

**Unpacking The
Strategies That Improve
The Health Of Residents
And Neighborhoods In A
Complex, Community-
level Intervention**

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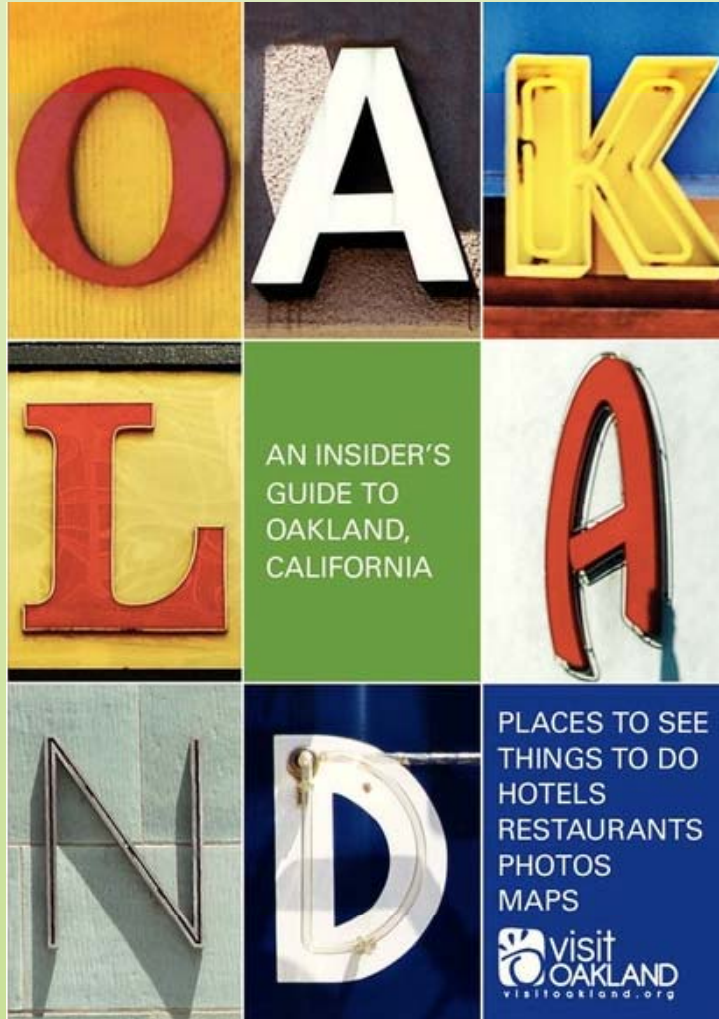
Alameda County Public Health
Department, Oakland CA

Roundtable Objectives

- **Identify three ways in which a complex community-level prevention program made a difference for residents and neighborhoods**
- **Describe two effective, community-level strategies for improving resident and neighborhood health**

Oakland Facts and Figures

(2010 Census)



- 390,724 Population
- Very Diverse
 - 27.3 % African-American
 - 25.9% White
 - 25.4% Latino
 - 17.2% Asian/Pac Islander
 - 3.6% Multi-Race
 - .6% Other
- Changing Demographics between 2000 and 2010
 - African-American ↓ 7.3%
 - Latino ↑ 3.5%

City County Neighborhood Initiative Approach = Community Capacity-Building

- Build social, economic and political power in communities to advocate for equal distribution of resources

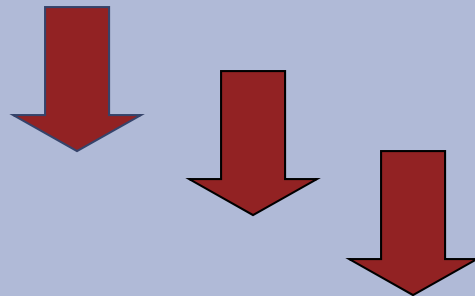


The Sobrante Park Time Banking Health Fair Provides Opportunities for Residents of Different Cultural Backgrounds to Work and Play Together

Why CCB in ACPHD?

- Data show that health inequities, social inequities, and high rates of crime and violence cluster in certain neighborhoods.
- Research shows that if we improve social inequities, we can improve health disparities.

