

Northside Health and Well-being Improvement Program Report 2018

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Northside Health and Well-being Improvement Program Report

Executive Summary

Wilmington's Northside community has historically served as a staple to the city's vitality and diversity. Unfortunately, changes in social and structural dynamics have inhibited the growth and development of the area and its residents over time. The Northside community is home to approximately 3,900 residents, many of who live below the federal poverty level and have limited access to resources that are conducive to the improvement of their economic distress.

Historically, economic changes and disproportionate distribution of funding and service has resulted in dismantled communities across the United States. Despite images and stigmas portrayed in the media and through frequently vocalized stereotypes of low-income, minority communities, they are home to American citizens well-deserving of equitable treatment and access to resources necessary for a decent quality of life. Understanding the impact that government action (or the lack thereof), racial inequity, and the lack of access to social and economic resources has on the overall well-being of low-income, underserved communities like Wilmington's Northside is essential to properly serving residents and accommodating their needs to ensure equitable health and well-being for all.

The Northside Health and Well-being Improvement Team is a group of local organizations and community partners working to address the needs and concerns of Wilmington's Northside Community. As the key partnering organization, the guidance and leadership of the Northside's Voyage Community Council have been vital components in taking the right approach to understanding residents' needs. Over the course of 2018, our program has analyzed feedback from community members to identify social, economic, and structural barriers that inhibit the community's well-being. Many steps were taken to gain insight from Northside residents related to general health and well-being, physical activity, social and community relationships, nutrition, health care experience, mental well-being, and quality of life. We worked inclusively with community members and professionals to provide a platform for residents to share their vision and goals for the Northside. Based on the community's feedback, we used these three topics to guide our work and the resulting plans of action:

- Quality of Life
- Exercise and Nutrition
- Social and Community Relations

Our goal is to continue working with community members and other stakeholders to develop a strategic plan for implementation while encouraging action from city officials, community members, and organizational leaders to meet the health and well-being needs and preferences of the Northside community. Engaging community members and actively listening to their needs has enabled our team to build momentum for success of this program, but the collaboration and dedication of residents, community-based organizations, and public officials are vital next steps

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in leading the community to its optimal level of health and well-being. The Northside Health and Well-being Improvement Program Report is a tool for community members to have their voices heard, and for those with capacity to implement change to understand the community's needs and how to work together towards meeting the goals and preferences communicated by residents.

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Program Aim and Background

Burdens placed upon many Northside residents due to structural barriers such as limited access to food, housing, safety, and economic opportunity serve as precursors to toxic stress-- a debilitating condition among many predominately African American communities like the Northside. The cycle continues when toxic stress is coupled with chronic diseases such as heart disease, hypertension, and diabetes, all prevalent in African American communities. “Health differences are often due to economic and social conditions that are more common among African Americans than whites.” (Centers for Disease Control and Prevention, 2017). Without access to sustainable and affordable care, several Northside residents have experienced unpleasant health outcomes.

The Northside Health and Well-being Improvement Team is a group of local organizations and community partners (see list below) collaborating to address the needs and concerns of Wilmington’s Northside Community. Over the course of 2018, we have conducted a survey (Northside Community Health Assessment) and analyzed feedback from community members to identify social, economic, and structural barriers that inhibit the community’s well-being. To best understand the needs of the community, 200 surveys were collected from northside residents including questions related to general health and well-being, physical activity, social and community relationships, nutrition, health care experience, mental well-being, and quality of life. We worked very closely with community members and professionals to carefully craft these questions, ensuring that they encompassed each realm of well-being while maintaining a standard of user-friendliness for residents. Our goal is to work with community members and other stakeholders to develop a strategic plan for implementation while encouraging action from city officials, community members, and organizational leaders to meet the health and well-being needs and preferences of the Northside community.

Organizations and stakeholders involved with this team include:

- Voyage Community Council
- MedNorth
- New Hanover Regional Medical Center
- Blue Ribbon Commission
- Communities in Schools
- LINC
- Domestic Violence Shelter and Services
- Feast Down East

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- UNCW
- Smart Start
- AMEZ Housing
- Support the Port
- YMCA
- YWCA

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Northside Overview

a. Community Characteristics

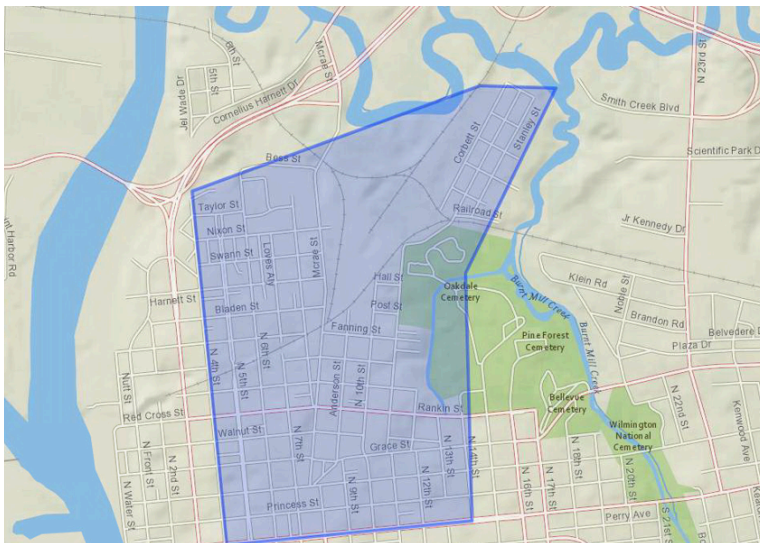
The city of Wilmington is over 250 years old, densely populated, and situated on the Southeastern coast of North Carolina. The highly attractive city is well known for its Downtown Riverfront, central location to many area beaches, Battleship, fresh seafood, and thriving tourist attractions. New Hanover County's population of 216,430 is 83% white while the largest minority concentration falls among African Americans, who account for 15.1% of the area population (NCDHHS, 2016). Data has shown that the county ranks above state average in addressing health factors such as physical activity, clinical care, college education, and teen pregnancy. However, many low-income minority communities such as the Northside continue to experience poor health outcomes as a result of the county's low performance in social and economic areas such as housing, income inequality, education, and crime (Rankings, 2016).



Figure 1: Highlighting Wilmington, North Carolina: <https://familysearch.org/learn/wiki/en/images/5/5b/Nc-new-hanover.png>

Throughout this program our area of focus has been New Hanover County's 140-block area previously identified as the Youth Enrichment Zone (YEZ), but well known by Wilmington natives as the Northside. The boundaries of this area span from North 4th to 14th street, and from Market to Bess street.

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According to data collected by the North Carolina Department of Health and Human Services, the median annual income for the Northside community has been reported as \$26,427, close to 50% below New Hanover County’s median annual income of \$51,232—the highest estimated median household income in a nine-county region (NCDHHS, 2016). 37.9% of the Northside community’s population live below the federal poverty level, identifying the community as an area of concentrated poverty on the North Carolina Division of Public Health’s Social Determinants of Health Map. 19% of Northside residents are unemployed, and 20% of the community has not received a high school diploma in comparison to 9% of the city’s population who have not (U.S. Census Bureau, 2017).

The Northside Community is home to approximately 3,900 residents, 70.2% of which are minorities (NCDHHS, 2016). The African American population accounts for 67.5% of the community, a number which has progressively decreased due to increasing citywide growth leading to a high demand for property near Downtown Wilmington. This has resulted in continuously decreasing homeownership rates among residents and the displacement of low to moderate income families unable to afford the ever-growing housing costs and property taxes. However, 69.3% of the community is spending 30% or more of their monthly income on rent (NCDHHS, 2016). The structural challenges in the community are exacerbated by high rates of residents indicating single parent households (~67%) and homes without access to a vehicle (~19%). Further, access to healthcare services is limited for many residents due to the large percent of residents without health insurance (between 19% and 25%), which is approximately 35% higher than the US uninsured rate for adults between the ages of 19 and 64.

b. History and Current State of the Northside Community

The Northside was long ago identified by the City of Wilmington within their Northside Community Plan as a “threatened” neighborhood, due to the city’s rapid and ongoing “growth and changing physical, social, and economic dynamics” (City of Wilmington, 2003). With the help of community members, leaders, and others inspired to assist in developing a successful future for the Northside and its residents, the City of Wilmington developed The Northside Community Plan in 2002. Crime prevention, economic development, attractive community,

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housing, facilities and programs, and transportation were foundational themes to the City's extensive plan developed to "make the community's vision a reality" (City of Wilmington, 2003). Unfortunately, the City of Wilmington failed to commit itself to executing and sustaining the action plan created to address the many issues and disparities expressed by Northside residents. Consequently, several of the community's goals and barriers presented to city officials sixteen years ago have relentlessly resurfaced, demanding immediate action and attention. The need for access to essentials such as a sustainable food source, recreational facility, programs and activities that support proper education, rehabilitation, and positive community relations, remains today. The consistent social, economic, and structural barriers that still exist despite the Northside Community's ongoing, openly expressed desire for a healthier community has left residents exhausted with unfulfilled promises, and ready for necessary change.

Northside residents and organizations in desire of much needed community change have worked diligently to ensure that the community's basic needs are met. Supporting the community without adequate accountability and assistance from public officials has posed a continuous threat to the well-being of the Northside and its residents, but they have maintained a sense of resiliency while of working together to lead change and build their community. Community-led groups such as the Voyage Community Council, Voyage Youth Leadership Council, and Northside Connection are key players in advocating for change within the community while highlighting ongoing structural barriers posed upon Northside residents and similar communities. Below are quotes from residents highlighting their vision and aspirations for the community:

"Black folks tend to hold each other to high standards and adopt beliefs learned over years of being oppressed. That blacks are inherently less worthy than whites." "We need to be intentional about changing this idea." "We all think it, but we didn't say it."

