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UCITY Family Zone Impact Report

<https://www.ucityfamilyzone.com/>

Meet the UCITY Family Zone:

Mission: We are a collaborative, place-based initiative empowering communities to increase opportunity and improve quality of life.

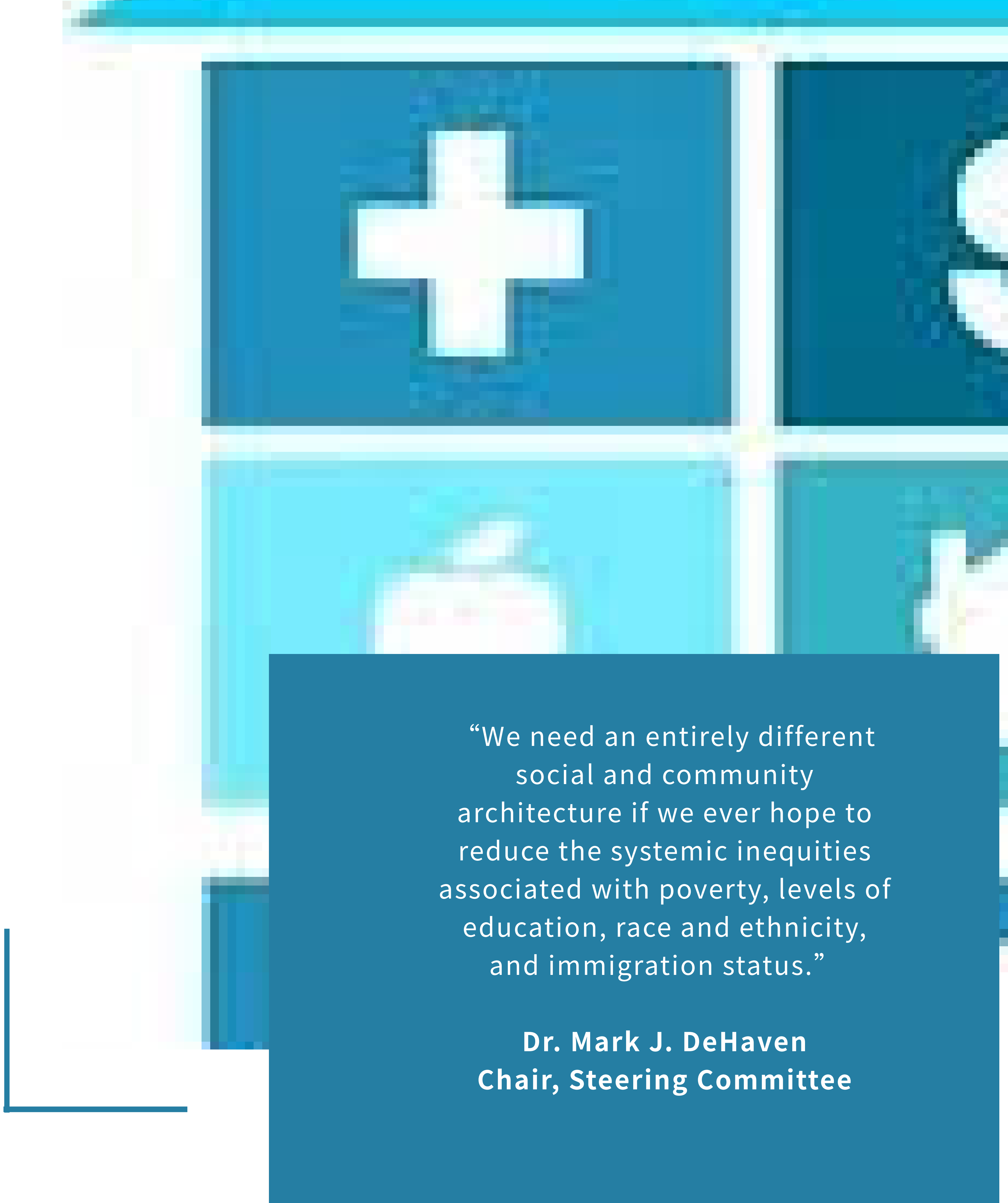
Vision: An equitable, healthy, resilient community facilitated and supported by collaborative partnerships.

What We Do: The UCITY Family Zone is a place-based partnership for improving the quality of life in neighboring communities in and around University City. Through collaboration among a wide range of community partners, the UCITY Family Zone is improving the daily living, learning, and working conditions of individuals and families throughout the community. We accomplish these goals by addressing the social determinants of health, enhancing social connectivity and health equity, and empowering community leaders and organizations.



Introduction:

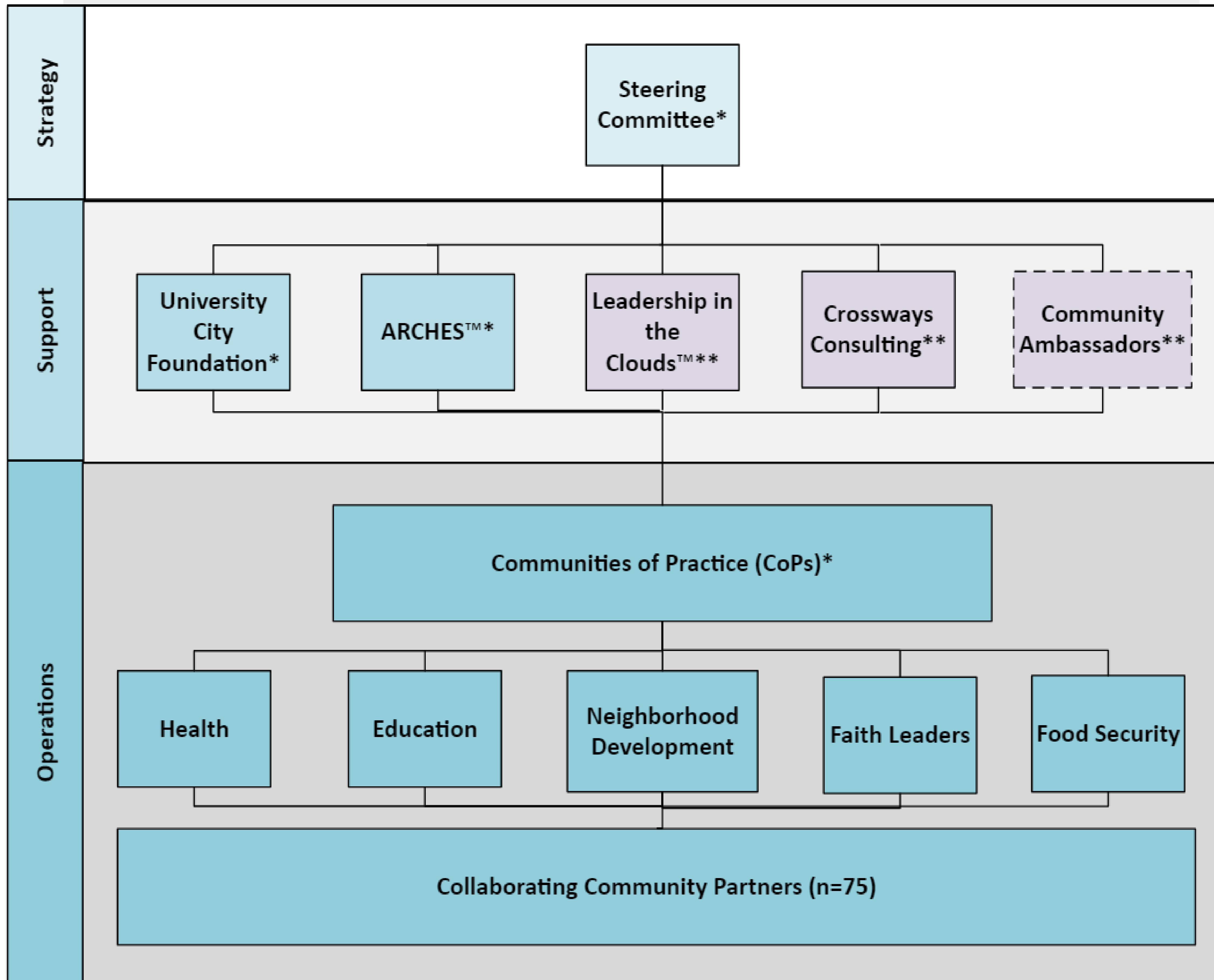
The UCITY Family Zone is a 17 square mile area in northeastern Charlotte, encompassing several neighborhoods in the vicinity of University City and the University of North Carolina at Charlotte (UNCC). Residents living within the UCITY Family Zone have decreased life expectancies (average age of death, 65 years), lower household income (average annual income, \$37,824), and lower educational attainment (27% received a Bachelor's degree), compared to more affluent Charlotte residents. Members of the UCITY Family Zone partnership seek to improve these and other life outcomes through collaborative, targeted, and coordinated strategic plans directed at changing the systems that perpetuate social, economic, and health inequities.



