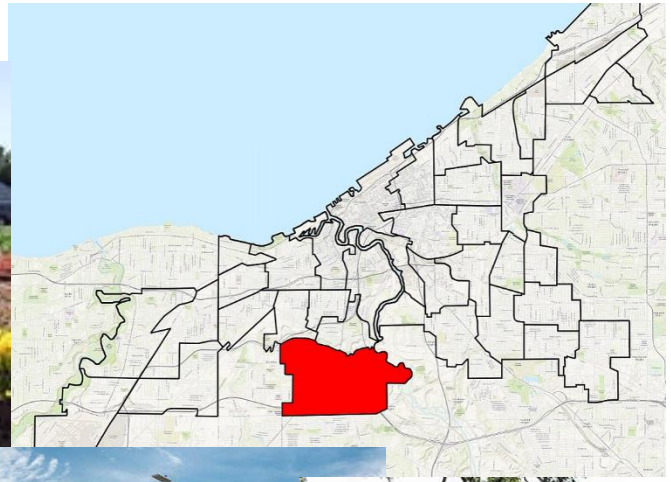
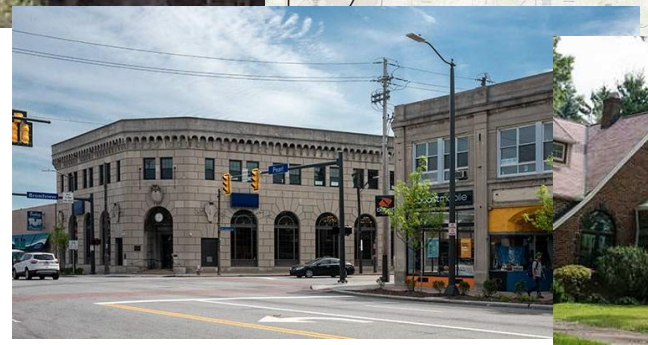
Building a Culture of Community Health in Cleveland: The Intersection of Community Development & Public Health

Population Health Research Institute Seminar
October 9, 2020

OLD BROOKLYN
COMMUNITY DEVELOPMENT CORP.

Old Brooklyn CDC
Neighborhood Context





- Cleveland's Near West Side
- Cuyahoga County's fastest growing Latinx community
- Cleveland's fastest growing Black and African-American community
- Only neighborhood with growth in children under 18 since 2000
- Large senior population looking to age in place

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Old Brooklyn CDC
Shifting Organizational Focus

Foster a Healthy Community

Put Old Brooklyn on the Map

Lead Smart Neighborhood Development

Ensure a Strong, Responsive Community Backbone

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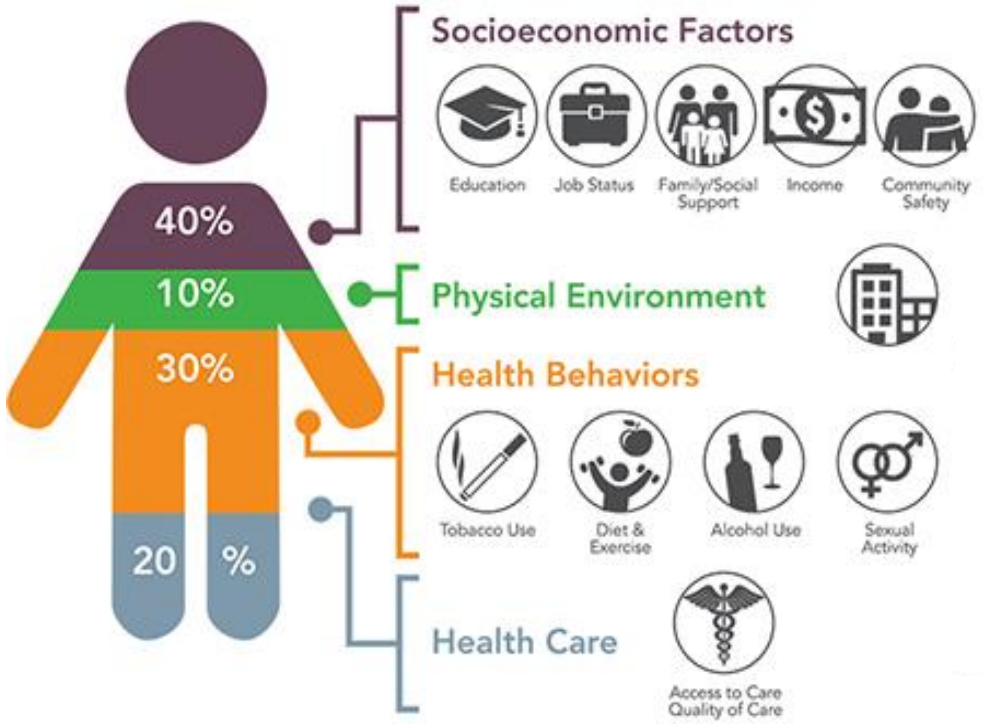
Understanding Community Health



