  - University Of Maryland Eastern Shore
  - Human Ecology Department
  - Kinesiology Department
  - UMES School of Pharmacy
- **Community Churches**
  - Rose Of Sharon, Mr. Calvary Methodist Church, St. John's United Methodist Church
Health Council and Action Plan Development

- Community Garden
- Afterschool Program/Tutoring Nights
- Making Fruits Available / Fruit Trees Orchard
- Reading Garden
“Healthy Street -Heathy Me” Community Garden
Fruitland Community Garden - Youth and Adult Engagement

Fruitland Youth and Adults in the Garden

City Manager encouraging the youth

Fruitland Youth in the Garden
Fruitland Community Garden & Harvest

Harvest Samples / Fruitland community
Fruitland Community Garden & Healthy Lifestyle Education

Expanded Food Nutrition Education Program (EFNEP) Extension Educator Teaching Healthy Eating and Food Resources Management after Harvest / Youth were engaged in the food demonstration
“Healthy Street -Heathy Me”
Afterschool Program/ Tutoring nights
“HEALTHY STREET- HEALTHY ME”

AFTERSCHOOL PROJECT:

- Police presentation on Opioid use
- Police interacting with youth
- Retired teacher helping youth with homework
- Barnes & Noble helping youth with reading
- Craft activities: teaching children “Taking your mind off pain and negative thoughts”
- Other activities:
  - Faculty Members & Students helping the Community
  - Fashion (Human Ecology Dpt)
  - Nutrition (Human Ecology Dpt)
  - Horticulture (Agriculture Dpt)
  - Health promotion (School of Pharmacy)
“Healthy Street-Healthy Me”
Mini Orchard Project
“HEALTHY STREET- HEALTHY ME”
Mini Orchard Project

ORCHARD In FRUITLAND –MAKING FRUITS AVAILABLE For ALL

Water Tank to Water Fruit Trees

ORCHARD –(Apples- Pears Plumb- Grapes-
“HEALTHY STREET- HEALTHY ME”

Mini Orchard Project
Well Connected Community-Culture of Health Initiative & Farmer’s Market Policy

The Fruitland historically known for its bustling agricultural activities, particularly of fruits and vegetables.

However, since that era, harvesting of fruit no longer exit in Fruitland community.

The Healthy Street –Healthy Me Initiative in Fruitland focused on Community Garden and Mini Orchard projects.

The Well Connected Communities Community leader, the Health Council, and the local government officials, passed a legislation in 2018 to support the long term outcome of hosting a farmer’s market in the City.
Ripple Effect Mapping & Project Impact

Coalition Building
Health Council created
Community garden (Summer 2018 and Summer 2019)
EFNEP teaching session (healthy lifestyle education: Introduction to nutrition recipes, food resources management)
After School program (education opportunities)
Interaction with the police department
Mini Fruit Orchard
Farmer’s Market policy
Based on EFNEP data collection (improvement in food decision making and food resources management). Data analysis in progress.
Ripple Effect Mapping

The purpose How the project has made a difference in the community. What the community learn from working together:

where are we having an impact and

what are some areas that need more attention,

how we can use that information going forward, and how we can evaluate that work.
Ripple Effect Mapping

Round 1: Introduction

Round 2: 30 minutes sharing stories about this work

Round 3 Consider your work in the community and focus on a specific aspect of that work that you feel has made a positive difference in the community.

What is a highlight, achievement, or success you had based on your involvement with these efforts? What did this achievement lead to?

What new or deepened connections with others (individuals, community organizations, government, philanthropic) have you made as a result of these efforts? What did these connections lead to?

What were some positive impacts you expected when you started this work? Were they achieved, or are they on track to be met?

What unexpected things have happened as a result of your involvement in these efforts?

Do you see any positive things coming soon as a result of this effort?

Is there anything you are proud to share?

