

Developing the Center for Health Promotion and Well-Being at Creighton University

Much has developed at Creighton University in health promotion and wellness since the 2007 APTR Institute for Interprofessional Prevention Education. The intended outcome of this document is to summarize and share the steps, materials and resources that were used to develop and implement the Center for Health Promotion and Well-Being at Creighton University (Part I). Also included is health data collected by the Douglas County Health Department regarding residents living in and around the neighborhood of the Center's first community partnership to promote health and well-being (Part II).

Part I

CENTER FOR HEALTH PROMOTION AND WELL-BEING

Justification

Several factors determine the health of an individual or a population. Interestingly, only 20% of these factors are as a result of clinical status and/or medical care.¹ The remaining 80% of the modifiable determinants of health are related to social and economic factors (40%), health behaviors (30%), and environmental factors (10%).¹ Additionally, seven out of ten deaths in the United States are due to chronic diseases with nearly one out of every two Americans having at least one chronic disease.² The most common chronic diseases today are those related to cardiovascular disease, cancer, diabetes, and obesity.² The prevalence of chronic disease has steadily increased over the past several decades with similar trends expected into the future.² However, research shows that nearly 75% of chronic diseases are preventable.² (Figure 1)

Design

The Center for Health Promotion and Well-Being at Creighton University began in January 2015 with three primary components: academic programming, research, and service. The aim of the Center is to provide students with the knowledge, skills and values to work one-on-one with individuals across their lifespan to improve well-being and mitigate chronic disease. The mission statement says, "The Center for Health Promotion and Well-being at Creighton University will foster the creation of health so

that each individual can optimally thrive in the community in which they live, work, and spend their time.”

The mission of the Center for Health Promotion and Well-Being is to foster the creation of health, rather than focus on the delivery of health care. A foundational philosophy within the Center states that individuals with chronic disease, or risks for chronic disease, are best able to flourish into the person they wish to become when their personal health is optimal for them as an individual. Fostering the creation of health by focusing on “the 80%” is the mission of the Center for Health Promotion and Well-Being.

Developing a Center with a focus on “the 80%” demonstrates a commitment to the unique qualities of each individual person, and as such pivots on a core Creighton value, the Ignatian charism of *cura personalis*. Each component of the Center’s operations is designed to work optimally only with the inclusion of faculty, staff and students from departments in each of the Colleges and Schools at Creighton University, thus making the Center interdisciplinary and interprofessional at its core. The success of the Center and all its components relies on one of Creighton University’s most important assets, its commitment to a strong university community. Health is something that is fostered and managed and done primarily through strong relationships. Creighton University’s commitment to strong relationships among the administrators, faculty, staff, students, and the community is greatly leveraged in the Center for Health Promotion and Well-Being. The Center officially began its work in January 2015.

Academic Suite

One of the most robust components of the Center is the suite of academic programs. Figure 2 shows an overview of the “suite” of programs related to health and wellness offered at Creighton within the Center for Health Promotion and Well-Being.

The suite of programs include:

1. Bachelor of Arts in Healthy Lifestyle Management (began January 2015),
2. Master of Science in Health and Wellness Coaching (began August 2015),
3. Graduate Certificate Programs in:
 - Lifestyle Medicine (began January 2015),
 - Healthy Aging (to begin August 2016),

-Care Coordination (to begin August 2016), and

-Program Design, Evaluation & Leadership (to begin January 2016).

The design of these academic programs was interprofessional with a primary focus on collaborative care. The faculty and/or courses in these programs are from the following departments and programs at Creighton: Medical Anthropology, Psychology, Communication Studies, Nursing, Masters in Public Health, Health Policy and Ethics, Pharmacy Practice, Medicine, Ministry, and Negotiation and Dispute Resolution. The Appendix provides detailed information about the academic suite of programs and includes: Overall Objectives, Educational Outcomes, Curricula, and Course Descriptions for the Bachelor of Arts in Healthy Lifestyle Management (both on campus and online programs) and the Master of Science in Health and Wellness Coaching.

Service

Service is a significant component of the Center for Health Promotion and Well-Being and one in which students are involved. The primary areas of service concentration include employee well-being, student well-being, and community well-being. The first of these concentration areas to be developed is community well-being, with the first partner being the 75 North Corporation. The details of the contract between Creighton and the 75 North Corporation are currently being negotiated and the contract is expected to be signed by December 31, 2015.

