The background of the slide is a photograph of the Crossroad Health Center building. The building has a blue facade with large, white, three-dimensional letters spelling out 'CROSSROAD HEALTH CENTER'. The entrance is visible in the lower half of the image. The image is partially obscured by a green geometric overlay on the right side.

# Affordable Nutrition and Wellness Education for Residents of OTR

A Collaboration Between LC 11 and  
Crossroad Health Center

# Crossroad Health Center

- ▶ Crossroad Health Center (CHC) is a community medical center that was founded in the Over the Rhine Community (OTR) in 1992 and has since expanded to serve the greater Cincinnati region.
- ▶ It is a Federally Qualified Health Center providing low-cost primary care to ~11,000 adult and pediatric low income, often uninsured patients. This care includes health screenings, family planning, chronic disease maintenance, and mental health care.
- ▶ Interviewing community members helped us to identify the specific needs of the patient community including educational material to help the transition to better physical and mental health outcomes.

- ▶ OTR was a center of Cincinnati, filled with trade, restaurants, and bars. The demographics of OTR slowly evolved throughout the 1900s as trade began moving out.
- ▶ From the 1970s on, OTR was an extremely impoverished area with high crime rates, poor social structure, and limited access to healthcare (until Crossroad's founding).
- ▶ In 2001, Cincinnati began an effort to revitalize the OTR community utilizing the help of non-profit organizations.
- ▶ 3CDC, founded in 2003, spearheaded that push, bringing in locally based, minority owned restaurants, food providers, and stores while also renovating or replacing old or abandoned housing complexes, churches, and industrial businesses.

## Over-The-Rhine (OTR) Community Background

# Over-The-Rhine (OTR) Community Background Continued

- ▶ There is controversy surrounding the basis of the revitalization process and is often labeled as gentrification.
- ▶ Because of the influx of new restaurants, up-scale housing and a booming industry in the OTR community, there has been a drastic increase in housing costs (nearly 25% or more) that does not reflect the average income, lying mainly in the \$0-\$32,000 range.
- ▶ This spike in cost of living caused a displacement of residents that could no longer afford to live in their community.
- ▶ Although the community may be growing economically, many of the original residents do not reap those benefits and have been harmed due to poor socioeconomic mobility.

