

BUILDING HEALTHY  
COMMUNITIES: LEARNING  
FROM THE PARTNERSHIP  
FOR A HEALTHY DURHAM



Artist: Eleatta Diver

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**Robert Wood Johnson Foundation  
Culture of Health Prize Mini-Grants**

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This document provides supplemental information for the study *Building Healthy Communities: Learning from the Partnership for a Healthy Durham*. This supplemental report provides additional details about the *Robert Wood Johnson Foundation (RWJF) Culture of Health Prize* mini-grants. For a list of all study-related reports see Appendix A.

## RWJF Mini-Grants’ Descriptions and Accomplishments

In 2014, Durham County won the *Robert Wood Johnson Foundation Culture of Health Prize* (\$25,000) and awarded the funds to the Partnership for a Healthy Durham. In 2015, after a proposal submission process, the Partnership awarded four mini-grants to Partnership Committees. Below are descriptions of each of the RWJF mini-grant projects and their noted successes. Data on the mini-grant projects were compiled from multiple sources including relevant information publically available online and from information reported by participants in the study *Building Healthy Communities: Learning from the Partnership for a Healthy Durham*.

### **Health Equipment Loan Program (HELP)**

**Coordinated by Access to Care Committee  
\$10,000**

The Health Equipment Loan Program (HELP) from Project Access of Durham County offers free durable medical equipment for loan to Durham County residents in need. HELP aids the uninsured and underinsured, while also reducing medical equipment waste. The program receives donations of gently used durable medical equipment, refurbishes it, sanitizes it, makes minor repairs, and then loans the equipment to Durham County residents in need.



Photo Credit: HELP Durham NC Facebook

#### **Successes:**

- HELP officially launched on January 4, 2016 at the Scrap Exchange in Durham.<sup>1</sup>
- The program location is open twice each week for equipment rental or donation drop-off (Tuesdays and Fridays).<sup>2</sup>
- Twenty (20) volunteers have been trained and provided active support to the program
- Approximately 1200 donated volunteer hours
- Received over 460 donated pieces of equipment

<sup>1</sup> Source: <https://www.facebook.com/helpdurhamnc>

<sup>2</sup> Source: <http://www.projectaccessdurham.org/HELP/>

- Provided 205 equipment loans
- Reported 90% customer satisfaction

IDI and FGD participants describe the HELP program as follows:

*“THEY’VE GOT A LOT OF DIFFERENT PEOPLE AT THE TABLE DOING THAT AND LOTS OF IN KIND SUPPORT.”  
(IDI PARTICIPANT)*

*“THEY’RE DOING IT... IN LARGE PART BECAUSE OF CONVERSATIONS THAT HAVE COME OUT OF US  
[COMMITTEE] COMING TOGETHER AND TALKING ABOUT, WOW, MEDICAL EQUIPMENT IS SO OUTSIDE THE  
REACH OF SO MANY PEOPLE.” (FGD PARTICIPANT)*

*“...THE ISSUE OF DURABLE MEDICAL EQUIPMENT ACCESS HAS COME UP MULTIPLE TIMES WITHIN THE  
COMMITTEE AS A BARRIER... FOR PEOPLE IN THE COMMUNITY.” (FGD PARTICIPANT)*



Photo Credit: Partnership for a Healthy Durham Facebook

## **Durham Knows**

**Coordinated by the HIV/STI  
Committee \$5000**

The Durham Knows public health campaign is designed to destigmatize and encourage testing among Durham County residents ages 15 to 65 and promote the idea that everyone should know their HIV status. The campaign includes social media messaging, distribution of printed materials, education about the

availability of pre-exposure prophylaxis medication (PrEP) to reduce risk of contracting HIV for at-risk individuals, and policy change efforts at the health system level to make HIV testing universal.

As described by one IDI participant, the Durham Knows campaign was developed using the Bronx Knows framework.

