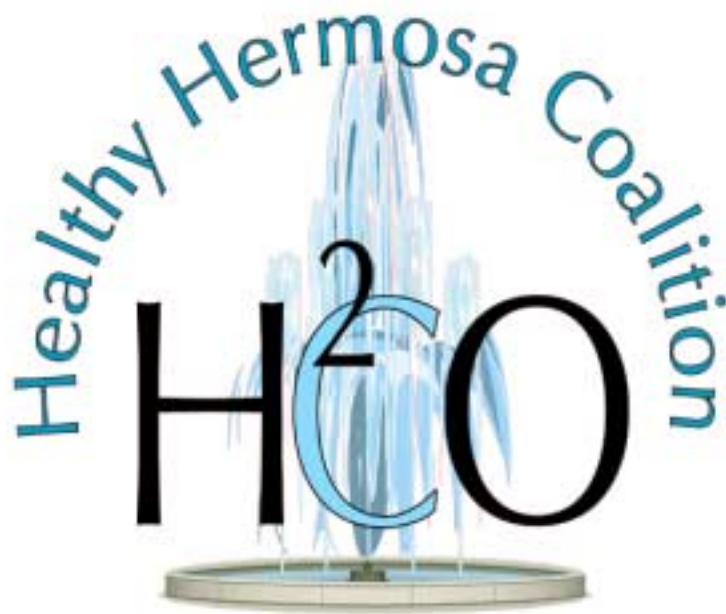


Healthy Hermosa



where community flows

Strategic Plan for
Community Health Improvement

Executive Summary

Healthy Hermosa Coalition

Coalition Coordinator: Herminia Guerrero

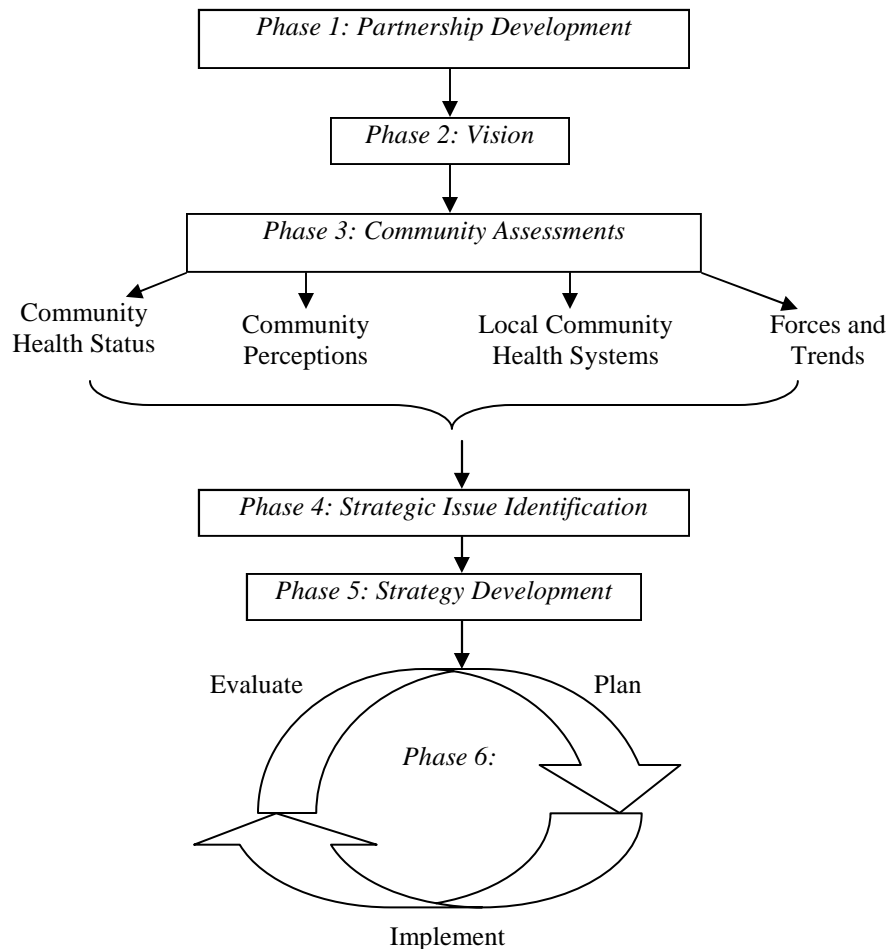
Members:

*Campaign for Better Healthcare
Casa Central
Chicago Alternative Policing Strategy–Area 5
Chicago Anti-Hunger Federation
Chicago Communities in Schools
Chicago Department of Public Health
Chicago Park District
Circle Family Care
Del Valle, Miguel, State Senator, 2nd District
Erie Family Health Center
Family Focus
GAP Community Center
Greater North Pulaski Development Corporation
Hermosa Community Organization
Infant Welfare Society
Kelvyn Park High School
LaSalle Bank
Logan Square Community Health Council
Logan Square Neighborhood Association
Lopez, George
Mejias, Peggy
Metropolitan Family Services
Nixon Elementary School
Nixon Local School Council
Nobel School
North Central District Health Council
North Pulaski Armitage Chamber of Commerce
Norwegian American Hospital
Prime Care Community Health
Pronto Auto Rebuilders
Reboyras, Ariel E., Alderman, 30th Ward
Ruiz, Bruni
Suarez, Ray, Alderman, 31st Ward
Vazquez, Victor
Von Humboldt Community Center
Youth Net–Region 2*

