

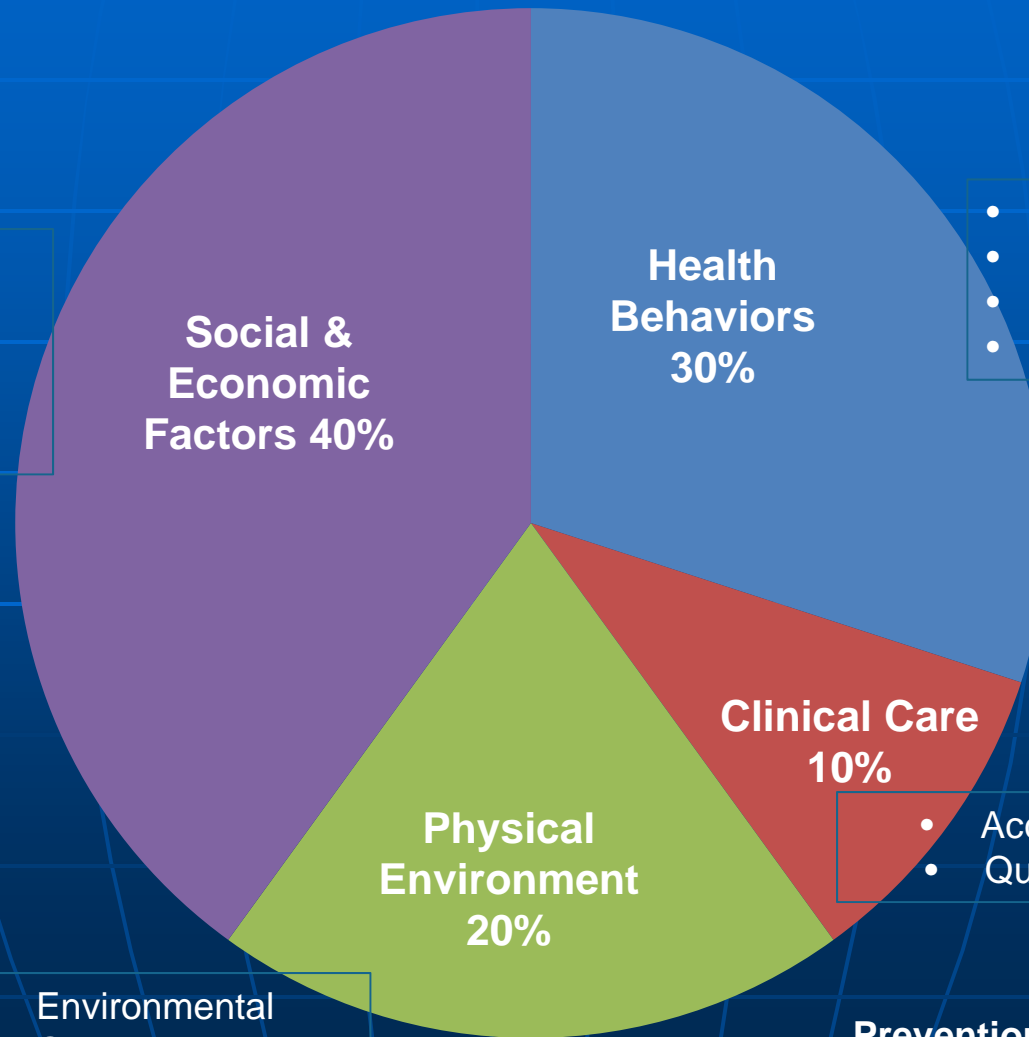
“Moving the Dial” to better community health in Buffalo, New York

Presenter

Rita Hubbard-Robinson, JD

Director, Community Health Education & Outreach
Erie County Medical Center

Social Determinants of Health



- Education
- Employment
- Income
- Family & Social Support

- Tobacco Use
- Diet & Exercise
- Alcohol Use
- Unsafe Sex

- Access to Care
- Quality of Care

- Environmental Quality
- Built Environment

Erie County Medical Center Health Equity Focus

- Health Behaviors 30%
- Social/Economic Factors 40%
- Physical Environment 20%

Farmers' Market at Grider



A Movement for Health

This is not just a market;
it's a movement,
a meeting place,
a healthy lifestyle learning place,
a place to learn about fitness,
and to convene for neighborhood
walks
and healthy living talks

Plant Day at the Market



Market Fitness and Fun

- Gospel-robics
- Tai-Chi
- Hula Hoop
- Line Dancing
- Plant Day
- Apple Days
- Harvest Day



Kids Work Out Challenge



Food Demonstrations



Cooking Healthy for the Holidays



**Cooking Healthy for the Holidays
With
Kelly and Kelly**



Recipe Book

**Kale and Black Eyed Pea Holiday Soup
Winter Salad
Okra and Tomatoes
Twice-baked Sweet Potatoes with Chipotle**



**Saturday, November 26th, 2011
11 AM – 1 PM
Mount Olive Baptist Church**



**Sponsored by
Erie County Medical Center
Community Health Workers of Buffalo
Food For All**

Pathways to Healthcare



ECMC Healthcare Professions Conference: *Just for 7th Graders*



ECMC Summer Youth Program



Creating the Experiential Base



“I’m taking many experiences with me from this, for example, how to conduct myself in a hospital and I’m taking the things I learned that I can use in the world.”

- 9th Grade Intern



Erie County Medical Center



ECMC Community Development

- 2007 Demolition of vacant dilapidated housing (on-going)
- 2008 New Paved Road and Sidewalks (City of Buffalo)
- 2008 Farmers' Market at Grider Street (landscaped market space)
- 2011 Community Clean Up Day
- 2011 City of Buffalo - Clean Sweep
- 2012 Delavan Grider Collaboration: Proposal for Street Pole Banners and Garbage Cans

Clean Sweep 2011 – Partnership with City of Buffalo





Community Partnerships



Radio Show on Health



UB School of Public Health Survey

■ Quotes

- “They teach you how to use the things you can buy there. They give you the recipe and every week [my neighbor and I] go together. If she can’t, I will go”
- “[I go] because I like fresh fruits and vegetables.”
- “It would be better for me and my family”
- “There is no other supermarket”



“Let’s Get Moving” Community Health Symposium and Fair



Churches and Community, Working Together to Improve Health

- Faith Community
- ECMC
- Grupo Ministerial
- Healthcare Education Project
- Hispanics United of Buffalo
- Masten Block Club Coalition
- AFL-CIO - BWNY LCLAA & CBTU
- Public Policy and Education Fund
- Upstate New York Transplantation Services

Western New York Health Equity Coalition

coordinated by the P² collaborative
of wny, inc.

Partnership with the P² Collaborative of WNY

- Chairperson of the Western New York Health Equity Coalition for the P² Collaborative of WNY.
- The WNY Health Equity Coalition is an inclusive group of leaders that champions equal access to quality health and wellness for everyone in Western New York.

Building a Health Equity Center

An evaluation team visited 3 types of health equity centers to inform the design of a Western New York health equity center.

A hospital based approach

A research driven institution

A government based model

WNY HEC – 2012 Goals

- Utilize the Louisville model to convene community meetings in the Spring.
- Begin to develop a framework for the WNY Health Equity Center.
- Host a representative from Louisville with members of the WNYHEC and the WNY community.

2012 Health Education Project



Going Upstream



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