



# Healthy Cleveland Initiative 2019 Annual Report



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# Thank You

## From the Cleveland Department of Public Health

We want to sincerely 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.

## To all of our dedicated and supportive partners throughout 2019:

Age-Friendly Cleveland, American Cancer Society, American Dairy Association, American Heart Association/American Stroke Association, American Lung Association, Bike Cleveland, Black Child Development Institute, Campaign for Tobacco-Free Kids, Care Source, Carmella Rose Foundation, Case Western Reserve University Comprehensive Cancer Center, Central State University Extension-Cuyahoga County, Children's Hunger Alliance, City of Cleveland Office of Sustainability, Center for Community Solutions, Cleveland City Council, Cleveland City Planning, Cleveland Clinic Foundation, Cleveland Department of Public Health, Cleveland Office Of Minority Health, Cleveland Peacemakers Alliance, Cleveland Metropolitan School District, Cuyahoga County Board of Health, Cuyahoga County Community College, Domestic Violence and Child Advocacy Center, Empowerment Center LLC, Executive Academy, Greater Cleveland Food Bank, Lifeline Sports, MetroHealth, Molina Healthcare, Mt. Sinai Healthcare Foundation, Neighborhood Family Practice, Northeast Ohio Areawide Coordinating Agency, Northeast Ohio Neighborhood Health Services, Ohio State University Extension-Cuyahoga County, Old Brooklyn Community Development Corporation, Panache 5, Partnership for a Safer Cleveland, Perfectly Imperfect Produce, Prevention Research Center for Healthy Neighborhoods at Case Western Reserve University, Preventing Tobacco Addiction Foundation-Tobacco 21, Seeds of Literacy, St. Vincent Charity Medical Center, Sustainable Cleveland 2019, University Hospitals, Food Strong, Your Story on Film.

## To our 2019 Interns:

### **Natasha Takyi-Micah**

Emory University – Public Health

### **Margherita Zinicola**

Bowling Green State University – Dietetic Internship

### **Jessica Lockhart**

Kent State University – Public Health

## To our Benefactors

*First Year Cleveland*

*Harvard Law School Food Law Policy Clinic*

*Prevention Research Center for Healthy Neighborhoods*

# 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 2019

Throughout 2019, the Healthy Cleveland Initiative...

...attended **28 outreach events** reaching over **2,500 people**

...reached over **19,000 on Twitter**, over **3,600 on Facebook**, and gained **218 Instagram followers**

...participated in **3 community coalitions**

...represented CDPH as a co-chair for the Community Education & Engagement working group of the **Vision Zero Cleveland Taskforce**

...created the following informational/educational materials:

- **7 food recipe cards**
- **6 infographics & fact sheets**
- **1 vending audit report**
- **1 short film**

...led trainings and presentations at:

- **5 health literacy training events**
- **3 lunch & learns**
- **2 conferences**

...led weekly internal wellness breaks with **21 walks** and **8 yoga sessions**

# 2019 Committee Highlights & Updates

## Collaboration & Engagement

In 2019, Healthy Cleveland contributed to a number of coalitions and task forces, including:

1. Vision Zero Cleveland Taskforce
  - Community Education & Engagement Subcommittee
  - Data & Evaluation Subcommittee
2. Cleveland Metropolitan School District Wellness Committee
3. Food Strong
  - Care-A-Van Wellness Committee
4. Old Brooklyn Community Development Corporation Health Advisory Committee

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

- Farmers' markets
- Worksite wellness lunch & learn events
- Community health and wellness fairs
- American Heart Association Heart Walk
- American Lung Association LUNG FORCE Walk
- City of Cleveland Mayor's Back to School Summit
- Toxic Short Film Screening events
- Sustainable Cleveland 2019 Summit



## Active Living

The Active Living Committee has been on a hiatus throughout 2019 so as not to compete with time, resources or activities co-occurring among other health-forward initiatives.



## Behavioral Health

The Behavioral Health Committee remained on hiatus during staff transitions at the Cleveland Department of Public Health, but a core group has been meeting and planning, and this health topic will be resurrected in 2020 with efforts around reducing opioid use and improving mental health.



## Breathe Free

Led by Dr. Erika Trapl and Elizabeth Frost, the Breathe Free Committee continued to support efforts around Tobacco 21 enforcement and flavored product restrictions throughout 2019. Because of these efforts, the policy will likely be introduced in 2020. Two infographics and two fact sheets have been developed so far to help with education and outreach.

Additionally, the Breathe Free Committee accepted a position as the Steering Committee for the Prevention Research Center for Healthy Neighborhoods current tobacco research projects. The committee members look forward to continuing to provide feedback and create connections to foster intentional tobacco cessation work for Cleveland neighborhoods.



