

NorthPoint Health and Wellness

Impacts and opportunities: Results from a discussion of Breathe Free North and NorthPoint Health and Wellness' tobacco control work in North Minneapolis

In 2013, NorthPoint Health and Wellness (NorthPoint) received funding from the Center for Prevention at Blue Cross and Blue Shield of Minnesota to implement policy, systems, and environmental changes to improve the health of residents in North Minneapolis. Through their youth leadership initiative, Breathe Free North, they have supported a youth-led assessment of youth tobacco use and tobacco point-of-sale practices among North Minneapolis tobacco retailers. Results from the assessment were shared with local stakeholders in a Youth Tobacco Summit held in the summer of 2014.

NorthPoint is also working to encourage smoke-free policies in multi-unit housing buildings in North Minneapolis by providing health education information and resources to residents and encouraging residents to advocate for changes in building policies that support health. Underlying their work is a strong focus on advancing health equity, supporting youth leadership, and partnering with local organizations and community residents.

In October 2014, a group of 15 project stakeholders were invited to a Ripple Effect Mapping discussion about the project's impact in the community. The discussion participants included project team members, NorthPoint Health and Wellness staff, representatives from community organizations and the city health department, policy makers, city health department representatives, and community residents, including youth. The discussion was intended to not only provide the participants a chance to consider how successful the project has been in achieving its intended goals, but also to identify the indirect or unexpected project impacts.

PROJECT IMPACTS

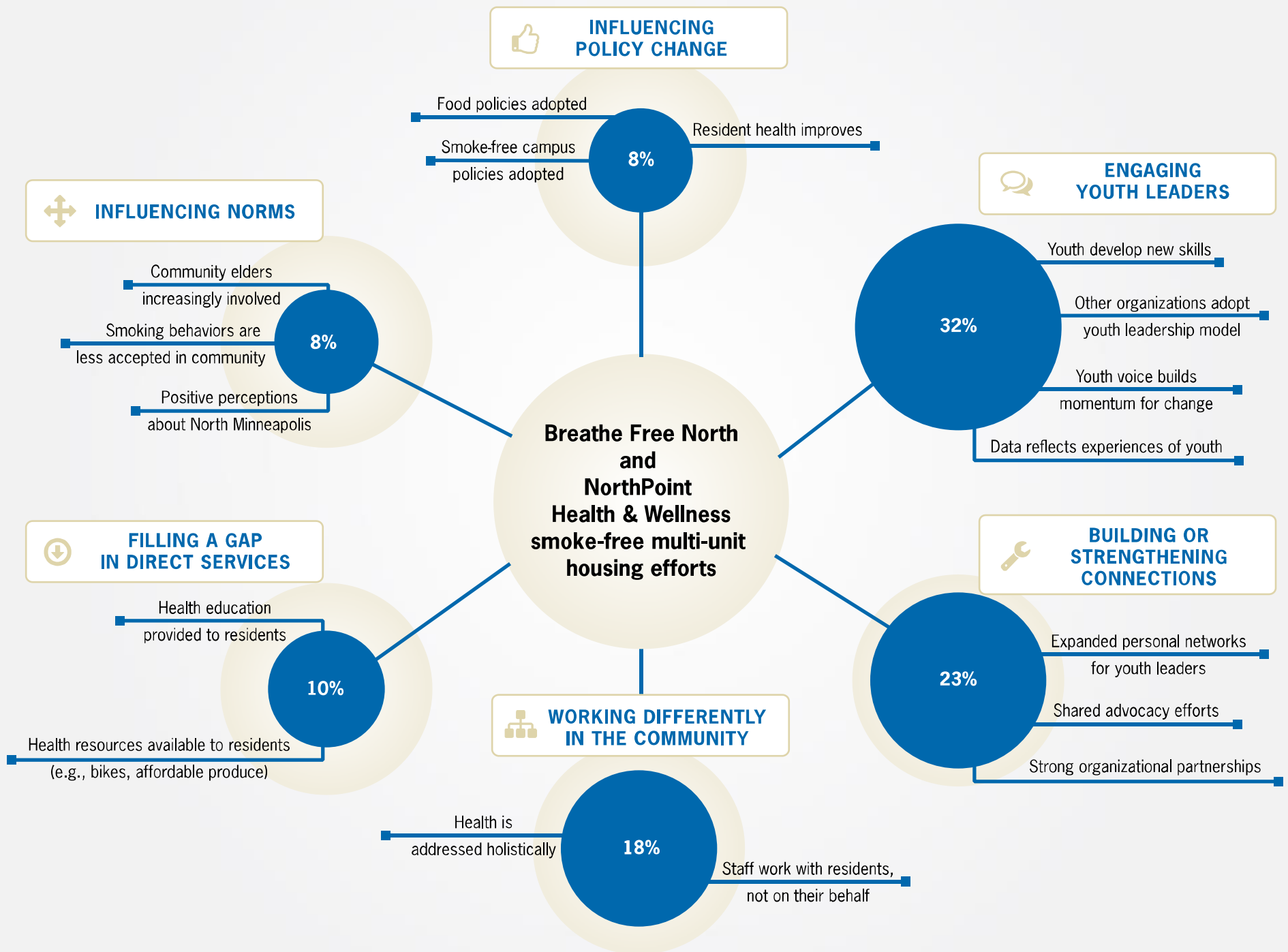
During the discussion, all participants had opportunities to describe NorthPoint's achievements and to discuss the indirect impacts of their work. The participants grouped each of these observed impacts into six main types of changes that had taken place as a result of the project: increased youth leadership; improved individual and organizational connections; an improved approach for working with community residents; fewer gaps in services; changes in social norms; and adoption of policy, systems, and environmental changes. Participants were not asked to rank the relative importance of these impacts in relationship to one another. However, the graphic included in this summary does show how many times the participants identified a change in each key area and offers a few examples of key impacts identified by the participants. A summary of the discussion related to each area of change is included in the summary, and the specific impacts identified by the participants during the mind mapping exercise are listed in the appendix.

