

# Adopting a Shared Use Policy to Address Physical Inactivity in Under-resourced Neighborhoods

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at Case Western Reserve University



# Acknowledgements

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The views expressed do not necessarily reflect the official policies of the Department of Health and Human Services.

# No longer the mistake on the Lake!





# Why is Health Equity work important?





The Health Improvement Partnership-Cuyahoga (HIP-Cuyahoga) is a diverse and committed group of people who care about health.

HIP-Cuyahoga's mission is to inspire, influence, and advance policy, environmental, and lifestyle changes that foster health and wellness for everyone who lives, works, learns, and plays in Cuyahoga County.



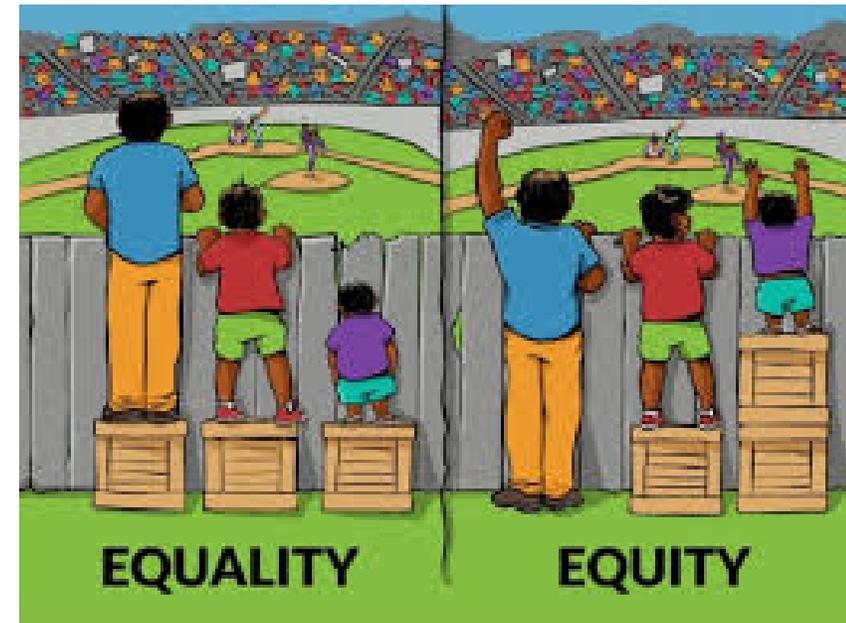
# Who is at the table?



# HIP-Cuyahoga: Key Approaches

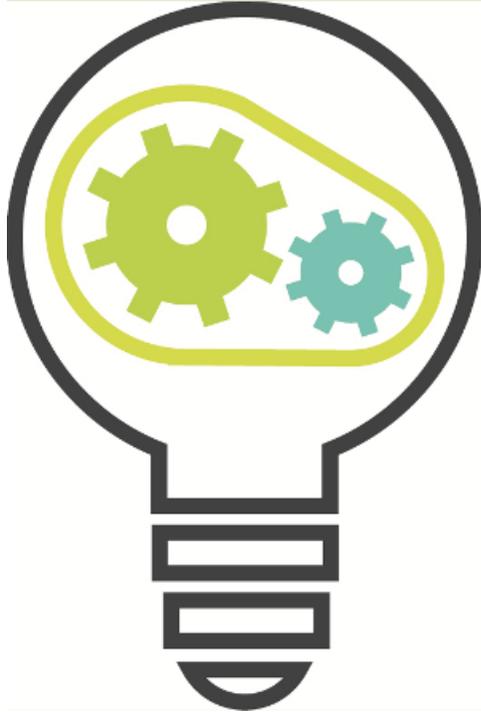
## Health and Equity in All Policies

To build opportunities for everyone in Cuyahoga County to be healthy. Collaborating to improve the health of all people in the county by incorporating health and equity into decision-making across sectors, systems and policy areas.





# HIP-Cuyahoga: Key Approaches



## Perspective Transformation

Work with individuals and organizations to help them understand how hidden assumptions about racial and ethnic minorities impact their decisions and actions toward health improvement.