'Identify ways to create social and physical environments that promote good health for all. Every person deserves an equal opportunity to make the choices that lead to good health. But to ensure that all people have that opportunity, advances are needed *not only* in health care but also in fields such as education, childcare, housing, business, law, media, community planning, transportation, and agriculture.'

Healthy People 2020, CDC

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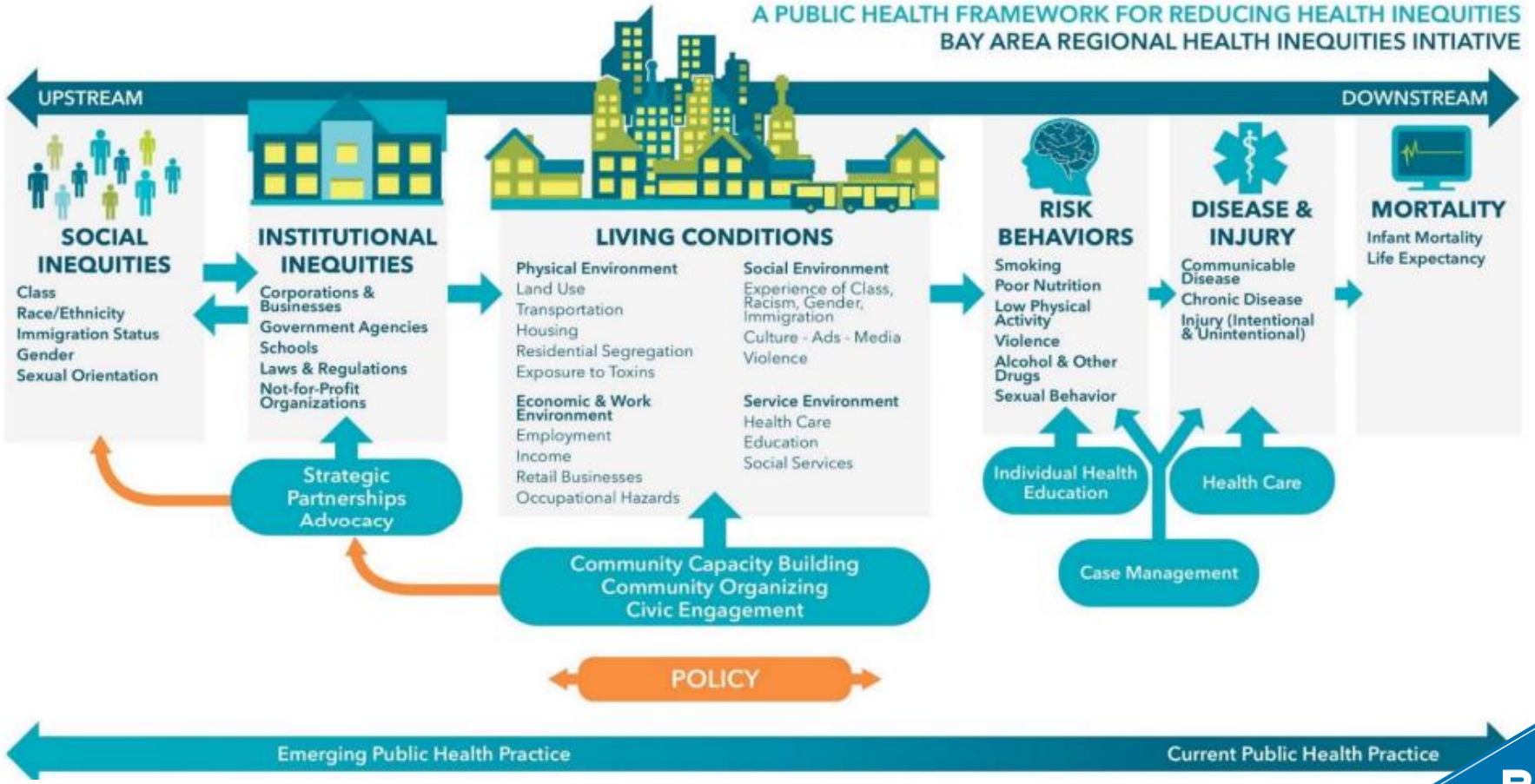
Community Health in Old Brooklyn

