



BeHeardMileHigh: Metro Denver Community-Based Longitudinal Paneling Efforts to Advance Social Justice and Health Equity

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- Summer 2017 Recruitment Street Team
- Community Advisory Board

Definitions

- **Health** – The state of being free from illness or injury
- **Social Justice** – Justice in terms of distribution of wealth, opportunities, and privileges in society
- **Social Determinants of Health** – Conditions in which people and communities are born, grow, live, work, and age and are shaped by the distribution of money, power, and resources
- **Health Inequity** - Differences in health that are *avoidable, unfair, and unjust*
- **Health Equity** – Attainment of highest level of health for all people

Motivation

- The Center and our community needs to understand the state of health and well-being and challenges to social justice among African Americans in Metro Denver.
 - Need **trustworthy** data
 - **Neighborhood** specific
 - **Comprehensively** examine the social determinants of health
 - **Ownership** concerns

Community Data

- Publicly available data sets
 - Colorado Health Information Dataset (CDPHE)
 - Colorado Public Health Indicators (CDPHE)
 - American Community Survey (US Census Bureau)
- Limitations
 - Unit of analysis
 - Methodology

Explored solutions

- Cross sectional surveys (residence based)
 - Time and resource intensive
 - Probability based sampling techniques
 - Random sampling
 - Systematic sampling
 - Stratified sampling
 - Nonprobability based sampling
 - Convenience sampling
 - Quota sampling
 - Limitations to track changes over time
- Longitudinal Paneling
 - Nonprobability based sampling
 - Convenience sampling

The logo features a stylized city skyline composed of vertical columns of colored dots in shades of purple, red, and yellow. Below the skyline, the text "BE HEARD" is written in a bold, dark blue sans-serif font, and "MILE HIGH" is written in a red sans-serif font.

BE HEARD MILE HIGH

- Modeled after BeHeardPhilly
- First community-based panel in the United States
- Core components
 - Community Advisory Board
 - Metro Denver marketing
 - Incentive structures

Community Advisory Board

- Colorado Department of Public Health and Environment
- Tri-County Health Department
- Colorado Health Institute
- Colorado Center on Law and Policy
- Children's Hospital
- Colorado Cross-Disability Coalition
- Aurora Mental Health Center
- University of Colorado
- Mental Health Center of Denver
- Metro Denver Homelessness Initiative
- Denver Health
- Denver Health – Center on Health Equity
- Inner City Health
- Regional Transportation District
- Denver Public Schools
- Catholic Health Initiatives
- Center for Improving Value in Health Care

Metro Denver Marketing

- Top 10 Liked Facebook Pages
 - Barack Obama
 - Denver Broncos
 - Kevin Hart
 - Tasty
 - Tyler Perry
 - Denver Nuggets
 - Walmart
 - Michelle Obama
 - Lil' Wayne
 - Drake

Incentive Structure

- Appreciative Inquiry – “...the art and practice of asking questions that strengthen a system’s capacity to apprehend, anticipate, and heighten positive potential.”
- Community-Driven
 - Black owned businesses
 - Items of value (financial, cultural)
 - Mutually beneficial partnerships



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MAIN
CONFERENCE
ROOM



Recruitment

- Dynamic Street Team created through paid summer internships
- Community Events – Summer 2017
 - Juneteenth Music Festival (Five Points)
 - Struggle of Love Foundation Picnic (Montbello)
 - Lil' Teeth Dentistry Summer Fun Fair (Green Valley Ranch)
 - Black Arts Festival (City Park)
 - Destination Health (City Park)





06 17 2017







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BeHeardMileHigh Micro Survey Topics

- Demographics
- Self-perceived physical health
- Self-perceived mental health
- Self-perceived oral health
- Community cohesion
- Transportation
- Education
- Police Interactions
- Housing
- Built environment
- Parenting
- Access to healthy foods
- Disabilities
- Discrimination
- Safety
- Healthcare access
- Healthcare utilization
- Healthcare quality

Current BeHeardMileHigh Enrollment

ZIP Code	Total Participants	Percentage
80205	25	11%
80239	24	11%
80207	18	8%
80013	14	6%
80249	14	6%
80011	10	5%
80012	10	5%
80017	10	5%
80010	6	3%
80015	6	3%

