



Healthy Kids Zone: The Real Voices

By: Veronica Flores
Chief Executive Officer

Our Vision Achieve Equity to Improve Health Outcomes and Well-Being among Residents of South LA.

To promote social justice and achieve equity in community and environmental resources to improve the health and well-being of under-resourced populations.

Our Mission

What we expect to accomplish



Individuals
with the self-efficacy to undertake policy and systems change

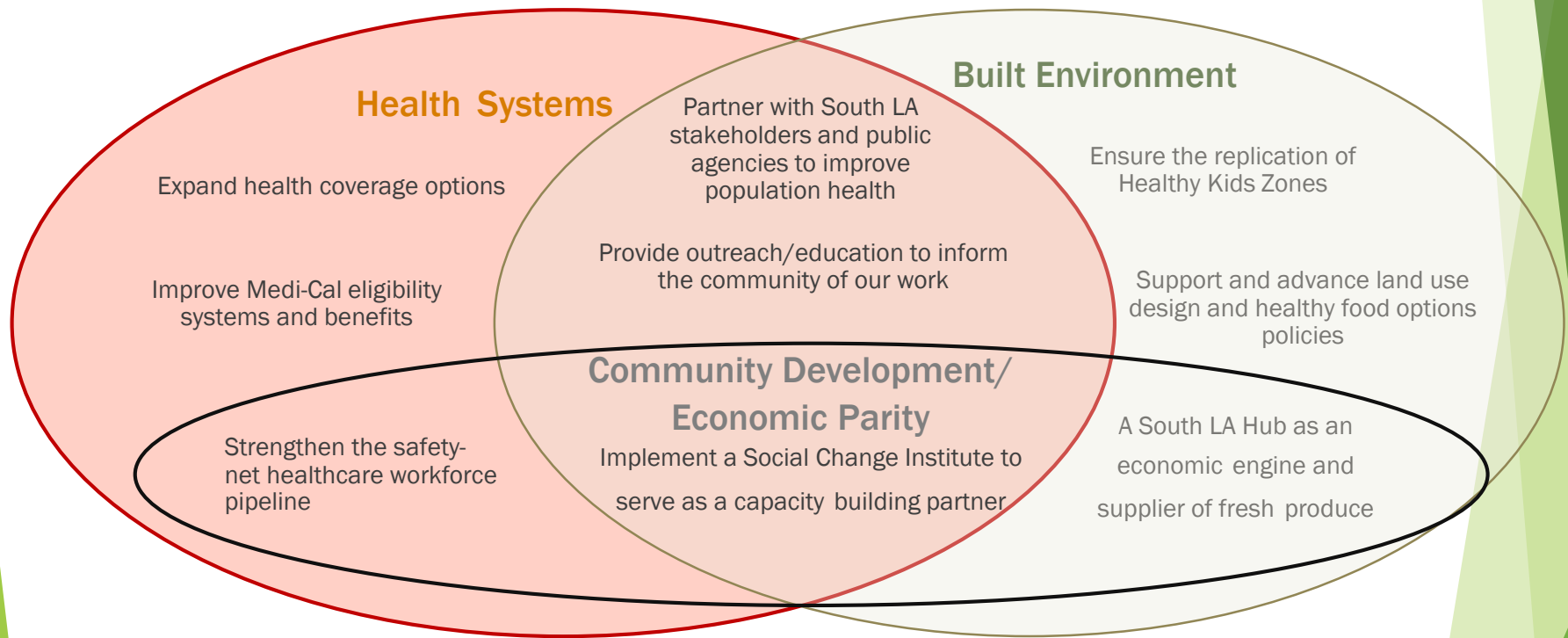


Stakeholder Entities
that have the capacity to build community well-being through collective impact



Communities
that have social and physical conditions that lead to increased resiliency factors, well-being and economic opportunities

Policy & Programmatic Priorities



How We Do the Work

Partner & Resident Engagement, Development & Support

Policy and Systems Research & Analysis

Community Assessment & Capacity Building

Policy and Systems Change Advocacy

Policy and Systems Monitoring

Information Dissemination

CHC Philosophy and Core Values

► **Culturally Responsive**

Policy strategies are culturally relevant and address the effects of institutional racism and inequalities in the socio-economic status of the community.

