

Community Needs Assessments in Collaboration with Public Health



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Outline

- Part 1: Field Experience Scope of Work
- Part 2: City of Manhattan
 - Learning Objectives
 - Activities Performed
 - Culminating Experience
- Part 3: Riley County Extension
 - Learning Objectives
 - Activities Performed
 - Culminating Experience
- Part 4: Accountability for Core and Emphasis Area Competencies



Part 1:

Field Experience Scope of Work

Community Needs Assessment

“Needs can be defined as the gap between what is and what should be. A need can be felt by an individual, a group, or an entire community. It can be as concrete as the need for food and water or as abstract as improved community cohesiveness.”



Source: Work Group for Community Health and Development. (2016). Developing a plan for assessing local needs and resources. *Community Tool Box*, Chapter 3(Section 1), 9-19-16.

The main goal of a community needs assessment, as well as public health, is to improve the quality of life in a community.



Riley County Community Needs Assessment



- Completed in 2014
- Riley county:
 - Manhattan
 - Ogden
 - Riley
 - Leonardville
 - Randolph
- Population of 75,394 people
- 1,126 surveys were completed by Internet, mail, phone, and administration at public meetings

Source: Gregory, T., Coleman, C., & Jolley, S. (2015). *Community Needs Assessment for Riley County*. Community Needs Assessment. Manhattan, KS: Riley County Seniors' Service Center.

Riley County Community Needs Assessment Survey

- Quality of Life
- Physical Health
- Mental Health
- Social Issues
- Children & Youth
- Education
- Aging
- Housing
- Transportation
- Infrastructure
- Economics & Personal Finance

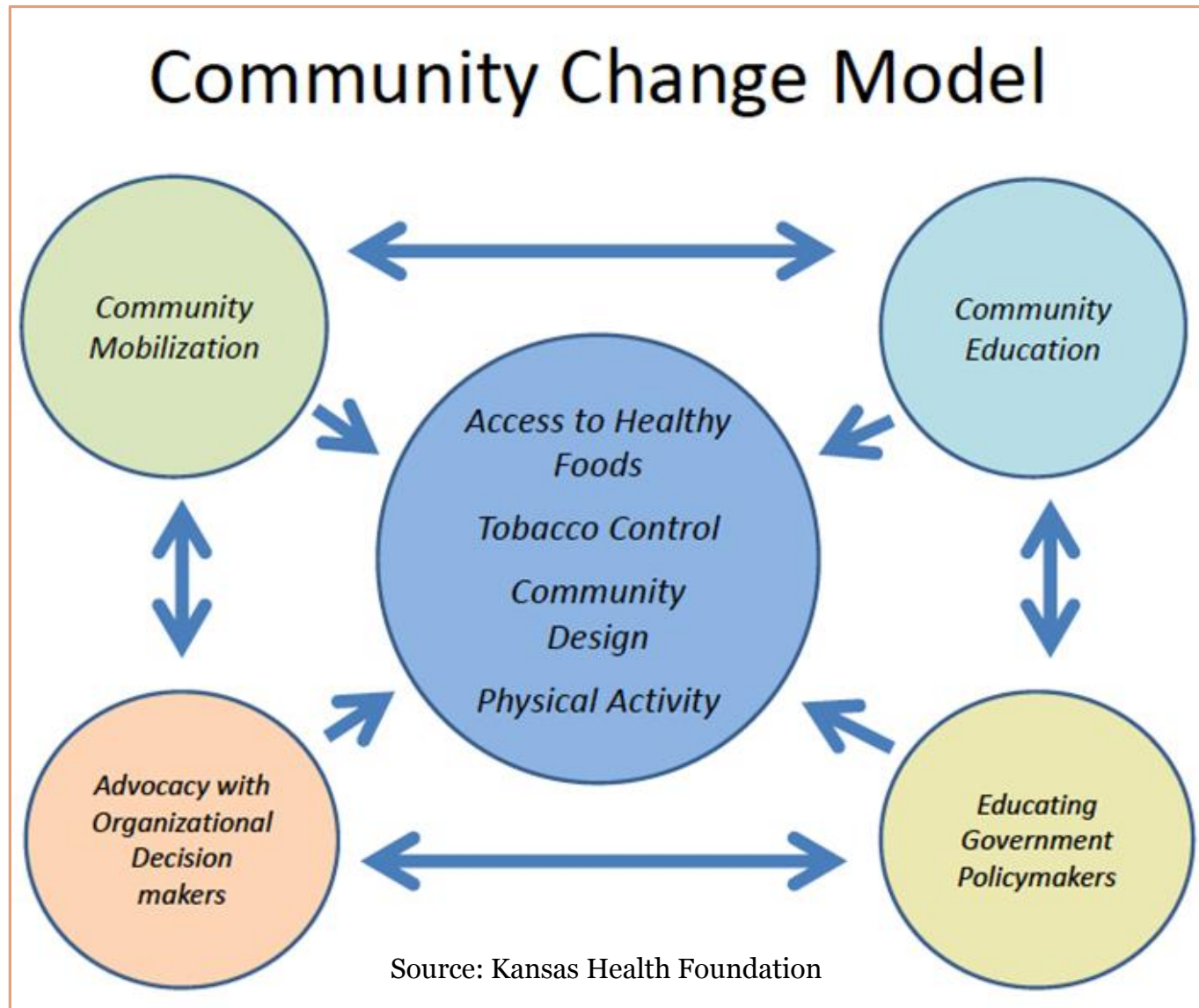
Source: Gregory, T., Coleman, C., & Jolley, S. (2015). *Community Needs Assessment for Riley County*. Community Needs Assessment. Manhattan, KS: Riley County Seniors' Service Center.

