

Rural Engagement and Partnerships Center for Health Equity Research (CHER) & UNC Rural

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What is Health Equity?

Equality



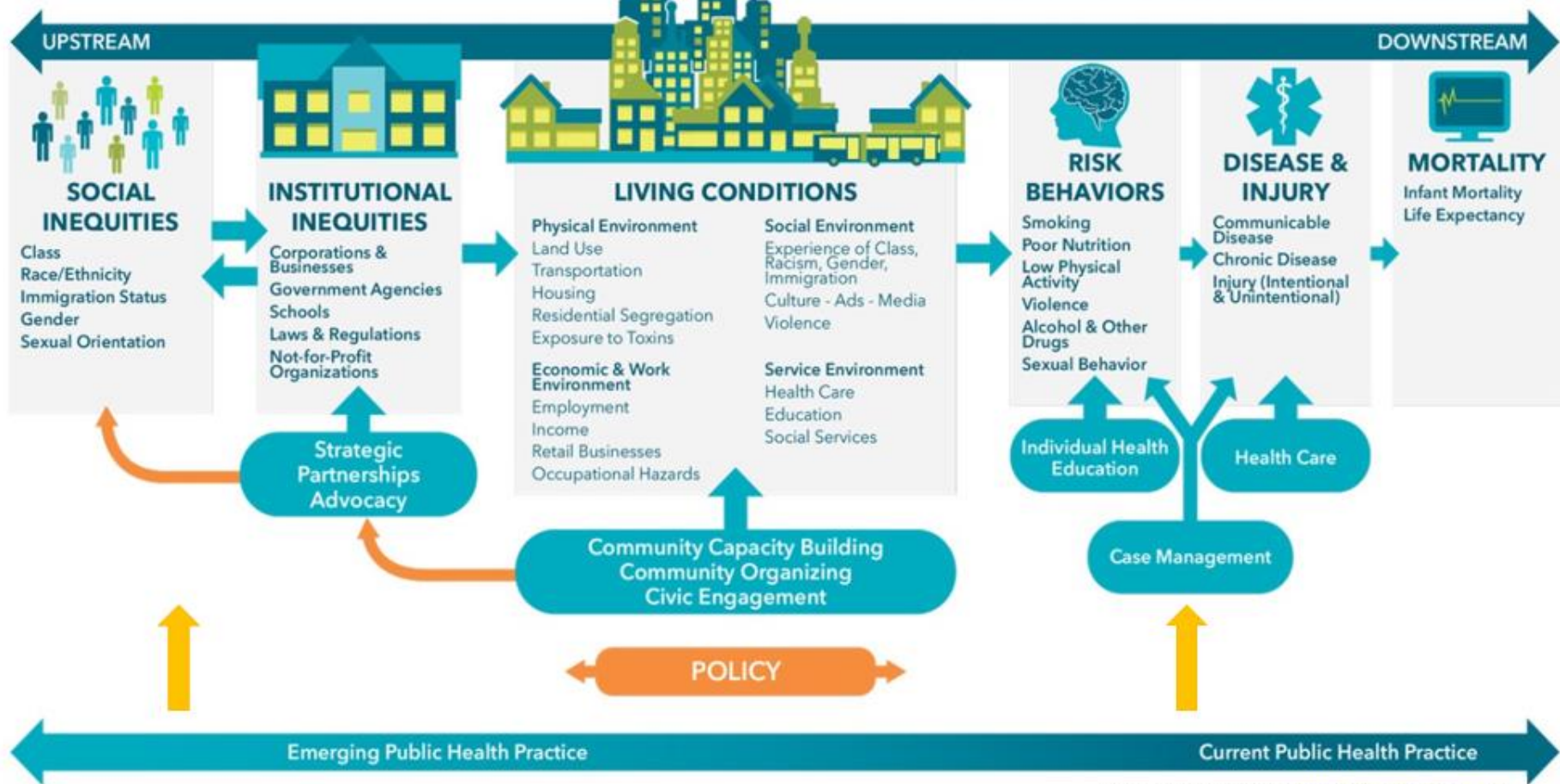
Equity




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A PUBLIC HEALTH FRAMEWORK FOR REDUCING HEALTH INEQUITIES
BAY AREA REGIONAL HEALTH INEQUITIES INITIATIVE