# Over-The-Rhine (OTR) Community Background Continued



Figure 1. Change in Median Rent from 2011-2015

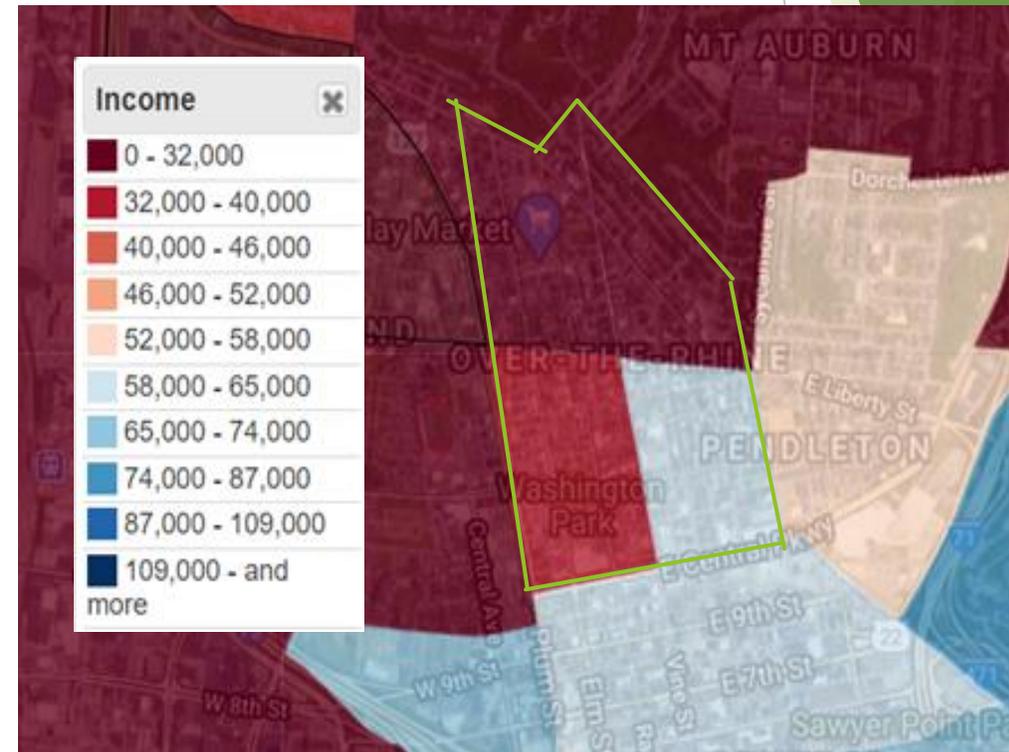
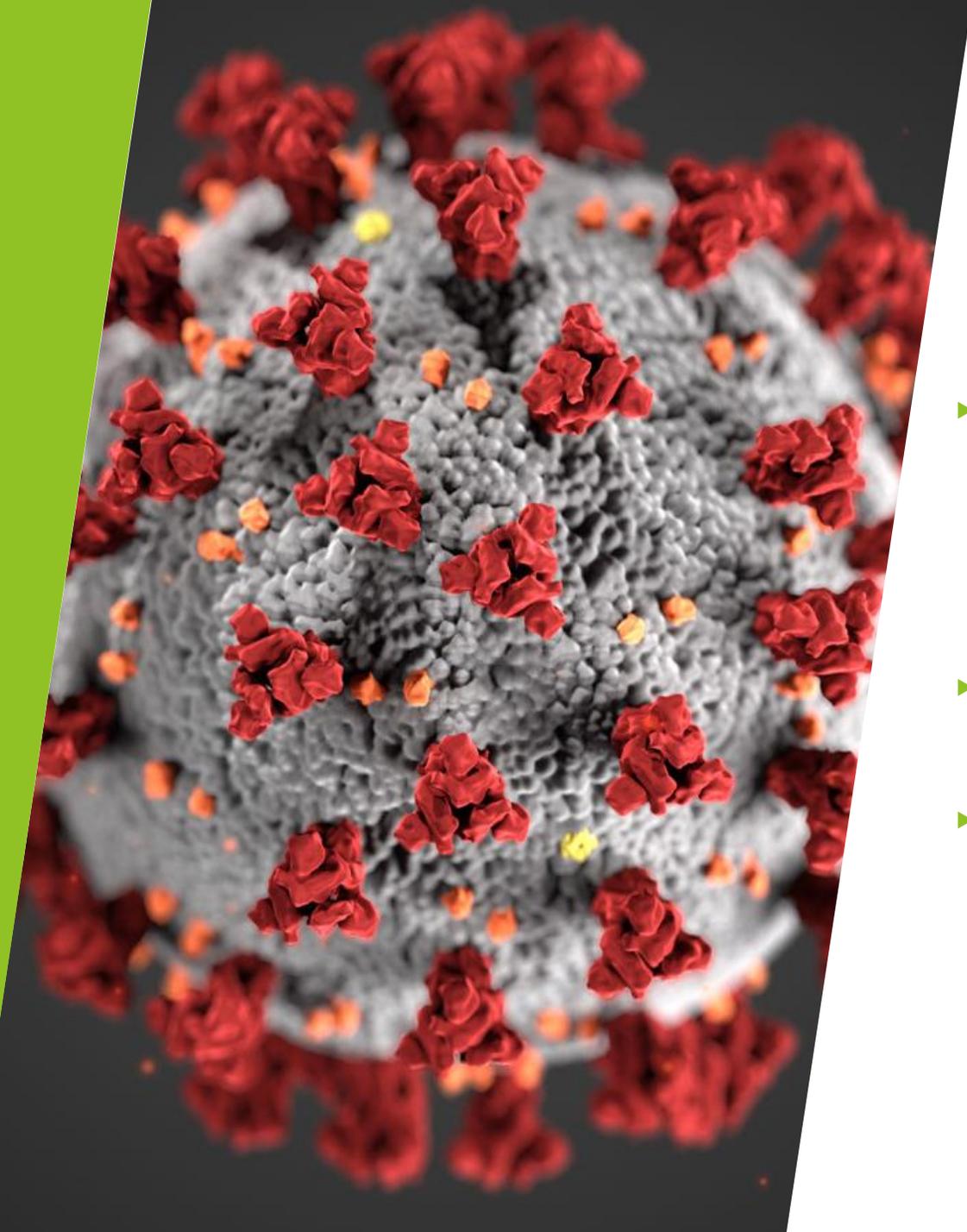