What is Ripple Effect Mapping?

Ripple Effect Mapping (REM) is an evaluation tool used to better understand the intended and unintended impacts of a project. It is particularly helpful when evaluating complex initiatives that both influence, and are impacted by, the community. REM is a facilitated discussion with project staff and local stakeholders that creates a visual "mind map" during the discussion that shows the linkages between program activities and resulting changes in the community.

This approach is intended to help demonstrate the project's impacts more holistically and to describe the degree to which different types of impacts are observed by project staff and community stakeholders.

Ripple Effects Mapping: NorthPoint Health & Wellness



Engaging youth leaders

Over one-third of the different impacts identified by the group participants resulted from NorthPoint's work to engage youth and to help them develop and use new leadership skills. Through Breathe Free North (BFN), youth are involved in advocating for changes in tobacco policy.

Youth gathered data through assessments of local convenience stores, shared the findings with policy makers, and hosted a youth summit to build momentum around potential policy changes. Their work has raised the awareness of store owners who sell tobacco products and policy makers. In addition, individual youth have developed presentation and advocacy skills, gained recognition for their efforts, and became involved in initiatives beyond BFN. Multiple discussion participants noted that the youth engagement model used by BFN is something that other organizations are trying to replicate or adopt.

I see more courage and initiative from our young leaders...The young people will be watching for us.

Those who are doing the youth work have strengthened our connections. Each of us can understand what our best contribution and roles are.

Building or strengthening connections

Another common theme in the discussion centered around NorthPoint's success building or strengthening relationships. Some participants saw that youth involved in BFN developed connections to policy makers and professionals who may be important as youth apply for college and jobs. The relationships NorthPoint/BFN has with other organizations has led to greater support for shared tobacco control priorities, leveraging of resources, and a broader array of health-promoting resources and services available to North Minneapolis residents. Some participants noted that because NorthPoint has a history of being a trusted partner, organizations are better able to trust one another through conflicts and to support one another's efforts.

Each of us can understand what are contributions and roles are. There is a confidence that the whole is being created.

Working differently in the community

Throughout the discussion, participants described ways NorthPoint worked differently with community residents. They offered a number of examples of how project staff work in partnership with residents, rather than making decisions for them. Because NorthPoint staff are present and involved in the community and in specific apartment buildings, they can build better relationships with residents, repeatedly share opportunities for residents to get involved in efforts to influence policy, and provide education to residents. As a result of these efforts, residents attend educational sessions more often and share the information they learn with one another. They also share their experiences with NorthPoint staff, which provides the organization with information that is important to funders and policy makers. The discussion participants also felt that, as a result of NorthPoint taking a more holistic approach to health, they are responding to the varied needs and interests of residents and looking for opportunities to help residents access other community resources that support their health.