Engagement Continuum

Increasing Level of Community Involvement, Impact, Trust, and Communication Flow 

<i>Outreach</i>	<i>Consult</i>	<i>Involve</i>	<i>Collaborate</i>	<i>Shared Leadership</i>
<p><i>Some Community Involvement</i></p> <p>Communication flows from one to the other, to inform</p> <p>Provides community with information.</p> <p>Entities coexist.</p> <p>Outcomes: Optimally, establishes communication channels and channels for outreach.</p>	<p><i>More Community Involvement</i></p> <p>Communication flows to the community and then back, answer seeking</p> <p>Gets information or feedback from the community.</p> <p>Entities share information.</p> <p>Outcomes: Develops connections.</p>	<p><i>Better Community Involvement</i></p> <p>Communication flows both ways, participatory form of communication</p> <p>Involves more participation with community on issues.</p> <p>Entities cooperate with each other.</p> <p>Outcomes: Visibility of partnership established with increased cooperation.</p>	<p><i>Community Involvement</i></p> <p>Communication flow is bidirectional</p> <p>Forms partnerships with community on each aspect of project from development to solution.</p> <p>Entities form bidirectional communication channels.</p> <p>Outcomes: Partnership building, trust building.</p>	<p><i>Strong Bidirectional Relationship</i></p> <p>Final decision making is at community level.</p> <p>Entities have formed strong partnership structures.</p> <p>Outcomes: Broader health outcomes affecting broader community. Strong bidirectional trust built.</p>

Reference: Modified by the authors from the International Association for Public Participation.



Authentic Partnerships

An authentic partnership builds upon identified strengths and assets and also works to address needs and increase capacity of all partners.

*Citation: Achieving the Promise of Authentic Community-Higher Education Partnerships: Community Partners Speak Out!
CCPH, 2007*



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Community-Campus
Partnerships for Health

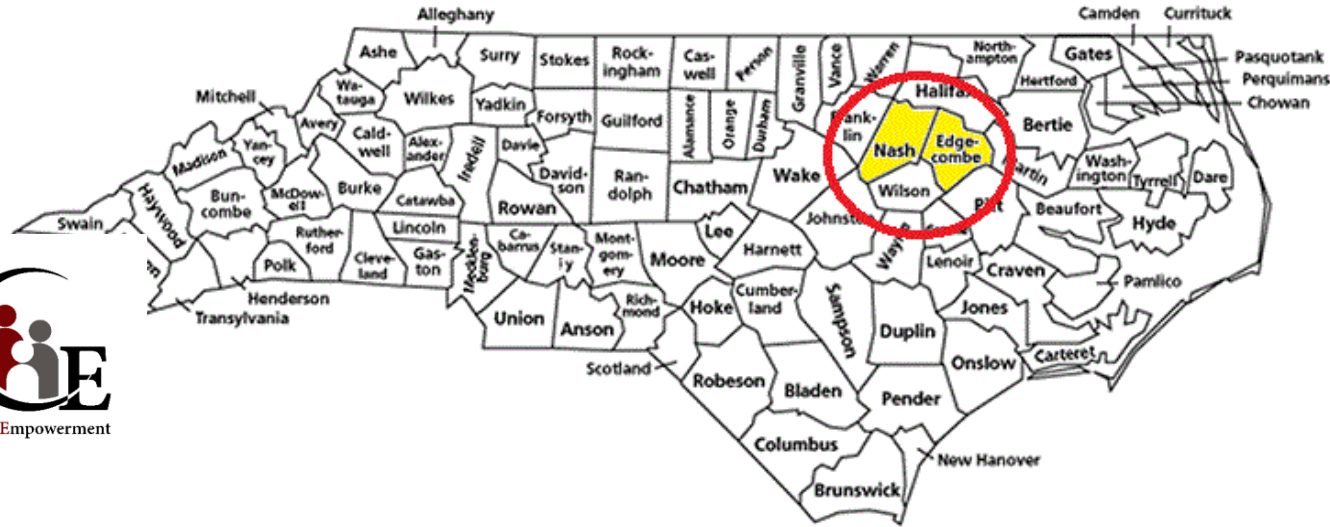
Promoting Health Equity and Social Justice

Elements of an Authentic Partnerships



Project GRACE-Growing, Reaching, Advocating for Change and Empowerment

To improve the health of minority and/or high-risk populations by establishing collaborative structures and processes that respond to, empower, and facilitate communities in defining and solving their own problems