Primary Prevention



The BARHII Framework

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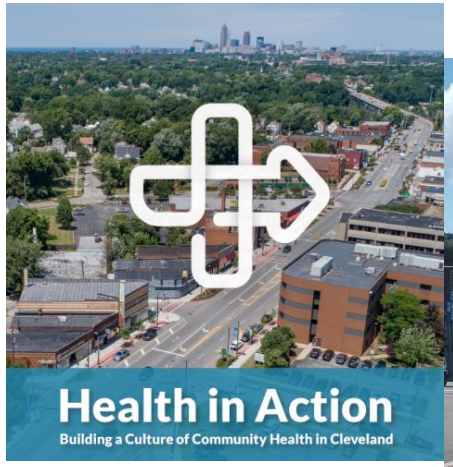
Community Health Needs Assessment

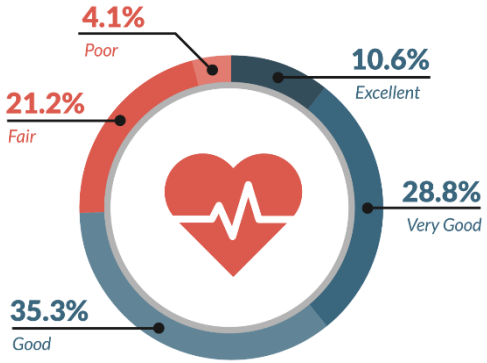
Reorienting our community work to people, not just place

