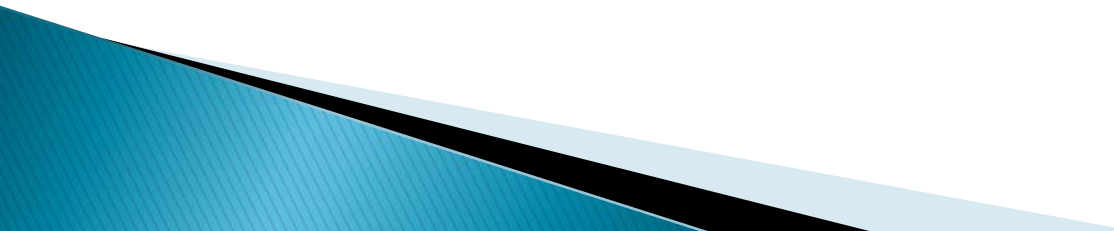


Know Your Numbers!

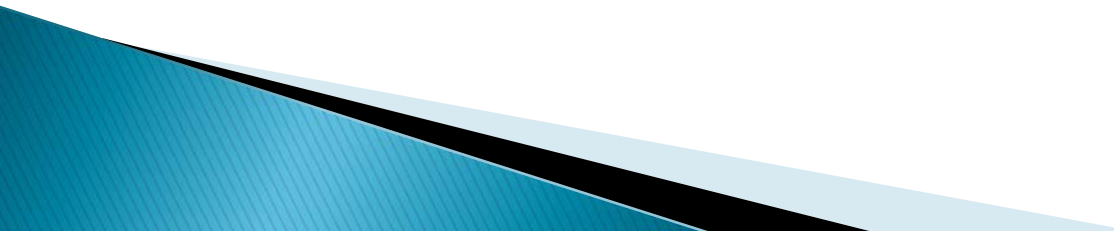
Mary Ann Nelson
Leaders in Health
November 16, 2017

Know Your Numbers!

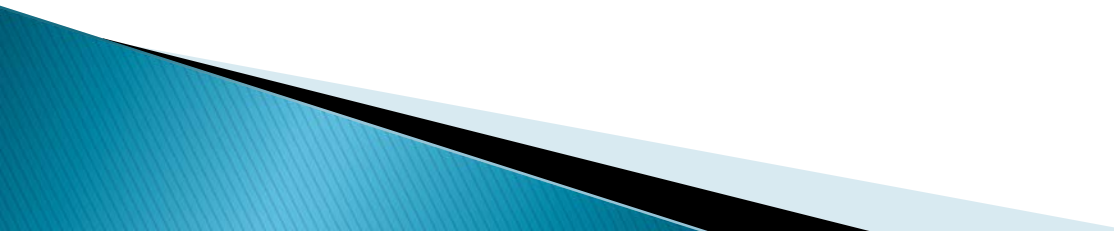
- ▶ Mission Hill Health Movement
 - ▶ A neighborhood wide campaign address the development and management of chronic illnesses by encouraging residents to know 4 basic health number indicators for themselves and their dependents
 - ▶ Increase neighborhood health knowledge and understanding to take action
- 