There is a multi-faceted approach to providing healthy living support to the community.

Filling a gap in direct services

The participants also pointed out that NorthPoint's more holistic work was filling a gap in services. Residents who attend education sessions at the apartment buildings not only learn new information to improve their health, but also have opportunities to participate in activities and try healthier foods. Through NorthPoint's partnerships with other organizations, they have been able to offer bikes to North Minneapolis residents, which has led to residents forming their own group rides.

We are leveraging all of our knowledge and resources and letting communities know what we can do for them.

Influencing norms

There were a number of examples of ways that the information and education offered by NorthPoint staff have started to change social norms and expectations around health behavior. Participants shared examples of community elders becoming increasingly involved in changes that will improve the health in their community and positive youth involvement changing the way that people think about North Minneapolis. Some noted that apartment building residents feeling more encouraged to quit smoking or to change their smoking behavior. A participant also noted that other meetings held in the apartment buildings are also starting to change the type of food that they served, following the example led by NorthPoint.

There is more social pressure as people do not feel it is acceptable to smoke.

Perceptions of North Minneapolis are changing as positive changes in the community are lifted up.

Influencing policy change

The participants also identified a number of policy, systems, and environmental changes that have occurred as a result of NorthPoint's work in the community. In the apartment buildings where education sessions are held, all buildings have smoke-free playground policies. Some residents have taken the initiative to make their apartments smoke free or to work with others to establish smoke-free floors in the building. NorthPoint and Hennepin County have smoke-free campuses, which led to the businesses at the intersection of Plymouth Avenue and Penn Avenue adopting smoke-free policies, as well. Participants also noted that BFN presented at local park and recreation meetings, which contributes to greater support for a city-wide smoke-free parks policy.

Breathe Free North is doing wonderful things and this extends to other topics and partnerships.

ACCOMPLISHMENTS

The BFN youth survey data provided advocates, public health professionals, and city council members with important information about ways in which youth are accessing tobacco products and their increased use of e-cigarettes. The survey results and the group's ongoing advocacy efforts contributed to the City of Minneapolis updated its clean indoor air ordinance to prohibit e-cigarette use in all indoor public places and places of employment in December 2014. BFN plans to focus its work in 2015 on advocating for a new city ordinance that would restrict the sale of flavored tobacco products.

FOOD FOR THOUGHT

The project challenge identified most often during the discussion related to the turnover of store owners, building managers, and policy makers. New relationships must be formed if staff changes occur at any of these levels. Other challenges to the work included lack of receptiveness for tobacco control efforts by some building managers, maintaining program continuity as funding sources change, and the need for increased communication to share and build support for the tobacco control work happening in corner stores with local housing advocates and building managers. The participants also saw opportunities to take advantage of a growing concern around e-cigarettes, both at the state and national level and interest in advancing health equity at the city- and state-level.

The following questions may be helpful for NorthPoint and its partners consider as they plan their future work:

- Does the project have the capacity necessary to build and maintain relationships with all local partners?
- Are there ways that youth can be more directly involved in deciding how to move the BFN model of youth engagement and leadership to other topic areas where a strong youth voice is needed?
- How can the project continue to respond to the needs of residents and work holistically without being spread too thin and without losing focus on tobacco control efforts?

APPENDIX: Project impacts identified by discussion participants



SUPPORTING YOUTH LEADERSHIP

Youth learned how to use video cameras and took over the camera work in asking questions of their peers.

Youth work has resulted in a change in the mindset of store owners/operators of various stores, gas stations, etc. to be more careful and mindful of the age of the customer that is purchasing tobacco products.

Youth are showing more courage in holding others accountable.

Youth have been keeping an eye on NorthPoint to uphold smoke-free policies.

Parents/adults say they have learned a lot from the youth about the dangers of tobacco.

Youth-to-youth interventions.

Youth in the program have become involved in other initiatives outside of Breathe Free North.