Current BeHeardMileHigh Enrollment

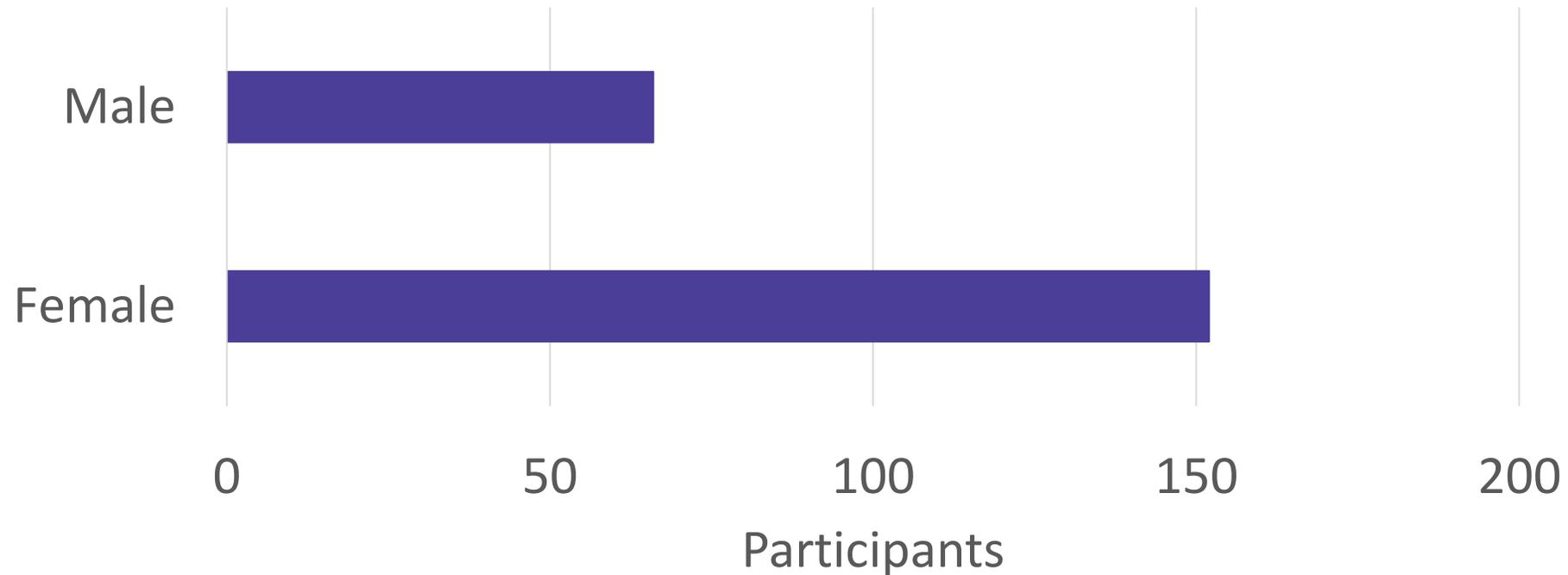
Neighborhood	Total Participants	Percentage
Aurora	63	29%
Park Hill	28	13%
Montbello	20	9%
Denver	18	8%
Five Points	13	6%
Green Valley Ranch	11	5%
Colorado Springs	5	2%
East Side	4	2%
Thornton	3	1%
Capital Hill	2	1%