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GRACE Organizational Structure



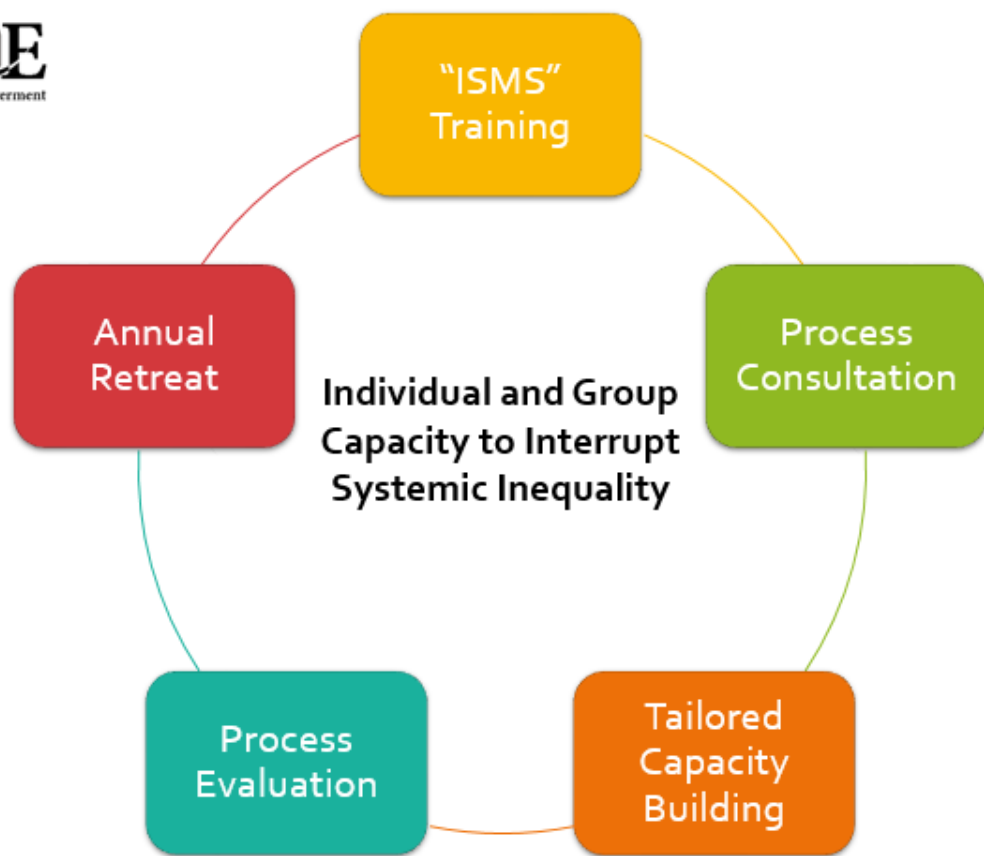
Project GRACE Consortium Steering Committee

Better Days Ahead	Nash Co. Health Dept.	Sozo Ministries
Community Enrichment Organization	UNC Nash Healthcare Systems	Visions Inc.
Citizens of Edgecombe Co.	Dynasty Health Solutions, Inc.	Wright Center. Inc.
Project Momentum. Inc.	East Tarboro-Princeville CDC	UNC Chapel-Hill
Together Transforming Lives. Inc.	Edgecombe Co. Health Dept.	Ray of Hope Christian Center
Heritage Hospital	Freedom Hill Community Health Center	JMCD, Inc.
NAACP, Edgecombe County	Down East Partnership for Children	



Corbie-Smith G, Adimora AA, Youmans S, Muhammad M, Blumenthal C, Ellison A, ... Lloyd SW. Project GRACE: a staged approach to development of a community-academic partnership to address HIV in rural African American communities. Health Promotion Practice. 2011;12(2), 293-302. <https://doi.org/10.1177/1524839909368786>

Building Individual and Partnership Capacity



Teach One, Reach One (T.O.R.O.)

AIMS

To test a multi-generational, lay health advisory, HIV prevention intervention.