Healthy Hermosa's Strategic Plan for Community Health Improvement

The Healthy Hermosa Coalition (the Coalition) was formed in September 2002 as part of the Chicago Center for Community Partnerships at the Chicago Department of Public Health. Coalition members followed a community health improvement planning model adapted from the National Association for County and City Health Officials and the Centers for Disease Control and Prevention, *Mobilizing for Action through Planning and Partnerships* (MAPP). The Coalition assessed the Hermosa community's assets and needs and formulated a plan to address identified concerns.

Healthy Hermosa's Road to Community Health Improvement



Healthy Hermosa Vision Statement

The Healthy Hermosa Coalition builds collaborations and partnerships to ensure higher quality of life by promoting:

- Safety
- Education
- Family unity
- Healthy lifestyle choices
- Multilingual/ Multicultural services
- Violence intervention and prevention
- Access to quality health care
- Community involvement and investment

for all those who live, work, and visit the Hermosa community.

Community Assessments

Community Health Status Assessment

Hermosa is located on the northwest side of Chicago. It's neighbors include the community areas of Belmont Cragin, Portage Park, Irving Park, Avondale, Logan Square, Humboldt Park, and Austin.

Hermosa has a population of 23,131 residents, 50% are between the ages of 15 and 44. It is 84% Hispanic, 50% of whom are of Mexican descent. 77% of residents speak Spanish, of which 50% report not speaking English well.

Twenty-nine percent of residents have less than a 9th grade education compared to 12% for the City of Chicago. In comparison to nearby communities, Hermosa has the lowest percentage of high school graduates, though dropout rates have decreased steadily over the past decade.

Maternal and infant health have both improved and declined over the past decade. While infant mortality rates have decreased from 19.4 to 4.9 and maternal smoking has declined from 13.1% increased.

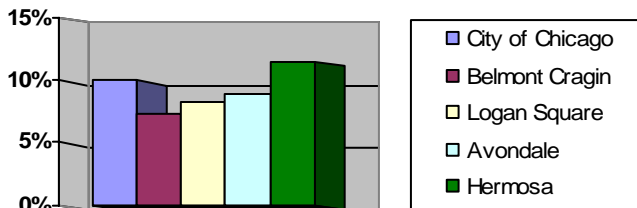
Teen births increased from 15.5% to 20.6% in the past decade.

The unemployment rate for Hermosa (11.5%) is slightly higher than the City's rate (10%), and higher than all nearby community areas, except for Humboldt Park.

Unemployment Rates

Community Perceptions Assessment

Three focus groups, two community forums, and ten key informant interviews were conducted to gather community perspectives on Hermosa's health and social issues, barriers to healthcare, and changes needed to improve community health efforts.



Local Community Health Systems Assessment

Coalition members selected two methods to conduct this assessment. The first, a *health care provider survey*, mailed to all area providers, yielded an understanding of the range of healthcare services available to Hermosa residents.

Community Perceptions Assessment Results

| Group | Concerns | Positive community trait |
|---------------------------------|--|---|
| Adult Focus Group | <ul style="list-style-type: none"> •Gangs •Lack of youth services | <ul style="list-style-type: none"> • Clean and resilient neighborhood |
| Youth Focus Group | <ul style="list-style-type: none"> •Lack of activities in the community | <ul style="list-style-type: none"> • Like their schools |
| Senior Focus Group | <ul style="list-style-type: none"> •Healthcare •Safety •Language barriers | <ul style="list-style-type: none"> •“Good” community |
| Community Forums | <ul style="list-style-type: none"> •Safety •Gangs •Community condition •Legal issues for Immigrants | <ul style="list-style-type: none"> • Community pride |
| Key Informant Interviews | <ul style="list-style-type: none"> •Lack of volunteerism •Gentrification •Gangs •Sanitation Issues •Undocumented parents and students | <ul style="list-style-type: none"> • Potential for community growth • Young community |

Health Care Provider Survey Key Findings

- Lack of publicly operated community health care facilities
- Transportation issues for patients
- Generally short waiting times for medical appointments
- All providers had at least one staff who speaks Spanish
- 98% of providers accepted both Medicaid and Medicare
- Only 46% provided a sliding scale payment plan
- 50% were open on Saturdays

The second survey, *Community Landscape Asset Mapping (CLAM)*, involved conducting a block-by-block assessment of a variety of quality of life indicators in the Hermosa community through Americorps volunteer observation. To complete the CLAM, the Coalition conducted three types of block-by-block assessments: *Looking Around*, *Grocery Shopping* and *Eating Out*.