"Help folks with drug addiction seek a better life path and opportunity rather than recycling them through a broken system."

"Young people need to see that yes indeed, black families are strong, powerful, and supportive. That black communities can solve their own issues and lead positive change."

"We need more resources for our children, some of them only get a hot meal Mon.-Fri. during school and afterschool programs. How can our children be productive being undernourished? Let's solve this."

"No more will oppressors and their belief systems shape the way our kids and communities feel about themselves. We will show that black men can be and must be leaders."

"Uplift the community and make it "cool" for us to unite in improving our lives."

"We need/want black mentor and black leaders."

"Healthy mentality and healthy relationships. All positive vibes and community love."

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"It gets to the point where we just accept it and this includes black people in leadership, when people marginalize leaders/blacks."

"There have always been people in the neighborhood, but they always leave. We need to have more sustainable partnerships and build capacity."

"There is a clear need to make this a cause for action. There is too much talk, time for action."

Program Overview

a. Community Based Participatory Research

Our program was guided by a partnership approach to community improvement called Community-Based Participatory Research (CBPR). CBPR is centered on a mindset of co-production; an approach that equitably involves diverse stakeholders from beginning to end of an initiative, and ensures that all stakeholders have the opportunity to contribute their expertise. A CBPR approach is particularly relevant as a health improvement model for communities with recognized barriers to community health, scarce resources and limited local examples of successful or sustained health improvement initiatives, and when community-values are central to engagement and collaboration. As deeper truths about health, well-being and behavior are often concealed in local narratives, a CBPR approach engenders the insights necessary to understand what matters most to communities, foster trust between residents and committed stakeholders and produce well-being improvement strategies most likely to address the high-priority needs and improvement activities preferred by local residents.

The decision to use tested theories to guide the program design – from beginning-to-end - stems from proven community improvement initiatives across a broad type of US communities. Lessons learned across CBPR-guided initiatives informed the following core operating model we defined prior to starting the program: the Northside residents will be the primary voice guiding the program approach, informing the content (e.g., surveys), shaping the pace of decision-making and change, and guiding the analysis and proposed action plan. Without the use of such an approach, we clearly understood the effort and any output would rely solely on supposition and assumption, and the likelihood of achieving any meaningful change based on Northside resident's defined needs, goals and preferences would be limited.

b. Step By Step Process

Throughout the duration of this program, many steps were taken to ensure that our efforts were led by the Northside community, enabling our team to effectively capture the community's voice and feedback. Northside residents within the Voyage Community Council played a vital role in guiding the data collection process and developing a proposed action plan to address the needs and concerns expressed by residents.

1. The first step in our process was collecting a total of 200 assessments, which captured feedback related to the community's overall health and well-being.

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Numerous data collection methods were employed to execute this portion of the process while ensuring that the Northside community led the efforts.

1. To preserve the community based nature of this program, the Northside Health and Well-being Improvement Team hosted a series of community events to explain our program and its purpose to community members, leaders, and organizations serving the Northside community.
 2. To maintain consistency throughout the collection process, Northside residents and community leaders committed to collecting assessment responses were educated on its purpose, content, and administration. Materials distributed include the Northside Health Assessment Interview Guide, referenced in Appendix G.
 3. The Northside Health Assessment was promoted and distributed by community based organizations and residents at community events, local businesses, and door to door. Materials were produced and distributed to explain the purpose of the assessment and how it can be completed either physically or online.
 4. A data analysis was conducted, which helped to identify three main themes and areas of focus expressed by community members: Quality of life, exercise and nutrition, and social and community relations.
2. After analyzing the data presented by residents, focus groups were conducted to receive more specific information on the community's needs and concerns within the three areas of focus. These focus groups allowed us to gather information on residents' barriers, assets, and desired outcomes related to health and well-being of themselves and their neighbors. A total of two focus groups were conducted, one consisting of participants ages 18-45, and another consisting of participants over the age of 46.
 3. After analyzing the data and conducting focus groups to receive more specific information on the community's needs and concerns, we also conducted interviews with key members of community based organizations who serve the Northside Community. These organizations provided feedback on:
 - 1.) prioritizing the issues and disparities mentioned by residents,
 - 2.) proposed next steps for developing an action plan, and
 - 3.) information on how we can leverage their existing programs/resources to enhance and increase access to the services they offer to the Northside community.

Organizations who provided feedback include:

- | | |
|--------------------|----------------|
| ● Feast Down East | ● NAACP |
| ● Smart Start | ● AMEZ Housing |
| ● YMCA | ● GLOW Academy |
| ● YWCA | ● Nourish NC |
| ● DREAMS | |
| ● Coastal Horizons | |

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4. Compiling the information collected from the Northside Health Assessment, focus groups, and CBO interviews assisted our team in developing a proposed action plan which was reviewed and edited by Voyage Community Council prior to its publication in the report.
5. The next task in our process was to gain individual insights and information from Northside residents by conducting one-on-one interviews. These interviews, also known as personas, enabled residents to further express their needs concerns, and presented an opportunity for public officials and city leaders to learn more about how to best encourage desired action and change within the Northside community.

Survey and Key Findings

a. Results Summary

Theme 1: Quality of Life

c. Mental Health

Assets / Benefits: None

Needs / Barriers:

- 20% of residents indicate they “felt down, depressed or hopeless” “nearly every day” or “more than half the days” over the previous two weeks; with another 7% declining to answer
- 28% experience “very much” or “quite a bit” of stress in a typical day
- 42% slept 5 or less hours per night over the previous 30 days

d. General Health and Well-being

Assets / Benefits:

- 96% “strongly agree” or “agree” they would like to improve their health; with 75% seeking help to achieve their health goals
- 73% “agree” or “strongly agree” that “people who live in the community have the opportunity to positively contribute to the community's quality of life

Needs / Barriers:

- 70% “strongly agree” or “agree” they worry about their individual health (stress and health concerns); and 65% “strongly agree” or “agree” their neighbors also worry about their health
- 57% rate their quality of life in community as fair or poor

e. Healthcare Experience

Assets / Benefits

- 94% “strongly agree” or “agree” “it is important to meet with a health care provider on a regular basis to be healthy”
- 82% are “very confident” or “somewhat confident” they “control and manage most of their health problems”

Needs / Barriers

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- 59% of respondents indicate “there was a time in the past 12 months when they or anyone they take care of needed to see a doctor but did not because of cost”
- 10% do not have a regular place of care; 11% go to the emergency room, and another 8% either “ask a friend or prefer to treat themselves” “when they are sick or need advice about their health” (total 29% with a potential gap in a regular source of care)

f. Safety

Assets / Benefits: None.

Needs / Barriers:

- 72% indicate “violence is a concern for you or others in your community”
- 21% indicate they “do NOT feel safe in their place of residence”; another 6% do not want to answer the question.

Theme 2: Social and Community Relations

Assets / Benefits:

- 73% “agree” or “strongly agree” that “people who live in the community have the opportunity to positively contribute to the community's quality of life
- 71% have the transportation they need to “get to places they need or want to be”

Needs / Barriers:

- 61% indicate they “can count on people in the community when they need help” either “not at all” or “a little”
- 55% “strongly agree” or “agree” “people in the community work together to solve community problems”
- 36% suggest they “usually” or “sometimes” “feel like a stranger to those around”

Theme 3: Exercise and Nutrition

a. Physical Activity

Assets / Benefits: 94% “strongly agree” or “agree” it is important to do 30 minutes of physical activity per day

Needs / Barriers:

- 41% “disagree” or “strongly disagree” that “the physical environment of our community makes it easy to be physically active”
- 44% “disagree” or “strongly disagree” that “the community is a safe place to be physically active”

b. Food Access

Assets / Benefits:

- 68% of residents use their own vehicle to “get to and from the place they most often buy food”
- 67% of residents would like to learn how to cook healthy meals

Needs / Barriers:

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- 24% answered “Yes” when asked “In the last 12 months, were you ever hungry but didn't eat because there wasn't enough money for food?” Note: 4% chose not to answer.
- 68% of respondents eat 2 or less servings of fruit per day
- 67% of respondents eat 2 or less servings of vegetables per day
- 64% indicate it is “very hard” or “somewhat hard” “to pay for food, housing, medical care, and heating”

b. Gap Analysis

While providing feedback throughout the duration of this program, residents of the Northside Community identified several perceived barriers that inhibit the community’s overall well-being and impede on residents’ ability to achieve health-related goals. These social, economic, and structural barriers serve as contributing factors to poorly rated quality of life and substandard health outcomes among Northside residents. Community members have frequently expressed that many of their needs and concerns are attributable to insufficient access to basic human amenities such as food, housing, safety, economic opportunity, and medical care.

A crucial step in the data collection phase of our process was speaking with members of community based organizations (CBOs) who serve the Northside Community. These organizations provided feedback and insight on how we can leverage their existing programs and resources to enhance and increase access to the services they offer to the northside community. Ten CBOs were asked, “Is your organization currently addressing any issues/results captured in the results summary?” These organizations are grouped below, based on the services they provide in relation to the needs and concerns of community members.

