Unpacking The Strategies That Improve The Health Of Residents And Neighborhoods In A Complex, Community-level Intervention
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Roundtable Objectives

- Identify three ways in which a complex community-level prevention program made a difference for residents and neighborhoods

- Describe two effective, community-level strategies for improving resident and neighborhood health
Oakland Facts and Figures  
(2010 Census)

- 390,724 Population
- Very Diverse
  - 27.3% African-American
  - 25.9% White
  - 25.4% Latino
  - 17.2% Asian/Pac Islander
  - 3.6% Multi-Race
  - .6% Other
- Changing Demographics between 2000 and 2010
  - African-American ↓ 7.3%
  - Latino ↑ 3.5%
City County Neighborhood Initiative Approach = Community Capacity-Building

- Build social, economic and political power in communities to advocate for equal distribution of resources

The Sobrante Park Time Banking Health Fair Provides Opportunities for Residents of Different Cultural Backgrounds to Work and Play Together
Why CCB in ACPHD?

- Data show that health inequities, social inequities, and high rates of crime and violence cluster in certain neighborhoods.
- Research shows that if we improve social inequities, we can improve health disparities.
Why did the City of Oakland and Alameda County Join Forces?

- Better address root causes of health inequities
- Leverage existing city, county and community resources to solve problems
- Support organizational and systems change
- Build a power-base of residents and staff
- Ensure sustainability through partnerships with residents and community-based organizations
Why Focus on Two Neighborhoods – Demographics (2000 Census)

Sobrante Park
- 837 Households, 3,111 People
- 34% Under Age 18
- 21% Poverty Rate
- 61% Graduated High School

West Oakland
- 743 Households, 2,202 People
- 38% Under Age 18
- 42% Poverty Rate
- 57% Graduated High School
Why Focus on Two Neighborhoods? Social and Health Inequities

Poverty Rates (2000 Census)

- Oakland: 19%
- West Oakland (Beat 06X): 21%
- Sobrante Park (Beat 31Z): 41%

2004 Assault Rates in Oakland, West Oakland and Sobrante Park

- Oakland: 7.0 per 1000
- West Oakland (Beat 06X): 15.5 per 1000
- Sobrante Park (Beat 31Z): 9.1 per 1000
Alameda County Public Health Dept. & Board of Supervisors

City County Neighborhood Initiative

City of Oakland
Oakland Unified School District

CBOs and Grassroots Groups in SP and WO Neighborhoods
Grassroots community organizing and neighborhood development

- Community Mobilization
- Resident Action Councils and Committees
- Partnership Development
- Youth programs
- Accessible Population Health Services

Residents empowered to speak and act on their own behalf

- More Civic Engagement
- Increased knowledge, skills and leadership
- Stronger relationships within and outside of neighborhood
- Greater access to health and social services
- More youth engagement

- Local organizations are stronger
- Greater resources & linkages

Residents experience concrete improvements in their lives

- Improved neighborhood conditions
- Less Violence
- Improved health and well-being
- Institutions are more responsive to residents
- Share power & resources

Reduced Health Inequities
CCB Strategies - Community Mobilization and Empowerment

- Leadership training
- Resident Action Councils & Neighborhood Committees
- Mini-Grant Committees
- Youth development
- Time Banking
- Population health services

Ballet Folklorico Dancing at the Sobrante Park Time Banking Health Fair
Sample CCNI Evaluation Findings

Resident Empowerment
- Increased leadership skills
- Greater involvement in neighborhood activities
- Stronger linkages b/w residents and organizations
- Increased access to health-promoting resources

Concrete Improvements
- Increased disaster prep
- Renovated Parks
- Felt there was less crime & violence in area

Responsive Institutions
- Improved City and County

Response to Residents

Reduced Inequities in Violent Crime & Traffic Injuries
Change in Assault Rates Between 2004 and 2010

- Oakland
- West Oakland
- Sobrante Park
Link Between CCNI & Outcomes

CCNI-Sponsored Community Events & Activities

- Formal and informal training of residents in community action & advocacy re: crime, disaster prep, toxic waste etc.
- Assignment of public health nurses to areas, resident-led
- Immunizations clinics & health fairs

Increased community involvement

- Reduced crime; improved neighborhood conditions
- Increased access to health-promoting resources, such as immunizations, safe places to exercise, and good schools and teachers
Acknowledgements

- Alameda County PH CCB/CCNI staff
  - Evette Brandon, German Martinez, Lincoln Casimere, Lori Williams, Shalonda Jones, Chuck McKetney
- City of Oakland Neighborhood Services
  - Claudia Albano, Joe DeVries, Bill Richie

- Community residents and partner organizations
- Oakland City Council
- Alameda County Board of Supervisors

Resident Publicizing Sobrante Park Time Banking
For more information about the City-County Neighborhood Initiative (CCNI)

For more on CCNI surveys and results:

For more on the CCNI evaluation:

For report: Life and Death from Unnatural Causes: Health and Social Inequity in Alameda County: