



Healthy Cleveland Initiative 2018 Annual Report



Table of Contents

Thank You	2
Who We Are	3
Vision	
Mission	
Membership	
Purpose	
Social Media	
Committee Overview	
Quick Facts from 2018	5
2018 HCI Highlights & Updates	6
Collaboration & Engagement	
Active Living	
Behavioral Health	
Breathe Free	
Health Literacy	
Healthy Eating	
Healthy Neighborhoods	
Violence Prevention	
Looking Ahead to 2019	10

Thank You

From the Cleveland Department of Public Health

The past two years at Healthy Cleveland have been full of transition and planning, but that doesn't mean we stopped working and moving forward! Between 2016 and 2018, we joined forces with the Cleveland Office of Minority Health and welcomed a new Coordinator to the team. We want to thank everyone who has continued to work with us to forward the Healthy Cleveland mission and impact change in the community as we plan our next strategies. Your support and dedication is vastly appreciated.

We want to thank all of our dedicated and supportive partners from 2018:

Alcohol, Drug, and Mental Health Services (ADAMHS) Board, Age-Friendly Cleveland, American Heart Association/American Stroke Association, Bike Cleveland, Care Source, Carmella Rose Foundation, Center for Health Affairs, City of Cleveland, Cleveland Christian Home, Cleveland City Planning, Cleveland Clinic Foundation, Cleveland Department of Public Health, Cleveland Metroparks, Cleveland Office Of Minority Health, Cleveland Peacemakers Alliance, Cleveland Metropolitan School District, Cuyahoga County Board of Health, Case Western Reserve University Schubert Center for Child Studies, Greater Cleveland Food Bank, Greater Cleveland Volunteers, Health Action Council, MetroHealth, Mt. Sinai Healthcare Foundation, Neighborhood Family Practice, Northeast Ohio Areawide Coordinating Agency, Omni Media Cleveland, Ohio State University Extension-Cuyahoga County, Partnership for a Safer Cleveland, Perfectly Imperfect Produce, Prevention Research Center for Healthy Neighborhoods at Case Western Reserve University, Greater Cleveland RTA, Seeds of Literacy, Slavic Village Development Corporation, St. Vincent Charity Medical Center, Sustainable Cleveland 2019, United Way 2-1-1 Greater Cleveland, University Hospitals, Food Strong, Your Story on Film.

To our Interns

We also want to thank our student interns for all their hard work in 2018:

Julia Bates

Case Western Reserve University – Public Health

Savanna Backo

Slippery Rock University – Public Health; Health Promotion & Wellness

To our Benefactors

St. Vincent Charity Medical Center

Omni-Media Cleveland

MomsFirst

First Year Cleveland

Harvard Law School Food Law Policy Clinic

Who We Are

Vision

Our vision for a Healthy Cleveland is consistent with the Mayor's plans to improve the quality of life for residents of the city:

A Healthy Cleveland is one in which Clevelanders have access to preventive care; have resources to fight and prevent chronic illnesses like diabetes and heart disease; can get help with drug addiction and mental health issues; with neighborhoods that are walkable, have green space, and access to local foods; neighborhoods that are invested in a way that builds their strengths and addresses their weaknesses.

Mayor Frank G. Jackson
January 6, 2014
Third Inaugural Address

Mission

Our mission is to create a healthy Cleveland by working to address social determinants of health that impact Clevelanders where they live, work, and play as we leverage policies, partnerships, and programs within our community that enhance quality of life and promote equity in all that we do.

Membership

Healthy Cleveland is a collaborative partnership of individuals that meet monthly or bi-monthly to discuss and forward work on identified goals and objectives. These committees are open for anyone who sees a connection or feels the passion to join; a healthy Cleveland starts with YOU!

Purpose

The Healthy Cleveland Initiative serves to promote health and support community engagement within the Cleveland Department of Public Health. We work across our Department and other City of Cleveland Departments, as well as with external community organizations, healthcare systems, businesses, and residents to address prevailing health inequities and promote healthy habits.

Social Media

Healthy Cleveland is active on across [Facebook](#), [Instagram](#), [Twitter](#), and [YouTube](#). Follow us @HealthyCLE to see the latest news and updates!