Figure 2. Average income in the OTR community

# Community Needs



- ▶ Crossroad Health Center, serves a community with higher-than-average rates of poor health outcomes
  - ▶ Related to the complex issue of nutritional education and access to affordable, healthy choices
- ▶ Prominent barriers that we identified included food insecurity, transportation, housing insecurity/issues
- ▶ Implemented best practices by focusing on appreciative inquiry (accessing readily available and established resources within the community)
  - ▶ Freestore Foodbank
  - ▶ CHC social media outlet



# Impact of COVID-19

- ▶ COVID-19 disproportionately impacted communities of low socioeconomic status including OTR
  - ▶ Factors Include
    - ▶ Higher rates of chronic health conditions
    - ▶ Lack of access to medical care
    - ▶ Lack of access affordable, healthy meals
  - ▶ CHC patients were unable to receive care due to quarantine/isolation protocols and those families were losing jobs and had no stable income to pay for care, food, or other necessities
  - ▶ Patients that were/are able to come in were presenting with:
    - ▶ worsened diets
    - ▶ worsened chronic health conditions
    - ▶ mental health concerns due to the significant economic and psychological toll of COVID-19

# General Goals

## Understand

Understand how best to help the community by targeting certain needs illuminated by residents of Over-the-Rhine and staff at Crossroads Health Center

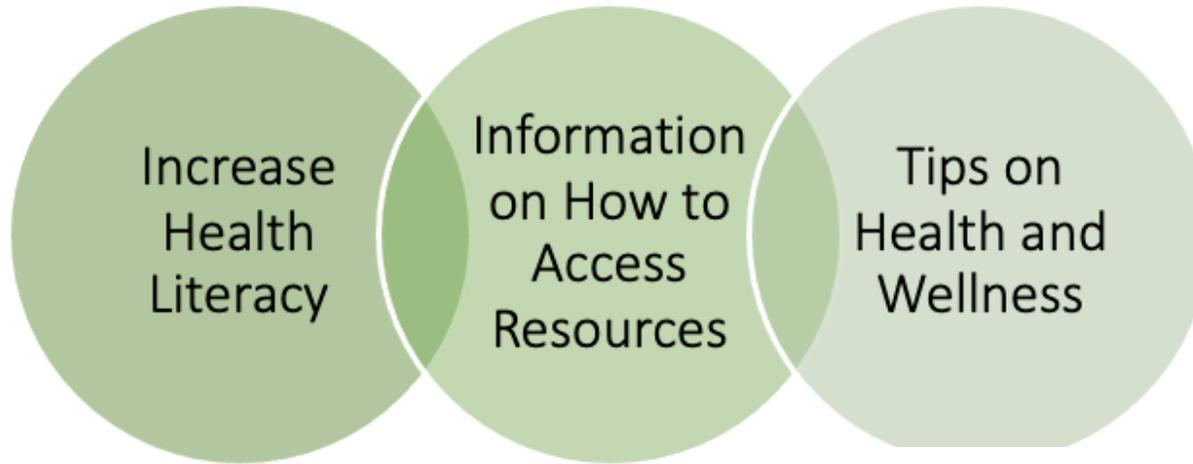
## Distill

Distill research about improving health outcomes into more digestible material for patients with lower health literacy.