Current BeHeardMileHigh Enrollment

	Age (years)
Mean	44
Median	42
Mode	32
Lower Bound	18
Upper Bound	85

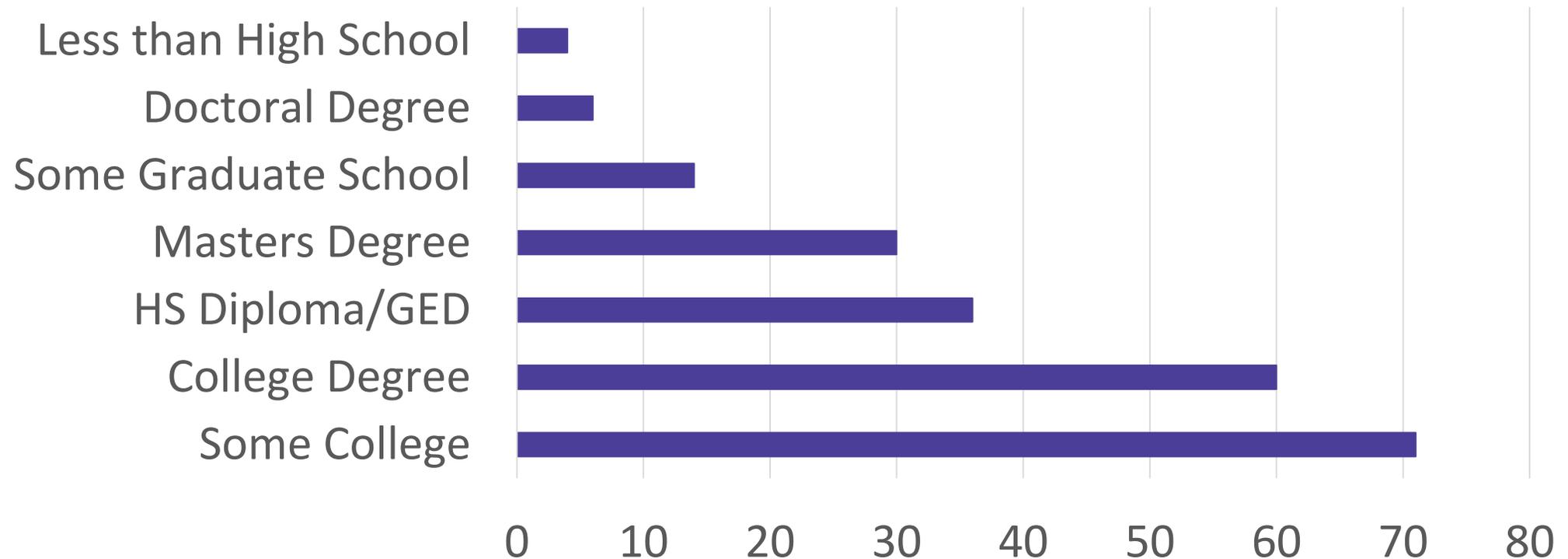
Current BeHeardMileHigh Enrollment

BeHeardMileHigh Participant Self-Identified Gender