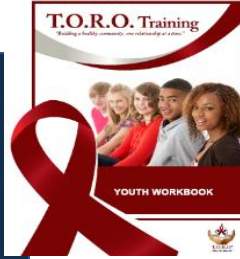
INTERVENTION COMPONENTS

1
2
1 ½ hour sessions

Adult-youth family communication about sex health topics

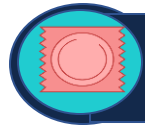
4
week program

Youth take pictures of ways to prevent HIV in their community.



- AA youth in rural South have higher rates of HIV than peers
- Multi-generational HIV prevention intervention for youth (ages 10-14) and adult caregivers (N=249 dyads)
- Demonstrated impact of intervention compared to active control (diabetes intervention)

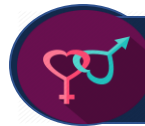
Youth



Increased self-efficacy of condom use



Decreased acceptance of dating violence



Delayed onset of sexual activity

Caregiver outcomes



Increased knowledge and self-efficacy of condom



Increased parent-youth communication



Increased self-efficacy of healthy dating behaviors

Corbie-Smith G, Adimora AA, Youmans S, Muhammad M, Blumenthal C, Ellison A, ... Lloyd SW. Project GRACE: a staged approach to development of a community-academic partnership to address HIV in rural African American communities. *Health Promotion Practice*. 2011 12(2), 293–302.

<http://doi.org/10.1177/1524739609348766>
Corbie-Smith G, Akers A, Blumenthal C, Council B, Wynn M, Muhammad M, Stith D. Intervention mapping as a participatory approach to developing an HIV prevention intervention in rural African American communities. *AIDS Education and Prevention*. 2010;22(3), 184–202. <http://doi.org/10.1521/aeap.2010.22.3.184>

Heart Matters



Heart Matters



Collaboration: Project Momentum, Inc. (Wynn), James McFarlin Community Development (McFarlin)
Community Input → modify intervention and inclusion criteria

- 18 years or older, one or more CVD risk factor including individuals taking anti-hypertensives

AIMS

To locally adapt and evaluate EBI to reduce cardiovascular disease risk rural African Americans

DESIGN

Cluster randomized controlled trial with 6month delayed intervention control arm

INTERVENTION

12-month behavior change intervention

First 6 months: weekly group sessions + 7 individual sessions;
Last 6 months: biweekly group sessions



143

African American Participants



8

Community/Faith-Based Organizations



A 12 month intervention to practice healthy behaviors, social support, and self-efficacy

Outcomes



More frequent high intensity exercise



Improved blood pressure



Increased self-efficacy to reduce



Encouragement of exercise & healthy eating

Leveraging the GRACE Infrastructure- Trainees



Youth Visionaries for Health

Youth-led development of creative solutions to improve physical activity for high school students.



Improved youth's research skills and created healthier environments for physical activity



The Spoken Work Project

HIV/AIDS pilot intervention to improve HIV-related attitudes and decrease stigma with performance poetry.



Reduced HIV stigma and promoted community conversations



Photovoice

Youth participation in documenting and advocating for HIV prevention with photos.



Trained youth in advocacy to prevent HIV in their community



Surviving After Hurricane Matthew (SAHM)

Community interviews to learn about social and psychological resiliency and coping following natural disaster events.



Identified individual and population risk factors that impact recovery



Nash & Edgecombe

AIMS

To train youth to produce high quality data on community assets that everyone can use to improve the human condition

INTERVENTION COMPONENTS

Asset Mapping

Youth canvas their community and use mobile technology to capture data about assets.

Youth Development

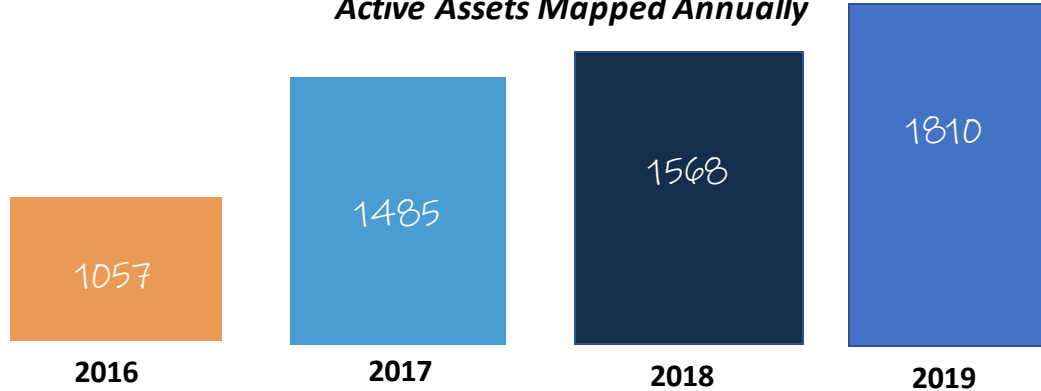
Youth learn professional development skills and use the scientific method to complete a research study.