Appetite for Change

Helping elders with transportation for voting

Crime prevention and installation of cameras

The Youth Congress

Youth have helped peers get involved in the community.

Youth received Local Public Health Heroes Award.

Youth involvement promotes sustainability for tobacco and related advocacy.

Replication of the youth engagement model.

Health Department sees Breathe Free North as a model of youth engagement that they are trying to replicate.

The Health Department applied for a mini-grant program this summer.

Youth from Breathe Free North came in to discuss the youth engagement model and consult on the application.

Considering how to use the model in South Minneapolis and Somali communities

NorthPoint Health and Wellness is also trying to adopt the model for other programs.

The model has indirectly influenced other programs models of youth engagement, but has not been directly replicated.

Inspiration for other youth development and leadership programs.

Summit in July helped build momentum toward policy-change about flavored tobacco products, e-cigarettes, placement of tobacco products, and package size.

Youth have been a "critical partner" in helping Minneapolis Youth Congress.

Educated and advised the Congress.

Able to provide input from the Northside perspective.

From the Health Department perspective, the youth voice is very strategic.

Data from local public health department and Center for Disease Control and prevention may underestimate actual use and have other limitations.

Filled many gaps in the data.

Not difficult for the youth to collect data.

Youth can use the appropriate terminology with their peers and communicate that language back to key stakeholders and policymakers.

Youth surveys help stakeholders and policymakers learn about what is really happening, including the nuances of this problem, how it is experienced by young people, and other factors in young people's lives.

Has helped improve communication and understanding of issues where there are differences between the Health Department data and what the youth are reporting.

Able to communicate with the youth frequently and in real time, which allows stakeholders and policymakers to stay ahead of the game as opposed to using larger national studies.

Minneapolis City Council members Cam Gordon and Blong Yang have been excited by information coming out of the Youth Congress.

Policies at the city would not be taken as seriously without youth involvement.

Youth partnered with the ANSR to present at the Capitol.

Legislators seemed to be impacted.

Youth involvement helps to build excitement and momentum for the work.



INFLUENCING POLICY CHANGE

Breathe Free North started as a campaign to distribute information about second-hand smoke, but have shifted their focus to include policy change.

Youth has noticed more smoke-free places in the community.

The tobacco-free building campaign in the Heritage Park community is affecting rates of second-hand smoke and cigarette butts.

Smoke-free campus policies

Hennepin County went smoke free.

Four corners at Plymouth and Penn went smoke free - Estes Funeral Chapel, the Urban League, NorthPoint Health and Wellness, and the park across the street.

A commitment has been secured that whatever will go into that park will be smoke-free.

Breathe Free North has been able to present at Parks and Recreation meetings about smoke-free park policies.

Still in discussions, and the Parks and Recreation Board is currently regulating smoking in different areas, but the policies may go park-wide.

Healthier food options available at Neighborhood Watch meetings.

Apartment buildings are adopting gradual policy changes (e.g., smoke-free floors, smoke-free grounds) that will lead to smoke-free buildings.



INFLUENCING NORMS

Residents are putting the word out in the neighborhood about not smoking, including the benefits (e.g. saving money, healthy benefits), and the dangers of second-hand smoke.

The community elders are observing from "the wall."

The community is more unified.

The elders want to make changes in the community.

Policy changes and messaging are helping people think more about quitting smoking.

Nurse reporting that people are using "my building went smoke-free" as a reason to quit smoking.

Building policies have become stronger motivating factors, now more than even five years ago.

A resident has been hearing people discuss changes they have noticed in how they feel since the tobacco policies have been implemented and they have quit smoking.

More social pressure as people do not feel it is acceptable to smoke.

Residents are deciding their apartments will be smoke-free for themselves and their guests.

Perceptions of North Minneapolis are changing as positive changes in the community are lifted up.



FILLING A GAP IN DIRECT SERVICES

Health education at multi-unit apartment buildings.

Monday and Friday events including bike rides, workshops on eating healthy, and physical activity.

Great turnout among community members for educational sessions on portion-sizes.

Broader health services at multi-unit housing buildings.

Breathe Free North was able to secure got 90 Nice Ride bikes through its relationship with BCBS.

Nice Ride bikes in Heritage Park multi-unity housing community.

The health clinic able to find people who would be good candidates for bikes.

Residents have been getting together for community bike rides.