“We need an entirely different social and community architecture if we ever hope to reduce the systemic inequities associated with poverty, levels of education, race and ethnicity, and immigration status.”

Dr. Mark J. DeHaven
Chair, Steering Committee

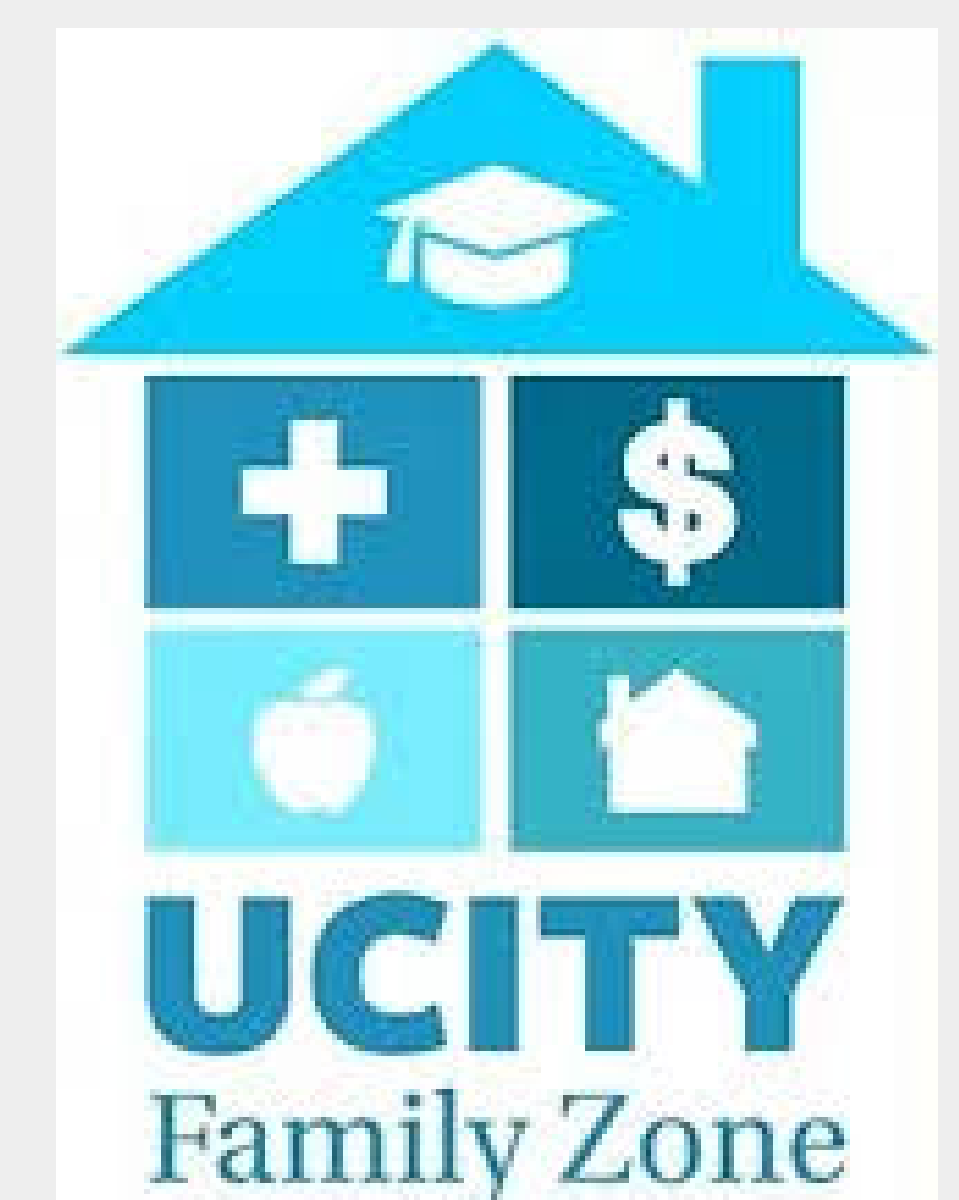
The UCITY Family Zone Organizational Structure:



We are many working as one. Our Steering Committee provides strategic governance, working with our support organizations to facilitate communications and administrative functions. These actions guide collective impact solutions among the Communities of Practice.

Our approach strengthens social connectivity, promotes opportunity, and advances social equity!

Many working as one.