Social Inequities



Health Inequities

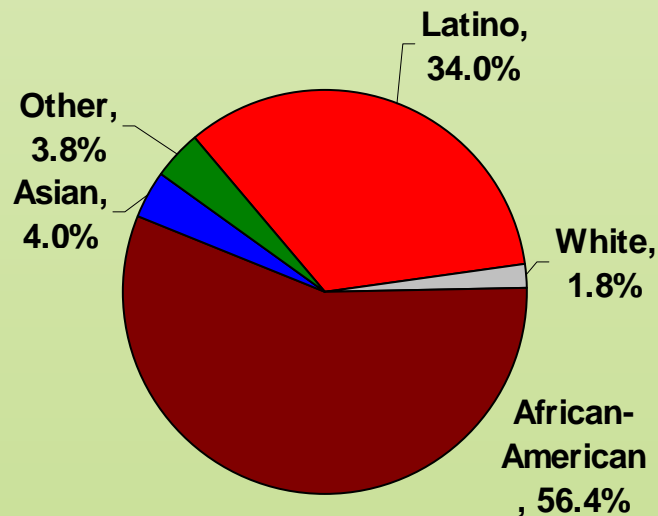
Why did the City of Oakland and Alameda County Join Forces?

- Better address root causes of health inequities
- Leverage existing city, county and community resources to solve problems
- Support organizational and systems change
- Build a power-base of residents and staff
- Ensure sustainability through partnerships with residents and community-based organizations

Why Focus on Two Neighborhoods – Demographics (2000 Census)

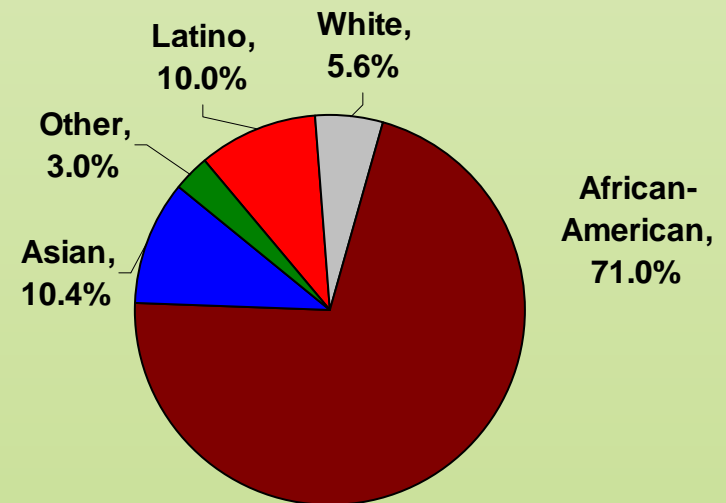
Sobrante Park

- 837 Households, 3,111 People
- 34% Under Age 18
- 21% Poverty Rate
- 61% Graduated High School



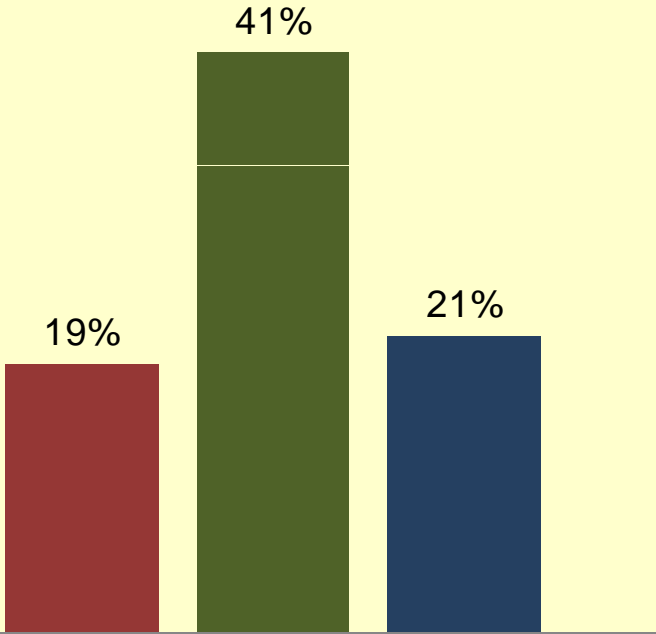
West Oakland

- 743 Households, 2,202 People
- 38% Under Age 18
- 42% Poverty Rate
- 57% Graduated High School