Part of participation in Nice Ride program involved committing to attend community bike events and bike to work/to run errands.

Fit for Fun event on NorthPoint campus drew 1,000 people including some of the Nice Ride participants.

The Mobile Food Market to brings the foodshelf to residents in multi-unit buildings.

Will purchase food with Appetite for Change to bring to multi-unit housing complexes and provide workshops about healthy preparation of food.

Gratitude from resident for working with Heritage Park community.

 **WORKING DIFFERENTLY
IN THE COMMUNITY**

Thinking more holistically about health
More holistic approach - tobacco issues center around wellness and are more integrated.
Education sessions in buildings have addressed domestic violence, heart disease, cancer screening, and other topics.
Holistic approach used more broadly by NorthPoint, also Rainbow Health Initiative (BFN partner).
Participating residents get credit to purchase fresh produce from Northside Farmers.
Residents received bikes through the Nice Ride "orange bike" program.
Residents organized their own rides.
Demand was larger than expected; North Minneapolis got more resources (i.e., bikes, funding).
Physical activity is integrated into incentives, education sessions.
Having worked with the Youth Coordinating Board at the City; has larger repercussions to living a healthier lifestyle, secondhand smoke, pregnancy, locations where youth hang out, gas stations, smoking at churches.
Those not in the middle of tobacco work have a harder time understanding the nuances of it.
Youth really understand the nuances, especially after this program.
Adults also understand the nuances better.
Breathe Free North is contributing to a broadly coordinated efforts at NorthPoint, esp. related to housing.
Health and Wellness focus is refreshing because there is a more comprehensive improvement when individuals/families don't feel attached on one slice of their life.
Working with people rather than on their behalf.
Breathe Free North is bringing broad community voices to the table, especially through its multi-unit housing work
What are our concerns? What can we do as a community?
Twelve community health workers working with residents in the community
Bringing the knowledge that NorthPoint Health and Wellness has out into the community.
NorthPoint Health and Wellness educates the community, and then community members educate each other through word of mouth
Able to educate residents about services and resources that NorthPoint provides.
Breathe Free North is in buildings for longer periods of time
Relationship building.
Learning about what is actually happening in housing and how health issues and policies might impact residents.
Can tell better stories and enrich their data for funders and other stakeholders
Community health workers are multi-lingual, allowing them to work with residents from a variety of cultural communities.
Residents get involved in policy in ways that they feel most comfortable
Advocating for policies within their own building
Attending council meetings with project staff



BUILDING OR STRENGTHENING CONNECTIONS

New connections between Rainbow Health Initiative (RHI) and Breathe Free North through the Health Equity Working Committee at the state legislative level.

New professional connections for youth participant.

Met Minneapolis City Council-member Blong Yang.

Was offered an internship with Congressman Keith Ellison.

Made professional connections with staff at NorthPoint Health and Wellness.

Received strong recommendations from staff at Breathe Free North for future jobs and opportunities.

New connections to Rainbow Health Initiative were made through the Youth Sexual Health Collaborative.

Clearway funding the Association for Non-smokers (ANSR) has benefited Breathe Free North.

The funding provides an additional platform to do tobacco-related advocacy and share results.

Breathe Free North is not able to be the advocacy arm for the City.

Wilder Research helped youth with data collection and setting up surveys.

Seems easier to get consensus on initiatives.

More engaged in the Health Equity Working Committee because of personal connections Latrisha developed through both of us doing Youth Tobacco Control.

Possibilities for other collaborations/partnerships are also in place.

Deeper connections with advocacy organizations that they may work with on other issues.

Breathe Free North focuses on partnerships

Consistency and accessibility of Breathe Free North makes them a great partner.

Breathe Free North shows up at partners' events, which makes partners want to support Breathe Free North at events as well.

Trust each other through conflicts.

Youth will be able to leverage partnerships they've made now do the line.

Makes it easy to value relationship.

Coalition that was built not as a coalition, but rather just people interested in getting involved.

Loose coordination among partners for Breathe Free North allows each partner to do his or her role well.

Nobody has to do everything.

Community Voice

Public Health Authority

Youth Development

Mutual benefit and support among partners at the table.

Latrisha's involvement in tobacco control at a young age has contributed to her continuing involvement in this work.