I. Current Concerns of the Northside Community

Concern	CBOs serving the Northside Community
Exercise/Nutrition	
<i>Food access</i>	Feast Down East
	Nourish NC
<i>Physical activity</i>	YMCA
	NHRMC
Quality of Life	
<i>Access to healthcare/ health related services</i>	Coastal Horizons
	MedNorth

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	NHRMC
<i>Infrastructure/ Safety</i>	WPD? (Has been contacted, no response)
<i>Housing</i>	AMEZ Housing
Social/Community Relations	
<i>Community activities/programs</i>	DREAMS
	YMCA
	YWCA
<i>Social Relations</i>	Smart Start
	NAACP
	LINC

II. Desired State of the Northside Community

Concern	Desired State
Exercise/Nutrition	
<i>Food access</i>	Residents have access to a sustainable source of food.
	Residents are knowledgeable on how to prepare healthy meals that are enjoyable and affordable.
<i>physical activity</i>	Residents can safely exercise in their community environment.
	Residents have access to enjoyable programs and activities that foster an increase in physical activity.
Quality of Life	
<i>Access to healthcare/ health related services</i>	Residents have access to programs and support services related to mental health, substance abuse, and health education.
	Residents have access to health services transportation.
<i>Infrastructure/ Safety</i>	Residents have a sense of safety within their environment due to positive relationships and support of law enforcement.
	Residents have access to proper lighting, safe roadways, safe sidewalks.
	Residents have access to bike lanes and adequate park amenities in their community.
<i>Housing</i>	Residents have access to affordable, sustainable housing.
	Residents are knowledgeable on resources available to assist with homeownership.
	Residents have access to programs supportive of home repairs and safety assurance.
	Residents have access to programs supportive of housing and utility assistance during times of hardship.
Social/Community Relations	
<i>Community activities/programs</i>	Residents have access to programs supportive of their culture.
	Residents have access to programs that appeal to their interests and are supportive of positive community relationships.

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	Residents have access to activities and programs that will improve their health.
<i>Social Relations</i>	Residents can enjoy positive relationships with one another.
	Residents are empowered, and have a voice in the greater Wilmington community.
	Residents' concerns are supported and addressed by public officials.
	Residents are involved in decision making processes impacting their community.

Proposed Action Plan

The responses of community members during the assessment and focus groups, community based organizations, and members of the Northside Health and Well-being Improvement Team have assisted in developing the following proposed action items, based on their concerns and recommendations. This proposal has been reviewed and evaluated by the Northside Community's Voyage Community Council to ensure that it is representative of an adequate approach to addressing the community's needs and concerns. The purpose of this plan's development is to encourage action from public officials and community organizations who possess the capacity for change and improvement by linking key community goals with a clear implementation strategy.

Nutrition/Exercise

Objective	Short-Term* Outcome Measure	Long-Term* Outcome Measure
Residents have access to a sustainable source of food	Subsidizing Feast Down East to increase reach xxx residents	Increase produce output in the Portia Hines Park community garden as measured by
	Provide transportation for xxx residents to grocery store and community programs	Increase community involvement in the community garden at Portia Hines Park as measured by
	Put x shelves of vegetables and fruits into existing stores within walking distance of the Northside	
	Host xxx pop-up food markets	
	Distribute xx baskets of food to the elderly from the Portia Hines Park	

*Short-term=Before end of July 2019; Long-term=July 2020

Theme/topic

Action

Nutrition/Exercise

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Food access

- Subsidizing Feast Down East to increase reach
- Providing transportation to grocery store and community programs
- Putting healthy food into existing stores
- Providing education on healthy cooking and importance of proper nutrition
- Pop-up food stores/market
- Implementing a community garden at Portia Hines Park

physical activity

- Activities for youth (softball, kickball, etc.)
- Portia H. Park improvements
- Increasing availability and prevalence of adult activities, programs, and classes that promote physical fitness.

QoL

Access to healthcare/ health related services

- Increasing access to existing programs and support services related to mental health, substance abuse, and health education
- Improving residents' access to information and resources related to transportation

Infrastructure/ Safety

- Encouraging city improvements that include repairs to roadways/sidewalks, implementation of lighting, and bike lanes
- Organizing a community clean-up day to revitalize the appearance of the community
- Implementation of a referral program matching community needs w/ assets

Housing

- Improving residents' access to information and resources related to housing by hosting a quarterly resource fair

Social/Community Relations

Community activities/programs

- Hosting a collaboration event (possibly periodically) inviting organizations and residents to share information and resources
- Increasing access to existing programs that provide activities/support for ALL ages
- Community Potlucks

Social Relations

- Working with WPD to discuss the best approach to improving resident/police relations
- Continuing to involve residents and ensure that their voices are heard
- Continuing to support and provide access to programs that encourage positive community relationships
- Increasing access to YWCA's advocacy program

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- Organizing adult support groups related to mental health and stress relief
- Inviting public officials and city service workers to Voyage Community Council meetings to talk more about available resources

LONG TERM PROJECTS:

- Community Newsletter
- Structured, sustainable referral program

For questions or to provide input on the proposed action plan, contact Marissa Bryant at Marissa.bryant@nhrmc.org

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LINC: Frankie Roberts

MedNorth: Althea Johnson

New Hanover Regional Medical Center:

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YMCA: Marjorie Lanier

YWCA:

- Katie Tate
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..and other community partners who have contributed during this process.

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Appendix A: Complete Program Results

Focus Group Comments:

General Health & Well-Being

Participants from *both focus groups* (age 45 and below and age 46+) identified the following as **barriers** to general health and well-being:

- Unclean homes, unsafe living conditions
- Toxic stress prevalence among residents
- Little to no access to resources and proper infrastructure for the community
- Limited access to healthy foods and physical activity

General Safety

Focus group participants were asked, “If you could wave a magic wand, the Northside would be a place where ____? These are compiled responses from *both groups* (age 45 and below and age 46+):

- There is a sense of safety (roads, parks, overall condition of the community are up to par)
- There is a sense of community where people are more invested in their neighborhood’s health, upkeep, and maintain a close-knit relationship with other community members.

Participants from *both focus groups* (age 45 and below and age 46+) identified the following as **barriers** to general safety:

- Unsafe living conditions contribute to a lack of safety within the home.
 - Absentee/neglectful landlords- unclean homes, some in need of repairs (unsafe living conditions)
 - Overcrowding for housing development, developers/contractors squeezing homes into lots.
- Police presence: not helpful
 - Slow response during an emergency, despite increase in patrolling.
 - Police don’t respond when necessary, but interfere during community gatherings, resulting in community members feeling unsafe and intimidated.
 - Stigma of fear of authoritative figures, leading to a strained relationship between community members and law enforcement
 - Many residents are fearful of reporting illegal/inappropriate activity to WPD, and when they choose to do so, the response is often, “there’s only so much we can do”.
- No access to healthy food and programs that promote physical activity
- No bike trails or lighting for bike riders

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Physical Activity

Focus group participants were asked, “What would you do more of to increase physical activity?” (**desired assets**) These are compiled responses from *both groups*:

- Sports leagues/teams (basketball, kickball, lacrosse, etc.)
- Provide bike trails and proper lighting for bike riders, which are very prevalent in the community
- Provide the necessary lights and water for Portia Hines Park
- Chair exercises, walking, quilting, sewing for elderly groups

Participants from *both focus groups* (age 45 and below and age 46+) identified the following as **barriers** to physical activity:

- Disproportionate distribution of funding for 2016 Parks bond left Portia Hines Park (the Northside’s main community park) without necessary assets
- Citywide African American community division leads to decreased participation in youth programs that are available.
- No recreational/ resource center that is accessible by community members

Social & Community Relations

Focus Group Notes & Comments (age 45 and below):

Focus group participants were asked, “If you could wave a magic wand, the Northside would be a place where _____?”

- There is support from public officials
- There is a sense of safety (roads, parks, condition of the community are up to par)
- There is a shared commitment of responsibility between community members
- Community and its relationships are strong

Participants identified the following as **barriers** to social and community involvement within this focus group:

- Community feels discarded
 - No resources, unaffordable circumstances (housing, utilities, etc.)
 - No interference from public officials in improving the condition of the community
 - Disproportionate distribution of funds throughout the city, leaving the Northside community without necessary resources.
 - Previous resources/hubs have been stripped away from the community and used as assets for the gentrified population
- Low levels of education among community members (academically and socially)
 - Unaware of changes occurring in policy (leases, zoning. Etc.)
 - Community members aren’t made aware of board meetings and other settings that involve decision making due to lack of effective communication and accessibility of information.

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- Despite attendance at these meetings, etc., residents don't feel welcomed and that their opinions are valued. (Residents' voices are unheard)
 - Poor presentation of new ideas, initiatives, plans, etc. by public institutions and entities cause community members to feel patronized.
- Community is weary of continued discussion around issues with little to no action.
 - Plenty of supporting data is collected about the community's needs, giving community members false hope about positive change, but no results.

Focus Group Notes & Comments (age 46+):

Focus group participants were asked, "If you could wave a magic wand, the Northside would be a place where _____?"

- People "know their neighbors"
- There are better relationships and communication between old and young populations
- There is a sense of community where people are more invested in their neighborhood's health, upkeep, and maintain a close-knit relationship with other community members.