Why Focus on Two Neighborhoods? Social and Health Inequities

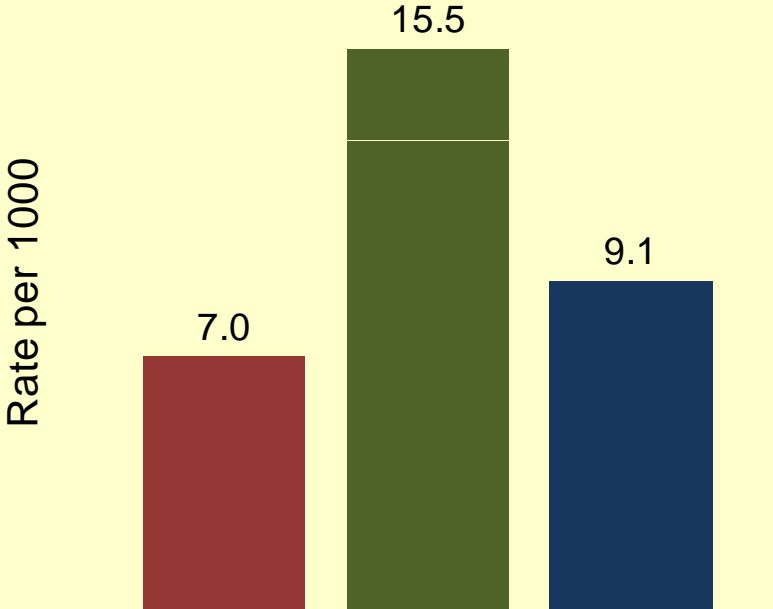
Poverty Rates (2000 Census)



Poverty Rate

- Oakland
- West Oakland (Beat 06X)
- Sbrante Park (Beat 31Z)