List an achievement or a success you had based on your learning from the program – what made it possible?
WCC Culture of health Initiative in Fruitland

HEALTHY STREET – HEALTHY ME

**Coalition building meeting**
- Positive social interaction
- Identifying our needs
- Community ownership

**Gardening**
- Partnership between youth and adults
- Parents/youth off the street
- Farmer’s Market will be available
- Positive social interactions

**Afterschool Program / Tutoring**
- Positive interaction with the Police Dpt
- Parents/youth off the street/safe place
- Youth positive connection with higher education
- Youth motivation
- Knowledge on Opioid issues
- Healthy lifestyle activities
- Rewarding Experience for parents and youth

**Mini Orchard**
- Partnership between youth and adults
- Parents/youth off the street
- Positive social interactions
- Positive change in the city

**Reading Garden**

**Next Step**
Focus Group - Successes & Challenges

**SUCCESSES**

"A safe place for teens to relax and enjoy positive social interactions is so important."

"The adult/youth interactions were both eye opening and inspirational. Getting youth’s input and then making their ideas become a reality."

"Rewarding program, I joined in an attempt to make a difference in the life of others particularly youth."

"The WCC project is an inspirational program. It not only motivates the youth but it also motivates and inspire adults as well."

"Continued focus on the needs identified in the surveys."

- Positive Social interaction
- Community Ownership
- Community member satisfaction
- Partnership between youth and adults
- Change in the Park environment
- Education improvement opportunities
- Connecting youth with College Students and faculty members
- Interaction with the Police
- Farmers’ Market Policy
Focus Group- Successes & Challenges

Challenges

Meeting Attendance
Parents Buy-in
Transportation
Conclusion

Community Engagement is essential for sustainable changes and equity.

However, the commitment of the overall structure might be needed for more sustainability.
THANK YOU

VIRGINIE ZOUMENOU PHD CNS
MARIE THERESE OYALOWO PHARM D
NAVEEN KUMAR PHD
VMZOUMENOU@UMES.EDU
410 651 6212
FEEDBACK

"The adult/youth interactions were both eye opening and inspirational. Getting youth’s input and then making their ideas become a reality.”

"Having more advertisements so more people will know about it in order to bring in more participation.”

"I am so glad to see this happening.”

"Continued focus on the needs identified in the surveys.”

"My expectations is that this project continues with achieving the expected goals for each community”

"Starting up a recycling/clean up project to help clean up the community.”

EXPECTATIONS

"I am expecting that more youth and adult community members will strive to take a greater role in achieving the initiative’s goal which is to evolve into a much healthier lifestyle, by being more physically & mentally fit, providing healthier food choices and accessibility.”

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"I am expecting that more youth and adult community members will strive to take a greater role in achieving the initiative’s goal which is to evolve into a much healthier lifestyle, by being more physically & mentally fit, providing healthier food choices and accessibility.”

"My experience with the Well Connected Community project have certainly been a rewarding one in working with students/kids from our community. I joined in an attempt to make a difference in the life of others, esp our youth as they are our future.”

"A safe place for teens to relax and enjoy positive social interactions is so important. I’m really glad to hear about this happening here in Pocomoke.”

"The WCC project is a inspirational program, it not only motivates the youth but it also motivates and inspire adults as well.”

"My expectations is that this project continues with achieving the expected goals for each community”

"Starting up a recycling/clean up project to help clean up the community.”
YOUTH AND ADULTS WORKING TOGETHER
AT A COMMUNITY GARDEN
MINI-COMMUNITY PROJECT – HEALTHY STREET- HEALTHY ME-

- YOUTH AND ADULTS WORKING TOGETHER AT A COMMUNITY GARDEN
- LEARNING HOW TO MAKE A HEALTHY BEVERAGE
- POLICE PRESENTATION ON OPIOID USE
- POLICE PRESENTATION ON CELL PHONE SAFETY
- POLICE INTERACTING WITH YOUTH
- CRAFT ACTIVITIES: TAKING TIME TO YOURSELF –MENTAL HEALTH
- POLICE INTERACTING WITH YOUTH