

Identifying Measures to Determine Effectiveness of Community Level Interventions: Cattaraugus County



Our Partners:

- Cattaraugus County Health Department
- Cattaraugus County Department of Aging/ NY Connects
- Universal Primary Care
- City of Salamanca Youth Bureau
- Healthy Community Alliance
- Southern Tier Health Care System
- Cattaraugus Region Community Foundation
- Cattaraugus Community Action
- St. Bonaventure University
- Seneca Nation of Indians
- Cornell Cooperative Extension
- Boards of Cooperative Educational Services (BOCES)
- Southern Tier West
- YMCA of Olean
- Canticle Farm
- Olean Housing Authority



SOUTHERN TIER WEST
REGIONAL PLANNING & DEVELOPMENT BOARD



AIM

Primary Drivers

Secondary Drivers

Change Ideas

Increase Physical Activity within Salamanca Community by Dec. 2016 by 5% over baseline and as measured by increased access to and use of local resources that support increased Physical Activity

Increase Policies/Joint Use Agreements

Implement CSPAP (Comprehensive School Physical Activity Programs) policy in Salamanca School System by Dec. 2016

Develop exercise in the workplace guidelines and policies by September of 2016

Develop one local municipal policy supportive of enhanced walking, bicycling or rolling by Dec. of 2016

Increase exercise messaging

Do a comparison of body based, health based and incentive based messaging at Cattaraugus Community Action

Try opt out vs. opt in for "Get Healthy" Programming at Cattaraugus County Community Action and Seneca Nation by June 2016

Engage employers in a discussion on how to bring exercise into workplaces, develop messaging/marketing for employers by December of 2016

Increase Equity/Decrease Disparity

Have representation of Physical Activity team on Equity workgroup to address physical activity barriers in disparate populations in Salamanca by March of 2016

Increase collaboration in Salamanca

Develop collaboration committee for Salamanca area by January 2016, including Seneca Nation, Youth Bureau, Catt. Community Action, HCA, BOCES, local stakeholders, City Government, and schools

Cattaraugus Community Action has already adopted the healthy meeting policy

Seneca Nation is looking into healthy meeting policy

Get donations of pedometers

Try out messaging to engage school age kids in exercise programs

Try out messaging to engage employees of local businesses

Try out messaging to increase utilization of the YMCA Wellness Center

Specific Salamanca Actions and Measures

- Baseline survey of Cattaraugus County Community Action Employees (56 completed surveys)
- RWJF Sense of Community Index Survey baseline survey completed by Collaboration Team
- Will be doing outreach to greater community to complete RWJF Sense of Community Index Survey through Community Events (i.e. Community Movie nights)
- Working with Salamanca Pediatric Practice to develop registry of BMI, asthma and tobacco data for school age children and youth, will be doing monthly charting to look for trends
- Supporting all activities of the Creating Health Schools and Communities grant (School and Community Actions)
- Will be extending Physical Activity baseline survey and increased activity initiative to Seneca Nation Health System by June of 2016

Measurement Challenges

- What family of measures would be appropriate to track impact of increased exercise and healthy food consumption?
- What would be a good balance measure?
- How frequently should the Community Index Survey be done?

Resources:

- Sense of Community Index – Robert Wood Johnson Foundation (RWJF) “Culture of Health” National Survey of Health Attitudes (Spring 2015) “measures emotional connection and sense of belonging to community (membership) among adults, 18+.”
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