► **Community Engagement**

Impacted communities are actively engaged and participate in all stages of decision making, research, evaluation, policy and program development.

► **Resident Centered**

The expertise of residents is recognized and leveraged because they live the experience and are in the best position to know what will meet their needs.

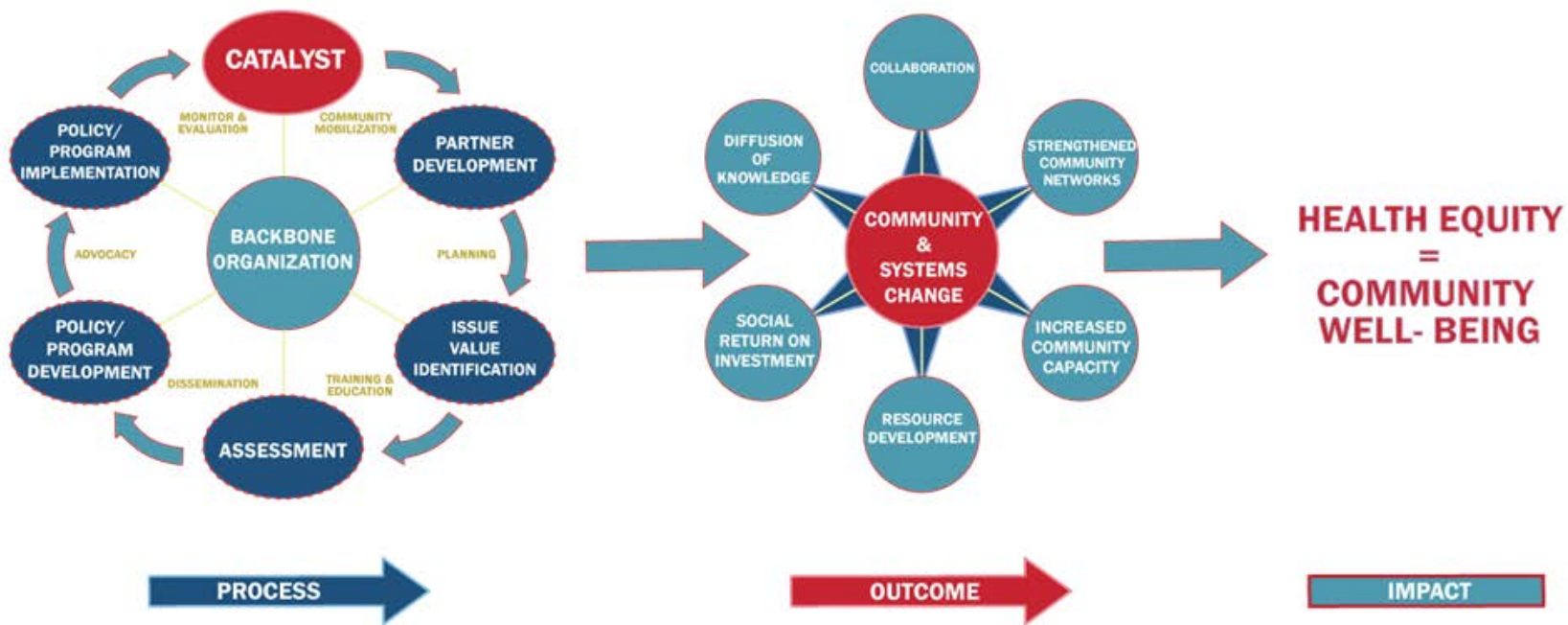
► **Collaborative**

Strategies are designed with broad based partners and support nurturing and equitable partnerships regardless of the individual member's station or social status.

