

# Community Engagement: Building Trust in a Marginalized Population

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## Background

- Cincinnati's East End neighborhood runs seven miles along the Ohio River
- The neighborhood population is largely of Appalachian descent
- East End is economically diverse, with new housing developments to the west and historical homes in the center and east
- Multigenerational residents of Appalachian descent live in the historical area
- 21% of live below the poverty line and 78% are Medicaid eligible
- Already reluctant to engage with those from outside the community, the 2013 abrupt closing of the East End Clinic that provided healthcare for the area further eroded trust



Cincinnati's East End neighborhood

## SBHC Community Outreach



Riverview East Academy in Cincinnati, Ohio

- SBHC is staffed by one family physician, one nurse practitioner, one school nurse, one medical assistant, and one case work associate
- Two family medicine residents also each spend 4-12 clinical hours per month
- The staff and family physician utilize formal and informal community outreach efforts to increase consent rates for students and promote services to the community to increase neighborhood patient rates

## Community Partner Project (CPP)

- The CPP involves an assessment of the community, school, and health center to assist in targeting a gap in care and better understand the local culture
- The project is led by family medicine residents and an advanced nurse practitioner student with support from the SBHC family physician
- This project focused on 6<sup>th</sup>-8<sup>th</sup> graders in the after school care program, addressing wellness and healthy behaviors at home and school through activities and education sessions
- Sessions included a trip to a community garden and to the recreation center to assist in building connections to community resources
- Students demonstrated good but limited baseline knowledge of healthy eating and exercise



### Lessons Learned

1. Activities should be group-based to optimize participation
2. A capstone project would align focus of each individual session toward a goal
3. Ensure appropriate literacy level for any evaluation materials

## Outcomes and Summary

### SBHC User Outcomes Year 1 vs. Year 2

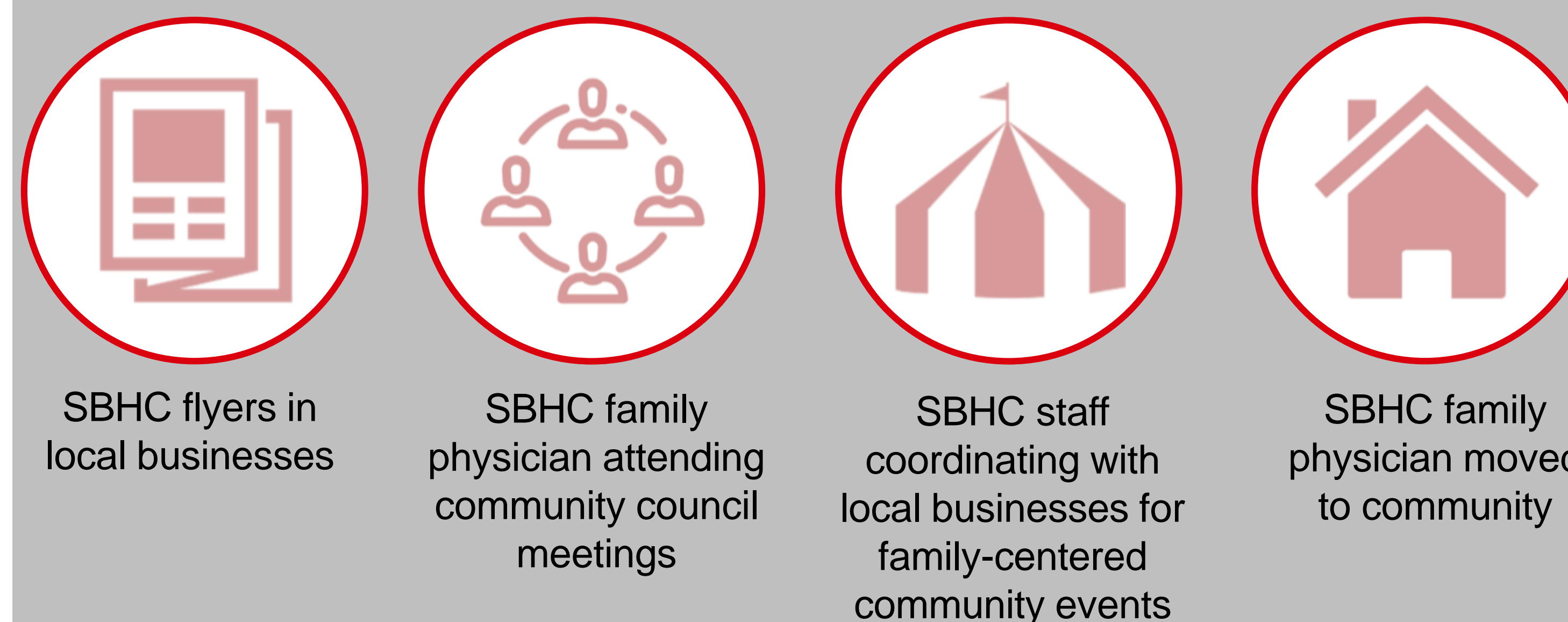
Patient Age	Unique Users Y1	Unique Users Y2	% Increase	Total Visits Y1	Total Visits Y2	% Increase
Under 5	35	43	23%	64	80	20%
5-18	388	434	12%	1122	1540	37%
19+	109	239	119%	263	743	183%
<b>Totals</b>	<b>532</b>	<b>716</b>	<b>35%</b>	<b>1449</b>	<b>2363</b>	<b>63%</b>

- The consent rate for students is now over 75%
- Community members now comprise over one third of the SBHC patient population. Community outreach efforts continue to build and improve trust and rapport.
- A new grant initiative will include a community- and school-wide healthy behaviors and wellness program
  - Partnership with Community Health Worker professional and trainee
  - Learner-facilitated student wellness activities
  - Expanding partnership between Riverview East administration and the Academic Health Center

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## SBHC Outreach Activities

### Community Members



### Students



- In May 2014, the Medicaid Technical Assistance and Policy Program (MEDTAPP) Healthcare Access Initiative (HCA) at the University of Cincinnati facilitated an innovative partnership between the Academic Health Center and local Medicaid- serving primary care and mental health clinics, including school-based health centers (SBHC)
- Cincinnati Public Schools, the Cincinnati Health Department, and Interact for Health, a community health advocacy organization, formed a partnership to build a SBHC at Riverview East Academy (K-12<sup>th</sup> grade) to serve both students and the community
- September 2014, Riverview East SBHC opened as a clinical site for students and community members
- Citing previous closures of health care centers in the community, many residents did not initially seek services, uncertain of the SBHC to provide care long-term and unaware of all the primary care services that were offered
- Poor SBHC street-level visibility made promotional efforts challenging
- Outreach efforts remain at the forefront for the center to attract and retain new patients