Participants identified the following as **barriers** to social and community involvement within this focus group:

- Little to no parent involvement within the community and local schools, leading to a decrease in school attendance and youth community involvement.
- Many displaced families, leading to limited sense of ownership and responsibility among community members
- Limited opportunity for youth: no welcoming space or resource center for youth to be productive and explore/pursue their personal interests.
- School system (board) seems to be incompetent of the families they serve and unable to identify with the needs of the community's students.
- Little to no progress, tired of "talk" about what needs to be done.

Focus group participants of *both groups* were asked, "What **assets** could help you achieve the life you desire for the Northside?" These are compiled responses from both groups:

- Coming together to become more self sufficient
- Feeling more valued, welcomed, and invited during decision making meetings/processes.
- Agencies should work on providing the community with resources to be self-sufficient
- City officials being more involved in improving the community by adhering to the promises they made prior to election and after gaining the trust and vote of citizens
- A system to stay updated on information surrounding upcoming community meetings, and meetings occurring when most of those who will be affected by decision making (working class) are able to attend
- A youth hub or resource center to keep youth in a positive environment
- More community leaders

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- Programs/support groups that support positive relationships within the community
- More parent involvement

Eating & Drinking Habits (Nutrition)

Focus Group Notes & Comments (age 45 and below):

Focus group participants were asked, “What would you do more of to increase healthy/nutritious habits?” (**desired assets**):

- Make healthier food accessible at existing stores, and ensure that any additions (stores) to the community cater to those in need.
- Educate community members on:
 - Changing generational eating habits
 - The benefits of healthy eating, maintaining nutrition, and healthier alternative foods
 - How to cook foods that we enjoy in a healthier way
- Make programs focused on promoting healthy eating more appealing and compelling

Focus Group Notes & Comments (age 46+):

Focus group participants were asked, “what would you do more of to increase healthy/nutritious habits?” (**desired assets**):

- Increase food access for Northside residents through:
 - Meals on Wheels program: sometimes is the only form of human contact throughout the day. Very beneficial, but could be expanded.
 - Feast Down East: Seeing the fresh market 2x/week, compared to once.
 - A grocery store

Participants from *both focus groups* (age 45 and below and age 46+) identified the following as **barriers** to nutrition:

- No/limited access to healthy food.
- No knowledge on how to cook existing food in a healthier way.
- Not enough programs that support physical activity.
- Healthy options are too costly for some residents

Mental Health

Focus Group Notes & Comments (age 45 and below):

According to community members within this focus group, the following issues contribute to feelings of depression and hopelessness:

- being intimidated by police
- little to no access to resources
- unsafe living conditions
- racism
- gentrification
- no action by public officials to support the community’s needs

Focus Group Notes & Comments (age 46+):

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- Community members are interested in seeing improvements related to mental health by working with at-risk youth on:
 - how to be resilient and channeling their issues into activities that they enjoy
 - exposure to potential positive life outcomes, despite unidealistic home situations
 - Taking advantage of the ACES study

Healthcare Experience

Participants from *both focus groups* (age 45 and below and age 46+) identified the following as **barriers** to their healthcare experience:

- There is no treatment for substance abusers, and African American drug epidemic victims continue to be criminalized.
- There is a need for shying away from medication as a solution to youth's issues (Adderall, etc.), and taking advantage of the ACES study.
- There is a need for programs/support groups that support healthy relationships within the community and eliminate social isolation among elderly, such as:
 - Adopt/interview a grandparent
 - Kid's cook-off
 - Senior lunches
 - Elderly/youth baby photo matching
- There are not enough programs that support physical activity.

Finances and Transportation

Participants from *both focus groups* (age 45 and below and age 46+) identified the following as **barriers** to finances and transportation:

- No bike trails or lighting for bike riders, which are very prevalent in the community.
- Unaffordable circumstances (housing, utilities, etc.), with little to no resources available for assistance
- Limited access to food (very little access to walkable food sources other than convenient stores)
- Healthy eating is costly, and there is limited access to healthy food

2018 Northside Community Health Assessment Resident Feedback:

During completion of the Assessment, Northside residents were asked, "Do you have any other goals or concerns for your community you would like to share?" These are their responses, grouped by topic:

Topic:	Resident Goals/Concerns
Community activities/programs (13 responses)	<ul style="list-style-type: none">● more activities (2)● more cultural programs● more activities for all ages● more activities for the entire community to participate, movies in the park about our culture, more events geared towards our race and culture● more activity/things to do (2)

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	<ul style="list-style-type: none"> ● love dancin' in the park and other family events ● I'm a weekend only nurse having events during the week so I can participate ● more community awareness and events ● need to come together and get a walking group ● more community events just like dancing ● art & learning programs ● I would like to see more community events ● community lawn care, many residents cannot afford to keep lawns cut
Safety (14 responses)	<ul style="list-style-type: none"> ● Would like to see it safer to walk around at night. ● Better security ● bicycle safety ● a safer neighborhood, less crime and violence. must stay indoors after dark, particularly... ● making it safe! ● Cars need to mind speed limit for pedestrian's safety. ● make it safe for old folks and kids ● my main concern is safety issues ● violence needs to decrease ● I am concerned about safety of my neighbors. especially children ● more MEANINGFUL police presence ● we need more officers around concerning heroin trafficking in the neighborhood ● the heavy presence of police is very concerning because they do not seem interested in helping, just harming. ● more public programs and safety
Infrastructure (21 responses)	<ul style="list-style-type: none"> ● We need safe bike lanes all over the Northside. There are many people in our community who use a bike for transportation and it is unsafe on so many of our streets! ● parks are not usable due to drug use/needles on the ground ● outdoor places to enjoy nature, read, walk, etc. ● We also need improvements in our roadways and streets. I love our park but wish restrooms were part of the equation when it was updated. Last summer, movies were shown in the park but they weren't reflective of the community. It would be nice if that happened again but with movies that are more pertinent to the demographics of the community. ● safer drinking water, lights ● Issues with street lights, pot holes. ● bus and safe bike/pedestrian options ● More street lights, improved side walks ● better transit infrastructure (public, bike paths, etc) ● would love for the park to finally get the water fountains and bathrooms that other area parks have it's been way too long I'm 48 and grew up in the northside area since birth ● There are few street lights that work in my neighborhood. there are no protected crossings and the few stop lights there are do not have ped x-ings.

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	<ul style="list-style-type: none"> • public transportation/trolley on northside • cut trees back off of power lines and cut down rotten trees • bathrooms in park • less property theft from developers, better parking • I am SERIOUSLY concerned with the over development of Wilmington. • fix the street and neighborhood • A community center • build a baseball stadium, more indoor basketball and arcades • recreational center. • dry cleaners
Youth (7 responses)	<ul style="list-style-type: none"> • more places for kids to get involved with different activities • I think my community should focus on youth violence or drugs, otherwise they won't need healthcare, food or anything else. • doing more for the kids • more outlets for teens • we need more resources for our children. some of them only get a hot meal Mon.-Fri. during school and afterschool programs. how can our children be productive being undernourished? let's solve this. • enabling children to do things that older folks did growing up; recreational activities • another community center for kids to have after school functions for kids whose parents can't afford afterschool care
Community relationships (16 responses)	<ul style="list-style-type: none"> • no talking, more action • respect for the elderly • I'd like to see togetherness • community watch, community connectivity • uplift the community and make it "cool" for us to unite in improving our lives • to be healthy and live a good life • I wish more people would come out and be a part of what's going on in our community • getting together like today to know your neighbor • teamwork • people to come together more. un-selfish, help others • love to serve god and good for kids too • better relationship/acceptance between blacks and whites • see more people get help. • I would like to see more parent involvement among parents • for everyone to get along and more resources for men as far as getting help getting custody and being heard • healthy mentality and healthy relationships. all positive vibes and community love
Resources (33 responses total)	Food Access/ physical activity (18 responses):
	<ul style="list-style-type: none"> • Need a Grocery store • affordable grocery store

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	<ul style="list-style-type: none"> ● I would like to have a grocery store on the north side we have a food desert with no great grocery options without driving. ● We need a grocery store, not more places to buy processed food at marked up prices. ● Improve Education and access to fresh foods at a reasonable price. ● Our community needs an affordable grocery store with fresh foods! It needs to be readily accessible regardless of access to transit. ● healthy eating ● No safe grocery stores. Farming on the front is extremely expensive. Ruth and northside market are dangerous. ● Need a grocery store and pharmacy in Soda Pop district. ● addressing food deserts ● the north side needs an affordable grocery store ● a grocery store NEEDED. ● eliminating food deserts. ● address the food desert-need a grocery store ● fresh, healthy, and affordable food for my neighbors ● exercise ● healthy weight for everyone in the community ● a way to motivate the community to be more physically active
	Housing (6 responses):
	<ul style="list-style-type: none"> ● helping people who cannot afford home repairs get those repairs. ● affordable housing ● housing, more help for homeless in tents and at camps. buying supplies (tents, charcoal, gas, etc) to be more supportive in providing resources for self-sufficiency for homeless ● decent rent ● rent cost ● resources for homeownership
	Access to healthcare/ health related services (9 responses):
	<ul style="list-style-type: none"> ● services for the elderly ● mental health ● cancer support, eldercare ● free medical care ● opioid crisis ● help folks with drug addiction seek a better life path and opportunity rather than recycling them through a broken system ● a pharmacy/drug store ● health education on diabetes and other health concerns ● accessible transportation

Community Based Organizations (CBO) Interviews:

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After analyzing the data and conducting focus groups to receive more specific information on the community's needs and concerns, we also conducted interviews with key members of community based organizations who serve the Northside Community. These organizations provided feedback on: 1.) prioritizing the issues and disparities mentioned by residents, 2.) proposed next steps for developing an action plan, and 3.) information on how we can leverage their existing programs/resources to enhance and increase access to the services they offer to the northside community. Organizations who provided feedback include:

- Feast Down East
- Smart Start
- YMCA
- YWCA
- DREAMS
- Coastal Horizons
- NAACP
- AMEZ Housing
- GLOW Academy
- Nourish NC

Their compiled responses to the series of questions presented during the interview are below:

1. Do the results captured in the Northside Community Health Assessment and focus groups resonate with your experiences working with the community? Are any of the results surprising?

- **8/10 of CBOs interviewed did not find the results surprising**, and expressed that they deeply resonate with their experience in the community. **These specific results/comments were most relatable:**
 - Residents' frustration about the lack of access to resources (mainly food & housing), positive community relationships, and infrastructure.
 - Tense relationships with WPD due to intimidation.
 - Systemic gaps in the delivery of education among public schools.
 - Residents feeling that their voice is unheard and they aren't welcomed during the decision-making process.
- **These results were surprising:**
 - Little knowledge on how to prepare healthy meals on a budget.
 - 74% of Northside residents have the transportation they need to "get to places they need or want to be".
 - Unclean/unsafe homes.
 - The impact that police intimidation has on residents' mental health and perception of safety.
 - School board unable to identify with the needs of the community's students.
 - No welcoming space/resource center for youth

2. Based on the totality of the results, what three issues or concerns expressed by residents do you consider to be the top priorities for any future community action plan?

- 1. Infrastructural improvements to support access to basic needs such as healthy food and sustainable housing (9/10 CBOs mentioned this as a priority)**
- 2. Safety (4/10 CBOs mentioned this as a priority)**
- 3. 3/10 CBOs mentioned these as priorities:**
 - a. Changes that support and enhance positive community relationships
 - b. Support for mental health and substance abuse
- 4. 2/10 CBOs mentioned these as priorities:**

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- Addressing the disproportionate distribution of funding throughout the city
- Providing opportunity and support to youth
- Physical fitness
- Nutrition/healthier eating

3. Is your organization currently addressing any issues/results captured in the results summary?

AMEZ Housing:

- purchase/rent options for affordable housing
- foreclosure prevention
- financial literacy

Smart Start:

- increasing quality of childcare programs
- literacy for low-income families
- parenting support for increasing resiliency and decreasing isolation
- trauma reduction services

NourishNC: food insecurity for youth

DREAMS:

- assisting youth to channel their issues into a form of positive expression
- building resiliency
- exposing youth to possibility and opportunity for success despite at-home circumstances

Coastal Horizons:

- substance abuse/mental health counseling

4. Do you see an opportunity for us to work together to achieve the goals of Northside residents?

10/10 CBOs responded yes, mentioning these specific opportunities:

- Increasing access to healthy foods
- Providing educational programs related to: healthy eating, housing options
- Providing access to programs related to: enhanced parenting, physical activity, leadership, job training, improving community relationships
- Providing a secure, safe, judgment free space for any community events/programs
- Promoting existing community events/programs
- Peer support program, AA/NA meetings to address substance abuse

5. How can we promote your organization and/or help you find partners within the community to address the needs and preferences communicated by residents?

- 9/10 CBOs mentioned promoting the resources/programs that they offer within our own networks and to Northside families.
- Providing information on potential partnerships with organizations with aligned initiatives.

- Jail diversion: treatment>education>jobs
- trauma services

YWCA:

- social support programs
- resiliency
- positive community relationships
- increased career opportunity for low income women

YMCA:

- diabetes prevention
- safety (fall prevention)
- physical activity for all ages

NAACP:

- social & community relations
- education around policy changes

Feast Down East:

- access to healthy food

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- Keeping CBOs up to date with our findings so that they can ensure that their programs meet the needs of Northside residents.
6. **Would you like to recommend any specific goals for the action plan? If yes, how might your organization contribute to the goals?**
- **Educating the community on:**
 - i. Social Determinants of Health (particularly policymakers/city officials) to give a better understanding on how health outcomes are attributable to environment
 - ii. How to cook in a healthier way, identifying a way to have demonstrations at the farmers markets/farmer food trucks.
 - iii. The importance of nutrition
 - iv. Resiliency
 - **Provide access to a sustainable healthy food source by:**
 - i. Providing grocery store transportation
 - ii. Partnering with local organizations to get farmers markets and farmers sourced food trucks into the northside more often
 - iii. Planting a community garden that is tended by community members.
 - iv. Integrating healthy foods into existing, accessible convenience stores
 - **Formulate a solid action plan that will:**
 - i. Not give false hope
 - ii. Be sustainable
 - iii. Reach city officials
 - **Continue to:**
 - i. Support youth council in Portia Hines Park efforts to build momentum and empower the community to take ownership and action for improving their neighborhood with support of other organizations.
 - ii. Share data with organizations so that they may offer/expand programs tailored to the community's needs
 - iii. Work with the community to hear directly from them about needs

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Appendix B: Resident Personas



Michelle *Lifetime Northside Resident*

Community Goals	Vision	Enjoys:
<p>Goals:</p> <ul style="list-style-type: none">+ More resources for youth+ Improvements in community infrastructure, specifically parks+ More community involvement+ A recreational center+ Access to affordable healthcare at local facilities <p>Barriers:</p> <ul style="list-style-type: none">+ Limited career opportunities+ Inadequate resources+ Limited access to adequate education <p>"Change is Good."</p>	<p>Would like to see:</p> <ul style="list-style-type: none">+ Decrease in violence & mortality+ Better quality of life+ Better community relations+ Taking care of one another+ Public officials and community members being held accountable <p></p> <p>TOOLS FOR SUCCESS:</p> <ul style="list-style-type: none">+ Providing accessible resources+ Educating the community on available resources	<p>WEEKDAYS</p> <ul style="list-style-type: none">+ Attending plays+ Helping others at work <p></p> <p>+ The beach</p> <p>+ Spending time with friends and family</p> <p>WEEK-ENDS</p> <p></p> <p>Believes in laughter and enjoying a good time with people you</p> <p></p> <p>EVERYDAY!</p>


Appendix B:



CAROLINE

"Opportunity for all."

"Not all change is bad, but listening is important."

Community Goals	Vision	Enjoys:
<p>Goals:</p> <ul style="list-style-type: none">+ Maintaining a sense of community+ Keeping current Northside residents in their homes+ Helping renters stabilize increasing rent <p>Barriers:</p> <ul style="list-style-type: none">+ Lack of government support+ Developers discarding community during decision making process+ Lack of adequate information and education on changes happening	<p>Would like to see:</p> <ul style="list-style-type: none">+ Decrease in racism and gentrification+ Less displaced families+ More government accountability+ Implementation of inclusionary housing <p>TOOLS FOR SUCCESS:</p> <ul style="list-style-type: none">⇒ More resources⇒ Working together including the community's voice⇒ Involvement from stakeholders and faith-based organizations⇒ ACTION!	<ul style="list-style-type: none">+ Spending time with family+ Spending time with dogs+ Bike riding+ Hanging out downtown 

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Appendix B:



Cedric
Founder-Support the Port, Inc.
Lifetime Northside Resident

Community Goals **Vision** **Enjoys:**

Goals:

- + Bridging gaps by providing resources to restore self-sufficiency.
- + More community engagement
- + More community activities
- + A safer environment
- + More economic opportunity
- + Increased ability for natives to grow as the city's population expands

Barriers:

- + Limited career opportunities
- + Overdevelopment
- + Gentrification
- + Community's distrust

Would like to see:

- Outside investment in community's future
- Faith in improving the community

TOOLS FOR SUCCESS:

- Better community support to sustain

Aspirations
Being a great father, and respectable entrepreneur.
"I take my legacy very seriously"

People

- + Meeting new people
- + Being comfortable in uncomfortable spaces

Free Time

- + The beach
- + Basketball

Appreciates:

- + Art
- + Music
- + Filling in the gaps!

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Appendix C: Infographic

Northside Community Health and Well-being Improvement Program



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Appendix C:

Proposed actions for a healthier community:	Quality of Life	Exercise & Nutrition	Social and Community Relations
	<p>Improving residents' access to healthcare/ health related services by:</p> <ul style="list-style-type: none"> ⇒ Improving residents' access to information and resources related to transportation. ⇒ Increasing access to programs and support services related to mental health, substance abuse, and health education. <p>Improving the community's safety and infrastructure by:</p> <ul style="list-style-type: none"> ⇒ Encouraging city improvements that include repairs to roadways/ sidewalks, implementation of lighting, and bike lanes. ⇒ Organizing a community clean-up day to revitalize the appearance of the community. ⇒ Implementation of a community-led referral program matching community needs and resources. <p>Improving the community's access to housing by:</p> <ul style="list-style-type: none"> ⇒ Hosting a quarterly resource fair to increase access to housing information. 	<p>Increasing access to healthy foods by:</p> <ul style="list-style-type: none"> ⇒ Providing transportation to grocery stores. ⇒ Collaborating with local store owners to increase availability of fresh and healthy foods. ⇒ Providing education on healthy cooking and healthy eating. ⇒ Organizing more pop-up markets. ⇒ Eliciting community involvement for a community garden. <p>Increasing access to physical activity by:</p> <ul style="list-style-type: none"> ⇒ Advocating for safety improvements to Portia Hines Park. ⇒ Increasing availability and prevalence of youth activities and programs that promote physical fitness. ⇒ Increasing availability and prevalence of adult activities, programs, and classes that promote physical fitness. <p><i>We welcome your feedback! Contact Marissa Bryant at (910) 538-4968 or Marissabryant@nhmc.org to tell us more about your priorities for addressing the Northside's health needs.</i></p>	<p>Increasing access to activities/ programs that:</p> <ul style="list-style-type: none"> ⇒ Encourage positive community relationships. ⇒ Provide support related to mental health and stress relief. ⇒ Provide enjoyable activities/ support for ALL ages. ⇒ Foster a sense of togetherness between Northside residents and community based organizations. <p>Improving social relations by:</p> <ul style="list-style-type: none"> ⇒ Inviting public officials and city service workers to the community to discuss the community's needs, existing resources, and improve relationships. ⇒ Working with Wilmington Police Department to discuss the best approach to improving resident/ police relations. ⇒ Working with advocacy programs to foster a sense of empowerment among community members.