Overarching Themes of Riley County Community Needs Assessment

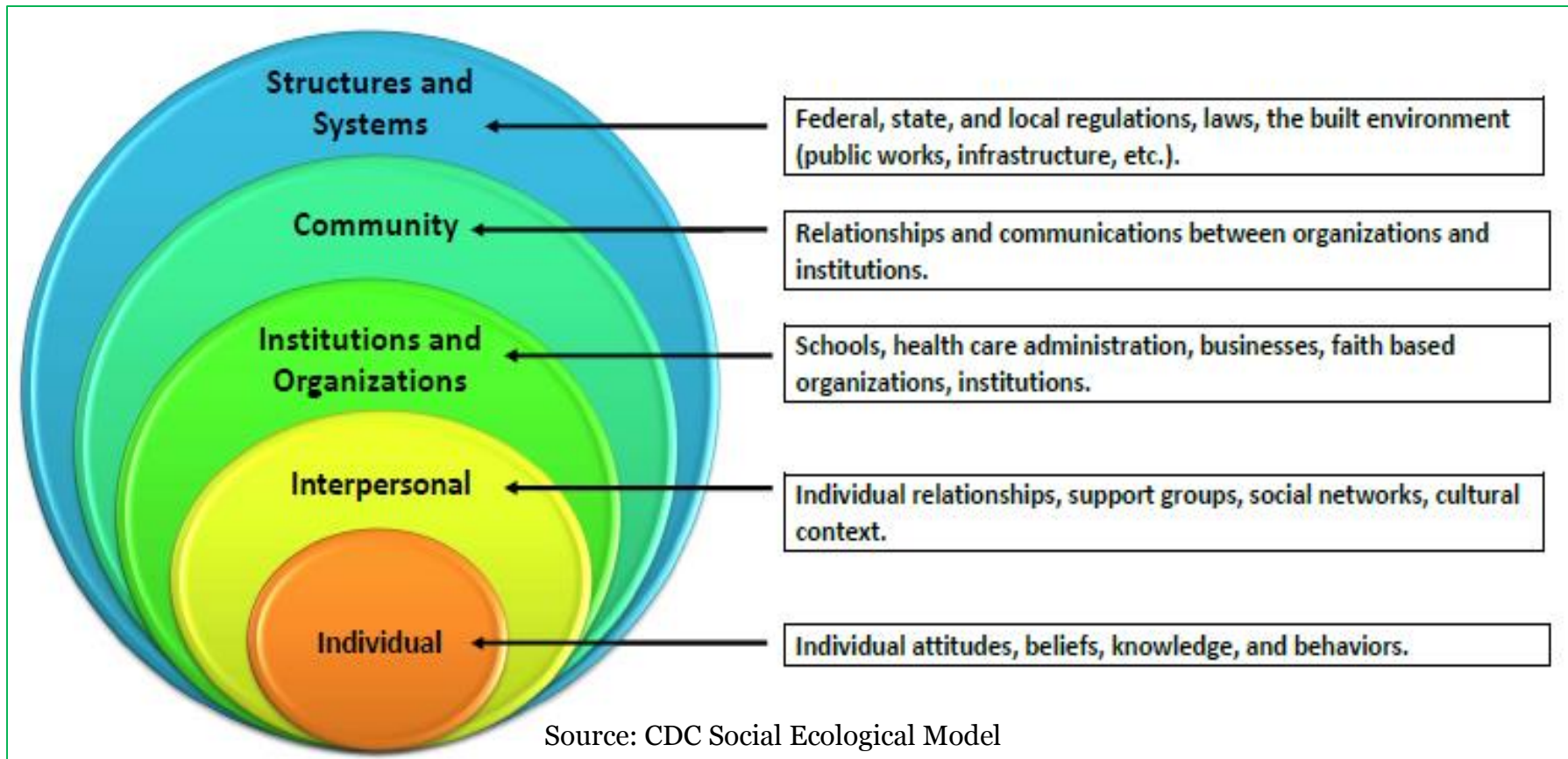
1. High quality of life
2. Lack of accessible and affordable child care
3. “Invisible” population with significant needs
4. Spirit on community and collaboration
5. Growth
6. Lack of affordable housing
7. Lack of accessible & affordable mental health services