Looking Around Key Findings

- 315 blocks assessed
- 76% of blocks had street garbage
- 7% had police presence
- 22% had graffiti, 43% of which were gang tags

Eating Out Key Findings

- 21 restaurants assessed
- 71% offered chicken– 60% fried, 67% grilled
- 48% offered fish–50% fried, 80% grilled
- 71% offered beef–60% fried, 87% grilled
- 29% offered salad and vegetables

Grocery Shopping Key Findings

- 17 grocery stores assessed
- None had aisles for low salt, low fat or heart-healthy food
- 29% sold fresh chicken
- 35% sold alcohol
- 88% sold tobacco
- 73% had “We Card” signs
- 47% sell fruit
- 59% sell vegetables

Forces and Trends Assessment

Coalition members identified external forces and trends that impact the well-being of the community.

- Technology innovations and how they impact Hermosa
- Increase in rents and property taxes
- People moving out
- Decrease in funding for public programs
- Re-mapping of aldermanic wards
- Increase in crime, specifically gang related
- Gentrification
- Decrease in industrial businesses
- Increase in retail/service businesses
- Expansion of Kelvyn Park High School

Strategic Issue Identification

Healthy Hermosa identified strategic issues by exploring the

combined results of the four assessments. The identified issues represent the prominent cross-cutting findings that need to be addressed to reach the coalition’s vision.

Identified Strategic Issues

How can the Coalition:

1. Increase community ownership and pride?
2. Make Hermosa a safer community?
3. Encourage cultural interaction?
4. Increase family literacy?
5. Increase parental involvement in the education system?
6. Increase resident awareness of and participation in available programs and health services?
7. Improve awareness of available health care options?
8. Keep children out of gangs?

Action Area and Strategy Development

To address the strategic issues, the Coalition developed a series of strategies grouped into four broad *Action Areas*.

1: Community Awareness

- Work with the local school council to increase resident participation
- Develop a user-friendly community service directory
- Work with schools, libraries, and churches to disseminate information
- Create a community calendar of events
- Create a Coalition membership directory
- Develop a 1-800 health line to inform residents of community services

2: Community Building

- Coordinate immigration workshops
- Coordinate “Family Nights” in the park and libraries
- Train community advocates to educate residents regarding available services
- Institute community identification, such as street banners and/or adopting a street

3: Community Education

- Identify groups offering ESL and Spanish classes with childcare
- Promote Spanish classes for English speakers
- Increase cultural literacy in libraries

4: Community Voices

- Conduct ongoing community forums to continue to identify needs and build trust
- Work with the local aldermen to increase awareness of services offered by their offices
- Increase attendance at police BEAT meetings by residents and other stakeholders

Action Planning, Implementation, and Evaluation

A Steering Committee was formed to monitor the strategic plan implementation and identify ways to sustain the efforts of the Coalition. More importantly, it guides the overall direction of Healthy Hermosa.

Coalition members continually assess Healthy Hermosa’s membership to assure all the key players are involved. Members participate on action area committees to plan and implement specific actions for each strategy. Critical to the success of each action plan has been the creation and strengthening of collaborations to best leverage available resources.

As the community changes and new issues emerge, the coalition will adapt as necessary, revisiting the assessments, the vision and the coalition membership on a regular basis.

| Action Area Committee | Current Activities |
|------------------------------------|---|
| AA I: Community Awareness | <ul style="list-style-type: none"> • Developing a community resource directory in order to increase resident awareness of available services |
| AA II: Community Building | <ul style="list-style-type: none"> • Identifying local and city-wide immigration services to assist immigrant residents and agencies who serve this population |
| AA III: Community Education | <ul style="list-style-type: none"> • Collecting information on available ESL and Spanish classes to increase resident referral to these services |
| AA IV: Community Voices | <ul style="list-style-type: none"> • Identifying community forums in order to assess resident needs, recruit members, and present the Coalition’s efforts |
| Steering Committee | <ul style="list-style-type: none"> • Formalizing commitment to the Coalition through Linkage Agreements |

Healthy Hermosa



Working Together for a Healthier Chicago

Healthy Hermosa Contact Information:

Herminia Guerrero
Coalition Coordinator
Trina Davila
4345 W. Armitage
Chicago, IL 60639
312-742-8727—phone
312-742-8730—fax
guerrero_herminia@cdph.org

Chicago Center for Community Partnerships

Healthy Hermosa is supported by the Chicago Center for Community Partnerships (the Center) at the Chicago Department of Public Health. The goal of the Center is to establish and support a sustainable network of community-based partnerships that have the capacity to identify and implement local health improvement priorities. Center staff provide technical assistance to local partnerships in conducting and implementing health improvement plans.

The Center currently supports four other community area coalitions:

- Healthy South Chicago
- Healthy Austin
- Healthy Albany Park
- Healthy Chicago Lawn

For more information on the Center and the other coalitions, contact the Chicago Center for Community Partnerships at:

Chicago Center for Community Partnerships
Chicago Department of Public Health
333 S. State St., Room 320
Chicago, IL 60604
312-747-8820
partnerships@cdph.org
www.cityofchicago.org/health/partnerships

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