*“BRONX KNOWS WAS THIS AMAZING CAMPAIGN TO GET EVERYBODY TESTED IN THE BRONX [NEW YORK].  
THE MAYOR OF NEW YORK WAS TESTED IN PUBLIC... YEAH, ALL THE PUBLIC FIGURES WERE THERE. THEY ALL  
ENDORSED IT... AND WHAT [PERSON] REALLY WANTS TO DO IS S/HE WANTS THIS TO HAPPEN IN DURHAM.  
AND IT IS A NOBLE, NOBLE GESTURE THAT HOPEFULLY WE CAN MAKE THIS HAPPEN.” (IDI PARTICIPANT)*

As one FGD participant described, the basis of the campaign is to *“MAKE SURE THAT PEOPLE KNOW THAT YOU CAN GET TESTED FOR FREE... THAT YOU CAN GET CONDOMS FOR FREE AT DIFFERENT PLACES ...GETTING THAT AWARENESS OUT AND MAKING SURE THAT PEOPLE KNOW WHERE YOU CAN GET THOSE SERVICES AND INFORMATION MATERIALS.”*

**Successes:**

- The campaign’s kickoff was in September 2015 with a group of dedicated citizens, health providers, public health officials and organizations talking and tabling at events, and sharing brochures and a short video on the campaign. The Durham Knows campaign kickoff included Duke and Lincoln doctors lobbying for HIV testing to be included in routine care.<sup>3</sup>
- With the engagement of professional media services, new Facebook and Twitter pages have been established for the Durham Knows campaign.<sup>4</sup> Materials (e.g. videos) geared towards young adults, Latinos, and MSM have been developed and distributed (e.g. YouTube).<sup>5</sup> Videos for social media received over 300 views.<sup>6</sup>
- Campaign outreach has been conducted at over a dozen events, including advertisement at multiple events around June 27 for the 2016 National HIV Testing Day.<sup>7</sup> There has been 100 surveys completed. Additionally, it has been reported that since the campaign began, testing at Duke has increased by 60%.
- One IDI participant reported that the HIV/STI committee received additional funding from the North Carolina Central University’s Campus Community Coalition, Substance Abuse and Mental Health Services Administration (C3 SAMHSA) project as the community partner. This funding from the US Department of Health and Human Services’ SAMHSA will be used to supplement the committee’s activities.

*“BUT WE JUST GOT BLESSED FROM THE C3 SAMHSA PROJECT AT [NC] CENTRAL [UNIVERSITY]. SAMHSA ... GAVE CENTRAL THE GRANT...THEY [C3 SAMHSA PROJECT] DO THE SAME THING AS WE’RE [HIV/STI COMMITTEE] DOING, BUT THEY HAD TO PUT A COMMUNITY PARTNER [ON THE AWARD]...SO IT WILL GO SPECIFICALLY FOR OUR COMMITTEE. \$20,000 [EACH YEAR] FOR THREE YEARS.” (IDI PARTICIPANT)*

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<sup>3</sup> The Herald Sun, 23 June 2016, National HIV Testing Day

<sup>4</sup> For more information about Durham Knows resource materials, visit <http://healthydurham.org/media/durham-knows>

<sup>5</sup> Partnership HIV/STI Committee Minutes, May 25, 2016

<sup>6</sup> For Durham Knows YouTube video, visit <https://youtu.be/H7o8kuz6qms>.

<sup>7</sup> For more information about Durham Knows campaign presence at community events, visit <https://www.facebook.com/healthydurham>



Photo Credit: Partnership for a Healthy Durham 2015 SOTCH Report

### ***Safe Routes to School***

***Coordinated by the Obesity and Chronic Illness Committee \$5000***

The Safe Routes to School project offers bicycle/pedestrian safety "Let's Go, NC!" curriculum and provides bicycles and equipment to fourth grade students at three Durham elementary schools. Students will be able to get physical activity by riding bikes during the safety classes. The Safe Routes to Schools program will be evaluated for effectiveness.

