Greetings

Welcome!

In Your

Health

Hands
Health In Your Hands [HIYH]
High Touch Innovation
By: Mayor Toni N. Harp

Presenter
Dr. Martha Okafor
Community Services Administrator
City of New Haven

Childhood Obesity Prevention

In Partnership with:
Yale University
Two City Neighborhoods
Community Providers
Pillars of Health In Your Hands

Power of Community  Healthy Food and Nutrition  Active Lifestyles  Progressive Partnerships  Project Approach and Evaluation  Early Success and Support
Pillars to Support HIYH

Two most vulnerable Neighborhoods:
- Fair Haven and The Hill
- Residents’ partnerships: Co-Design, Co-Delivery, Evaluation & Sustainability
- Community Leadership & Appreciation
Defining Moments
Pillars to Support HIYH

Two Major Partners:
- Cooking Matters and New Haven Farms
- Cooking Matters CT Interventions:
  - Six Weeks Cooking
  - One-Time Cooking Classes:
    - Store Tours – 1.5 hour
    - 2 hours Cooking/Nutrition demo
    - 1 hour Nutrition Activity
Two Major Partners:
- Cooking Matters and New Haven Farms
- New Haven Farms Interventions:
  Farm-Based Wellness:
  2 hour/week: 16-20 weeks of Summer Green Thumb Challenge
  Community Health Ambassadors
  Church Garden Program
Pillars to Support HIYH

Four Partners:
- City Parks & Recreation – Major Partner
- Board of Education – Key Partner
- Dance New Haven – Major Partner
- Yale URI – Key Partner
Example of a Major Participation -

- Dance New Haven Interventions:
  Six Work-Out Options:
  - Line Dancing
  - George Forman Boxing
  - Leslie Sansone
  - Walk Away the Pounds
  - Shaun T: T25
  - Zumba
Pillars to Support HIYH

- Community-Based Participatory
- Intentional Partners’ Engagement
- Examples of Additional Key Partners:
  - Federally Qualified Health Centers
  - City Libraries
  - City Seeds
  - Public & Private Organizations – New Haven Land Trust, Hall of Salsa, Churches Alders & Community Management
Pillars to Support HIYH

- Approach – Community Leadership
- Evaluator – Yale School of Public Health

Evaluation Method – Multi Approach:
  - Process: Documentation & Observation
  - Output: Tracking data
  - Qualitative: 3 Focus Groups
  - Data Analysis: 6 weeks Cooking
  - Matters participants survey
  - MPH students’ independent study
Findings:

1500 Participants
Goal: 240 kids & 100 households

Family Impact

Behavior Change: 75% - Eating habit, Cooking & Exerc.

Tangible Health Benefit: 3 lbs Avg weight loss (NHF)

Low Cost, Locations, Time, Bilingual lessons

Social Supportive Environment

Effective Outreach & Community Partners

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Pillars to Support HIYH

- Community Celebrations & Challenge: Green Thumb & $10 Challenge; Salsa...
- Church Garden Incubation Support
- Fresh Produce Distributions
- Community Chefs (Junior Chef)-Stipend
- Community Ambassador – Stipend
- Community Dance Coach – Stipend
- Equipment Rental – Boom Box & Grill
- Cooking Support & Cost of Meal/Food