## Learn

Learn most effective practices for educating community members to allow a more sustainable transition to healthy living

# Targeted Goals



# Interviews

Alexandra—a new mother in OTR

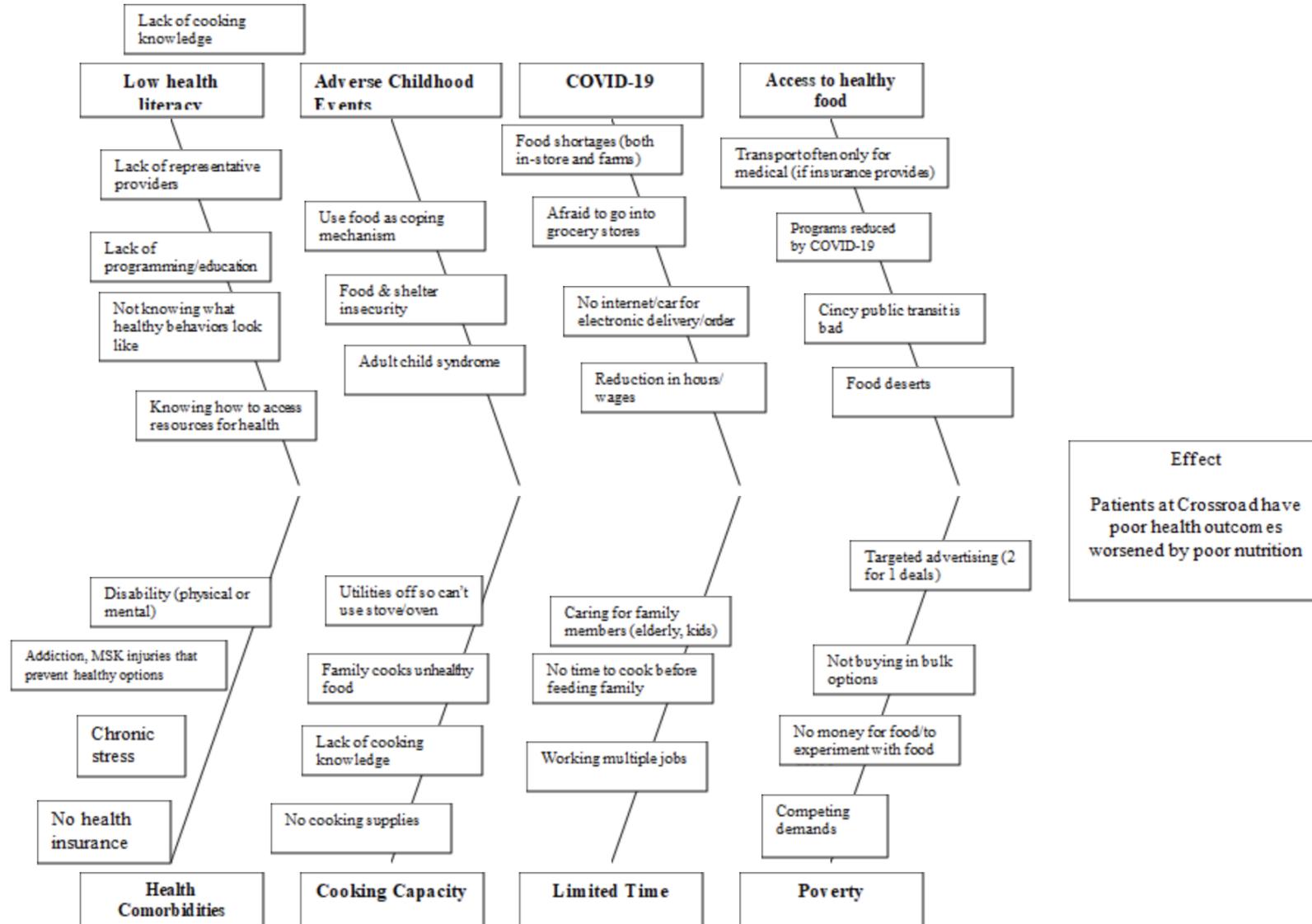
Gregory Keith—the Crossroad behavioral health consultant