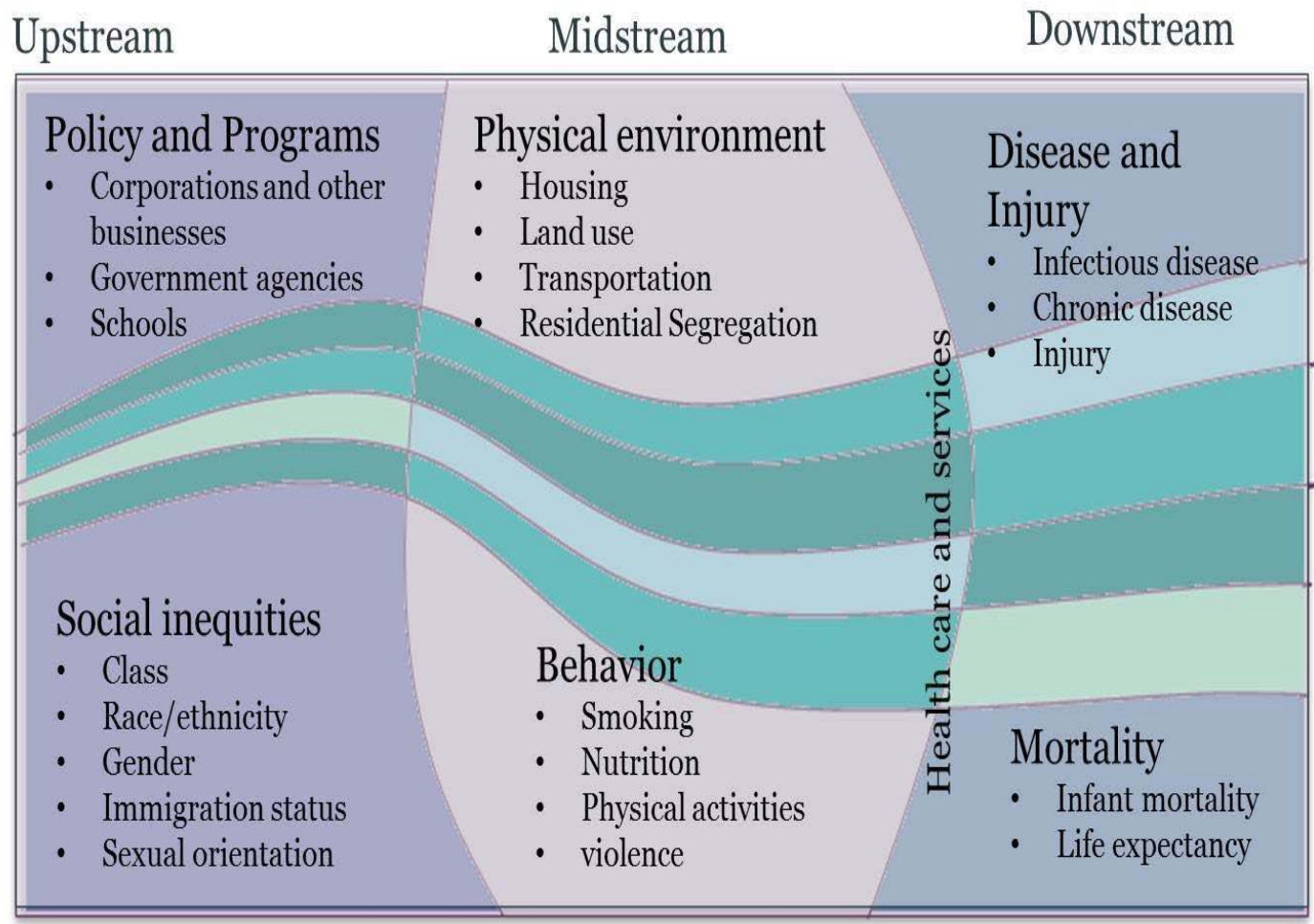
► **Evidence-Based**

Data, community experience, and real time learning drives policy initiatives and advocacy.