Address health, community needs via Social Determinants of Health

Nation's only resident-driven neighborhood-based CHNA

Statistically significant sample of neighborhood residents





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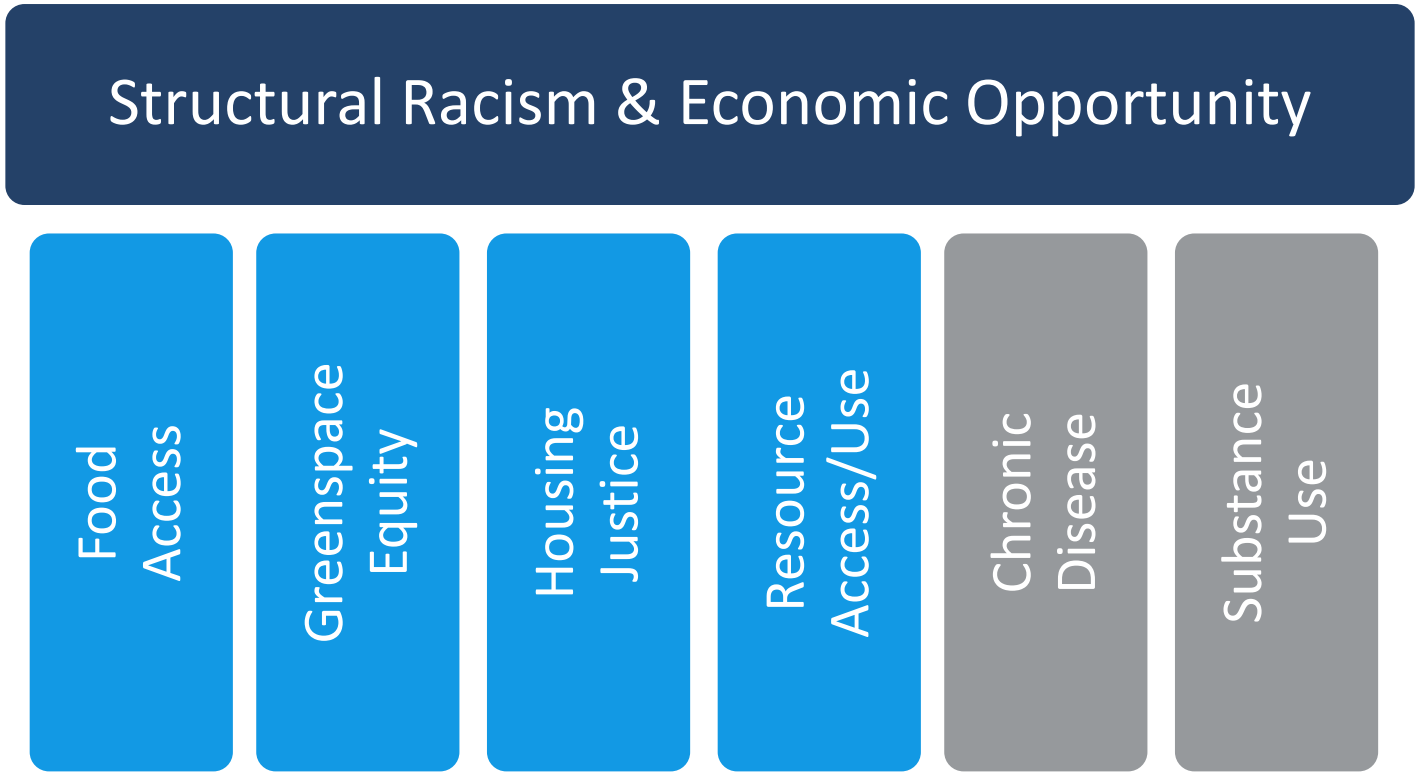
CHNA Areas of Focus