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Appendix D: Northside Community Sidewalk Audit

The Community Sidewalk Audit enabled our team to record data on community resources and physical conditions of the neighborhood. It also enabled us to document the walkability of the area, noting any physical barriers that would pose safety concerns for residents. Routes walked and notes collected during the sidewalk audits are presented below:

Transportation

Question:	Yes	No
Are the sidewalks that serve bus stops maintained?	X	
Is shade available?	X	X
Are street crossings safe?		X
Does this system serve hospitals?		X
• Clinics?	1	
• shopping facilities?		X
Would other service times help Northside residents	X	

Safety and Security

Question:	Yes	No
Do the streets in the Northside have adequate street lighting?		X
Are the sidewalks adequately lighted at night?		X
Are public areas adequately lighted at night?	X	
Is the Northside designated as a neighborhood watch area?	X	
Does the neighborhood have signs that designate it as a neighborhood watch area?	X	
Are there areas with overgrown vegetation and limited lighting along the sidewalks where someone could hide or where pedestrians would feel unsafe?	X	
Are there locations in the Northside where a pedestrian would be isolated and out of the earshot of other residents?	X	
Would anyone hear if a person called out for help? (Consider how this answer might be different during the day and during the evening/nighttime)		X
Are there areas along a pedestrian route that might become locations for entrapment (small, confined areas adjacent to a pedestrian route that are shielded on three sides, such as walls around dumpsters or insets or bumpouts in buildings)?	X	

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Do you see routes that criminals could use to escape easily from your neighborhood onto a major street?		X
Are there locations in the Northside that are not properly maintained?	X	
Are there call boxes that are well marked in case of emergency?		X
How many streets in the Northside have useable sidewalks – documenting any sidewalks that appear to be hazardous for persons with limited physical mobility.	X (Notes below)	

Recreation and Cultural Activities

Question:	Yes	No
Do the parks in the Northside offer walkways and benches in an atmosphere that is safe and inviting?	X	X
Does the Northside have a recreational center with a variety of active and passive recreational and leisure activities for residents?		X
• Specifically for older residents? Specifically for youth?	Hemenway Center-youth	X
Does the Northside have additional facilities for recreation, cultural events, and intellectual stimulation in your community?	X	
How do people in the Northside find out about opportunities to volunteer?	Social media, word of mouth, fliers	
Does the Northside have specialized support groups for older residents and their caregivers?		X
Is there a hotline or other communication system to help potential volunteers learn about the type of services needed?		X
Does the Northside offer intergenerational programs?		X

Healthcare Services

Question:	Yes	No
Is the preferred clinic on a bus route, or is it available through a special service van?	X	
Are there medical offices that are easily accessible by public transportation?	X	
Do medical offices provide information about transportation alternatives for accessing their services?		X
Are home health care services available in the Northside?	X	
Are there adequate mental health services?		X
Is adequate public information available about health care and Medicare benefits, for instance, through discussion groups and opportunities to talk with professionals?		X

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Is information about these sessions broadly distributed?		X
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Healthy Food & Water Access

Question:	Yes	No
The “healthy food” options at all of the food stores in the area that are “walkable” from the YEZ (“walkable” depends on the person)		X
How many publicly available water sources in the Northside?	1	
<ul style="list-style-type: none"> Where are they? 	Archie Blue Park	
<ul style="list-style-type: none"> What is the distance between them? 		



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Other Notes:

- Noted trash, furniture, etc., left unattended on curbs
- No bike lanes, minimal pedestrian crossing
- Heavily overgrown and underutilized land near Brunswick St., could be transformed into a walking path for residents
- Hazardous sidewalks at N. 8th and Brunswick Streets.
- Intersection of Red Cross & N. 8th Streets:
 - Crosswalk visibility needs to be updated.
 - Handicapped ramp doesn't lead to another ramp.
- Intersection of McRae and Red Cross:
 - dangerous potholes.
 - handicapped ramps are not sloped.
- Intersection of Anderson and Red Cross Streets: dangerous potholes
- Intersection of N. 10th and Rankin Streets: Handicapped ramp is elevated too far from ground level.
- Bess Street, closest to Northside Pool:
 - Numerous abandoned construction cones
 - Dangerous potholes
- No sidewalk leading from Nixon/McRae to Bess/McRae Streets.
- Intersection of N. 8th and Taylor Streets:
 - No wheelchair accesses
 - No crosswalk lines
- Intersection of N. 8th and McRae Streets leading to intersection of N. 8th and Nixon Streets: overgrown grass covering sidewalks

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- Intersection of McRae and Nixon Streets: No wheelchair access to Community Boys and Girls Club
- Assets:
 - Community Boys and Girls Club
 - Possesses a gym, commercial kitchens, space for youth to gather, inexpensive afterschool care
 - Broken glass, clutter, outdated computers, and overall unsafe conditions contribute to decreased utilization by community members

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Appendix E: Key notes

Northside Community Health Assessment Door-to-door Notes

Wednesday, May 23rd

6:00pm-7:00 pm

Our door-to-door surveying session was completed with the assistance of VOYAGE Community Council. Eight members of VOYAGE, and a volunteer from The University of North Carolina at Wilmington interviewed Northside community members, resulting in the collection of 16 completed surveys. Interviewers were organized into 3 groups of 3, and visited a total of 25 homes within a small section of the Northside. Prior to exploring the community, each interviewer was reminded of safety protocols regarding door-to-door surveying, information which can be found within the [Community Health Assessment Interview Guide](#). Throughout the survey collection process, our group as a whole received only two denials for survey completion. One of these denials seemed attributable to a common theme we have noticed throughout the survey collection process: distrust. A community member who was approached simply refused to complete the survey, but instead responded “We need everything over here”. Overall, community members were receptive and excited about seeing work done to improve the community and address their concerns, using quotes such as “Keep up the good work” “Of course, I’d be glad to (take the survey)!” and “I’m so glad ya’ll are doing this”.

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Appendix E

July 25 BRC Board of Directors Meeting

Key Notes

Key Activities

- Marissa and Greg presented findings to-date to the BRC board, our plan for the summer and fall, we suggested and discussed opportunities for the board to serve as an agent of positive change, and assigned the board an action item for the August board meeting – to identify the top three issues of most concern to you (the board member), and to create an action plan that addresses the issues.
- Each board member was given a copy of the Results Summary (to-date) and a presentation outlining expectations, objectives, and a prospective timeline prior to and during the board meeting.

The board had the following questions:

Q1: What ability do we have to make the needed changes for the Northside?

A: There are multiple opportunities for the board to play a key role in achieving visible short-term and long-term wins desired by the community. The presentation content included several ideas – from establishing water and lights in Portia Hines Park to increasing access to affordable, high quality food and others. Once we finish the data collection period, the final report - prepared by the community - will propose specific actions we believe the board can take to produce the desired change. Multiple board members agreed they must play a stronger role in advancing positive change on behalf of and with Northside residents. The board has the social capital and assets to implement the desired changes expressed by residents; yet, several of the board members noted the board has yet to demonstrate a willingness to use such weight to be a positive contributor to change.

Q2: Is the data presented in the results summary representative of the community? Are these comments made by one or two residents? Are the opinions of more reserved, shut-in residents included?

A: We have used multiple tactics to ensure we include residents in the design of the program – from engaging residents in the survey design, to how we engage the residents in data collection, to soliciting feedback in focus groups, and others. The data presented to the board is inclusive of focus group comments, survey statistics, and free text responses submitted by survey respondents. Responses were also collected from shut-in residents during the door-to-door session performed by Voyage Community Council. Although focus groups were not composed of large groups of residents, the information and comments collected by focus group participants

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match the survey results - the survey questions and comments submitted by survey respondents - the door-to-door surveys, and discussions among community councils. Furthermore, the data presented in the 2018 Northside Health Assessment and its corresponding focus groups is in alignment with the data presented by residents during the city's [2003 Northside Plan](#), most of which was poorly implemented.

Q3: With diabetes and hypertension being nationwide disparities among the African American community, what has been done thus far to address these issues and change the attitudes and habits (diet/exercise) of this population?

A: Non-communicable chronic diseases such as diabetes and hypertension are health issues for communities across the US – not only African American communities. There are a multitude of factors that drive health outcomes – diabetes, hypertension, length of life, quality of life, etc. Personal behavior is key component of health, and we expect to implement interventions that are likely to influence personal choice, such as cooking classes; however, research has repeatedly shown personal health behavior drives less than one-third of health outcomes. The most significant barriers to health are related to socio-economic factors and the physical environment in which people live – housing, transportation, clean water, violence, air quality, etc. The program is intentionally designed to produce an action plan addressing the breadth of social determinants of health that are most likely to result in improved well-being and health for the Northside residents.