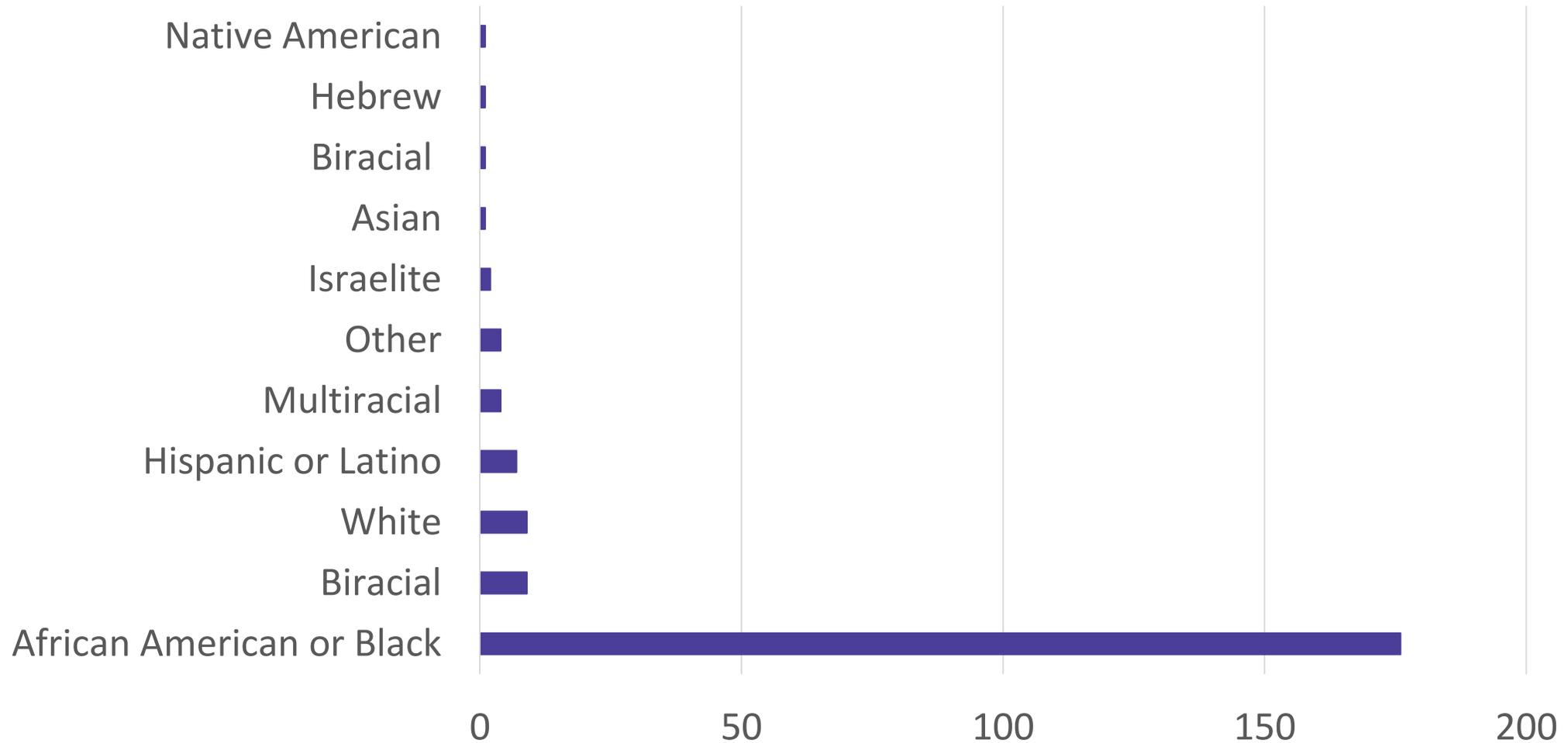
Current BeHeardMileHigh Enrollment

BeHeardMileHigh Participant Self-Identified Education



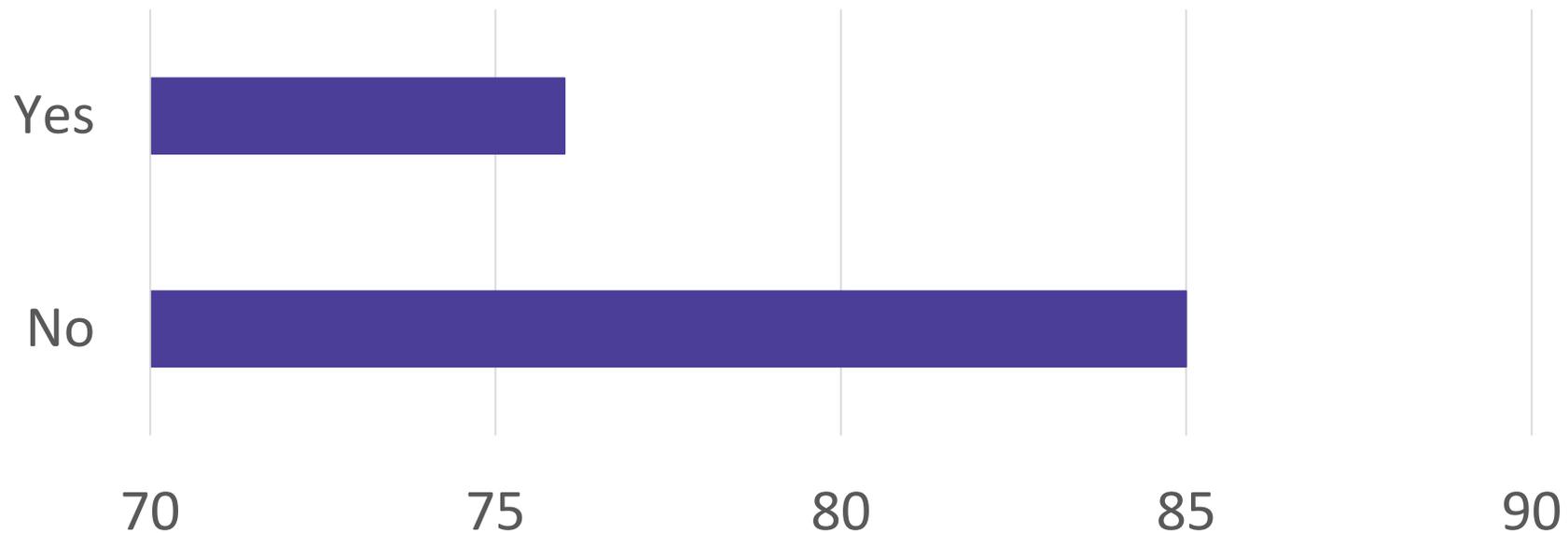
Current BeHeardMileHigh Enrollment

