

# Place Matters Cuyahoga County Team

Design Lab #7  
March 3-5, 2008  
New Orleans, LA

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## Social Determinants

- Track #1
  - Access to health care
  
- Track #2
  - Healthy lifestyles
  - Environmental justice

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## Team Goals

- Track #1 – Cuyahoga County (county-wide)
  - Increase access to appropriate primary and preventive health care for Cuyahoga County residents that have chronic disease.
- Track #2 – East Cleveland (neighborhood-based)
  - Promote the sustained revitalization of East Cleveland through healthy land use development and design by empowering residents, community leaders and partnering organizations to promote health, as well as environmental, economic and social well-being.

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## Track #2 Goal Changed

**Original Goal:** Improve the lifestyle choices of East Cleveland residents with CVD.

Reasons for change:

- To encompass priority issues identified by coalition, residents & community leaders
- Expected outcomes were clarified

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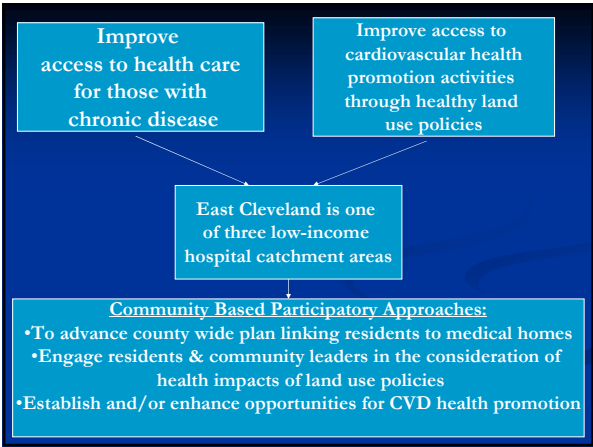
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## Accomplishments - Track #1

- Track # 1
  - Commitment from County Commissioners
  - Funded by local foundation to develop business case
  - Staff person hired to develop business case

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## Accomplishments - Track #2

- Track #2
  - Health & Development Committee established
  - Two community workshops completed
  - Community Champions identified & engaged
  - Priority areas identified
  - Actively seeking funding
    - 2008 County Development Brownfield Assessment funds
    - Groundwork USA – LOI selected & site visit scheduled
    - City Block grant dollars funding Place Matters

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## Lessons Learned

- Developing awareness & understanding of social determinants of health requires a “culture change”
  - A shift from traditional public health service
  - Requires ongoing education & awareness building
- If messages related to “social determinants” are clearly articulated...key stakeholders, partners and community members will buy in!
  - Identifying and addressing root causes builds trust
  - You can create a wave of “upstream” thinking

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## These Lessons Suggest....

- Awareness, education, and clear messages related to “social determinants” is essential.
- There are many individuals committed to making their community a better place to live, work and play.
- What we think will improve quality of life may differ from what community members really need....engage the community!

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## What Challenges Lie Ahead?

- Integration of Cuyahoga County team tracks and promoting the initiative as one.
- **Track #1:**
  - Political climate
  - Funding to role out pilot
  - Acquire/maintain level of trust for data sharing
- **Track #2:**
  - Political climate
  - Funding
  - Measuring and tracking outcomes

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## Teams Vision for Success by 2009

- Increased political will to address inequities
- Coordinated efforts to address inequities county-wide
- Increased funding support
- Establish system for reducing inappropriate ER usage & linking to a medical home
- The establishment of model healthy land use policies which contribute to improved quality of life
  - Health impact assessment policy
  - Establishment of Groundwork Trust in East Cleveland

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