Q4: How do we move forward in addressing Portia Hines Park, knowing that some residents are not supportive of new assets to the park in fear of it becoming a hub for crime?

A: We will do what we can to engage these residents so their voice – concerns and ideas – are included in our report and action plan. We will also co-design the implementation plan with city parks and recreation and the WPD to ensure mechanisms are in place to prevent crimes. In the final report, we will also highlight how other board and community actions addressing the social determinants of health can potentially reduce the likelihood of crime in the park once the lights and water system are installed.

Other key notes

- Tense relationship between WPD and residents was also discussed during the board presentation. Board members recommended getting WPD more actively involved with the BRC as we move forward with developing an action plan. The WPD is already apart of the board. The board agreed: (1) we need to determine how we can get consistent participation in board activities from the WPD board representative; (2) the WPD should be part of the discussion regarding community safety concerns; (3) and we should connect with existing WPD programs / groups focused on addressing violence in the community.

Appendix F: Materials Produced

Northside Community Health and Well-being Improvement Team

Focus Group Agenda

a) Session 1: Tuesday, June 19th-Hemenway Center, 5:30pm-7:30pm

b) Session 2: Thursday, June 28th- AMEZ Housing, 5:30-7:30pm

- I. Meeting purpose and initiative background
- II. Introductions
 - a. Name (OPTIONAL)
 - b. Length of time living in the Northside
 - c. Objective for participating (Tell us more about what brought you here)
 - d. What is your favorite hobby or activity?
- III. General project plan - what happens post-focus groups?
- IV. Survey results discussion: What are your priorities for the community, and what can we do together to achieve your goals?
- V. Dinner
 - a. Brief overview and description of respondents
 - i. Theme #1: Quality of life (QoL)- 30 minutes
 - ii. Theme #2: Exercise and nutrition- 30 minutes
 - iii. Theme #3: Social and community relations- 30 minutes
- VI. Summarize discussions and decisions; confirming priorities and suggested next steps.

Figure 2: Focus Group Agenda

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Exercise and Nutrition

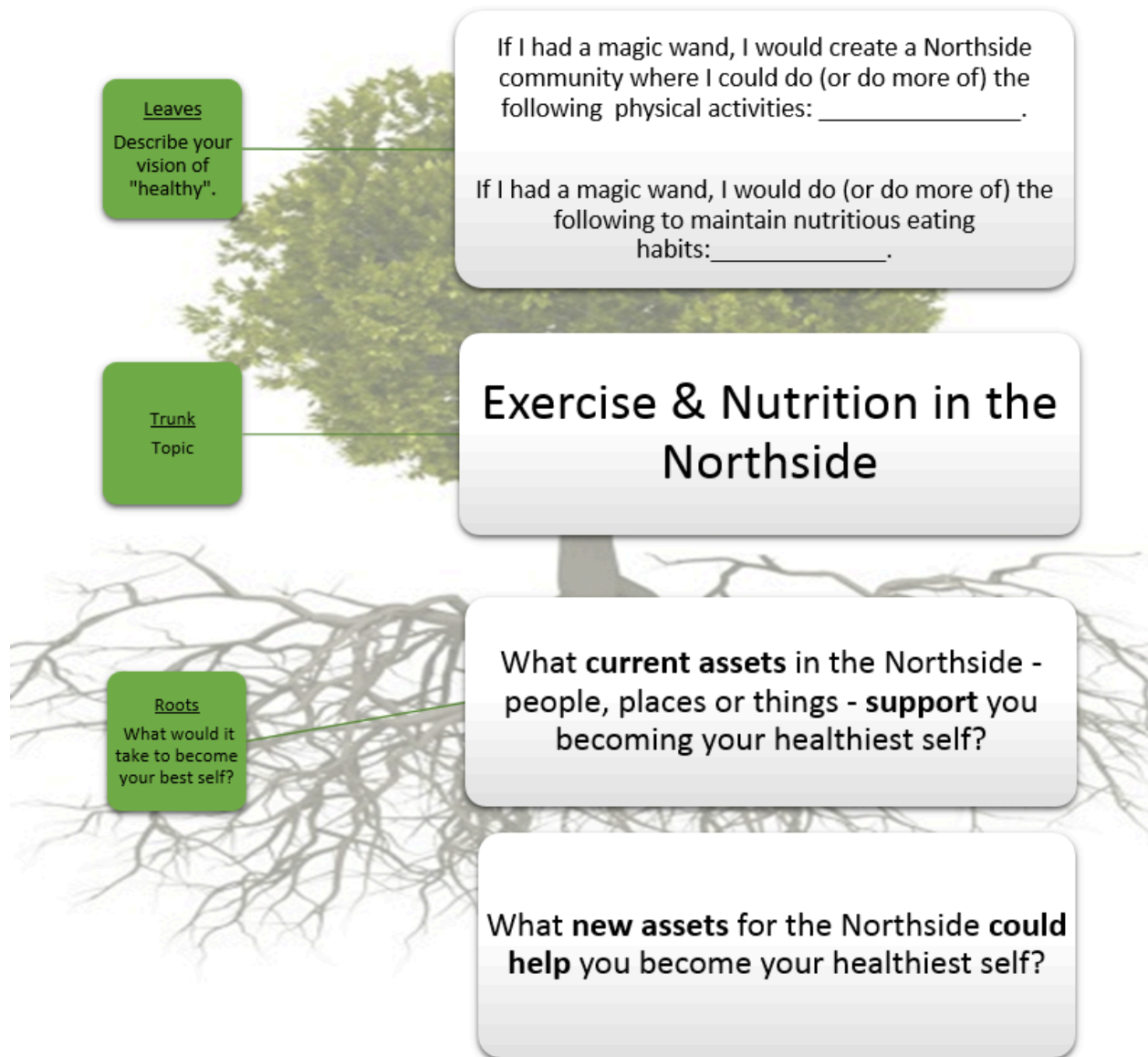


Figure 3: Focus Group Exercise (Exercise & Nutrition)

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Social & Community Relations



Figure 4: Focus Group Exercise: social & community relations

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Quality of Life

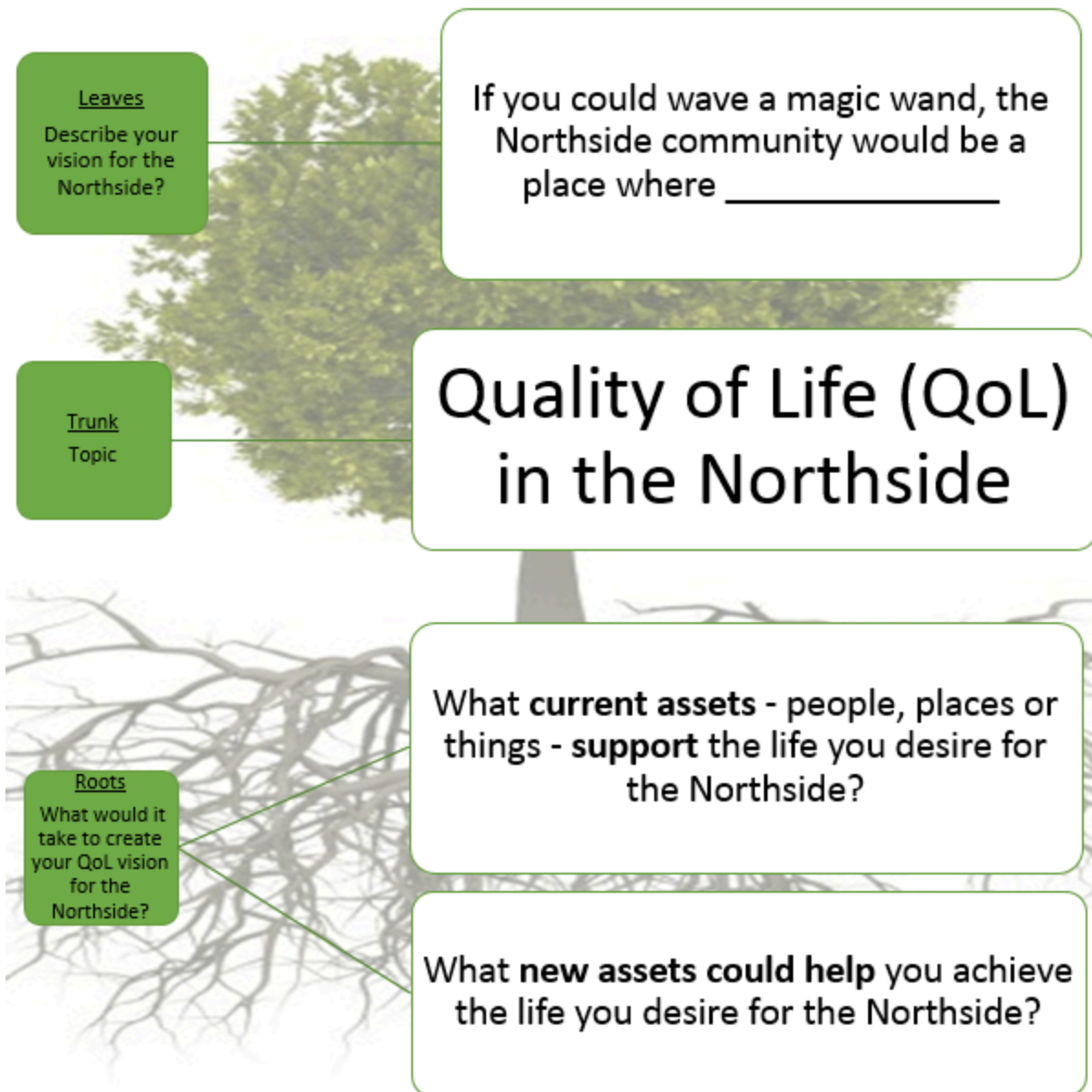


Figure 5: Focus Group Exercise: QoL

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Northside Community Health Assessment Interview Guide

The community health assessment is a survey constructed to identify health needs of the Northside community. Community volunteers will partner with residents to assist in completion of the survey. In doing this, we will identify health improvement priorities that are most important to residents. Your support and assistance is vital in the completion of this survey, which will essentially serve as a tool to enhance the overall health and well-being of the Northside.