Committee Overview

The Healthy Cleveland committees include a variety of individuals that come together in a collaborative effort to address seven different areas of health. The mission of each committee is as follows:



Active Living

To increase the physical activity of residents in Cleveland.



Behavioral Health

To establish public awareness and knowledge to promote understanding and acceptance of behavioral health concepts and increase utilization of behavioral health resources.



Breathe Free

To decrease tobacco use among Cleveland residents and promote high standards for clean air.



Healthy Eating

To promote the consumption of healthy foods and beverages by people who live, work, and play in Cleveland.



Health Literacy

To improve the health of Clevelanders by making health information easy to understand and use.



Healthy Neighborhoods

To create the conditions in Cleveland's neighborhoods where people have equitable access to resources and opportunities to lead healthy lives.



Violence Prevention

To bring together partnerships that increase community awareness of and opportunities for violence prevention.

Quick Facts from 2018

Throughout 2018, the Healthy Cleveland Initiative...

...attended **31 outreach events**

...reached almost **4,000 people** at events

...participated in **5 community coalitions**

...accepted a **co-chair position** for the Community Education & Engagement working group of the Vision Zero Cleveland Taskforce

...created the following informational/educational materials:

- **6 exercise cards**
- **5 food recipes**
- **2 wallet cards**
- **1 poster**
- **1 violence report**

...lead weekly internal **yoga and walking** wellness breaks

2018 Committee Highlights & Updates

Collaboration & Engagement

In 2018, Healthy Cleveland participated in a number of community coalitions, including:

1. Vision Zero Cleveland Taskforce; Co-Chair, Community Education & Engagement Working Group
2. The Food Access Raises Everyone (FARE) Project
3. Cleveland-Cuyahoga Food Policy Coalition
4. Health Improvement Plan-Cuyahoga, Healthy Eating Active Living Committee
5. Cleveland Metropolitan School District Wellness Committee

We look forward to joining the Care-A-Van Advisory Committee and the Old Brooklyn Community Health Advisory Committee in 2019 as well!

Healthy Cleveland engaged with the community at a variety of locations and events, including:

- Open Streets Cleveland events
- Farmers' market health tabling
- Worksite wellness lunch and learns
- J Glen Smith Health Center food demonstrations
- Age-Friendly Cleveland Silver Spokes events
- City of Cleveland Department of Aging's Annual Senior Walk
- City of Cleveland Department of Public Works Safety Week
- Cleveland School of Science and Medicine Health Fair



Active Living

The Active Living Committee partners convened several times throughout 2018 to discuss a shared vision for future work. More details to come in 2019!



Behavioral Health

The Behavioral Health Committee remained on hiatus during staff transitions at the Cleveland Department of Public Health, and will reconvene with efforts around reducing opioid use and improving mental health in 2019.



Breathe Free

The Breathe Free co-chair, Dr. Erika Trapl, represented Healthy Cleveland for a Healthiest Cities and Counties Challenge webinar around best practices for community engagement and examples from the committee's work. The committee also completed the final report for the 2016-2018 Healthiest Cities and Counties Challenge grant. While Cleveland was not selected as an award finalist, we are deeply appreciative of the work that the committee and our community partners did for the challenge grant. The work continues to make an impact through lasting policies changes and collaborative tobacco cessation engagement opportunities across Cleveland.

The Breathe Free Committee continues to support efforts around Tobacco 21 enforcement and improving clinical tobacco cessation collaboration in 2019. Two working groups have been established to bolster these efforts. Implementation and enforcement around the Tobacco 21 Ordinance (Ord. 737-15) as well as a flavored tobacco restriction are active topics of discussion for Breathe Free Committee partners and the Cleveland Department of Public Health.



Healthy Eating

Led by co-chairs Lisa Wheeler-Cooper and Jessica Jurcak, the Healthy Eating Committee spent 2018 developing plans to conduct vending machine audits at each Cleveland Metropolitan School District high school building. These audits are a follow-up to work done in 2016 by the Prevention Research Center for Healthy Neighborhoods, who surveyed the vending machines in all K-8 buildings. These audits will explore compliance with the updated 2017 District Wellness Policy's USDA Smart Snacks nutrition standards, which now includes all "competitive foods" such as those sold at concession stands or from school vending machines. Stay tuned in 2019 for results!