Bike Durham, Durham Open Space and Trails Commission (DOST), and the American Tobacco Trail (ATT) Watch group have been working with the Safe Routes to Schools program to encourage students to ride bicycles more. The Bike and Pedestrian program, Let's Move NC, will help remove those barriers by educating students how to ride bikes and safety. The donated trailer will help move bikes to schools and allow children to take the curriculum at schools. If the program goes well, it will be expanded. Details such as what time of day the lessons will take place will be worked out with each school.<sup>8</sup>

#### **Successes:**

- At the time the interviews were conducted for this study, one IDI participant noted, *"THERE'S A BICYCLE AND PEDESTRIAN EDUCATION OF THE SCHOOLS, WHICH HASN'T KICKED OFF. WE'RE STILL DOING THE EDUCATION."*
- Since then, as reported in Partnership meeting minutes, members of the Obesity and Chronic Illness Committee have conducted pilot tests of the bike and pedestrian education curriculum at three local elementary schools; all children wore helmets; and knowledge was increased in basic bicycle and road safety skills.<sup>9</sup>
- Committee members also distributed helmets at Durham County libraries and purchased twelve (12) bikes to be donated to Durham Public Schools.

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<sup>8</sup> Partnership Quarterly Meeting minutes, July 15, 2015

<sup>9</sup> Partnership Quarterly Meeting minutes July 20, 2016

## **Double Bucks for Seniors**

### **Coordinated by the Obesity and Chronic Illness Committee \$5000**

The Double Bucks for Seniors project supports Grocers on Wheels<sup>10</sup> by providing additional Supplemental Nutrition Assistance Program (SNAP) vouchers (food stamps) to low-income seniors at three senior housing facilities to purchase fresh local fruits, vegetables, dairy, and meat at mobile markets. The program allows seniors to buy up to \$20 worth of food for half price if they receive food stamps.<sup>11</sup> This initiative will be evaluated for effectiveness.



Photo Credit: PARTNERSHIP FOR A HEALTHY DURHAM 2015 SOTCH REPORT

The Double Bucks project aims to increase seniors access to healthy foods and support by removing the transportation barrier in bringing Grocers on Wheels to the senior facilities.

*“WE’RE CUTTING OUT THE TRANSPORTATION BARRIER, AND WE’RE BRINGING THE FRESH FRUITS TO THEM ON THE SPOT.” (IDI PARTICIPANT)*

The program also provides financial resources through the additional SNAP benefits to purchase healthy foods. The expanded SNAP benefits provide a voucher to seniors even if they do not have benefits remaining on their EBT card at the time of their mobile market visit.

*“THE DOUBLE BUCKS IDEA CAME OUT OF ANOTHER...DOUBLE BUCKS PROGRAM THAT’S GOING ON AT BOTH OF DURHAM’S FARMERS’ MARKETS. AND ONE OF THE EMPLOYEES HERE, WHO’S ALSO A COMMITTEE CHAIR, WAS INSTRUMENTAL IN HELPING FACILITATE THE PROCESS OF GETTING DOUBLE BUCKS AT THE FARMERS’ MARKET, SO I THINK IT WAS KIND OF A LOT OF [PERSON’S] VISION TO LIKE EXPAND DOUBLE BUCKS TO MORE OUTLETS.” (FGD PARTICIPANT)*

The Double Bucks project has had to address a few challenges during implementation, including communicating how the Double Bucks project works, as expressed by an FGD participant,

*“WE’VE HAD DIFFICULTY FIGURING OUT HOW TO COMMUNICATE THE CONCEPT THAT WE’RE OFFERING. IT SOUNDS SO SIMPLE, =DOUBLE BUCKS=... DOUBLE YOUR FIRST TEN DOLLARS. (LAUGHING) WELL, THERE’S A LOT OF LITTLE DETAIL TO WORK IN THERE THAT IS HARD TO DO, SO I GUESS THERE IS A GENUINE QUESTION ABOUT DOES EVERYBODY UNDERSTAND WHAT THEY CAN GET?”*