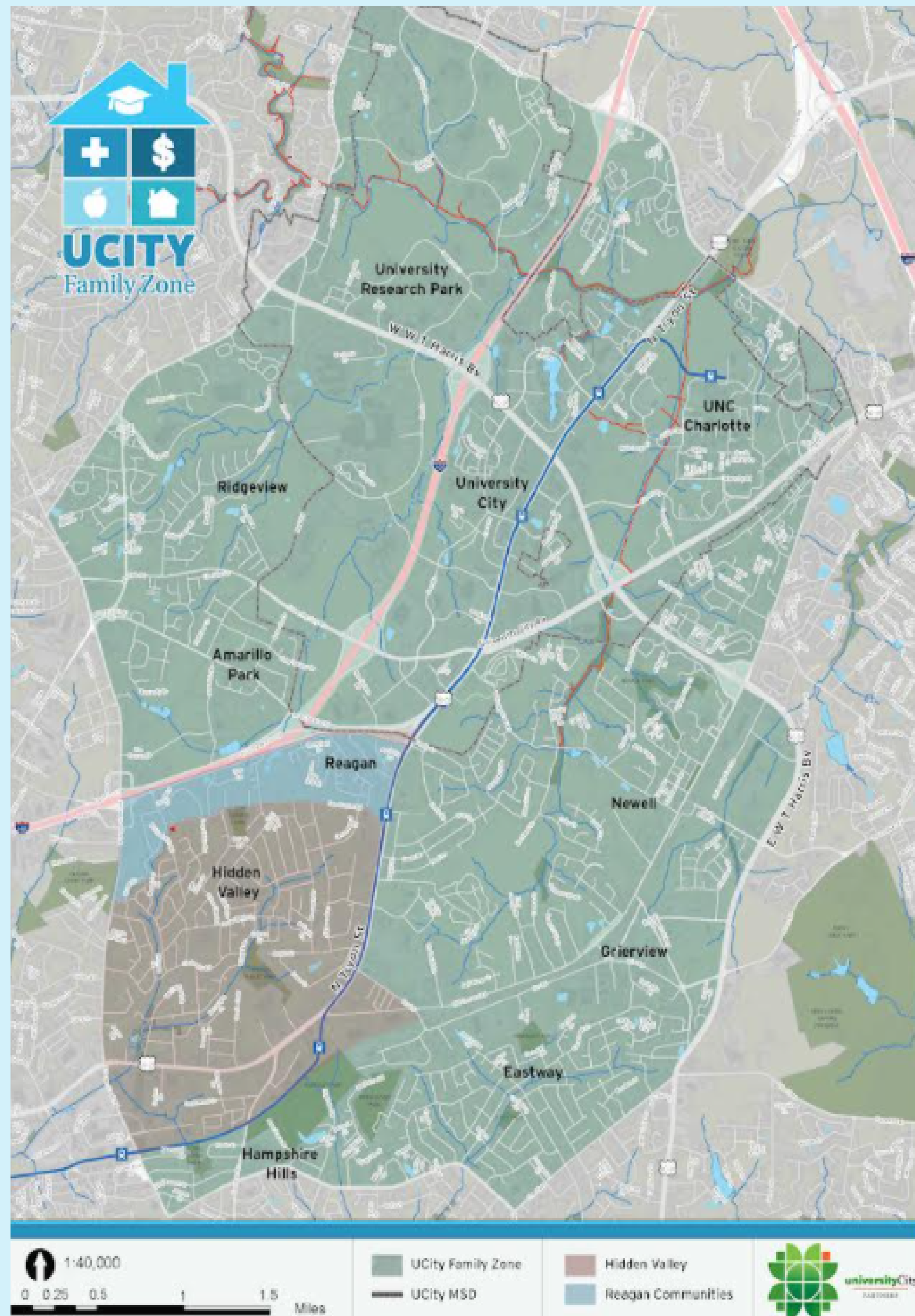




Glossary *

Term:	Definitions across UCITY Family Zone context:
Steering Committee:	Our Steering Committee is a diverse and dynamic group of transdisciplinary community leaders who provide advisory support for the UCITY Family Zone. The team meets bi-weekly to assess and align on strategy, communications and ensure ongoing process evaluation and innovation. Collectively, the SC is responsible for managing CoP operations to advance the UCITY Family Zone mission and vision.
Academy for Research on Community Health, Engagement, and Services (ARCHES)™:	Founded by Dr. Mark J. DeHaven in 2013, UNC-Charlotte's ARCHES fulfills administrative, strategic research, evaluator, grant funding, and technical/operative coordination functions for the UCITY Family Zone. ARCHES aims to improve social determinants of health disparities by aligning and coordinating relationships, programs, and resources between the University and its surrounding vulnerable communities.
University City Foundation (UCF):	The UCF serves as a funding and fundraising tool to advance community development, community building, and placemaking programs and projects in the University City market area. In addition, the foundation provides organizational support by convening and connecting the community, promoting the community, and making strategic investments in community projects, programs, and infrastructure.
Crossways Consulting:	Crossways Consulting, a bilingual and bi-cultural social enterprise and consulting firm, provides community-based, data-driven services focusing on community engagement, civic education, leadership and non-profit development. President and Founder, Wendy Mateo-Pascual, leads strategic planning for the UCITY Family Zone, designing community-based approaches for leveraging available assets to increase community capacity, resiliency, and equity.
Leadership in the Clouds™:	Leadership in the Clouds is a management and consulting firm using innovative technology to provide strategic consultancy for corporations, privately owned businesses, and nonprofit organizations focused on increasing sustainable, profitable growth. In addition, the group directs Communication and Social Capital Building to build relational capacity and enhance social connectively in the UCITY Family Zone.
Communities of Practice (CoP):	Our Communities of Practice (CoPs) are the spaces where UCITY Family Zone, residents and community collaborators can work and learn together, defined by a shared domain of interest aligning with the social determinants of health.

Welcome to the UCITY Family Zone:



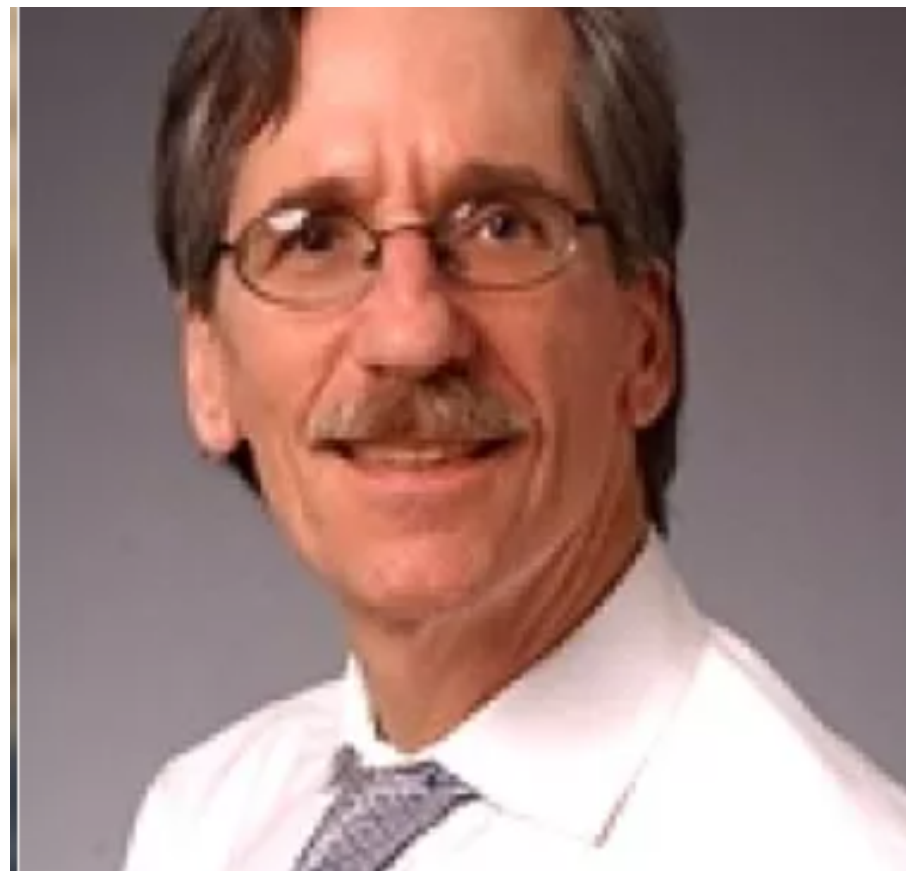
B u i l d i n g . . .

