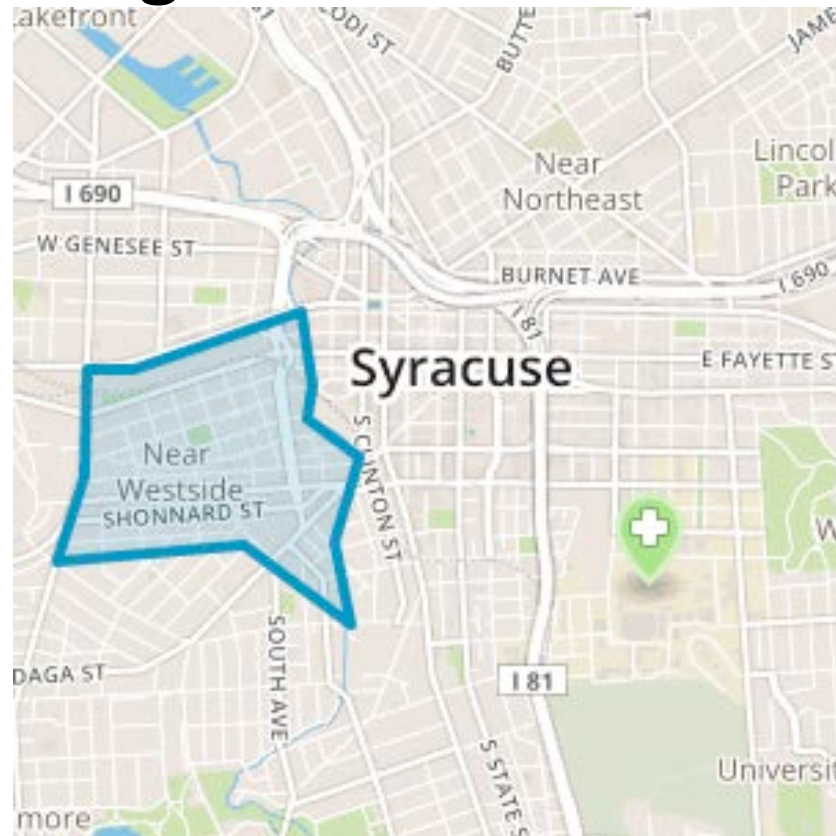


Healthy Neighborhoods Fund Learning Collaborative Meeting

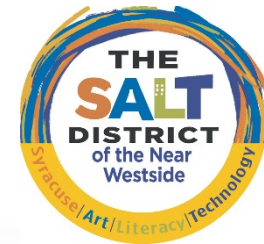


Lerner Center for Public Health Promotion Rebecca Bostwick

June 16, 2015

Cross Sector Partners and Collaborators

- Lerner Center for Public Health Promotion, Syracuse University (Lead)
- Near Westside Initiative (Strategic Partner)
- St. Joseph's Hospital- Primary Care Center- West (Strategic Partner)
- Nojaim Brothers Supermarket (Strategic Partner)
- Cornell Cooperative Extension (Grocery store tours and cooking classes)



2 Year Outcomes

Grant Priority Areas	Outcomes
Increase availability of healthy affordable foods	<ul style="list-style-type: none"> • Decrease purchases of unhealthy foods in Nojaim's by 5%. • Increase purchases of healthy items by 5%. • Increase use of neighborhood data to inform primary care practices.
Improve the built environment	<ul style="list-style-type: none"> • Increased accessibility and use of the neighborhood park.
Link community residents to programs that support lifestyle changes	<ul style="list-style-type: none"> • Increased knowledge of what constitutes "healthy" food among residents; • Improved skills to cook healthy meals; Increased knowledge of what physical activity programs and opportunities best resonate with residents.
Bolster economic opportunities	<ul style="list-style-type: none"> • Increased number of NWS residents with long-term employment.

100-day Goals

- Understand incentives and barriers to being active including usage levels of neighborhood parks.
- Understand barriers to healthy eating.
- Better understand/develop inventory of community colleague short-term projects; goals for future partnership opportunities.

Top Accomplishments

- Development of white paper “Take Back the Streets” based on resident and community colleague meetings with approximately 100 residents and 18 providers to discuss physical activity, neighborhood engagement and concerns.
- Roll-out plan developed for NuVal and loyalty card program at Nojaims (inclusive of 4 vendors and technology partners).
- Commitment from Syracuse City Parks, Syracuse City Police, and City Hall to move the West-end substation to a renovated fieldhouse at Skiddy Park.



Lessons Learned

- Residents' pressing concerns are more immediate, focusing on day to day life, not improving their own health.
 - Neighborhood safety is a major barrier to physical activity.
- There are limits to current grocery store technology and using product movement data to inform and track healthy eating interventions.
- Linking community and clinic level data involves both technical and cultural change. We need to learn one another's language.



Key Challenge

Through our work, we more strongly appreciate the dependence of community engagement on underlying community cohesion. And we have realized that a sense of security and safety also is grounded in community cohesion.

Question

What strategies have been successful in building neighbor to neighbor cohesion, facilitating a sense of security and safety and ultimately, a sustainable framework for community engagement?

SALT
DISTRICT
SYRACUSE | ART | LITERACY | TECHNOLOGY
OF THE NEAR WESTSIDE

