Know Your Numbers!

Mary Ann Nelson
Leaders in Health
November 16, 2017
Know Your Numbers!

- Mission Hill Health Movement

- A neighborhood wide campaign address the development and management of chronic illnesses by encouraging residents to know 4 basic health number indicators for themselves and their dependents

- Increase neighborhood health knowledge and understanding to take action
The Mission Hill Neighborhood

- 17,000 Mission Hill Residents with a medium income $20,000 lower than the Boston medium income
- Heart disease rate – 1679.9 deaths per 100,000
- Hypertension – 25% of population
- Diabetes rate – 15% of Roxbury residents
- Obesity rate – 22%

- “My doctor always talks about my blood pressure but today I found out I had good blood sugar levels,” Participant, 2016 Mission Hill Health Fair
Key activities & outcomes

- Campaign Kick off at Annual MH Health Fair
- Neighborhood Education campaign
- Community Share Our Story Meetings
- Two months of a wide variety of educational activities won Specific health indicators and related diseases
- Increase availability of health testing within the community
Community Kick Off at Annual May MH Health Fair

Education at Farmers Mkts & other Community Events & Meetings

Testing at the Family Van

Number reporting Incentive Programs

Local Share My Story Meetings

Short term outcomes

Increase in local knowledge of health indicators & Meaning

Residents know their health indicators

Residents identify chronic illnesses before “Crisis” state

MHMM develop neighborhood health contact list

Intermediate outcomes

Increase in # of residents who know their health indicators

Residents better able to communicate with health care providers about health

Residents inspired to improve health

Long term outcomes

Residents monitor health indicators w/ health care providers

Residents modify, improve or maintain health indicators

Increase in neighborhood health literacy

Inputs

Activities/Output

Mission Hill Health Movement
Family Van
B&W Diabetes Program
Other MH Organizations
Community Kick Off

- Kick Off at Annual Health Fair
- Explain campaign to residents and get them to sign up
- Materials for people to record numbers
- Visible campaign announcements around the neighborhood
- Participation in local meetings and activities to explain the Know Your Number campaign
- Initial Survey of community knowledge and understanding of health information
Community Education

- Local educational events on a specific health topic
- Many small presentations over a 2 month period around the neighborhood in specific apartment complexes and developments
- Partner with local organizations
- Table at Farmers Markets and other locations
- Have educational materials available on internet through website
- Work with Family Van to have more local testing
Share Our Stories Meet-ups

- Create opportunities for residents with similar health concerns to share their experiences and get information
- Skilled facilitators who reflect the participants
- Group meetings
- Create Supportive networks to encourage people to take action to improve their health
Campaign Conclusion

- Conclude Campaign at Annual Health Fair or special event
- Recognize residents Knowing Their Numbers
- Acknowledge Partners and Community leaders
- Survey Health Fair Participants about basic Health information
Conclusions

- Residents become confident about monitoring their own health
- A Neighborhood-wide campaign should normalize discussions about health within families & community and between health care providers and residents
- Improved Knowledge will lead to encouragement of activities to improve health which are Phase 2 of this project—Nutrition and Physical activities.