# 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

Short term outcomes Long term outcomes Inputs Activities/Output Intermediate outcomes Community Kick Off at Residents Annual May MH Increase in local monitor Health Fair Increase in # of residents knowledge of health health indicators & who know their health indicators w/ indicators Meaning health care providers **Education at Farmers** Mission Mkts & other Hill Health Community Events & Movement Meetings Residents better able to Residents know Family Van their health communicate with health B&W indicators care providers about **Diabetes** Residents health Testing at the Family Program modify, Van Other MH improve or Organizati maintain ons health Better understanding of Residents identify indicators community health Number reporting chronic illnesses before "Crisis" **Incentive Programs** state Increase in neighborhood Residents inspired to MHHM develop Local Share My Story health literacy improve health neighborhood Meetings health contact list

## 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

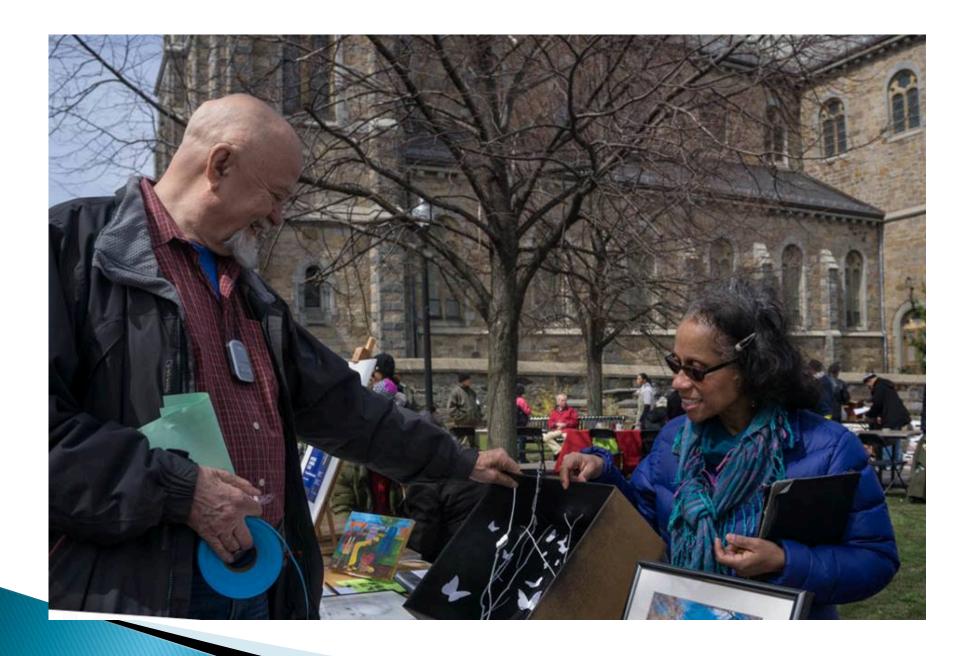


## Share Our Stories Meet-ups

- 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.