Cultivating Campus-Community Health Partnerships: The West Greenville Community Health Assessment

Presented to
Jean Mills Health Symposium

February 3, 2012
Kerry Littlewood, Ph.D., MSW

With Jewell Brown, Tomas G. Irons, Katherine Jones, Deborah Moody, Gracie Vines and Laurie Potter
Today’s Plan

1. Brief Introduction  (Tomas G. Irons, MD)

2. IGCC Featured Programs  (Jewel Brown)
   1. Youth Excelling for Success (Y.E.S.)
   2. Grandfamilies
   3. Youth Apprenticeship Program (Y.A.P.)

3. West Greenville Community Health Needs Assessment Report  (Katherine Jones and Laurie Potter)

4. Closing Remarks  (Gracie Vines)
IGCC

IGCC was created through a collaboration among the West Greenville Community, East Carolina University, the City of Greenville, Pitt Community College, and multiple community partnerships.
The Center is committed to identifying and addressing the needs of the community through innovative programs designed for all individuals across the life course.
Organizational Structure

IGCC Campus

City of Greenville (Owner)
ECU (Site Manager)

Community Partners on Campus
- Pitt Community College
- IGCC, Inc. Community Non Profit
- Little Willie Center
Intergenerational Community Health & Wellness Program

- Health Screenings
- Health Education
- Health Career Promotion
- Health Access
- Social Network Building
- Community Gardening
- Physical Education
- Nutrition
- Healthy Choice Cooking Demonstrations
- Financial Wellness
- Caregiver Support and Education
- Nurturing Program
Three Featured Programs

- Youth Excelling for Success (Y.E.S.)
- Grandfamilies
- Youth Apprenticeship Program (Y.A.P.)
Youth Excelling for Success (YES) Program

- After school program using NC Standard Course of Study with cultural enrichment activities to reinforce learning.
- 100-150 3rd, 4th, & 5th graders
- Funded by North Carolina Department of Public Instruction until Summer, 2011.
- Great outcomes. Over 60% of students increased scores on math competency over the summer.
- Most highly regarded program in the community
- For more information, contact Ms. Shawan Sutton, YES Program Director, suttons@ecu.edu
Grandfamilies Program

• Program designed to provide support to grandparents and other relatives raising children.
• Funded by the Brookdale Foundation Group
• Held two Grandfamilies Events in Summer
• First Grandfamilies Support Group will be this fall
Youth Apprenticeship Program (Y.A.P.)

- Funded by the Governor’s Crime Commission, Fall 2011
- Provide apprenticeship program for Black youth (including youth offenders) at risk for dropping out or who have already dropped out of high school in West Greenville with effective skills that will allow them to become contributing citizens in the community.
West Greenville Community Health Needs Assessment

Two analysis reports:

1. Secondary Data Analysis Report
   -- Katherine Jones, Ph.D. ECU Center for Health Services Research + Development

2. Survey Research Report
   -- ECU-Center for Health Disparities Research Community Grant to IGCC, Inc. with Kerry Littlewood, Ph.D. as faculty mentor
West Greenville Community Health Needs Assessment – Secondary Data Analysis Report

Data

-- Population Data

US Census, 2010
US Census, American Community Survey 2005-2009

-- Health Data (mortality, other health indicators)

North Carolina State Center for Health Statistics (DHHS)
West Greenville Community Health Needs Assessment – Secondary Data Analysis Report

• West Greenville Neighborhood
  – Population 7,016
  – 42% in poverty
  – 63% of children in poverty
  – Unemployment rates by Census Tract
    • 5th St Census Tract 16%
    • Dickenson Ave Census Tract 32%
West Greenville Community Health Needs Assessment – Secondary Data Analysis Report

<table>
<thead>
<tr>
<th>Tract</th>
<th>Population</th>
<th>Percent White</th>
<th>Percent African American</th>
<th>Percent Renters</th>
<th>Median Age</th>
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<td>7.01</td>
<td>3,903</td>
<td>13%</td>
<td>83%</td>
<td>61%</td>
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<td>7.02</td>
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<td>8%</td>
<td>88%</td>
<td>57%</td>
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<td>58%</td>
<td>36%</td>
<td>78%</td>
<td>22.6</td>
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</tbody>
</table>

Comparison of Downtown Greenville Census Tracts

Downtown Greenville Census Tracts by Race

Percent Owner or Renter Occupied

[Bar charts showing data for percent white, percent black, percent other, owner occupied, renter occupied, and vacant for each tract]
West Greenville Community Health Needs Assessment – Secondary Data Analysis Report

Census Tract 7.01 Age Distribution

- Under 18: 23%
- 18-20: 6%
- 20-24: 10%
- 25-34: 15%
- 35-49: 16%
- 50-64: 17%
- 65+: 13%

Census Tract 7.02 Age Distribution

- Under 18: 29%
- 18-20: 6%
- 20-24: 10%
- 25-34: 12%
- 35-49: 19%
- 50-64: 19%
- 65+: 10%

Census Tract 1.0 Age Distribution

- Under 18: 11%
- 18-20: 8%
- 20-24: 10%
- 25-34: 14%
- 35-49: 10%
- 50-64: 10%
- 65+: 4%
Total crude mortality rate for West Greenville is higher than the total crude mortality rate for Pitt County or the state of North Carolina.

