Improving Cardiovascular Health Equity in the Black/African American Community through Community and Clinical Linkages to Care

Kacy Crawford, MPH
Who We Are

» Colorado-based, social science 501(c)3
» Mission of advancing the work of agencies serving the public interest
  » Applied Research & Evaluation
  » Capacity Building
  » Technology Solutions
» Partner with foundations, public agencies, and nonprofits
Colorado Black Health Collaborative (CBHC)

» Began in 2008 at a “Family Reunion”

» Community strongly requested that the process continue

» CBHC’s Mission:

“To achieve health equity in Colorado’s Black community”
CDC REACH Initiative

» Three year award
» Identify and implement culturally responsive strategies to reduce health disparities
  » Focus: Cardiovascular Disease (CVD)
  » Priority Population: Black/African American
» Risk Factor: Lack of access to chronic disease prevention, risk reduction and management opportunities
» Increase the number of people with access to opportunities for chronic disease prevention, risk reduction, or management through clinical and community linkages by policy, systems, and environmental (PSE) change strategies
Our Role

» Provide research on CVD risk factors and evidence-based policy, system, and environmental (PSE) strategies

» Establish sustainable evaluation infrastructure for CBHC

» Evaluate CBHC REACH strategies based on CDC requirements and report findings
Year 1 Evaluation Work

» Needs Assessment
» Literature Summary
» Logic Model Development
» Strategic Planning
» Community Action Plan
» Evaluation Plan
» Evaluation Summaries
» Retrospective Data Analysis
» Coalition Meeting Presentations
» Facilitated CBHC Evaluation Subcommittee Meetings
» Supported CBHC Partners
CVD Primary Risk Factors

1. Diabetes
2. High Blood Pressure
3. Tobacco Use
4. Obesity
5. Access to Care

RISK FACTOR #3: TOBACCO USE

- African Americans have higher rates of using tobacco than Caucasians in Denver. In the state of Colorado, 23.7% of Black/African Americans smoke compared to 16.7% of their white non-Latino counterparts.
- The percentage of adults aged 18+ years who smoke cigarettes in Denver (20.7%) is higher than the percentage of adults who smoke cigarettes in Arapahoe County (16.2%) and in the State of Colorado (17.8%).
- Low socioeconomic status homes in Colorado are less likely than other homes to have smoke free rules (80.7% vs. 93.1%) and three times more likely to report smoking in the home (13.8% vs. 4.3%).

RISK FACTOR #4: OBESITY

- African Americans in the metro Denver area indicate that their family members encourage one another to eat healthfully (87%), be physically active (78%), be personally responsible for health (87%), and model health habits for each other (76%). However, African Americans in Colorado and metro Denver still struggle with obesity and healthy eating.
- Obesity: One-third (33.6%) of African Americans in metro Denver are obese, compared to 20.1% for the state of Colorado.
- Healthy Eating: Four out of five African Americans in Denver report they do not eat the recommended daily amount of fruits and vegetables.
- Active Living: People with lower income levels in Denver engage in less physical activity. However, two out of three African Americans in metro Denver report engaging in moderate to vigorous exercise, for at least some amount of time, for three or more days in an average week.

Overarching Risk Factor: Built Environment

Built environments, the human-made space in which people live, work, and play, have a profound effect on the overall health of communities. Built environments are especially relevant for conditions such as heart disease and stroke that are strongly associated with behavioral risk factors, including exercise and healthy eating. Public planning decisions influence neighborhood design and characteristics such as sidewalks, parks, and traffic density, which can have a dramatic impact on how safe people feel being active in their communities. Other factors such as the number of fast food establishments, convenient grocery stores with fresh produce, and farmers markets affect the amount of healthy fruits and vegetables that can be purchased and eaten. These are only a few examples of how our built environment dramatically affects the behaviors and choices people have related to their health on a daily basis. Neighborhoods in the Denver area with higher numbers of African Americans generally have fewer grocery stores, less access to public transportation, more crime, longer commute times for getting to work, and fewer sidewalks.
Year 1 Evaluation Work

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Literature Summary

» Lack of evidence-based PSE community and clinical linkage to care strategies
» Establishing strong relationships between clinical and community resources is key
» Narrative communication and storytelling can reduce cognitive resistance to health interventions and behavior change
Objective: 

Increase the number of referrals to community and clinical resources for chronic disease prevention, risk reduction or management.
SUPER SONIC SATURDAY
HEALTHY COLORADO LIVING FOR OUR FAMILIES

WE WANT OUR FAMILIES TO LIVE ACTIVE AND HEALTHY LIVES

BIKING  HIKING  CAMPING  JOGGING  WALKING TRAILS
SNOWSHOEING  SNOWBOARDING  SWIMMING  SOCCER
LACROSSE  AND  MUCH  MORE

MAY 23.2015
FREE EVENT
1PM - 5PM

RSVP by MAY 19
PHONE: 720.579.2126
E-MAIL: COORDINATORC3HC@GMAIL.COM

SPEAKERS: FOOD PROVIDED
- ENTER TO WIN THE GRAND PRIZE!
- BLOOD PRESSURE SCREENINGS
- CARDIOVASCULAR HEALTH OUTREACH
- AFFORDABLE CARE ACT: WHAT'S NEW IN ENROLLMENT AND INSURANCE

BRIDGES TO ACTION:
- PHYSICAL EDUCATION
- HARNESSING LOCAL RESOURCES
- LEARNING TOGETHER
- TRANSFORMING LIVES

SPEECH: COLORADO BLACK HEALTH COLLABORATIVE
BLACK HEALTH EXPO
SPORTING EVENTS. MUSIC. FOOD. EXHIBITORS. FUN.
Saturday, August 29, 2015, 1:00pm - 5:00PM
Manual High School 1700 East 28th Avenue Denver, CO 80205

For more information call (720) 579-2126 or E-mail: CoordinatorC3HC@gmail.com
coloradoblackhealth.org
Made possible with funding from the Centers for Disease Control and Prevention.
Robert’s stroke came without warning earlier this year.

Now he and his wife Sylvia are working to keep each other healthy by eating better and taking daily walks.

Ask your doctor to check your cholesterol and get tips on how you can keep it low.

Robert & Sylvia Daniel
Aurora, CO

Married 21 Years

FLOW
Form a Lifetime of Wellness.

Sept 29 WORLD HEART DAY

For more information, visit:
flowdenver.org

Made possible with funding from the Centers for Disease Control and Prevention
Years 2 & 3
Community Action Plan

Objective:

Increase culturally competent referrals *from clinics to community resources* for chronic disease prevention and management.

Three Strategies:

1. Clinical Cultural Competency Assessments and Trainings
2. Enhance clinical care coordination referral systems to include community-based referrals
3. Partner Worksite Wellness Policies
Key Takeaways

» “Begin with the end in mind” -Stephen Covey

» Involve key community stakeholders and prioritize relationship building early on

» Be open to sharing ideas and expertise
THANK YOU!

» Colorado Public Health Association
» Colorado Black Health Collaborative
  » Terri Richardson, MD
  » Thelma Craig
  » Tracy Gilford
» Evaluation Subcommittee
Questions?

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