. . . Awareness

. . . Connectivity

. . . Capacity

Steering Committee Members



Mark DeHaven

Director, ARCHES™ at
UNC Charlotte

*Chair and Leads
Health & Wellbeing
Community of
Practice*



Darlene Heater

Executive Director,
University City Partners

*Leads Neighborhood
Development
Community of Practice*



Alonzo Hill

President/Owner/Chef at
Zolingo's Spice For Life

*Co-Leads Food Security
Community of Practice*



Brent Jones

Director of Service &
Outreach at
StoneBridge Church
Community

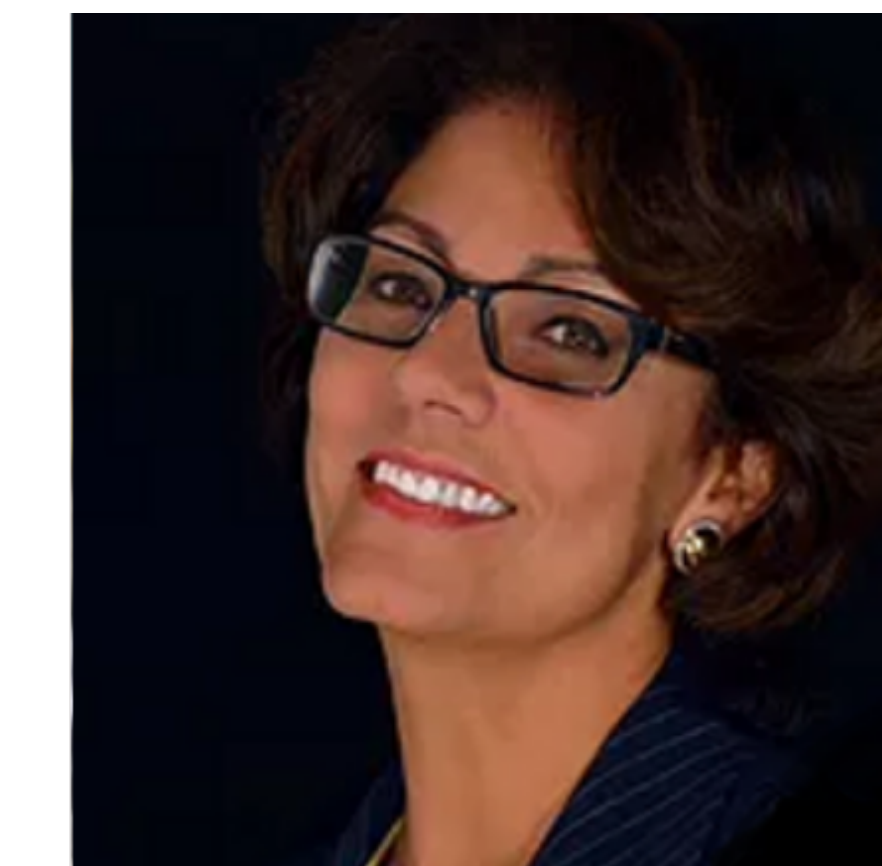
*Faith Leaders
Community of Practice*



Elaine Jones

Community Engagement
Manager at Sanger Heart &
Vascular Institute

*Co-Leads Food Security
Community of Practice*



Pat Martinez

CEO/Lead Strategist at
Leadership in the
Clouds™

*Communications and
Social Capital Building*



**Wendy Mateo-
Pascual**

President/ Consultant at
Crossways Consulting

*Leads Strategic Planning
Development &
Community Ambassador
Program*



Keri Revens

Director of Research &
Evaluation at Camino
Worldwide

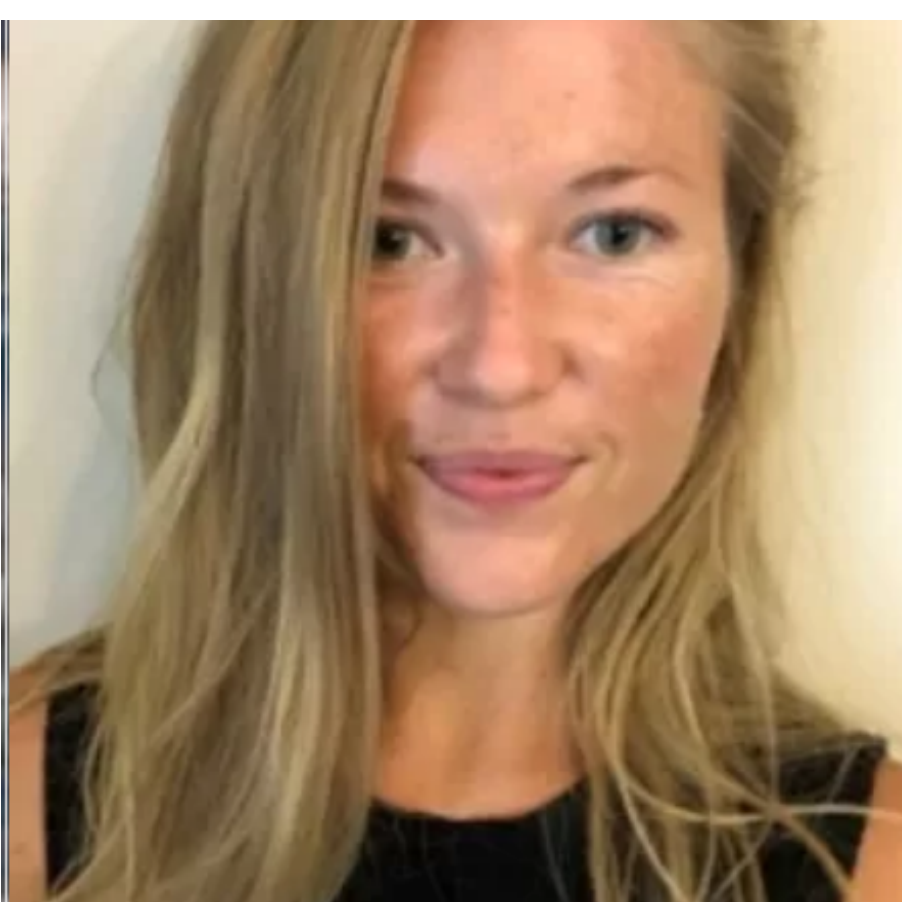
*Research and
Development &
Quantitative Analysis*



Leroy Wray

President and Founder
at Prodigal Son
Foundation

*Leads Education
Community of Practice*



Camille Gossett

Research Manager,
ARCHES™ at UNC-
Charlotte

*Program Manager
and HCoP Manager*

Through... Grants and Community Support

\$198,000

of direct financial support provided to **15** UCITY Family Zone organizations.

52

organizations are aligning efforts through **6 Communities of Practice** to improve social determinants of health conditions.

113

partners **coordinate community resources** and service lines through the **Groupsie Platform** to address community needs.

8,870

hours of support services were invested in co-creating **9** grant proposals, **4** evaluations, and **12** strategic plans to advance organizations' missions improving social equity.



Through... Community Ambassadors in Action:

Community Ambassador and Emergency Response Team Partnering with Clinics and Bank of America for COVID-19 Relief

In March 2020, Bank of America awarded the UCITY Family Zone \$65,000 to provide direct financial relief to vulnerable residents experiencing COVID-19 related social and economic dislocation. UCITY Family Zone partner agencies included Heal Charlotte, Crossways Consulting, Stonebridge Church Community, University City Partners, and ARCHES. Collaboratively, the pilot Community Ambassador worked with the UCITY Family Zone Emergency Response Team and UCITY Family Zone clinics, Atrium NorthPark, and Charlotte Community Health Clinic to identify 102 residents in dire need and link them each to \$5,000 of direct funds. \$15,000 of the award went to housing relief in vulnerable city corridors.

Community Ambassador & Emergency Response Team Impact:

Successfully partnered with our **community ambassador, clinics, and community organizations** to **provide 102 low-income families** with **\$500** each of direct financial support to **reduce COVID-related displacement**.

Supported **community-led housing relief efforts** by investing **\$15,000** of BoA funding in crisis relief and long-term **housing solutions** in the Sugar Creek corridor.

Our **Community Ambassador** delivered **47,000 meals** to over **200 families** to alleviate **COVID-related financial displacement** and support **Compass Group employees** in food service jobs.

Awarded **Bank of America (BoA) Covid-19 Relief Grant** to inject a total of **\$65,000** in direct financial assistance to **support families** experiencing **severe Covid-related economic dislocation**.



**FOOD
SUPPLIES**

Through... Medicaid Reform Community Awareness Campaign:

Enhancing Community Awareness and Knowledge to Support Medicaid Reform at the Community Level

Medicaid Transformation Context: Medicaid transformation during Spring 2021 changed the way millions of American beneficiaries' access and receive their healthcare benefits and services. As of July 1ST, 2021, public health insurance policies still cover the same services; however, healthcare networks will coordinate services and providers based on the beneficiaries' plan. Covered individuals had to select their preferred healthcare plan by a May deadline or accept an assigned insurance plan. This change meant that many individuals could lose their current providers or be unsatisfied with coverage from their policy if they did not enroll.

UCITY Family Zone Access to Care Background: 20% of Mecklenburg County adults did not see a doctor in the past year due to cost (BRFSS, 2016); 24% delayed seeing a dentist due to cost (BRFSS, 2016); Blacks are 2.3 times and Hispanics are 3.3 times more likely to delay seeing a doctor due to cost (2014 BRFSS); 22% of UCITY Family Zone residents receive Medicaid or NC Health Choice (QOL, 2019); 20% of Mecklenburg County adults have no health insurance (2014, BRFSS); 17% of working adults have no health insurance (2014, BRFSS); Blacks are 2.1 times and Hispanics are 5.8 times more likely than whites to have no health insurance ((BRFSS, 2014).

Our approach: Our Health & Wellbeing Community of Practice community-based clinicians identified the condition, and collaboratively, we aligned our transdisciplinary efforts to administer a targeted Medicaid transformation awareness campaign. Following best practices and healthcare department guidelines, we created a decision-tree model infographic to inform residents of how, where, and why they should enroll in Medicaid Managed Care. We disseminated the health promotion material among our three clinics, including the area's federally funded health clinic, Charlotte Community Health. Our efforts showed acted on community informed social determinants of health need and increased community health management knowledge in ways that contribute to their long term health and well-being.

Impact:

- Collaborated with the H & W CoP to identify a specific community need and co-create a solution that connects residents with available social and healthcare resources.
- Disseminated flyers at 3 partnering health clinics to increase community awareness surrounding Medicaid Reform.
- Partner with community leaders to design and share Medicaid Reform infographic directly with residents to increase Medicaid transformation knowledge at the community level.



Through... Overcoming Vaccine Hesitancy in the Latino Community

Public Health Context: Vaccine hesitancy is prevalent among Latino and other minority populations. This trend did not change during the COVID-19 pandemic, as only low numbers of Latinx individuals got vaccines once they were available. For example, in North Carolina, statewide numbers in March 2021 projected that Latinx residents comprised only 3% of the total vaccinated population. At the Mecklenburg County level, low vaccination uptake among Latinx residents provides cause for health and economic concerns. In addition, numerous studies and observed effects demonstrate that Latinx communities and individuals experienced a disproportionate burden of COVID-19 related economic dislocation. Severe economic dislocation coupled with high percentages of field labor workers results in health and opportunity costs and disparities among this group.