Also, on behalf of the committee, The Cleveland Department of Public Health received a one-year Technical Assistance Award from the Harvard Law School Food Law and Policy Clinic to build capacity and action around policy approaches to reducing sugar consumption in Cleveland. Cleveland is one of three sites in the nation to receive this technical assistance award.

Throughout 2019, we will bring together a wide range of community partners to build capacity and foster discussions on the possibilities of reducing sugar consumption through policy and advocacy efforts. An initial meeting of community members was held in December 2018, and work with the Harvard staff will begin in March 2019.



Health Literacy

The Health Literacy Committee had a busy year! Committee co-chairs Marie-Joy Paredes and Karen Komondor provided oversight to a public health graduate student from Case Western Reserve University working on a capstone project to provide health literacy training with MomsFirst Community Health Workers. Her data found significant improvement in the knowledge and use of health literacy techniques, as well as perceived increased comprehension of information by MomsFirst participants!

For National Health Literacy Month, the committee planned and executed a large-scale awareness campaign to raise awareness about the importance of health literacy. The campaign included:

- 16 awareness posters placed in local street kiosks around the city
- 5,000 health literacy wallet cards that were distributed at community events and health center locations
- 88 posts across Healthy Cleveland social media platforms (Twitter, Instagram, Facebook)
- Two TV20 Healthy Cleveland segments about health literacy in Cleveland
- A health literacy overview training for 14 CDPH staff members

These efforts reached:

- 12,117 people through social media and website posts
- 11.2+ million people through the Omni Media kiosk posters
- 172,000 people through the TV 20 segments (86,000-person viewership each)

The committee is solidifying plans to promote health literacy in 2019 through additional training and outreach.



Healthy Neighborhoods

The Healthy Neighborhoods Committee, led by co-chairs Director Freddy Collier (Cleveland City Planning) and Takasha Nutall, was hard at work in 2018 finalizing the details and grant applications for a short film highlighting the experience of chronic, toxic stress for African American women and its connection to the infant mortality disparity rates in Cleveland.

In the fall, First Year Cleveland awarded funding to YOUR STORY ON FILM and Stimuli Film to produce and direct a script developed by Healthy Neighborhood Committee members exploring the intersection of race and stress on pregnancy. The production will begin casting and filming in the spring. Committee partners will develop a discussion guide for a variety of audiences to utilize as an educational tool and is developing a dissemination plan that includes submission to film festivals, community hub screenings, and healthcare worker training events.



Violence Prevention

The Violence Prevention Committee used 2018 as a planning year to take a dive into neighborhood-level data and utilize a public health approach to violence prevention efforts. Violence Epidemiologist Sheena Fryerson, who is also a co-chair of the committee and works jointly with the Office of Prevention, Intervention and Opportunity and the Cleveland Department of Public Health, compiled a detailed report of violence prevalence in Cleveland's wards and neighborhoods.

Using this data, co-chairs Fryerson and John James led the committee to identify domestic violence/violence against women as its priority in 2019. The committee has established two working groups to advance the work of the committee. One group will focus on research, data, and policy; the other will develop plans to engage the community on these issues.

Looking Ahead to 2019

We are very excited to continue the current efforts of our committees in 2019.

Healthy Cleveland is strategizing to restructure its existing format to include greater cross-department collaboration within the Department. This is being done to enhance the community outreach efforts for the Department's current strategic priority areas:

- Healthy Homes (Lead Poison Prevention & Asthma Reduction)
- Infant Mortality Reduction
- Violence Prevention
- Opiate Drug Abuse Interventions
- Equity

The Cleveland Department of Public Health's strategic priorities, which are selected based on the most recent Community Health Needs Assessment, will play a large role in informing the direction of Healthy Cleveland work for 2019. Policy advocacy, health promotion, and community engagement will remain the core functions of our work.

We are looking forward to what 2019 brings and hope that you are able to join our efforts!



Healthy Cleveland Initiative

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