Eric Kennedy—a security guard at Crossroad and Pharmacy Over-the-Rhine

Sister Delia Sizler—a part-time chaplain and volunteer

Mindy Hammer and Lindsay Starry—representatives of Freestore Foodbank

# Actionable Items from our Interviews



# Methods - Videos

- ▶ Our Response: create a set of videos highlighting food/nutrition and wellness tailored for residents of OTR.
- ▶ Platform: Youtube/Facebook, TVs at Crossroads' physical location



## Nutrition Materials

Recipe video 1: Chicken and Potato Recipe

Recipe video 2: Ramen Recipe

Recipe video 3: Tempeh Recipe

Guide to finding affordable, healthy food options in OTR

Transitioning to Healthy Eating

## Wellness Materials

Wellness video: 5 Ways to Improve Wellness

Brochure of Wellness Resources in Cincinnati

# Results

- ▶ While we do not currently have feedback on how accessible our video and written resources are or how many community members our resources have reached, we hope that CHC will be able to track that using views on videos and will see an impact on the lives of their patients.
  - ▶ Major barrier to our project has been difficulty in getting videos approved for upload on Crossroad social media and website
- ▶ Because we were unable to visit CHC in person and patient contact was limited for providers at CHC throughout the pandemic, administering a survey about either nutritional or mental wellbeing was prohibitively challenging
- ▶ We do feel that our project outcome was successful and have hopes that the information we provided can be used to eventually improve health outcomes within OTR and beyond.

# Community Partner Feedback



On initial review, CHC was very satisfied with the videos and written material.



We made videos for the major categories of topics CHC wanted us to address



Our community partner expressed great need for the material we generated throughout our project and believe that it will impact many of their patients.

# Evolving role of the community physician

- ▶ This project further emphasized to us the importance of knowing your community as a physician, understanding the barriers to health your patients face, and the complexity of implementing public health at the patient level.
- ▶ This project further highlighted the disparities this community has faced, and showed us the importance of highlighting the needs the community has, and working to fulfill those needs and not make assumptions.
- ▶ Recommendations for the future for the community and future students working with the community is to ensure you work with the community partner and members of the community to ensure you identify the specified needs.

# Barriers

Distribution of Resources effectively during the COVID pandemic



Opted for online platforms (YouTube/Facebook) as well as other resources (brochures, PPT, videos at Crossroads)

Patient population with limited access to cooking utensils and food items



Addressed these in our videos by choosing low cost, low preparation, nutritious recipes and exercises

Assessing impact of our videos



Preliminary feedback was very positive!

# Future Direction

- ▶ We believe that patient education needs to be both accurate and readily accessible, so tapping into newer media platforms like TikTok or livestreaming services would be a great way to advance this goal.
- ▶ As feedback comes in from the patients at CHC as well as outside viewers, we hope that CHC or other content creators will be able to produce more targeted, accessible, and informative content.
- ▶ We would love to do more hands-on work with the community to get direct feedback or host in-person workshops

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# Appendix

**Table 1:** Final List of Materials Sent to Crossroad Health Center

Nutrition Materials	Recipe video 1: Chicken and Potato Recipe
	Recipe video 2: Ramen Recipe
	Recipe video 3: Tempeh Recipe
	Guide to finding affordable, healthy food options in OTR
	Transitioning to Healthy Eating
Wellness Materials	Wellness video: 5 Ways to Improve Wellness
	Brochure of Wellness Resources in Cincinnati