## Healthy Eating

Throughout 2019, the Healthy Eating Committee was led by co-chairs Lisa Wheeler-Cooper and Jessica Jurcak. Two major projects comprised the committee's work. Committee members helped conduct vending machine audits at each Cleveland Metropolitan School District high school building as follow-up to the the Prevention Research Center for Healthy Neighborhoods' 2016 surveying of K-8 buildings. The audits explored compliance with the updated District Wellness Policy's nutrition standards. In total, vending machines were found in 15 high schools and carried a wide variety of compliant and non-compliant items. The Committee provided a detailed report, presentation with the results and recommendations for supporting principals in making healthy vending updates.

The committee also worked on a strategy around policy approaches to reducing sugar consumption in Cleveland via a Technical Assistance Award from the Harvard Law School Food Law and Policy Clinic (FLPC). Rather than decide upon a policy solution from the top-down, committee members developed a strategy for community outreach and inquiry in order gauge need and desire for sugar-related policies. Throughout the summer, the committee attended four large community events, reaching over 650 people, to share educational information and gauge high-level interest in various policy areas.

Then, using this feedback, focus group questions were developed and events held in collaboration with local health systems. Two focus groups were conducted with at least one more planned. The committee will work with Harvard's FLPC to analyze all feedback and plans to work with the community to share results, recommendations, and design strategies together for moving forward.



## Health Literacy

The Health Literacy Committee, led by Karen Komondor, switched target audiences in 2019 from community members to healthcare providers. Several committee members trained with Karen to implement a standard health literacy training workshop for provider organizations. Throughout 2019, five training sessions were held for 91 healthcare providers at the Visiting Nurses Association and seven Community Health Workers. The committee plans to help institutionalize health literacy training among organizations by developing a train-the-trainer toolkit. An organization with an internal “champion” can utilize the toolkit to provide the training for staff and, if desired, adopt training policies for the organization. This toolkit is still under development. Look for it in 2020!

Jessica Jurcak and Karen Komondor also represented Healthy Cleveland at the inaugural Ohio Health Literacy Partners (OHLPP) Conference in October 2019 at Ashland University. Karen, current president of OHLPP, ran the show and provided a detailed educational session about health literacy’s importance. Jessica represented community initiatives to improve health literacy on a panel discussion, sharing efforts from 2018’s National Health Literacy Month campaign.

Lastly, efforts are underway internally at the Cleveland Department of Public Health with the national Health Literacy Champions Toolkit, developed by University of Maryland Herschel S. Horowitz Center for Health Literacy. Policies to adopt standards for onboarding and annual health literacy training for all staff are being considered, as well as health literacy communication standards for all external presentations. More to come in 2020!



## Healthy Neighborhoods

The Healthy Neighborhoods Committee, led by co-chairs Director Freddy Collier (Cleveland City Planning) and Danielle Price, was delighted to premiere *Toxic*: 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.

Funded by First Year Cleveland, produced by YOUR STORY ON FILM and directed by Stimuli Film, the script developed by Healthy Neighborhood Committee members over the course of two years came to life featuring local talent and Cleveland sets. Committee partners drafted a discussion guide for a variety of audiences to utilize as an educational tool, which was elevated by National Geographic’s Executive Editor for Culture, Debra Adams Simmons.

The film premiered on September 25, 2019 at the Cleveland Museum of Natural History for 400 viewers, and an additional four screenings were held throughout the community thereafter, so far reaching over 1500 viewers. Purchasing and distribution of the film and accompanying discussion guide is being finalized for release in 2020 through First Year Cleveland.



## Violence Prevention

The Violence Prevention Committee, led by John James and Sheena Fryerson, spent 2019 digging into the data, research and current resources related to domestic violence and sexual assault, specifically focusing on violence against women. A comprehensive research white paper is currently in the editing stage.

Two Healthy Cleveland interns assisted with research into public health approaches and community organization outreach to help inform effective public health recommendations within the paper. Best practices for upstream violence preventive programming, current neighborhood resources, and interviews with local service agencies were topics explored during the internship periods. Look for the results of the research and analysis in 2020!

# Looking Ahead to 2020

We are very excited about finishing up the current committee projects in 2020.

With the new 2019 collaborative Community Health Needs Assessment (CHNA) comes newly identified regional health priorities. Health systems and organizations, including CDPH, are looking at aligned strategies to address these areas. Selected priorities from the CHNA include:

1. Eliminate Structural Racism
2. Improve Trust and Trustworthiness
3. Improve Community Conditions | Poverty, Transportation, Homicide/Violence/Safety
4. Reduce Chronic Disease Disparity | Diabetes, Cardiovascular (Heart) Disease
5. Improve Mental Health & Reduce Addiction | Suicide, Substance Use Disorder, Opioid Use Disorder

Healthy Cleveland is strategizing to restructure its existing format to include greater cross-department collaboration within the Department and to work in conjunction with CDPH strategic priority areas. Areas already in motion include lead poisoning prevention, health literacy policies, and tobacco policy enforcement and education. Rest assured, policy advocacy, health promotion, and community engagement will remain the core functions of our work

We are looking forward to what 2020 brings and hope that you are able to join our efforts!



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