Objectives:

1. To use data from the community health assessment to **produce action plans** that are meaningful to Northside residents.
2. To identify **perceived barriers** to a healthy community and what matters most to individuals living on the Northside.
3. To identify **strengths** and **resources** already present within the community and how to make them more accessible to Northside residents.
4. To improve relationship between the community, healthcare providers, and advocates.

Introduce yourself:

- When approaching front doors, be sure to maintain a comfortable distance. First, knock and then step back. After you try 2 or 3 times knocking and using the doorbell, it's time to move on. Regarding gates or screened porches, use your judgment. If there is a gate, check for signs of dogs before entering.
- If a resident approaches you or you would like to interview them, make sure to immediately identify yourself, affiliation, and purpose. Make sure you are making eye contact and smiling. Here's an example of what you might say:

“Hello, How are you today? My name is _____ and this is _____. We are volunteers with the Voyage Community Council and we are in the neighborhood to learn more about community health issues. Could you spare _____ minutes to answer a few questions about the Northside’s health?”

- If the resident is firm they do not want to talk, no worries- thank them for their time and keep moving with a smile. If they are interested and finish taking the survey, you might ask if they know others in the neighborhood who might want to share their opinion in the survey.

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- After introducing yourself, and getting permission to continue, go ahead and read the introduction portion of the survey.

Be Respectful:

- If a resident invites you in, you should use your best judgment. Note that if an elderly or disabled resident comes to the door that it be difficult or uncomfortable for them to stand at the door 10-15 minutes. Offer to sit on their porch if they don't feel comfortable inviting you inside. **(Under no circumstances should you enter a home alone)**

A Must! If you don't feel comfortable going into a home you can always say "Thank you so much for the invitation to come in, but we are not allowed to enter homes."

- Present yourself as aware and interested. Remember to establish a respectful amount of eye contact. Try to put the residents at ease and make them feel as comfortable as possible while you are visiting their home.
- Please don't ask to use the bathroom in a residence! Use the restroom prior to leaving the meeting place.
- Be aware of dogs, cats, and other animals, even if they seem friendly. Avoid petting or picking up pets without the residents' permission.
- You may encounter some residents who don't get many visitors. They will invite you into their home and gladly talk about the survey along with many other things. Your challenge in these situations is staying on task. If you find that the respondent is wandering off-topic, gently and politely guide them back to the survey. If this happens repeatedly you can say something like:

"I don't want to take too much of your time so I'm going to ask the next question if you don't mind." Or, "I'm going to move on to the next question now so I have time to talk to other community members."

- Make residents feel like their answers are very important to you (they are!) and be respectful for the time they're donating to help you.

Be neutral, yet attentive:

Face the residents at a comfortable distance and maintain appropriate eye contact. **Be accepting and respectful of the participant-** Practice active listening and nonverbal cues. Even if you rehearsed your interview and have all your questions memorized, make it sound and feel as natural as possible.

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Dealing With Hesitation to Participate:

- **Some respondents may say they are too busy.** For example, that they need to go pick up their children, etc. To increase likelihood of participation, you can focus on the importance of this survey. **However, don't pressure or try to force residents to participate.** You can also offer to come back at a later time.
- **A respondent may say that they don't know enough about health in the community,** or maybe they just moved into the community. To help increase motivation, mention that this is a health opinion survey, where there are no right or wrong answers and responses are confidential. Also share that collecting the opinions of residents who are new to the area or are not as familiar with health is just as important as those who may be more familiar.
- **Some respondents may not want to share their opinions** about health or provide information to who they may think is a government agency. Remind the respondent that the Voyage Community Council (who is helping to lead this efforts) is a group of volunteer residents, workers, and community members of the Northside looking to obtain information that is conducive to improving the area in the most efficient way possible.
- **Some respondents may be uncomfortable participating** in a survey that shares information about their health or their personal opinions about the community. It's important that you remind residents that the survey is confidential and data will only be reported within the survey team.

Stay in Contact

Be sure to have contact information for others involved with the survey. Check your cell phone in between home visits to stay updated on any important information from Community Council members or other volunteers.

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Northside Health and Well-being Improvement Program Report



Our priority is to better understand what can be done to help Northside Community residents enjoy healthier lives.

This short, confidential survey should take just 5-7 minutes.

The survey may also be completed online at: <http://bit.ly/NorthsideCHAIM>



Possible Outcomes:

- 1** Enhancement of the community's condition
- 2** Improved community relationships and increase in community activities.
- 3** Increased access to resources.
- 4** Opportunities that lead to better health and well-being.

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Northside Community Health Assessment

Our priority is to better understand what can be done to help Northside Community residents enjoy healthier lives.

This short, anonymous survey should take just 5-7 minutes.



Goals:

- 1 Identify your concerns and priorities
- 2 Provide support for meeting health goals
- 3 Increase access to health needs
- 4 Create opportunities that lead to better health and well-being

This survey is a collaboration between community-based organizations, leaders, and health professionals such as MedNorth, Voyage Community Council, Feast Down East, LINC, Communities in Schools – Cape Fear, Domestic Violence Prevention, Advance Youth Outreach, and New Hanover Regional Medical Center. Take the survey online here:

<http://bit.ly/NorthsideCHAilm>

Surveys can be picked up and dropped off at the
Hemenway Center, 507 McRae St.



New Hanover
Regional Medical Center

Leading Our Community to Outstanding Health

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Northside Community Health Kickoff Meet & Greet

February 16th 4:30-6:00 pm
801 Princess St.

OVERVIEW

The Blue Ribbon Commission and Voyage Community Council are partnering with New Hanover Regional Medical Center and other local organizations to develop and implement health initiatives within the Northside Community. Our immediate focus is to identify the needs of the community via the promotion and distribution of a Northside Community Health Assessment. We are inviting you to join us for an evening of networking and learning more about this very important initiative and how your organization can work with us and others to enhance the health and wellbeing of Northside Wilmington. Refreshments will be served.

AGENDA

- I. Mix & mingle--hors d'oeuvres, networking
- II. Background of Community Health Assessment
- III. Onboarding: more information on how to get involved
- IV. Wrap-up

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Northside Community Health Kickoff

February 26, 2018 6pm-8pm
DC Virgo Preparatory Academy

OVERVIEW

The Blue Ribbon Commission is partnering with New Hanover Regional Medical Center and other community organizations to host a health kickoff event. This event will serve as an opportunity for Northside residents to become acquainted with health related resources available in the community and to promote the upcoming community health assessment, which will be conducted by the BRC and NHRMC.

GOALS

1. To promote the Northside's upcoming **Health and Well-being Survey**
2. To provide residents with information about **resources** available in the community
3. To **build a relationship** between community residents and community organizations

NEXT STEPS

- **Promote the Northside Community Health Assessment** within your organization and to community members.
- You and/or representatives from your organization are invited to attend the Community Health Kickoff. If you would like to set up a table to provide more information about your organization, contact Marissa Bryant at marissa.bryant@nhrmc.org
- **Be sure to invite community members** as well, as they are the key to this initiative! At the kickoff event, community members will have the opportunity to participate in the assessment and interact with other community stakeholders.

Appendix F

Coming Together for **BETTER HEALTH** in the **NORTHSIDE COMMUNITY**



Join us to talk about what we can do together to improve the health and well-being of all those who live and work in the Northside Community

February 26, 6:00 – 8:00 p.m.

DC Virgo Preparatory Academy Cafeteria

Topics:

- Available services
- Upcoming Northside Community Health Survey
- What you can do to get involved

FREE
Open to All

*“Come for food, fun,
and fellowship”*

Help plan for our community's future.

Local organizations are invited to participate.
Contact Marissa Bryant at marissa.bryant@nhrmc.org.



**New Hanover
Regional Medical Center**



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Northside HWB Improvement Team- CBO Interview

CBO:

Person of Contact:

▲ Date:

1. Do the results captured in the Northside Community Health Assessment and focus groups resonate with your experiences working with the community? Are any of the results surprising?

Note: Please review the results summary (below) prior to our conversation.

-

2. Based on the totality of the results, what three issues or concerns expressed by residents do you consider to be the top priorities for any future community action plan?

3. Is your organization currently addressing any issues/results captured in the results summary?

4. Do you see an opportunity for us to work together to achieve the goals of Northside residents?

5. How can we promote your organization and/or help you find partners within the community to address the needs and preferences communicated by residents?

6. Would you like to recommend any specific goals for the action plan? If yes, how might your organization contribute to the goals?

7. May we follow-up with you to seek your feedback on the action plan once an early version is developed?

Appendix G: References

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