Collaboration: U Chicago (Lindau), Project Momentum (Wynn), and OIC (Blackwell)

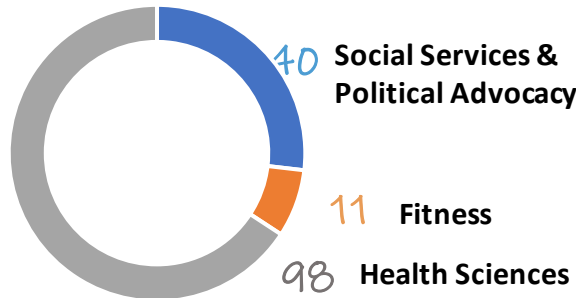
Locations: Chicago, New York City (Harlem and Bronx), Niagara Falls, and Nash/Edgecombe

Annual Scientific Symposium

Active Assets Mapped Annually



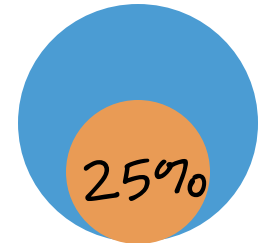
149 Public Health Assets



Assets

MAPSCorps defines an asset as a business or organization that provides goods or services to the public.

25% of assets identified were not included in best available data (i.e. Google, Yelp, Dun, & Bradstreet)



MAPSCorps Nash and Edgecombe

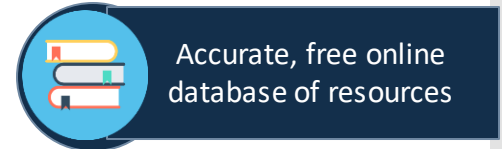
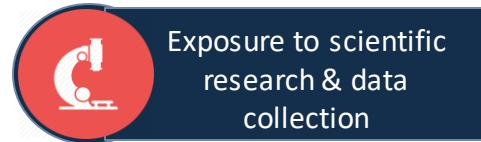
A leadership pipeline with returning youth promoted to advanced roles

 50
High School Students

Youth

Community

 15
College Mentors



 10
Research Assistants







UNCRural



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Background

UNC Rural was established in 2019 to align, promote, and support community-campus partnerships between UNC and rural communities across the state of North Carolina and supports the *CAROLINA NEXT: INNOVATIONS FOR THE PUBLIC GOOD* priority 6.2 to “Serve to Benefit Society and the mission of UNC to be an institution of, and for, the people of North Carolina”.

A pan-University initiative, UNC Rural aims to provide a coordinated and collaborative space for resources, dialogue, and convening to inform, share, highlight, and connect across campus around rural engagement partnerships with a focus on benefit to community. UNC Rural engages in campus-wide relationships to better inform partnership and leverage resources across campus internally and highlight UNC’s commitment to partner for community well-being across the state.



Our Why....

We **believe** mobilizing and leveraging collective strengths will....

...lead to a thriving rural North Carolina reflective of the unique assets of each community as rural North Carolina communities define their own thriving futures



Our How....

We are inspired by community voices, committed to authentic partnership, and sustained through robust infrastructure.

- ***Sustainable*** and long-term impact
- Recognize and amplify the ***strengths of rural North Carolina partners***
- ***Facilitate partnerships*** with ***equal ownership***
- Responsive and ***reflective of community voice***
- ***Mobilize resources*** for intentional and authentic partnership supported through ***robust infrastructure***



- Rural communities lead and decide. We follow.
- We will make mistakes. We will learn and grow from those.
- We know our strengths. Communities know their strengths. We will collaborate to connect both for impact.
- We make it easier for rural communities to work with UNC.
- We make it easier for UNC to connect with rural communities