Solution Background: Latinx leaders and community members share that misinformation and distrust are primary factors of vaccine hesitance among this population. Consequently, raising awareness and building trusting relationships right where our Latinx community members live is critical for connecting them to local services and resources and increasing their chances of overcoming vaccine hesitancy. Lead Strategist, Latinx Civic Advocate, and 2020 NC Dogwood Award Winner Wendy-Mateo Pascual partnered with the Mecklenburg County Health Department Medical Director, Dr. Meg Sullivan, to address fears and spread data-driven information regarding the COVID-19 vaccine among Latinx residents.

Impact:

- Hosted a Facebook Live Spanish-language COVID-19 Vaccine awareness session reaching 10.6K viewers.
- Disseminated Facebook Live video through Facebook page rendering 349 reactions, comments, and shares to spread awareness regarding COVID-19 vaccination.



Covid-19 Vaccines

35 weeks ago · 3.3K Views

   You and 54 others

Community Call to Action:

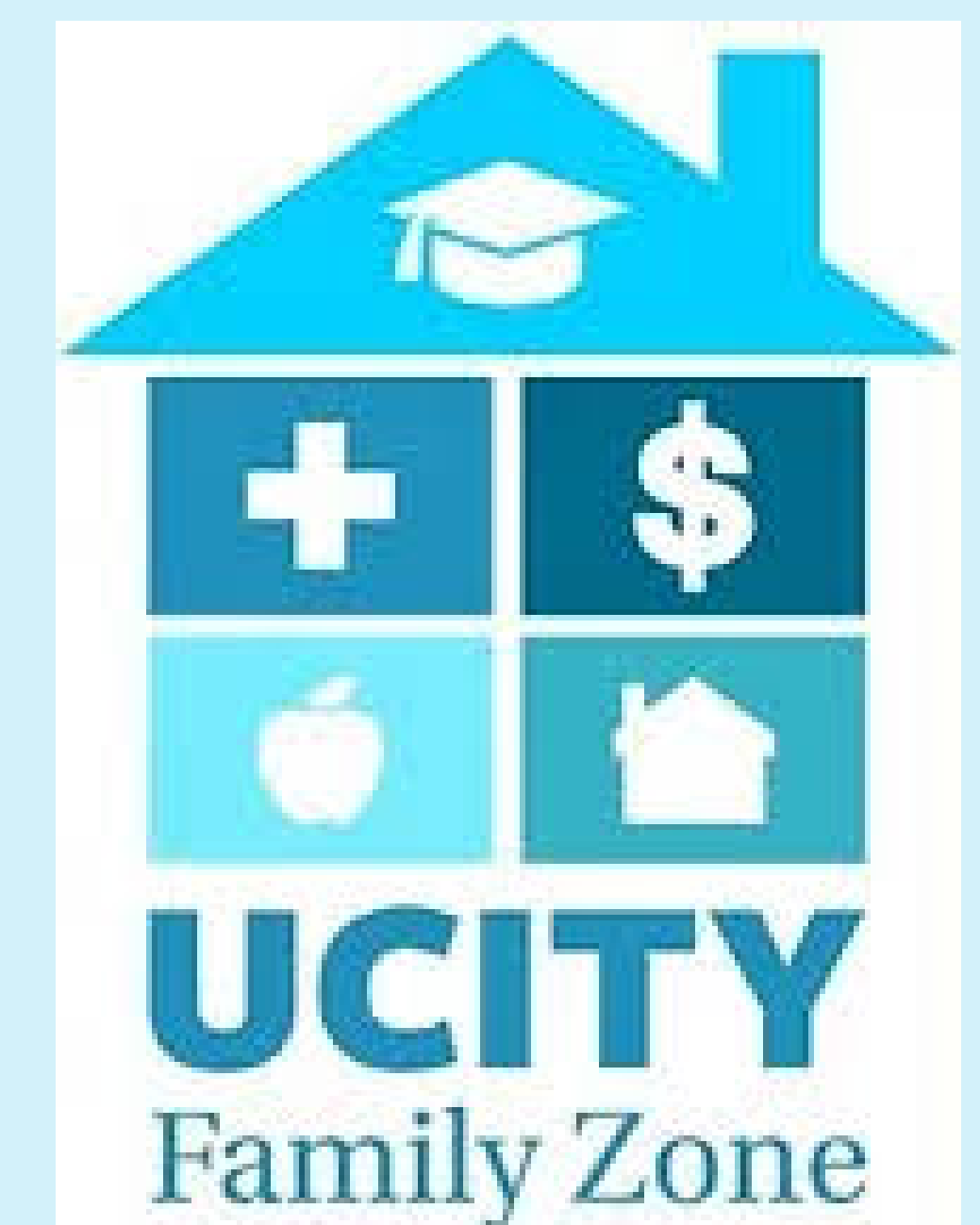
The UCITY Family Zone General Meeting: Connecting and Aligning
Communities in Action

Our call-to-action for UCITY Family Zone community partners is to overcome systemic barriers to social equity, by working together to develop sustainable solutions.

“To be able to collectively as a body respond and say with confidence, all the children are well.”
- Dr. Sonyia Richardson, April 9th, UCITY Family Zone General Meeting