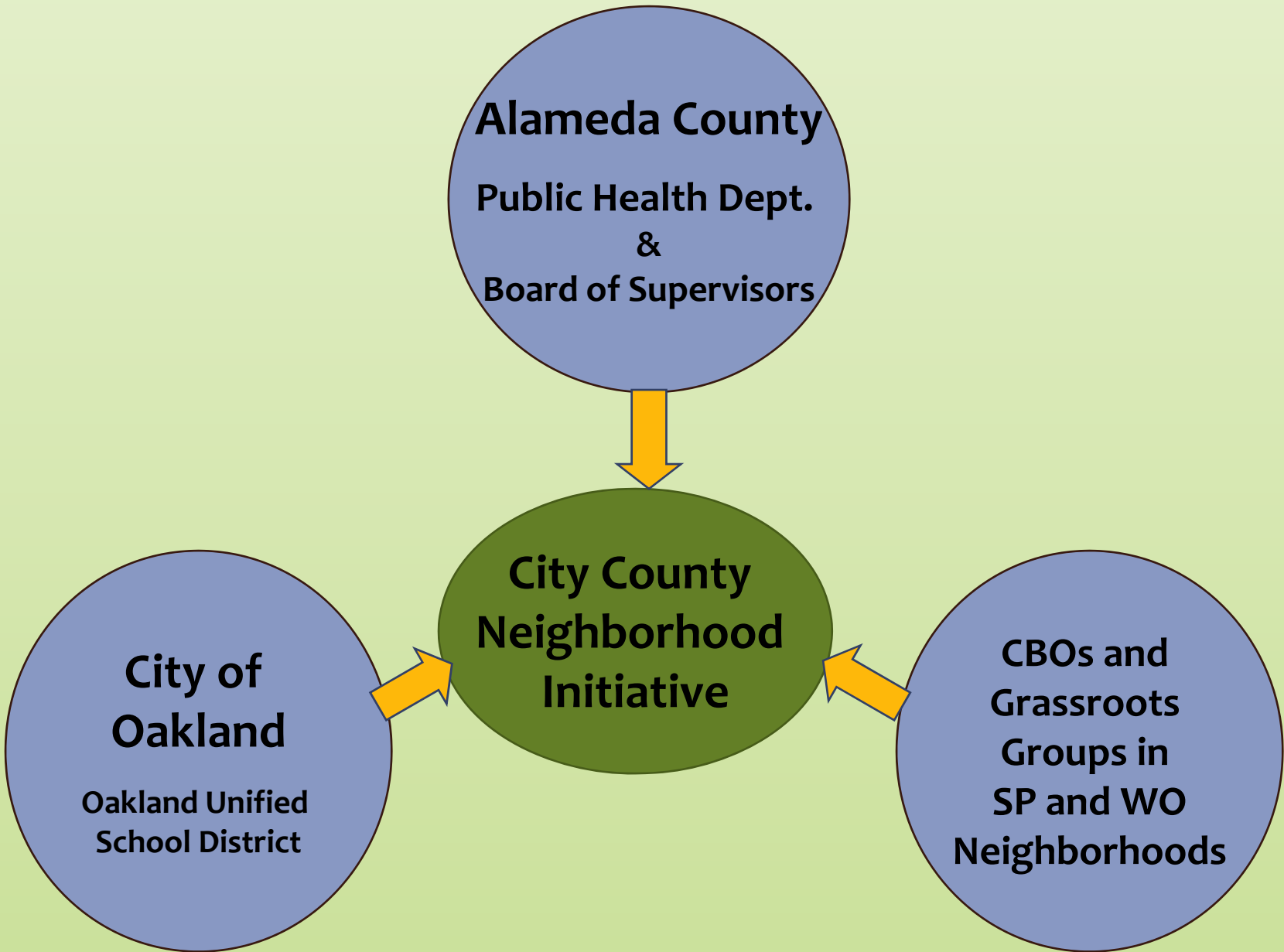
2004 Assault Rates in Oakland, West Oakland and Sbrante Park