Source: Gregory, T., Coleman, C., & Jolley, S. (2015). *Community Needs Assessment for Riley County*. Community Needs Assessment. Manhattan, KS: Riley County Seniors' Service Center.

Promoting Community Change



Promoting Community Change



Promoting Community Change

- Policy: A written statement of a position, decision, or course of action that describes actions, resources, implementation, evaluation, and enforcement.
- Systems: Systems changes are unwritten, ongoing, decisions or changes that result in new activities reaching large proportions of the target population.
- Environment: Includes the built or physical environments which are visual/observable, but may include economic, social, normative or message environments.

Source:

<http://www.doh.wa.gov/ForPublicHealthandHealthcareProviders/PublicHealthSystemResourcesandServices/LocalHealthResourcesandTools/SNAPed/PolicySystemandEnvironmentApproaches>

Field Experience



- Wellness Intern
 - Worksite wellness
 - Environment and policy
 - Access to health foods through vending



- Nutrition Assistant
 - Provide community nutrition education that targeted low socioeconomic status populations and under-served audiences



Part 2:

City of Manhattan - Wellness Intern

- Learning Objectives
- Activities Performed
- Culminating Experience

City of Manhattan Learning Objectives

1. Work with organizational decision makers
2. Build a common purpose of worksite wellness

City of Manhattan Activities Performed

- Attended wellness committee meetings
- Conducted vending machine snack taste testing
- Communicated with organizational decision makers
- Created and distributed a wellness survey
- Wrote and distributed several monthly newsletters to city employees
- Helped with Park and Recreation Month activities in July of 2015
- Attended Flint Hills Wellness Coalition meetings
- Helped facilitate the Flint Hills Area Food and Farm Council initial meeting

City of Manhattan Culminating Experience

- Wellness Committee
 - Large committee of about 15-20 employees with many conflicting beliefs
 - Meetings led by Ridge Consulting Group, Inc. president Bob Langhofer regarding insurance
 - Random meetings → monthly meetings
 - Sub committee of 5 employees

City of Manhattan Culminating Experience

- Vending Machine Snack Taste Testing
 - Branched off of previous intern's work
 - Goal was to get all City owned vending machines to contain 50% healthy snacks
 - Worked with Terry Francis (owner of Five Star Vending), Manhattan City Mayor, Human Resources Director, Flint Hills Wellness Coalition
 - Chose 8-10 new healthy snacks for the vending machines



Vending Machine Taste Testing Survey

Healthier Vending Machine Options	Awful and Disgusting	Not Good	Okay	Tasty	Amazing	No Opinion
Cinnamon Toast Crunch Cereal Bar	1	2	3	4	5	N/A
Cocoa Puffs Cereal Bar	1	2	3	4	5	N/A
Nature Valley Protein Bar	1	2	3	4	5	N/A
Belvita Banana Bread Soft Bake	1	2	3	4	5	N/A
Blueberry Fig Bar	1	2	3	4	5	N/A
Veggie Crisp Ranch Chip	1	2	3	4	5	N/A
Cool Ranch Doritos – Reduced Fat	1	2	3	4	5	N/A
Spicy Sweet Chili Doritos - Reduced Fat	1	2	3	4	5	N/A
Special K Cracker Chips – Honey BBQ	1	2	3	4	5	N/A
Special K Cracker Chips – Sour Crème and Onion	1	2	3	4	5	N/A
Rice Krispies Treat – Whole Grain	1	2	3	4	5	N/A

City of Manhattan Culminating Experience

- Wellness Survey
 - 45 questions
 - 219 responses
 - Concerns about weight and stress
 - 126 employees (57.5%) never walk or exercise during their daily breaks
 - 48 employees (22%) often or occasionally make purchases from the vending machine while at work
 - 75 employees (34%) responded that they wish there were more healthy options in the vending machines
- Due to some conflicting beliefs between organizational decision makers I was not permitted to follow through with many of the activities I researched and planned.