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Old Brooklyn Farmers Market

Farmers Market Goals

Increase Access

- Healthy Food Choices
- Transportation Options

Build Community

- Active Engagement
- Social Cohesion

Improve Perception

- Individual Health
- Neighborhood

Old Brooklyn Farmers Market

Build Community: Social Cohesion

Market Attendance

2,100

Transit

1,332

Fitness

56

Cooking Demos

196

Biking

124

Kids Activities

355

Health

50

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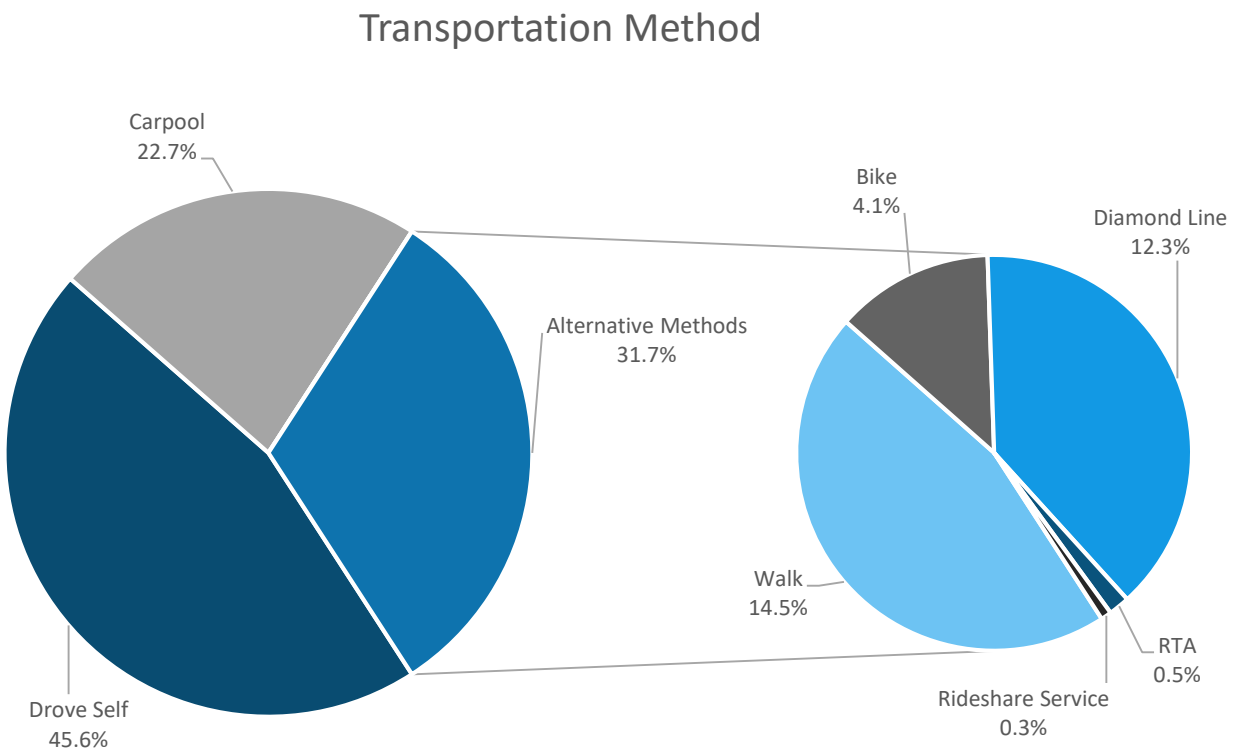
Old Brooklyn Farmers Market

Improve Access: Transportation Choices



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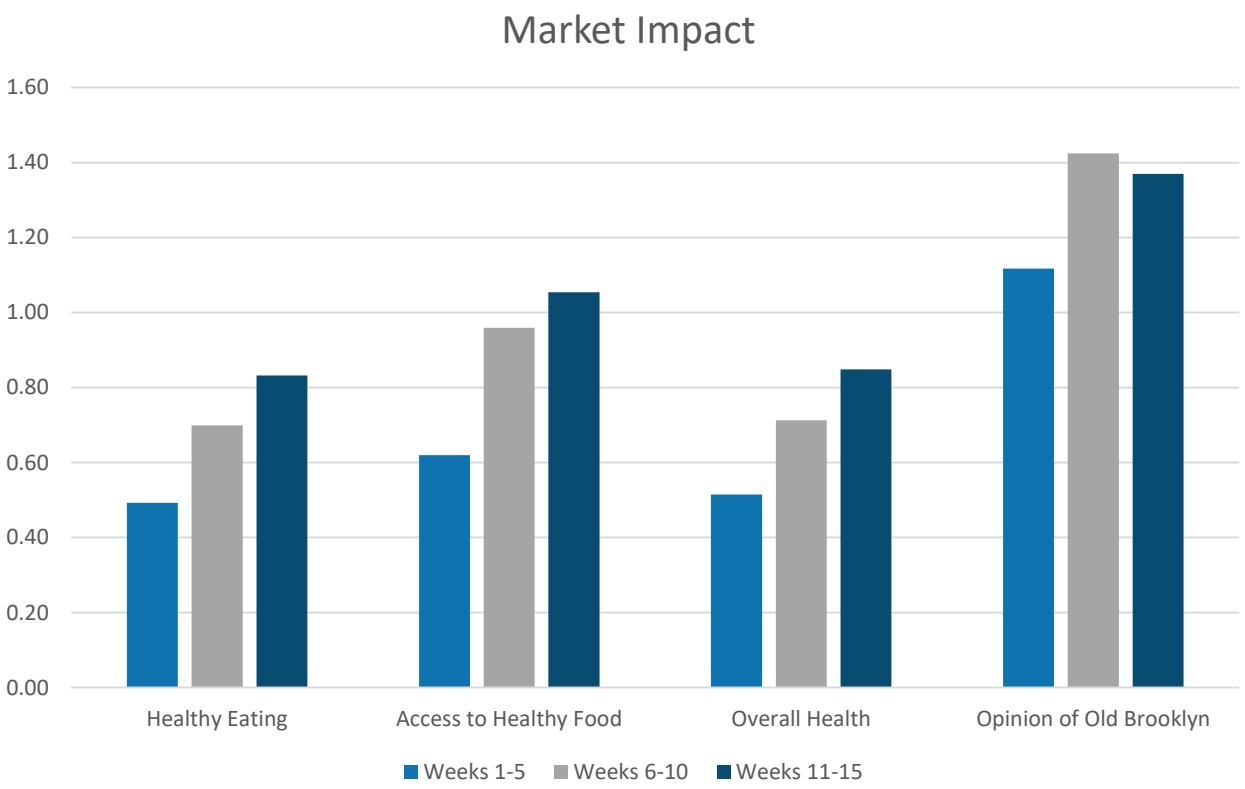
Old Brooklyn Farmers Market