Background of 75 North Initiative

The Douglas County Health Department in Nebraska reports that the overall health and safety of residents living in the Northeast portion of Douglas County is significantly worse compared with other areas in metro Omaha, Douglas County, and the region. More specifically, those residing in the Douglas County zip codes of 68104, 68111, and 68110 have especially poor ratings in the areas of educational attainment, poverty, infant mortality, homicide, and sexually transmitted diseases. Additionally, the Highlander neighborhood (residing primarily in the 68111 zip code) has experienced a physical deterioration in recent years with large areas of vacant land and condemned homes.

In 2009, a 300-unit Omaha public housing project in the Highlander neighborhood, Pleasantview Homes, was demolished. This opened 23 acres of

contiguous land and an opportunity for redevelopment. In 2011, a nonprofit organization called 75 North Corporation was formed to design and drive the redevelopment of the Highlander neighborhood in Omaha.

Background of the 75 North Corporation

The mission of the 75 North Corporation is to break the cycle of poverty and community deterioration by facilitating the creation of healthy, sustainable, mixed-income communities complete with thriving schools, recreational facilities and other amenities that will attract new public and private investment to north Omaha neighborhoods.

75 North is led by Executive Director Othello Meadows and supported by the City of Omaha, Omaha Public Schools, community partners and stakeholders.

<http://www.seventyfivenorth.org/>.

Overview of the Revitalization Project at 75 North

The Highlander neighborhood is positioned approximately eight blocks North of Creighton's campus. The project will develop roughly 300 units of mixed-income apartments, townhomes, senior housing and single-family homes to accommodate between 800 and 900 future residents. The development's first phase of rental housing, just over 100 units, is scheduled for completion in the fall of 2016. Also planned is a large-scale community enrichment center available for residents and the broader Omaha community to access programming around the arts, entrepreneurship, technology, and health and wellness. The center will be called the Community Accelerator and is scheduled to open in the spring of 2017.

The physical redevelopment of the Highlander neighborhood is part of a larger community development model being employed by 75 North that incorporates mixed-income housing, community amenities and transformational education for neighborhood children. Named Purpose Built Communities, the model teaches the holistic integration of these principles in a defined neighborhood, in this case, the Highlander neighborhood. The adjacent Howard Kennedy Elementary School will serve as the hub of the Highlander's education initiatives.

Creighton University's Role with 75 North

In the spring of 2015, Creighton University was made aware of 75 North and was invited to consider a collaboration with the 75 North Corporation and the Highlander neighborhood through a long-term presence in the Community Accelerator. Since that time, several meetings have taken place at Creighton to consider the opportunities and viability of such collaboration. The individuals involved at Creighton have included members of the upper administration and a small interdisciplinary "visioning" group consisting of faculty and staff members.

The exact role of Creighton's presence within the Highlander neighborhood has yet to be defined. This is purposeful. The visioning group has discussed the importance of Creighton's collaboration to be one that primarily includes a long-term presence of solidarity with the community. This is in contrast to a short-term project that has a feeling of an "institutional rescue mission." We have yet to fully engage the community members on how best to accomplish the primary goal, but the visioning group feels many opportunities exist that can be mutually beneficial.

Interprofessional Collaboration Opportunities for Creighton

There are abundant opportunities for Creighton to partner with the residents of the Highlander neighborhood. Doing so could continue to foster a positive relationship of these two neighboring communities. On a high level, the opportunities concentrate on the promotion of social justice, service to our community, interdisciplinary educational models, and enhancing health promotion and well-being via non-medical determinants of health. Having this type of focus could allow for involvement across each college and school at Creighton.

Initial conversations of the visioning group discussed the possibility of 75 North serving as a Place-Based Initiative for Creighton. This could provide a focused effort to enhance Creighton students' education while benefiting the community. An educational model could be used, in part, to staff the programs offered at the facility and the Schlegel Center for Service and Justice at Creighton could play a significant role in the operations of the facility. Initial conversations identified three existing programs as having high potential to conduct operations from the Creighton/75 North facility. These

programs include coaching in personal finance, health law services, and health and wellness coaching. Many additional existing Creighton programs are also possible.

Research

The third major component of the Center for Health Promotion and Well-Being is research. The types of research initiatives that are possible within the Center are vast, but will initially focus on interprofessional education, employee well-being, and the community partnership at 75 North.