CHC's Model for Social Change

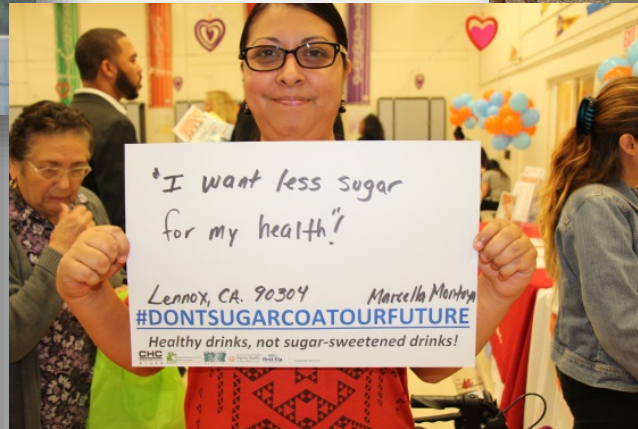


Connection Between Equity and Health



Government, Schools, CBOs → Parks & Housing → Hospitals & Clinics

Built Environment





HEALTHY KIDS ZONE

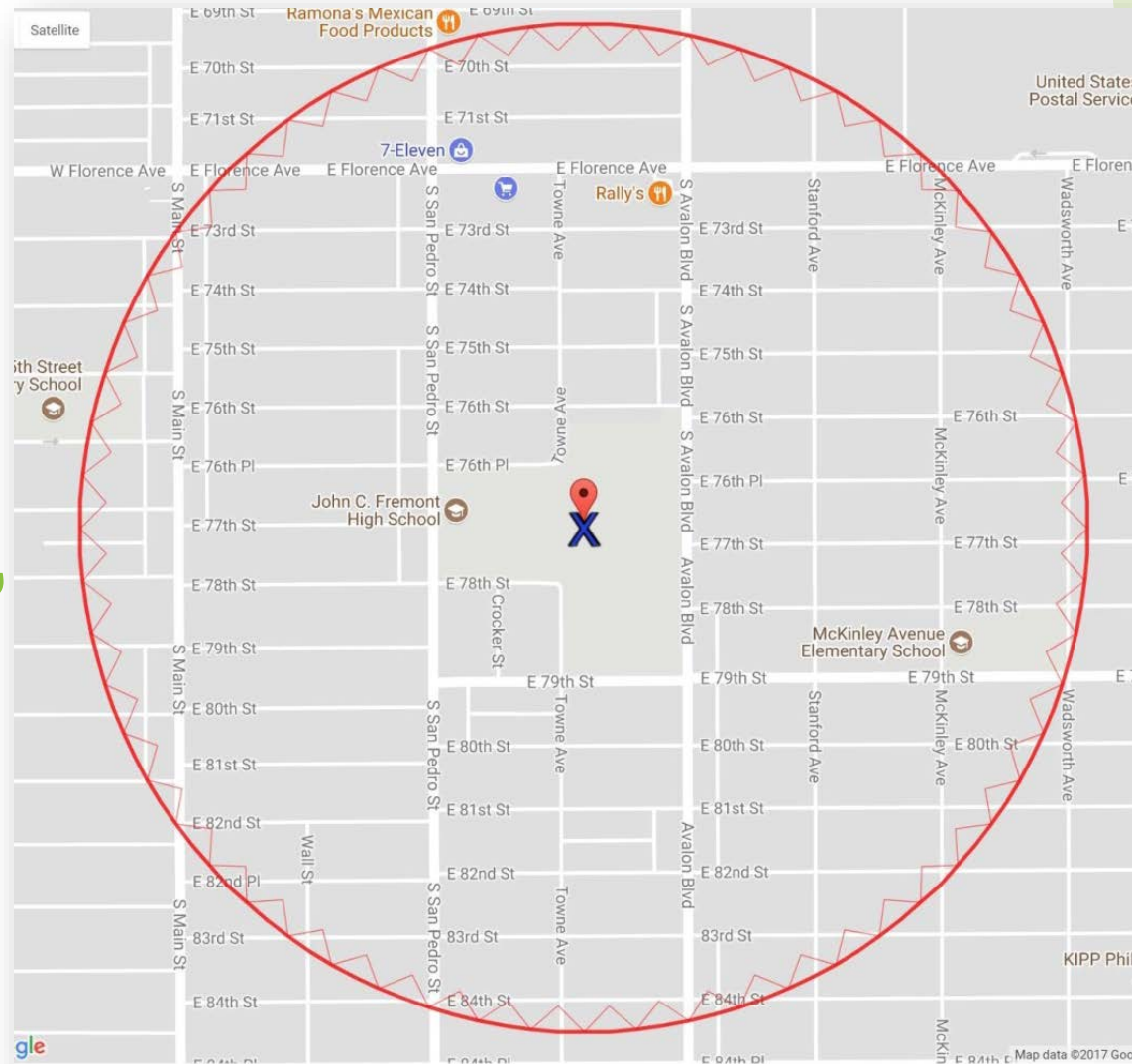
What is a Healthy Kids Zone (HKZ)?