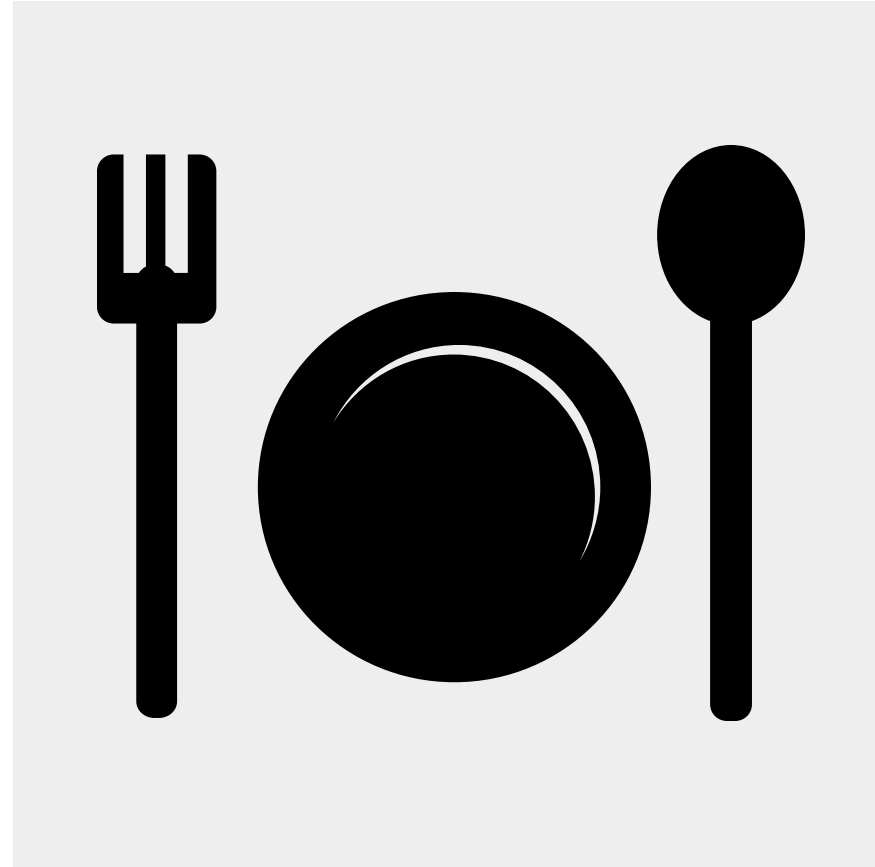


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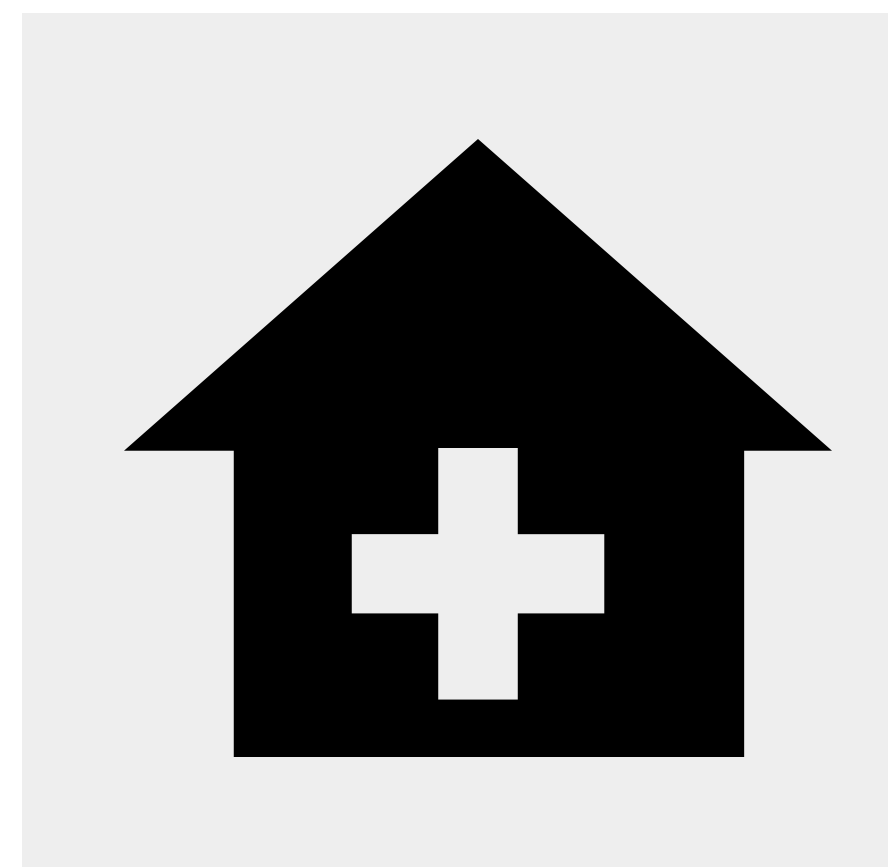


Addressing the Social Determinants of Health:

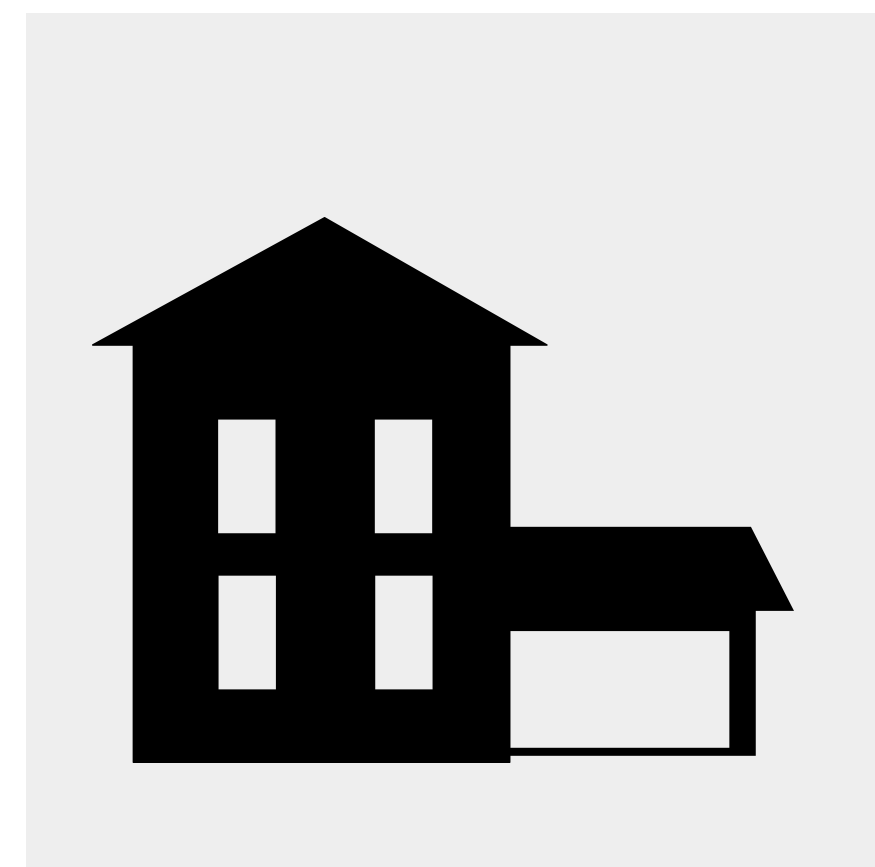
Food Security



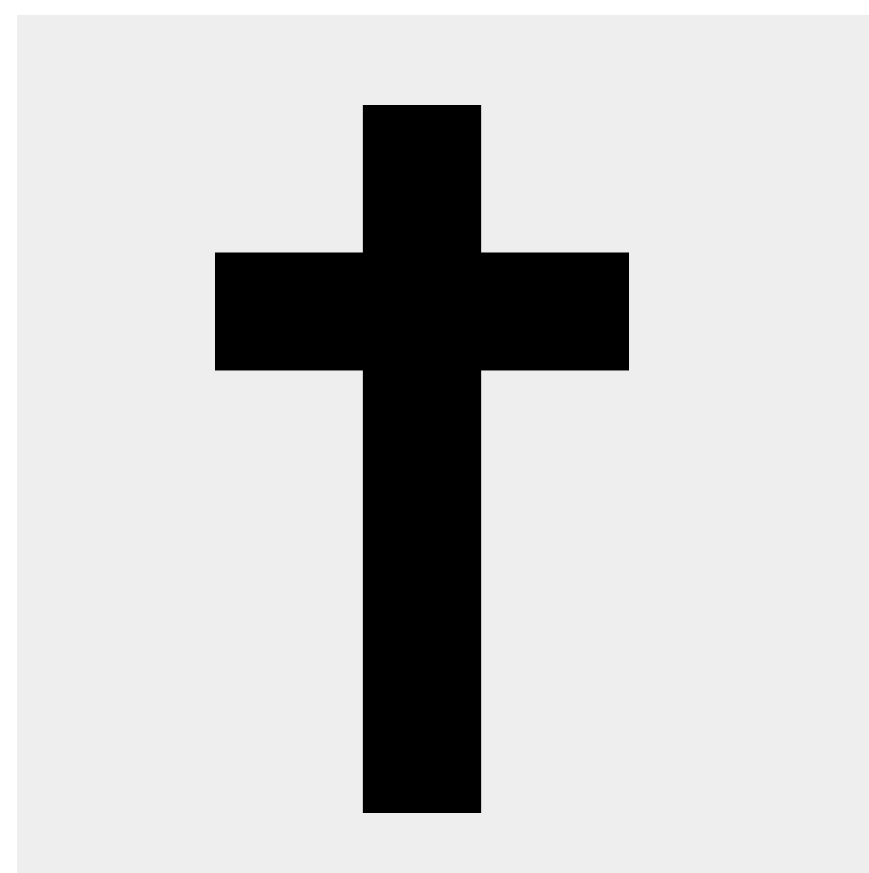
Health & Wellbeing



Neighborhood and Community Development



Faith Leaders



Education



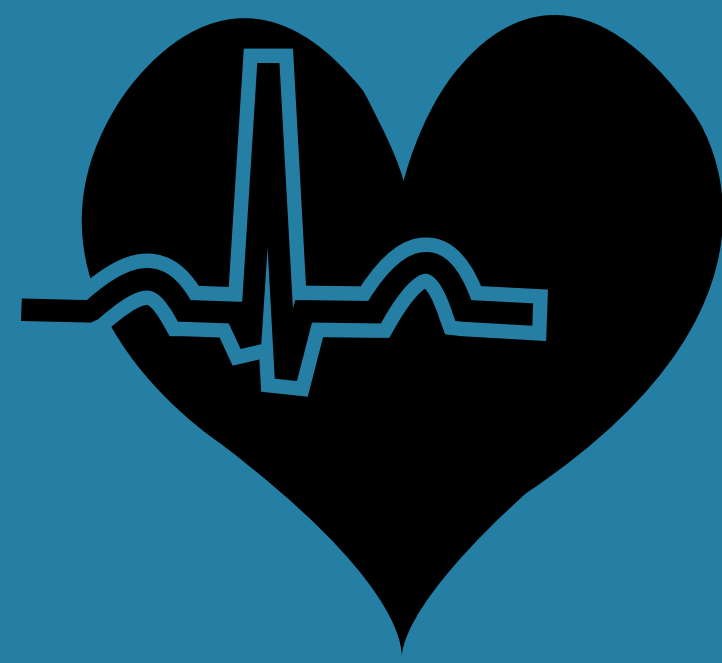
Community of Practice (CoP)

A community of practice (CoP) is a space where diverse organizations collaborate to identify disparities, service gaps, achieve common goals, develop measurement instruments, and implement processes, actions, and programs to champion for community progress. Additionally, communities of practice systematically utilize generated data to advocate for systems change. The CoP is the space where we can work and learn together, with the common goal of supporting and empowering each other.