Data Source: NC State Center for Health Statistics
Mortality rates for a number of specific diseases are significantly higher for West Greenville.

Source: NC State Center for Health Statistics
West Greenville Community Health Needs Assessment – Secondary Data Analysis

• Two Sources for County-Level Secondary Data
  – NC Health Data Explorer
    • www.ecu.edu/chsrd/
  – US Census Interactive Population Map
    • www.census.gov
West Greenville Community Health Needs Assessment – Data Sources: NC Health Data Explorer

www.ecu.edu/chsrd/
West Greenville Community Health Needs Assessment – Data Sources: NC Health Data Explorer

North Carolina Health Data Explorer
by the Center for Health Services Research and Development

Indicator: One Year Mortality, Age Adjusted, All Causes: One Year Mortality, Age Adjusted, All Causes: 2009 rate

Series I - Mortality and Healthcare Resources

What are Quintiles?

Counts by Quintile

Notes
The map above displays age-adjusted mortality rates (per 100,000) for North Carolina Counties. Where counts are listed, they indicate the number of deaths due to the disease for the time period. "Small count" means the data has been withheld for confidentiality purposes. The indicator is a general term for the data listed, such as...
West Greenville Community Health Needs Assessment – Data Sources: NC Health Data Explorer

The map above displays age-adjusted mortality rates (per 100,000) for North Carolina Counties. Where counties are listed, they indicate the number of deaths due to the disease for the time period. The indicator is a general term for the data listed, such as mortality rate, poverty rate, or median income. Use the Data button to...
West Greenville Community Health Needs Assessment – Data Sources: NC Health Data Explorer
West Greenville Community Health Needs Assessment – Data Sources: **US Census Interactive Population Map**

This is for the Economic Interactive Map
West Greenville Community Health Needs Assessment – Data Sources: US Census Interactive Population Map

www.census.gov/2010census/popmap/
West Greenville Community Health Needs Assessment – Data Sources: US Census Interactive Population Map
West Greenville Community Health Needs Assessment – Data Sources: US Census Interactive Population Map
West Greenville Community Health Needs Assessment – Data Sources: US Census Interactive Population Map
West Greenville Community Health Needs Assessment – Data Sources: **US Census**

**Interactive Population Map**

**GEOGRAPHIC LEVELS**
- National View
- American Indian and Alaskan Native Areas
- Congressional District
- County / Municipality
- County Subdivision
- Place
  - Census Tract
  - Census Block Group
  - Census Block

**TOTAL POPULATION**
- 0 - 2,400
- 2,401 - 3,100
- 3,101 - 3,800
- 3,801 - 4,400
- 4,401 - 5,200
- 5,201 - 6,200
- 6,201 - 8,200

**Race**
- Total Population: 2,968
- White: 245
- African American: 2,626
- Asian: 8
- AIAN: 11
- NHPI: 0
- Some Other Race: 30
- Two or more Races: 48

**Enter city and state:**
- **FIND**

**Actions:**
- Zoom In
- Compare
- Print
Survey Research Report (preliminary)

- Funded by ECU Center for Health Disparities Research
- Survey instrument adapted from the Georgia Community Health Survey (Dr. Hope Landrine)
  - Access
  - Disparities
  - Behaviors
  - Beliefs
Survey Research Report

Methods

• Random sample of addresses stratified by Census Tract.

• Sample included 100 respondents (75 needed to have enough power)
  – 50 respondents from 7.01
  – 50 respondents from 7.02

• Response rate: 88%, not including effects from revitalization
Survey Report Respondents

- 44.2 mean age
- 65% women
- 80% African American
- 55% less than high school diploma
- 68% not working full time
- 52% less than $20,000 family income
- 43% lived in West Greenville for 3 or less years
Survey Report Results

Health

- 42% told by a doctor that they have high blood pressure
- 36% do not have a regular doctor
- 46% of women have not had a mammogram in the past three years
- 26% of women have not had a PAP test in the past three years
Survey Report Results

Weight and food

• 33% report waist is bigger than hips
• 70% overweight (based on BMI)
• 35% worried about getting enough food to eat when they were children
Survey Report Results

Smoking

- 35% have smoked cigars in their lifetime
- 38% currently smoke cigarettes
- 74% (n=28) of smokers smoke menthol cigarettes
- 58% started smoking between ages 14-20.
- 8% started smoking at age 13 or younger
- Most smoke at least 10 cigarettes per day
- 60% plan on quitting
- 21 of 25 respondents who quit smoking, quit on their own, without any help.
Survey Report Results

Beliefs

• 48% believe that there is not much you can do to prevent cancer
• 30% of women are not sure if mammograms cause cancer
• 52% believe they have zero chance of getting lung cancer
• 66% feel that prayer can cure disease
Survey Report Results

Caregiving

• 27% are grandparents or other relatives (aunt, uncle, brother, sister, or cousin) raising children
• 45% of grandparent caregivers have been providing care for children for five years or more
• 13% caring for an elderly or disabled relative
• 35% of caregivers have been providing care for five or more years
Survey Report Results

Interventions

• 76% would use exercise or fitness program and classes
• 61% would use free cancer screening services
• 59% would use stress reduction classes
• 58% would use healthy cooking classes
• 57% would use how to stay healthy class
• 56% would use weight-loss class
• 36% would use quit smoking classes
Closing Remarks

Invitation to stop by and see us.

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