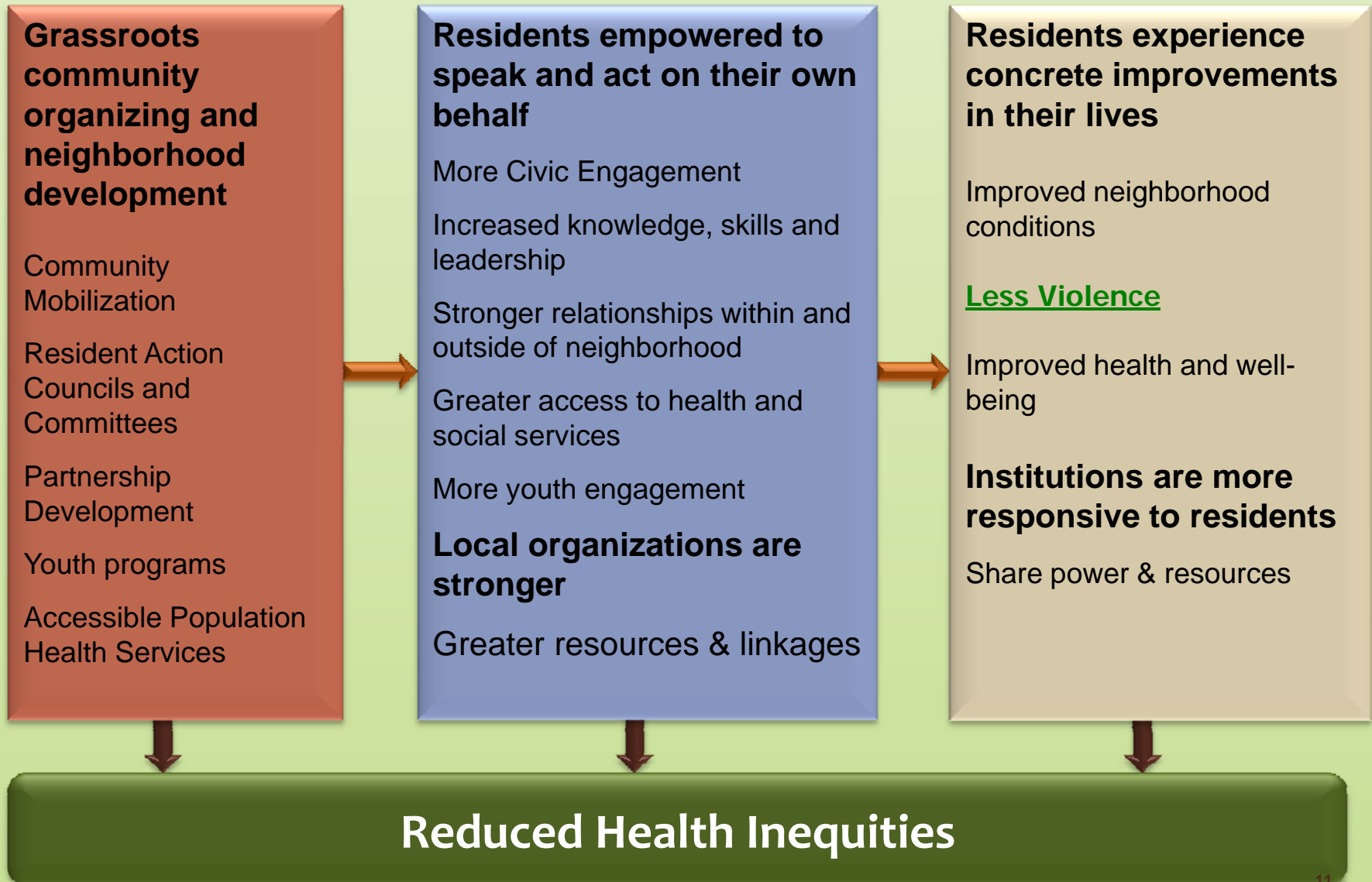
Rate per 1000

Assault

- Oakland
- West Oakland (Beat 06X)
- Sbrante Park (Beat 31Z)



CCNI Logic Model



CCB Strategies - Community Mobilization and Empowerment

- Leadership training
- Resident Action Councils & Neighborhood Committees
- Mini-Grant Committees
- Youth development
- Time Banking
- Population health services



Ballet Folklorico Dancing at
the Sobrante Park Time
Banking Health Fair

Sample CCNI Evaluation Findings

Resident Empowerment

- Increased leadership skills
- Greater involvement in neighborhood activities
- Stronger linkages b/w residents and organizations
- Increased access to health-promoting resources