The Domain – The identity of a community of practice is defined by a shared domain of interest. Our CoPs align with the Social Determinants of Health. The community of practice domains align with the social determinants of health. Each COP convenes to share expertise and enrich knowledge in respect to a specific social determinant of health: health and wellbeing; education; food security; social capital; and neighborhood & community development.

The Community – Galvanized by their interest in a specific domain, organization members agree to collaborate and support each other. Through cultivated synergy and collective engagement, members strengthen each other and strive to develop innovative ways to generate social change and improve the community's quality of life.

The Practice – The principle goal of a community of practice is not to complete services and activities. Instead, it is to align resources, experience, and expertise, to form positive synergy that promotes the achievement of common long-term goals.

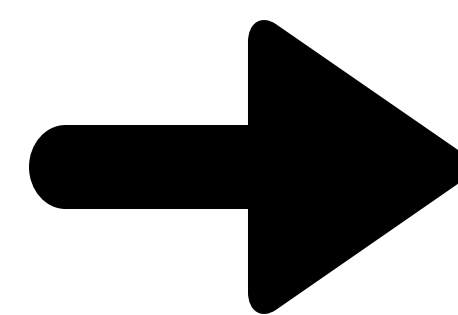


Health & Wellbeing Community of Practice (H & W CoP)

Goal: Improving health outcomes through a place-based ecosystem continuum, linking social determinants of health, to community based health promotion and disease prevention, to primary, secondary, and tertiary prevention

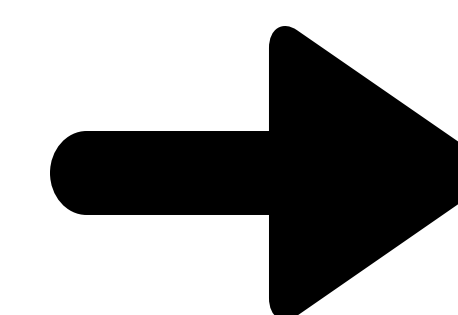
OBJECTIVES

- H&W CoP objectives align with the top three priority areas identified by the 2019 Mecklenburg County Community Health Assessment, including: mental health, access to care, and chronic disease prevention, while integrating with local social support assets.
 - Objective #1: Mental Health
 - Objective #2: Access to Quality Healthcare Services
 - Objective #3: Community Based Health Promotion and Chronic Disease Prevention



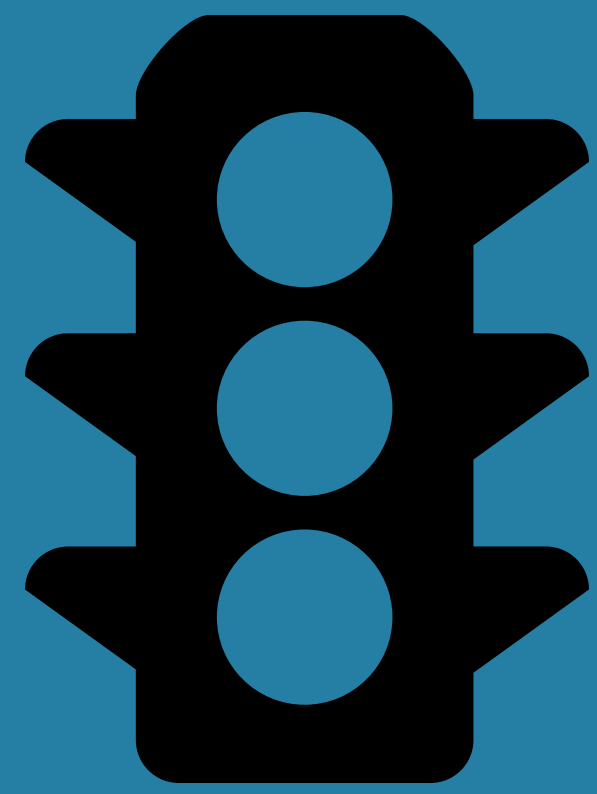
Essential Tools

- Providing community-based screening, health education and health promotion, linkage to care; and linkage to essential resources supporting the social determinants of health.



Impact

- Co-created 21-22 Strategic Plan with collective goals and objectives aligning with County-level priorities.
- Aligned resources and initiatives among 4 H & W CoP organizations to create and submit proposal for Federal NIH-funding to support a pro-bono mental health provider network.
- Coordinated Medicaid Reform community awareness strategy.



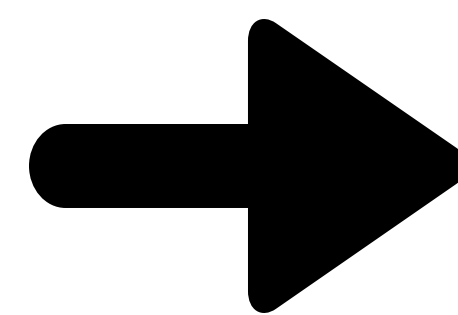
Neighborhood and Community Development Community of Practice (N&CD CoP)

Goal:

Supporting and stabilizing local physical and neighborhood conditions to improve economic development, capacity building, and resident services sustainably.

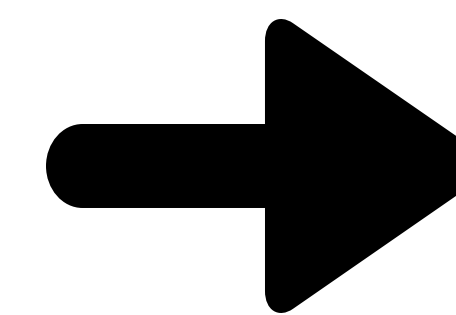
Objectives:

- Identify areas for asset mobilization and stabilization efforts
- Develop supportive infrastructure for health promotion and disease prevention across the life course
- Safeguard and champion resident safety and belonging
- Support a place-based pipeline for workforce development and human services



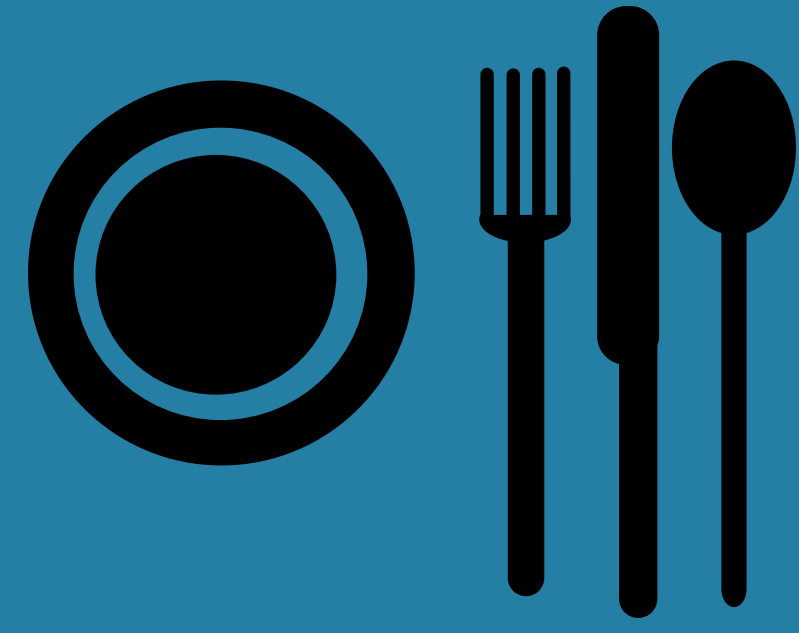
Tools:

- Cultivating network partnerships and resident-led capacity building by building collaboration with Charlotte-Mecklenburg Police Department, aligning available resources and coordinating service lines, and developing neighborhood infrastructure.



Impact:

- Conducted a community-level needs analysis survey in Hidden Valley to identify neighborhood development priority areas
- Identified three target areas for addressing, with a priority focus on **neighborhood safety**.
- Elevated concerns to state-senate level for multiple sessions including community leaders.