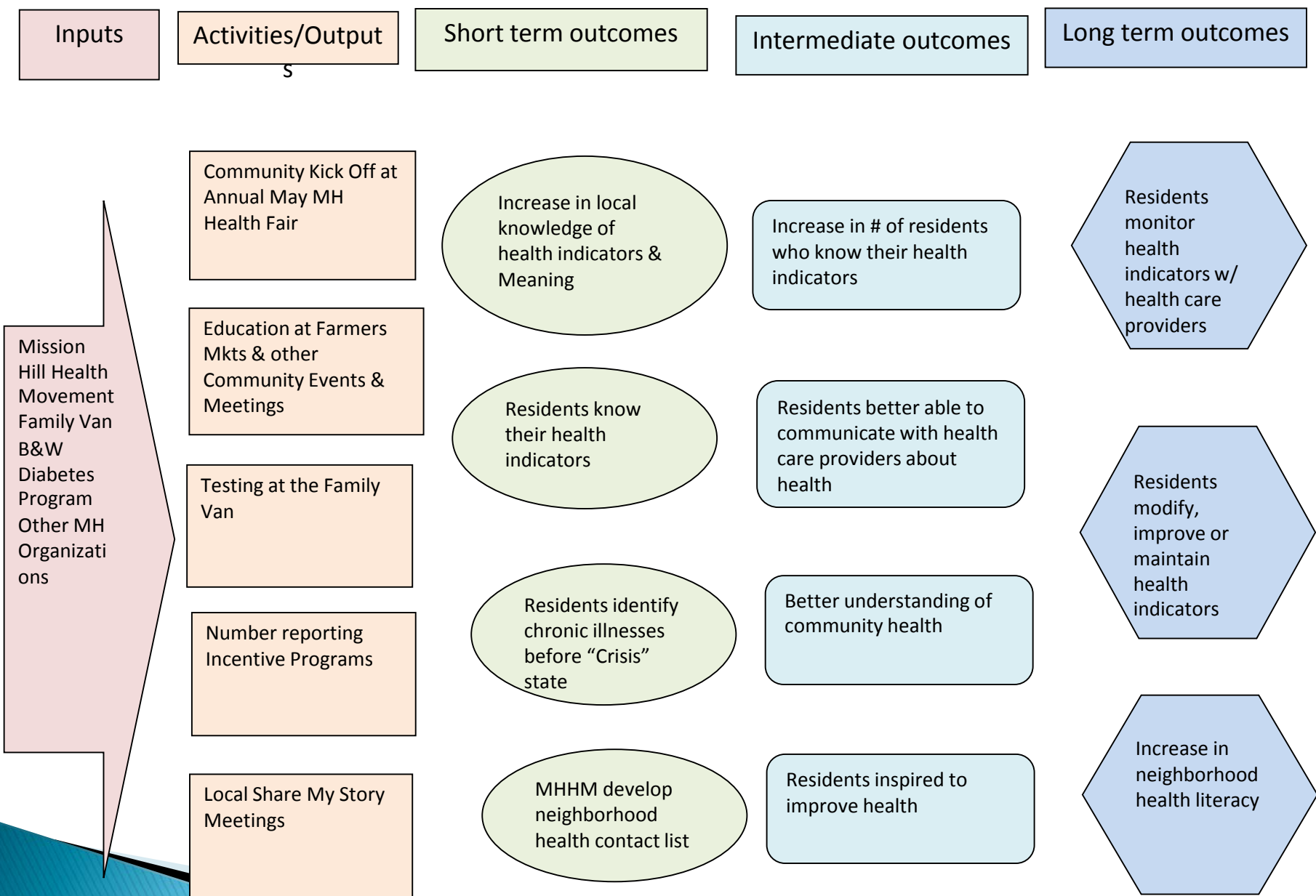


The Mission Hill Neighborhood


- ▶ 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
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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
- 

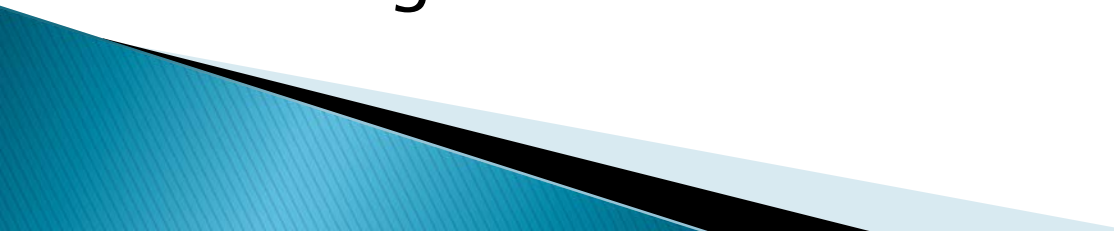


Community Kick Off

- ▶ 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
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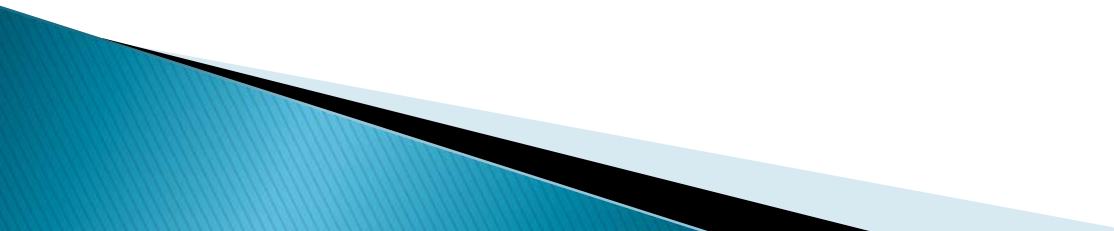


Community Education

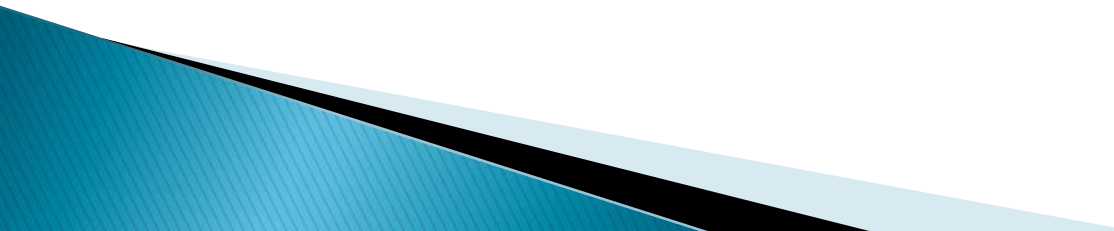
- ▶ Local educational events on a specific health topic
 - ▶ Many small presentations over a 2 month period around the neighborhood in specific apartment complexes and developments
 - ▶ Partner with local organizations
 - ▶ Table at Farmers Markets and other locations
 - ▶ Have educational materials 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.
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