Examples of activities over first year

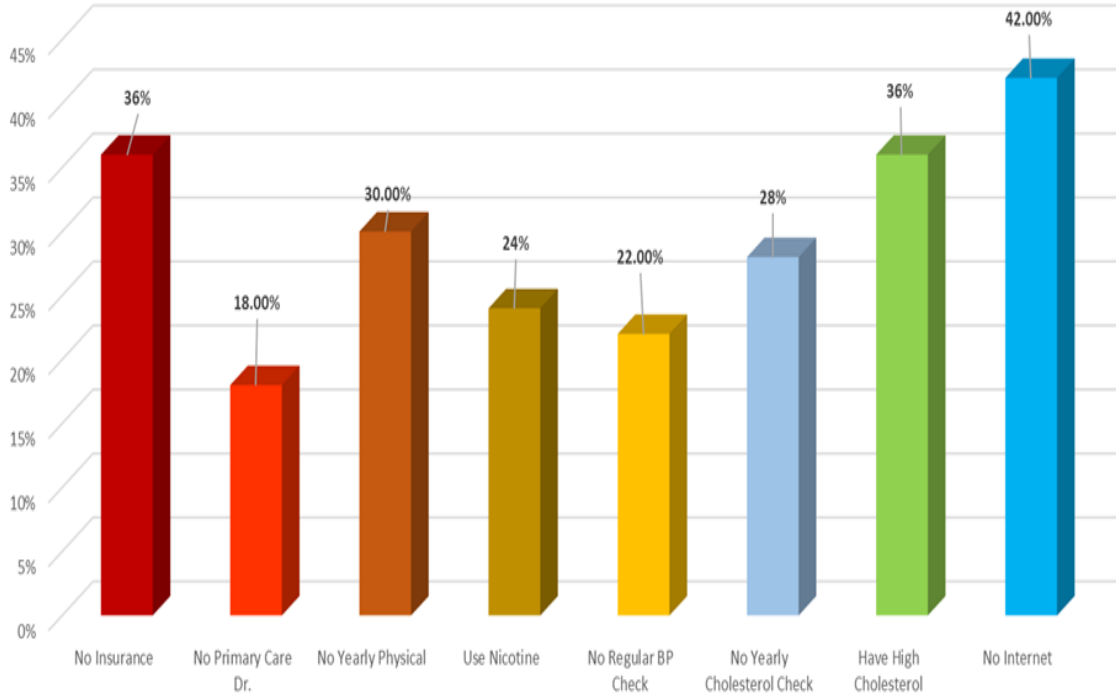
- Community-based listen, learn, and share webinars over spring 2020 to connect community partners and UNC partners for knowledge sharing, and hearing community concerns and needs in response to COVID pandemic.
- Listening tours with university leaders and community leaders in Eastern and Western NC
- UNC Rural newsletter shared every two weeks with over 200 contacts informing communities around webinars, resources, data of interest, and highlighting partnership.
- COVID-19 rural response grant as opportunity to connect and support community- campus partners to meet needs in rural NC. Grant helped establish Chatham County Food Hub and Rockingham County Mobile Market, supporting local economy, addressing food insecurities, and providing health assessments in rural areas of NC during COVID-19 pandemic.
- CET conference co-hosted with Carolina Center for Public Service. Event included 260 attendees with strong representation from community partners across the state. Planning virtual event for year 2021 to build on partnership connections made as part of initial conference.



COVID 19 Rural Response Grant Project

Rockingham County Mobile Market

Western Rockingham Mobile Market
Health Assessment Responses





COVID 19 Rural Response Grant Project

Chatham County Food Hub



Local pastor helping deliver meals donated through the Hub.



Food Hub set up in Bray Park in Western Chatham County





A look ahead

- Community “listen, learn, and share” webinars highlighting partnerships to begin in November
- Planning for virtual experience to share partnerships which were connected as part of CET conference. January 2021
- Establish IAB to inform work
- Employ collaborative system thinking approaches for change
- Map and celebrate current partnerships in collaboration with campus partners
- Catalyze new collaborations
- Connect virtually and in-person (hopefully soon)



Questions

- What opportunities are not identified here to best support campus and community needs?
- Biggest challenge/threat to partnership in rural NC from your perspective?
- Greatest opportunity from your perspective around partnership?
- Campus needs for partnership facilitation, connection, strengthening?
- Best strategies for communication across campus? Regional? Topical? Others?



Follow us

- ❑ Twitter - @unc_rural
- ❑ Website – in the works and will be open soon
- ❑ Newsletter- email kacia_vines@unc.edu to get added!



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