Part II

COMMUNITY PARTNERSHIP DATA

A large portion of the funding from this sub-award was dedicated to collecting initial data on the population living in the Highlander neighborhood. This first step in the data collection process was to work with the local health department (Douglas County, Nebraska) to gather quantitative data from the Highlander community. The second step is to talk with the community members of the Highlander neighborhood to gather qualitative data. This second step will help to develop a relationship with the community and to better understand what the community members need and want to create better health. This second step is expected to take several months and the data collected from this process will not be included in the deliverables of this funded project.

Quantitative Data

The Douglas County Health Department shared four separate datasets that could be used to compile initial baseline quantitative data on the Highlander neighborhood. These databases included the 2011-2013 Douglas County Behavior Risk Factor Surveillance System survey results, 2014 Youth Risk Factor Behavior Survey, 2011 PRC Community Health Needs Assessment, and the Geographic Health Data for Zip Codes 68104, 68111, 68110 internally compiled by the Douglas County Health Department in 2014. The PRC Community Health Needs Assessment and the Geographic Health Data provided the most helpful information to this project because information specific to the zip code and area of town could be extracted from these datasets rather than observing county level data. A summary of the information compiled from these sources is listed below.

PRC Community Health Needs Assessment

Background of Dataset

In 2011, Professional Research Consultants (PRC) collaborated with three counties in Eastern Nebraska and one county in Western Iowa to determine the health status and needs of the residents living in these communities. The goals of this collaboration were to improve residents' health status, increase life span, elevate quality of life, reduce health disparities, and increase access to preventive services. Relevant data related to those living in Northeast Omaha (location of Highlander neighborhood) is as follows:

Overall Health Status

-18.4% of the residents in Northeast Omaha rate their overall health as “fair” or “poor”. This is greater than others living in Metro Omaha (12.7%), Douglas County (12.7%), and overall U.S. (16.8%).

Mental Health

-13.3% of residents in Northeast Omaha rate their mental health as “fair” or “poor”. This is greater than others living in Metro Omaha (9.0%), Douglas County (9.0%), and overall U.S. (11.7%).

Injury and Violence

-8.4% of residents in Northeast Omaha were victims of violent crimes in the past five years. This is greater than others living in Metro Omaha (2.5%), Douglas County (3.2%), and overall U.S. (1.6%).

-10.6% of residents in Northeast Omaha perceive their neighborhood as “not at all safe.” This is greater than others living in Metro Omaha (3.0%) and Douglas County (4.0%).

-14.8% of residents in Northeast Omaha were victims of domestic violence. This is greater than Metro Omaha (12.0%) and Douglas County (11.5%), and overall U.S. (13.5%).

Geographic Health Data for Zip Codes 68104, 68111, 68110

Background of Dataset

In 2014, the Douglas County Health Department compiled health related data on three specific zip codes within the county due to the higher rates of health disparities within this area of the county. The Highlander neighborhood is located in the 68111 zip code of Douglas County. Relevant data from this dataset is as follows:

Annual Household Income

-\$24,495 (68111) vs. \$53,325 (Douglas Co.)

Persons Under Poverty Level

-Persons under 18 years: 62% (68111) vs. 19.7% (Douglas Co.)

-Persons 18 years and over: 30.3% (68111) vs. 12.4% (Douglas Co.)

Education

-Less than 9th grade: 9.9% (68111) vs. 4.7% (Douglas Co.)

Teen Birth Rate

-62.8% (68111) vs. 28.7% (Douglas Co.)

Infant Mortality Rate

-9.7% (68111) vs. 7.0% (Douglas Co.)

Inadequate Prenatal Care

-22.8% (68111) vs. 12.9% (Douglas Co.)

Homicide Death Rate

-4th leading cause of death in 68111; not listed in top 10 for Douglas Co.

Mental Disorders

-Leading cause of hospitalization in 68111 (Rate: 255.2 per 10,000)

-3rd leading cause of hospitalization in Douglas Co. (Rate: 101.1 per 10,000)

Sexually Transmitted Diseases

-Chlamydia rates per 100,000: 2179.2 (68111) vs. 576.1 (Douglas Co.)

-Gonorrhea rates per 100,000: 886.1 (68111) vs. 165.2 (Douglas Co.)

The Quantitative data obtained through the Douglas County Health Department with the financial help of this sub-award was successful. This data provides the information needed for the Creighton/75 North collaborative to more fully understand the population

level issues that may be having an impact on the residents of the Highlander neighborhood. The data considered to be important to this project can be reevaluated at a time point in the future and may be helpful in determining long-term program success.