Concrete Improvements

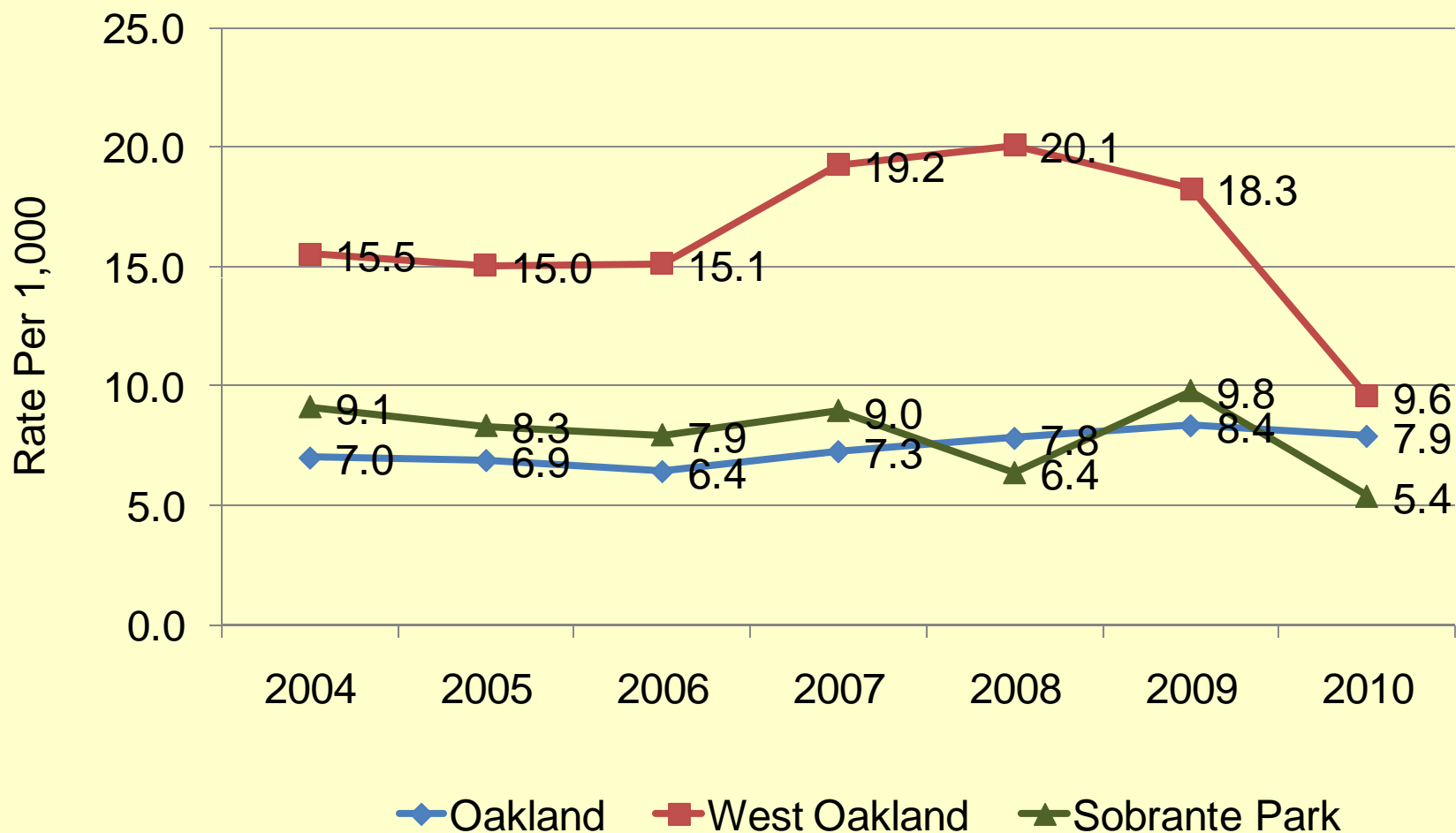
- Increased disaster prep
- Renovated Parks
- Felt there was less crime & violence in area

Responsive Institutions

- Improved City and County Response to Residents

Reduced Inequities in Violent Crime & Traffic Injuries

Change in Assault Rates Between 2004 and 2010



Link Between CCNI & Outcomes

CCNI-Sponsored Community Events & Activities

Formal and informal training of residents in community action & advocacy re: crime, disaster prep, toxic waste etc.

Assignment of public health nurses to areas, resident-led immunizations clinics & health fairs



Increased community involvement

Reduced crime; improved neighborhood conditions

Increased access to health-promoting resources, such as immunizations, safe places to exercise, and good schools and teachers

Acknowledgements

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 - Claudia Albano, Joe DeVries, Bill Richie
- Community residents and partner organizations
- Oakland City Council
- Alameda County Board of Supervisors



Resident Publicizing Sobrante
Park Time Banking

Resources

For more information about the City-County Neighborhood Initiative (CCNI)

<http://www.acphd.org/social-and-health-equity/partnerships-and-communities-collaboration/ccni.aspx>

For more on CCNI surveys and results:

<http://www.acphd.org/social-and-health-equity/partnerships-and-communities-collaboration/ccni/ccni-community-surveys/survey-tools-and-results.aspx>

For more on the CCNI evaluation:

<http://www.acphd.org/social-and-health-equity/partnerships-and-communities-collaboration/ccni/ccni-evaluation.aspx>

For report: Life and Death from Unnatural Causes: Health and Social Inequity in Alameda County:

<http://www.acphd.org/media/53628/unnatcs2008.pdf>