BeHeardMileHigh Participant Self-Identified Race



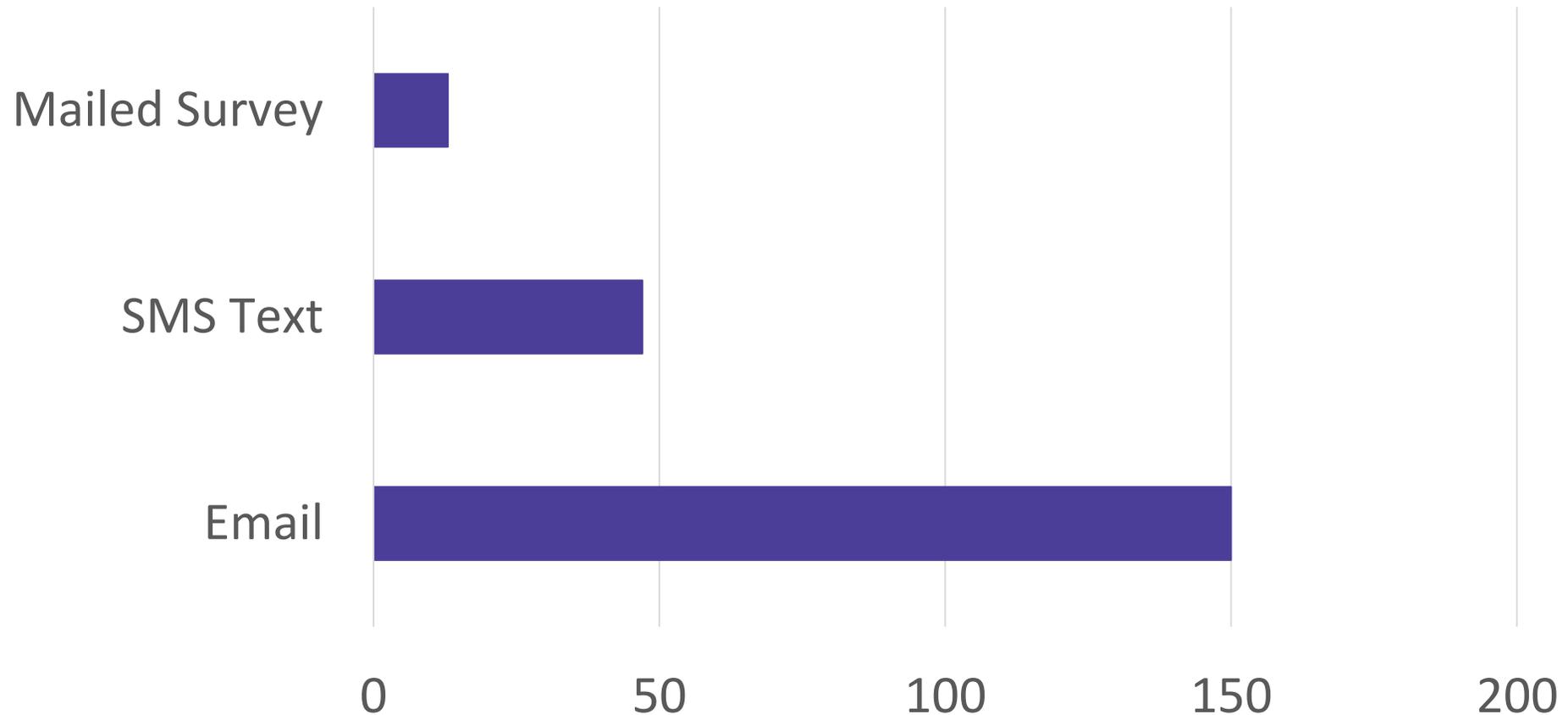
Current BeHeardMileHigh Enrollment

BeHeardMileHigh Participant
Parent/Guardian/Caregiver of Children
under the age of 18