HKZ is a project that brings community members within a ½ mile radius of a school to work together to identify community challenges and health promoting policy solutions to those challenges.



The 1/2 Mile

Health happens where we live, work, and play



Concept to Action

2012-
2014

With local public agencies and other groups HKZ concept designed to mitigate local issues contributing to health disparities.

2015

HKZ concept adopted into LA's General Plan Health Element. Key partners are convened for one year to launch a HKZ pilot.

2016

CHC asked to serve as backbone organization to implement the HKZ pilot project and evaluate the process.

2017 to
Present Day

CHC convenes workgroup with community partners, public agencies, youth, and residents.

How Does HKZ Work?

Broader
Outreach &
Awareness

Phase I: Infrastructure & Workgroup Development

Engage Key Stakeholders

Recruit Residents

Phase II: Community Assessment

Train Residents

Collect Secondary & Primary
Data

Phase III: Data Analysis & Policy Landscape

Identify Community Needs &
Community Solutions

Analyze Best Practices & Existing
Policies

Phase IV: Prioritization

Develop Prioritization Criteria

Community Discussions

Phase V: Advocate for Change

Create an Action Plan

Meet with Decision-Makers

Phase VI: Monitor Progress

Develop Monitoring Plan

Form Monitoring Group

Potential Health Promoting Policy Solutions

Physical Activity/Recreation



Food Environment/Nutrition



Public and Perceived Safety



Health and Social Services



Transportation

Economic Development/Employment

Affordable Housing



Pilot Site: Fremont High School

Located in an under-resourced area

A lot of existing infrastructure

Located within or next to other large community initiatives



Community Engagement & Community Change



- Promoted project throughout the community in various settings such as local businesses, churches, and community events
- Developed culturally and linguistically relevant materials specific to the community
- Strengthened partnership with schools & other community groups
- Adult and Youth residents trained on conducting surveys & environmental assessments, outreach strategies, sharing their story, and ways to talk about the project

HKZ Ambassadors

Anyone who lives, works or cares about improving the health of the community within the HKZ area and commits to outreach, education, and engagement activities with other residents.



HKZ Ambassadors - Role

Collected over 700 opinion surveys



Outreached to over 1500 residents to date



Conducted an environmental assessment of the community



Youth engaged in a Photo Voice project to create a visual representation of the survey data



Participate in workgroup meeting to provide feedback on the data and the design of the project.



Coordinating community meetings to collect input on and potential policy solutions to the community-identified issues



Benefits for HKZ Ambassadors

Key Benefits

- Learn about the issues affecting the community
- Learn skills to advocate and improve the community
- Learned transferable skills



Robust Community Engagement

Key Benefits

- Learn directly from the community
- Ambassadors are leaders and EXPERTS of the community
- Creates ownership over the outcomes



Challenges

- ▶ Recruiting a diverse coalition representing the community
- ▶ Securing adequate funds to
 - ▶ Fully engage in authentic outreach engagement
 - ▶ Compensate residents and community partners for their support
 - ▶ Have the right number of staff
- ▶ Competing interests among the workgroup partners
- ▶ Time to fully build the capacities of the ambassadors
- ▶ Shifting mindsets from a direct service to a policy/systems change framework is not always easy
- ▶ Being able to help residents understand and explain the limits of a multi-layered project
- ▶ Having time to understand the complexities of the community challenges and the possible policy solutions to address them
- ▶ Having buy in from decision makers in the absence of set policy solutions
- ▶ Identifying health promoting policy solutions that have a direct impact on the geography and that can meet multiple community needs

Where do we go from here?

- ▶ Town halls will occur in early 2019, where stakeholders will prioritize policy solutions
- ▶ HKZ Ambassadors and workgroup members will develop a plan and receive training on strategies to advance the identified policy solutions
- ▶ An advocacy and sustainability group will be convened to ensure policies are implemented

**HEALTHY
KIDS
ZONE**

Questions?

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