# HIP-Cuyahoga: Key Approaches

## Collective Impact

Collective impact brings people together, in a structured way, to achieve social change. Through the coordination of partnerships, alignment of priorities and actions, and mobilization of resources.



# HIP-Cuyahoga: Key Approaches



## Community Engagement

To go beyond a data-driven approach, to a community-driven approach guided by shared values. We're involving community members in planning, decision making and actions to make Cuyahoga County a healthier place for all.





## 4 Subcommittees of HIP-Cuyahoga

1. Chronic Disease Management
2. Clinical and Public Health
3. Eliminating Structural Racism
4. Healthy Eating and Active Living (HEAL)



# REACH Grant

## (Racial and Ethnic Approaches to Community Health)

HIP-Cuyahoga received a CDC grant for the Racial and Ethnic Approaches to Community Health (REACH) program to improve the following:

- Clinic to community linkages.
- Chronic disease self-management (CDSM).
- Access and opportunity for healthy eating and active living (HEAL).





## REACH Grant

# (Racial and Ethnic Approaches to Community Health)

Six neighborhoods in Cleveland and the City of East Cleveland were identified as predominantly African American with considerable health disparities linked to poor nutrition, physical inactivity, and disjointed links to quality health services.





# Resident Engagement

Interested residents completed a 10-week health equity and leadership workshop, residents and project coordinators used their combined knowledge and experience to inform the development and implementation of strategies aimed at increasing opportunities for HEAL and CDSM.





# Shared Use: REACH Objectives

Shared Use Workshop

Sept. 2015



# Shared Use: REACH Objectives

Secure 22 shared use agreements for each priority census tract

## Agreement -vs- Policy

**HIP CUYAHOGA**  
Health Improvement Partnership

**SAMPLE POLICY**

**HEALTH MATTERS HERE!**

Local Community Center  
123 Erie Lane, Cleveland, OH 12345

Shared Use Policy

WHEREAS, one in four adults in Cleveland are obese and lack safe and engaging places to partake in physical activity;

WHEREAS, public parks, playgrounds, walking paths, and even sidewalks can pose safety hazards and be difficult to access;

WHEREAS, community spaces can provide the community at large with the ability to be healthier by allowing use of their facilities for recreational use;

Local Community Center (LCC) encourages its community members to engage in active living programs and activities. LCC hereby adopts this policy to open its facility for community recreational use when such use does not interfere with programs and activities hosted by LCC.

Local Community Center hereby resolves to support the health of its surrounding community by:

- Inviting community members to participate in physical activity and recreational programming hosted by LCC.
- Inviting community members to utilize the gym space for recreational activities: dance classes, Zumba, line dancing, aerobics, etc.
- Inviting community members to utilize the dining hall to participate in healthy cooking classes.

The following conditions will apply: All programs have to be free or at a low cost for community members and benefit their overall health and well-being.

Signed: \_\_\_\_\_  
Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Organization: \_\_\_\_\_ Date: \_\_\_\_\_

Made possible with funding from the Centers for Disease Control and Prevention.



# Process

Community Health Fellows identified potential facilities in priority areas.



44 sites were deemed eligible via “ground-truthing”



Community Health Ambassadors (CHAs) provided input regarding safety, accessibility, and community buy-in of the facilities.



All 44 sites were approached and asked to sign a shared use policy.

2 declined ● 12 sites in active follow up ● 7 pending ● 23 signed



# Challenges

- Policy enforcement
- Funding to support sites
- Administrative support to policyholders
- Programming
- Marketing





# Successes

- Organizations eager to collaborate
- Development of a programming network
- Community buy-in





# pictures





# What's next?

- We Signed a Policy Now What? Shared Use 2.0 July 2017
- Expanding the initiative to organizations outside of the REACH communities.
- Sustainability
  - A network of community providers/shared programming
  - How can organizations learn from each other?
  - Making this initiative a priority when writing larger grants





Thank you!