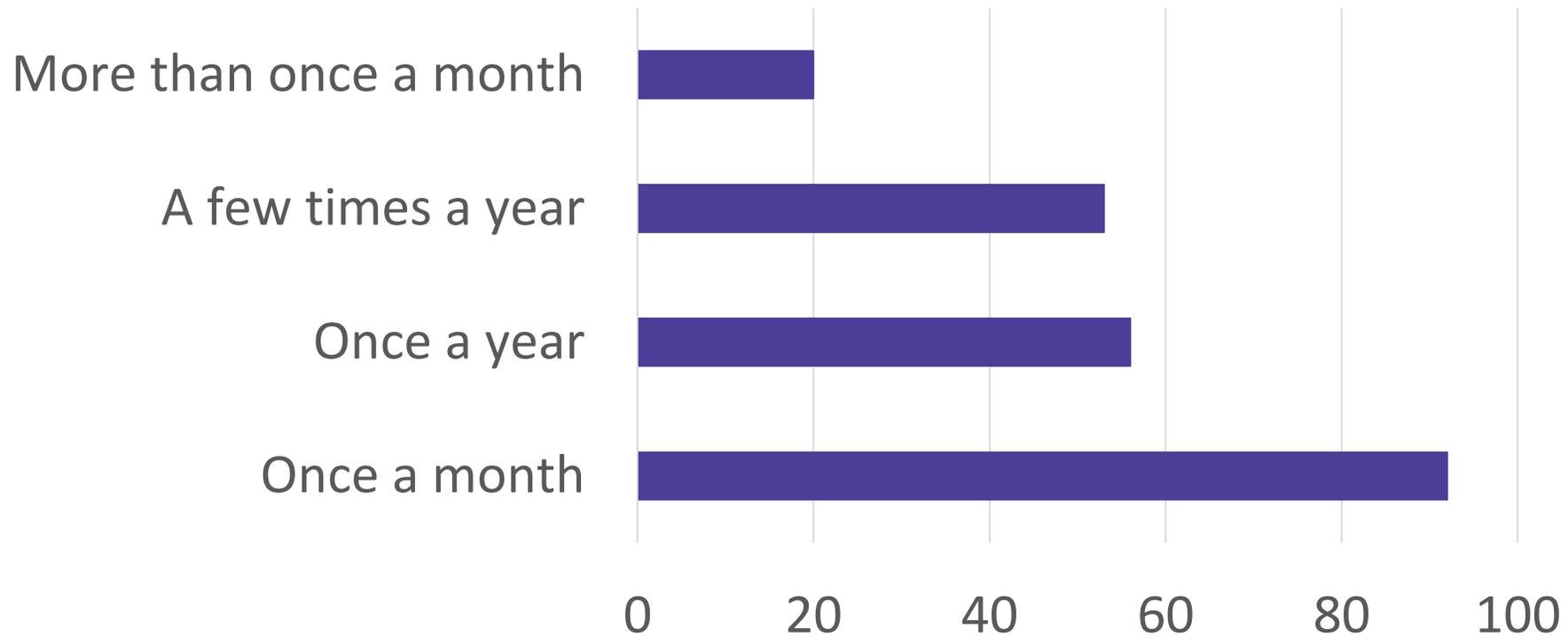
Current BeHeardMileHigh Enrollment

BeHeardMileHigh Participant Contact Mode Preference



Current BeHeardMileHigh Enrollment

BeHeardMileHigh Participant Contact Frequency



Directions for the Future

- Identification of enrollment gaps
 - Purposeful convenience sampling
- Organizational partnerships - data
 - Community needs assessments, evaluation, program improvement
- Organizational partnerships – underrepresented communities
- MileHighMatters
 - Data visualization and data requests



Contact Information

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