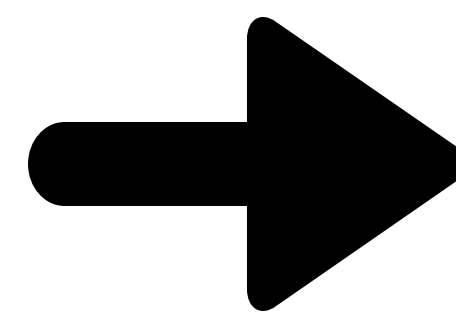


Food Security Community of Practice (FS CoP)

Goal: Improving food security outcomes by engaging and aligning place-based capacity and resources to address local food distribution, retail, production in ways that result in sustainable resident access to healthy foods.

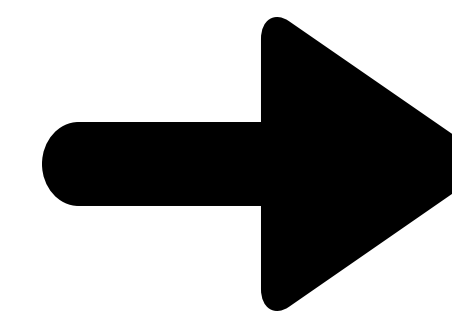
Objectives:

- Enhancing community-level knowledge and awareness of healthy eating and available food resources.
- Coordinating healthy food resources among local food pantries, community gardens, and markets within our local food network.
- Promoting equitable access to food resources and aligning efforts with City and County.



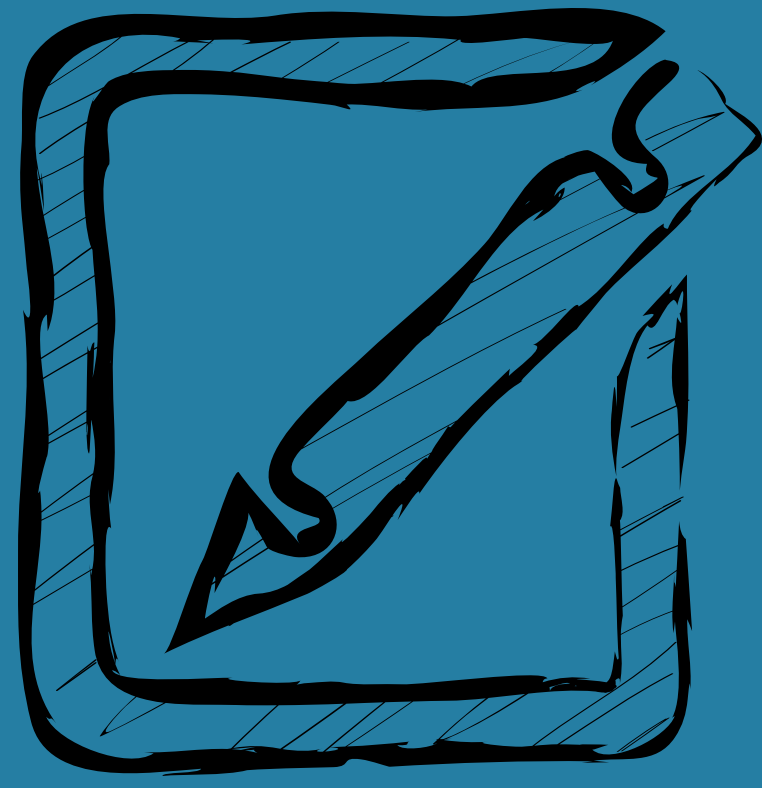
Tools:

Identifying and coordinating food-related capacity across the community ecosystem for promoting equitable access to healthy food, increasing sustainable resident-led food development, and focusing on nutrition education and awareness.



Results:

- Convened relevant stakeholders in the UCITY Family Zone food system network to co-create a strategic plan for addressing local food insecurity.
- Coordinated 22 community-based organizations addressing food insecurity-related issues to align priority improvement areas and collaborative solutions.
- Attained 20K of grant funding from Atrium Health Care System to support the University City area farmers market and pilot food insecurity solution among local market employees.

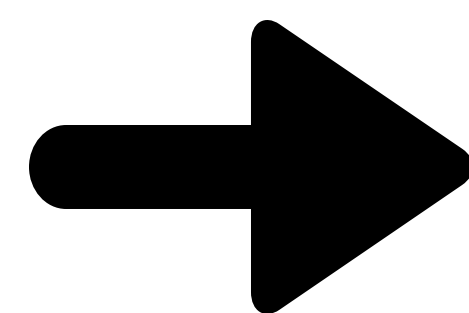


Education Community of Practice (ECoP)

Goal: Improve residents' and youths' access to and quality of diverse equitable educational and enrichment opportunities to increase educational attainment, desirable workforce placement, and long-term opportunity outcomes.

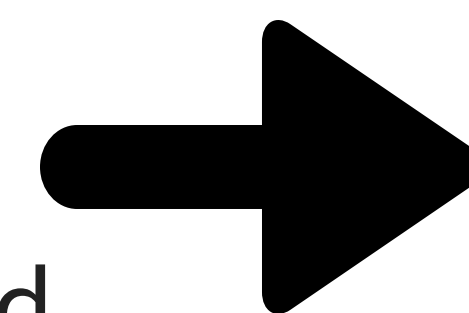
Objectives:

- Identify priority areas and best practices for improving supportive school policy and meeting diverse student and family needs.
- Enhance community capacity for supporting students' and families' rising technology resource and training needs.
- Design and implement a coordinated continuum of community-based afterschool and early education/enrichment and leadership opportunities.



Tools:

- Partnering with local daycare, early education and enrichment, and CMS stakeholders and decision-makers to advocate for supportive educational policy, enhancing local workforce preparation and youth enrichment capacity, and designing non-system community-based and informed afterschool and enrichment programming for meeting diverse needs.



Results:

- Connected and convened local education system decision-makers to strategize systematic options for supporting displaced youth during and after the COVID-19 crisis.
- Members of Education CoP designed and implemented the NorthPark learning lab to support a priority population of CMS students and provide them an educational environment while schools were operating remotely.
- Collaborated with diverse place-based organizations and leaders to link youth with opportunities to build life skills and trades training to increase equitable opportunity and workforce preparation among underserved populations.



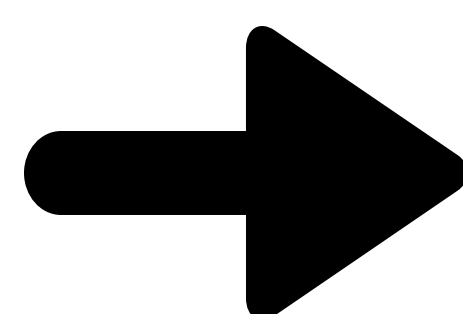
Faith Leaders Community of Practice (FL CoP)

Goal:

Improving health and quality of life outcomes by collectively creating equitable social conditions that support and empower resources and opportunity equity and connect vulnerable residents to available faith-based health promotion and disease prevention.

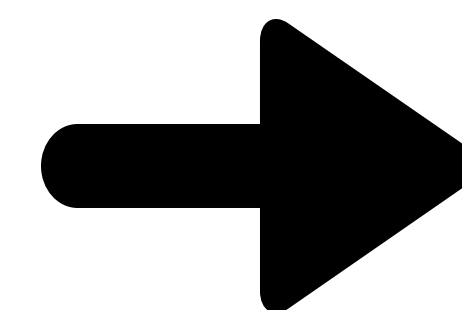
Objectives:

- Enhance coordinated and aligned community service and outreach efforts to support connecting community residents and faith-based organizations
- Coordinate available local resources and services to link to resident's critical and emergency-related needs
- Provide and foster trusted emotional and social support to instill and empower faith-based leadership and values at the community level



Tools:

Convening local faith-based leaders for discussion, learning, prayer, and alignment regarding priority areas for promoting social justice, empowering faith-based leadership and values, and coordinating resources to link to residents' critical and emergency-related needs.



RESULTS

- Connected and convened 15 faith-based community organizations across denominations to identify priority CoP areas for addressing collectively.
- Supporting community ambassador and emergency response team efforts to alleviate financial and social COVID-19 related displacement.
- Establishing community-based partners for expanding faith-based community health worker and health promotion capacity.