


Winnable Community Transformation Grant Strategies

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Community Transformation Grant Project "the new kid in town"

- The Community Transformation Grant Project (CTGP) supports communities in the development and implementation of initiatives to create healthier communities and reduce chronic disease throughout North Carolina.
- NC HHS divided the state into 10 regions
- NC DHHS selected 11 strategies to implement
- Region 2 includes 11 counties in Western NC



How to assess "Winnability" of CTGP

- Goal of research:
 - Assess current political will
 - Assess leverage points cross-sector, systems level work
- Methods:
 - Modified Pitts et al. interview guide
 - Applied ranking and scoring methods to the CTGP strategies rather than the CDC Common Community Measures for Obesity Prevention strategies.

Pitts, Whetstone, Wilkerson, Smith & Ammerman
<http://dx.doi.org/10.5888/pcd9.110195>

Nine CTGP Strategies Rated by Four Factors

- How realistic given the *community culture*?
- How realistic given the *community infrastructure*?
- To what extent do community *leaders support* this strategy?
- To what extent is there current *funding* for this strategy?

Respondents by Sector

Sector	Invited	Responded
Clinical	5	5
Economic Development	11	12
Cooperative Extension	11	11
Parks & Rec	1	1
Planning	11	8
School	11	8
Total	50	45 (90%)

What We Heard: Region Wide

Rank	Strategy	Overall
1	Farmers Markets	6.2
2	Community Support	6.7
3	Joint Use	7.3
4	Smoke Free Indoor	8.1
5	Land Use/Trans Plan	8.1
6	Tobacco Free Campus	8.8
7	Smoke Free Housing	10.4
8	Convenience Store	10.9
9	Tobacco Free Outdoor	11.4

"Appalachian spirit supports self-reliance...encourages collaboration"
"Some have the mindset that government has no role in lifestyle choices"
"Economic impact on stores is the driving factor"
"All partners need to build trust & reach agreement"



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What we heard: By County (Sample shown)

Strategy	Region	Madison	McDowell	Mitchell	Polk	Rutherford	Yancey
Farmers Markets	6.2	4.0	9.0	6.0	5.5	8.5	5.3
Community Support	6.7	na	5.0	7.0	11.0	7.0	6.5
Joint Use	7.3	10.0	6.7	8.0	8.0	9.0	6.0
Smoke Free Indoor	8.1	na	7.0	11.0	7.0	11.0	8.5
Land Use-Trans Plan	8.1	7.0	9.0	10.7	7.5	14.0	10.0
Tobacco Free Campus	8.8	na	7.0	10.0	7.0	16.0	8.0
Smoke Free Housing	10.4	na	16.0	13.0	10.0	16.0	14.5
Convenience Store	10.9	11.0	11.0	9.5	14.0	13.0	11.3
TobaccoFree Outdoor	11.4	na	16.0	11.0	13.0	16.0	9.0

Legend: Top 3 (Green), Middle (Yellow), Bottom 3 (Red)

Observations and Themes

- Rights of individual vs. government programs
- Confusion identifying places that are Smoke Free, Tobacco Free or have no policy
- Combining Land Use & Transportation was problematic
- Regional, successful planning examples needed

"It's my damn land and I'll do what I want with it" mentality"

Observations and Themes

- Make a business case
- Few respondents knew their local health directors
- Most recognized the value or connection of health to their work
- Opportunity for new partnerships

"The Health Dept is the department we have the least contact with."

Recommendations

- Speak to key stakeholders in their language
- Frame health as an economic development tool
- Connect the existing "dots"
 - Different sectors within counties
 - Same sectors across the region

"Don't start a new group, coordinate what we have."

How CTGP Region 2 used the results

- Increase capacity of health leadership to speak the language of other sectors
- Facilitated conversations across county lines and sectors to celebrate successes, champions and identify new opportunities
- Developed relationships between health and planning departments through local and regional meetings

"After each event or session, I was able to bring more value to the planning table in Madison County."

What's next for Region 2?

- Collect, analyze and share data and evidence about health assets, outcomes, and disparities
- Build capacity of health leadership and other key stakeholders to preserve, strengthen, and increase health assets
- Promote regional and cross-sector relationships, engagement, action, and sustainability

"Can't just jump into this for a year or two and then jump out and expect to make a difference."