<sup>10</sup> For more information about Grocers on Wheels, visit <http://groceronwheels.com/>

<sup>11</sup> The Herald Sun, “Grocers on Wheels”, 02 September 2015

Other challenges mentioned were physical limitations that may keep some seniors from leaving their rooms to shop with Grocers on Wheels and also limitations of the housing facilities where Grocers on Wheels provide the program (e.g. no central intercom system to inform residents that the vendor is on-site and to encourage them to participate).

**Successes:**

- Grocers on Wheels started the Double Bucks program on September 3, 2015 in Durham at Forest Hills Heights, J.J. Henderson Housing Center and JFK Towers. The mobile market visits each site once per month.<sup>12</sup>
- The Double Bucks program has received media coverage through several news outlets and articles have appeared in The Herald-Sun newspaper.<sup>13</sup>

*“WE GOT SOME MEDIA COVERAGE WITH ... WRAL, THEY SHOWED SOME OF THE PICTURES, TOO. AND I HAD A QUOTE... THAT I SHARED WITH THE MEDIA, TOO, ABOUT... ONE RESIDENT [WHO] WAS REALLY EXCITED ABOUT IT AND SHE IS ON DISABILITY AND HAS LIMITED MOBILITY AND SHE DOESN'T HAVE A CAR, SO SHE NEEDS TO KIND OF BUM RIDES FROM PEOPLE AT CHURCH OR NEIGHBORS TO GET TO THE GROCERY STORE. WELL THIS IS GREAT. THEN SHE HAD TONS OF... VEGETABLES.” (IDI PARTICIPANT)*

- One IDI participant noted the success of a Grocers on Wheels visit to the three community locations.

*“...OUR RECENT INITIATIVE, GROCERS ON WHEELS YESTERDAY. THAT WAS A... PRETTY BIG SUCCESS. HE [GROCER ON WHEELS] SOLD EVERYTHING, SO THAT WAS GREAT. THAT WAS AT J. J. HENDERSON. THEY ALSO WENT TO JFK TOWERS AND, FORESTVIEW HEIGHTS. THEY WENT TO THREE LOCATIONS...” (IDI PARTICIPANT)*

- During the course of the program, Grocers on Wheels sold approximately 1,429 pounds of meats, dairy and produce to 232 participants in three senior housing communities and the Durham Center for Senior Life.<sup>14</sup>
- Other mobile markets have expressed interest in participating in the program (i.e., Northgate Farmer's Market).<sup>15</sup>

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<sup>12</sup> The Herald Sun, Grocers on Wheel, 02 September 2015

<sup>13</sup> OCI Committee meeting minutes, May 11, 2016

<sup>14</sup> Partnership Quarterly meeting minutes, July 20, 2016

<sup>15</sup> OCI Committee meeting minutes, May 11, 2016

## APPENDICES

### Appendix A: List of Study-Related Reports

Listed below are study-related reports provided to the Partnership for a Healthy Durham by FHI 360 members of the study team. These reports include a main study report along with four supplemental reports containing expanded details on study methods, the history of the Partnership, descriptions and accomplishments of the Robert Wood Johnson Foundation (RWJF) Culture of Health Prize mini-grants, and additional study findings (i.e., analysis of conceptual frameworks).

1. Building Healthy Communities: Learning from the Partnership for a Healthy Durham
2. Building Healthy Communities: Learning from the Partnership for a Healthy Durham – Expanded Study Methods
3. Building Healthy Communities: Learning from the Partnership for a Healthy Durham – Partnership History
4. Building Healthy Communities: Learning from the Partnership for a Healthy Durham – RWJF mini-grant descriptions and accomplishments
5. Building Healthy Communities: Learning from the Partnership for a Healthy Durham – Partnership Framework