Improve Perception: Individual Health



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Old Brooklyn CDC
Ongoing Projects

Behavioral Health

Community Hub

- Community-led design process for wraparound community resources
- In partnership with Recovery Resources

Food Access

Farmers Market

Community Health Empowerment Navigator

- Identifies and connects families who are food-insecure to health/food resources in the neighborhood
- Guides them through the entire process

Housing Justice

Healthy Housing Collaboration

- Design a pilot program in collaboration with 211 and various local partners
- Ensure Old Brooklyn seniors have healthy housing so that they can age in place

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Old Brooklyn CDC
Ongoing Projects

Greenspace Equity

Park Assessments & Focus Groups

- OBCDC partnered with CWRU to implement park assessments & focus groups
- Provided additional context to assist with future programming

Healthy Urban Tree Canopy Grant Program

- Looked at tree canopy within the neighborhood and how we can reforest devoid spaces in the neighborhood
- Residents gave input about their willingness to help maintain or grow the neighborhood canopy
- The “planning” stage

Brighton Park

- Previously a landfill
- It will serve as a space for passive recreation in an area that was lacking greenspace previously

Economic Opportunity

Small Business Grants

- Storefront renovation opportunities for local businesses and entrepreneurs
- Mini grants for small businesses to purchase COVID-19 related items or services

Neighborhood Ambassadors

- Ensure that residents, businesses, and visitors are greeted with a welcoming and safe atmosphere
- Maintains clean areas and a constant presence within the neighborhood

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Social Cohesion

Building a Community Support Network

Building a Community Support Network

- Prevent social isolation
- Collaborate to create positive change
- Initiate resident connection

COVID-19 Adaptations

- Virtual Community Meetings
- Virtual Marketplace
- Facebook Live

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Partnerships

Organizations

Cleveland Foundation
Enterprise Community Partners
Better Health Partnership
Sisters of Charity
MetroHealth System
Cleveland Clinic
Senior Citizen Resources
Cleveland Neighborhood Progress
City of Cleveland
Case Western Reserve University
Baldwin Wallace University
Center for Community Solutions
Prevention Research Center for Healthy Neighborhoods
Federal Reserve Bank of Cleveland
Build Healthy Places Network
Western Reserve Land Conservancy
Forest City Ecological Services
Cleveland Metroparks
Rebuilding Together
Recovery Resources
Pearl Road United Methodist Church
Neighborhood School Systems, CMSD
Local Businesses

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Old Brooklyn
Future Organizational Goals

- Develop comprehensive Community Health Strategy that aligns with current and future areas of opportunity
- Expand partnerships across local and national arenas to address systems change at all levels
- Continue to implement a data-driven approach throughout the organization, including projects, programs, and day-to-day operations

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Thank You!
Questions?

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