City of Manhattan Culminating Experience

- *Live Well – Work Well* Employee Newsletter
 - Wrote and distributed 4 issues
 - Included:
 - Relevant health news going on at the City of Manhattan
 - Wellness activities going on in Manhattan
 - Health information section
 - Healthy recipe
 - Physical activity workout

City of Manhattan Culminating Experience

- Park and Recreation Month – July 2015
 - Flyers about hydration and healthy fun facts



#ImAParkAndRecKid



City of Manhattan Culminating Experience

- **Flint Hills Wellness Coalition**
 - Led by Riley County Health Department Community Outreach and Accreditation Coordinator (Jessica Fiscus) and Riley County FCS Agent (Ginny Barnard)
 - Focused on different aspects of the 2014 Riley County Community Needs Assessment
 - Want to improve the lives of those living in the Flint Hills Region of Kansas



City of Manhattan Culminating Experience

- Regional Food & Farm Council
 - Flint Hills region
 - Brought in people from all parts of the local food systems model
 - Misty Lechner, Advocacy Director for the Kansas Alliance for Wellness, gave the main presentation

Regional Food and Farm Council Meeting

March 8, 2016
11:30am-1:00pm
Pottorf Hall in CiCo Park
1710 Avery Ave.
Manhattan, KS 66503

Cost: FREE
Lunch will be provided.

To register, call the Riley County Extension Office at
785-537-6350
or go to
www.riley.ksu.edu



- The purpose of this meeting is to explore the idea of forming a regional Food and Farm Council.
- A Food and Farm Council assesses the local food system, and finds resources and solutions to improve the system. This assessment includes everything from planting and harvesting to getting food on the table.



Source: Douglas County Food Policy Council

- Support of local food infrastructure will promote wellness, equity, distribution, the economy, and the environment in the community.

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Part 3:

Riley County Extension - Nutrition Assistant

- Learning Objectives
- Activities Performed
- Culminating Experience

Riley County Extension Learning Objectives

1. Understand how to organize and implement nutrition programs to under-served audiences
2. Identify recruitment methods and ways to reach target populations
3. Recognize and implement methods to keep participants motivated and engaged in programs
4. Evaluate program success and future implementation using pre- and post-assessments
5. Gain an understanding of community-based health programs

Riley County Extension Activities Performed

- Taught nutrition lessons as part of the Junior Master Gardner curriculum (National Junior Master Gardener Program)
- Taught “Book-In-A-Bag” lessons (Walsten & Procter, KSRE)
- Led nutrition lessons for a 4th grade class at Amanda Arnold Elementary School
- Developed and delivered nutrition lessons for the Riley County Senior Services Center
- Helped Ginny Barnard teach “Dining With Diabetes” (Penn State Extension)
- Worked to promote “Thrifty Chef” parties among WIC clients (Martha Murphy)
- Attended a variety of health and wellness conferences at different locations around the state

Riley County Extension Culminating Experience

- Junior Master Gardener

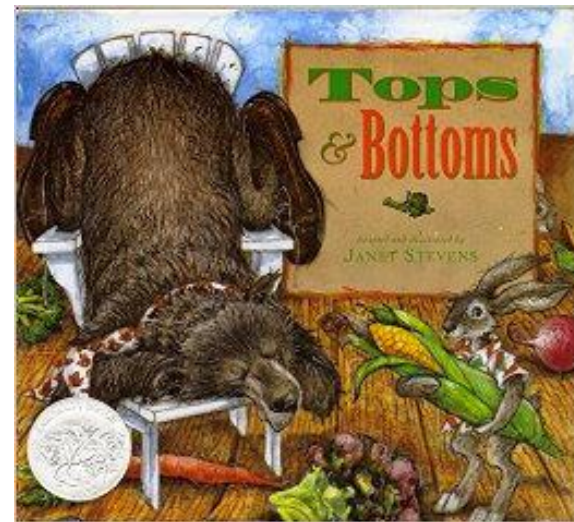
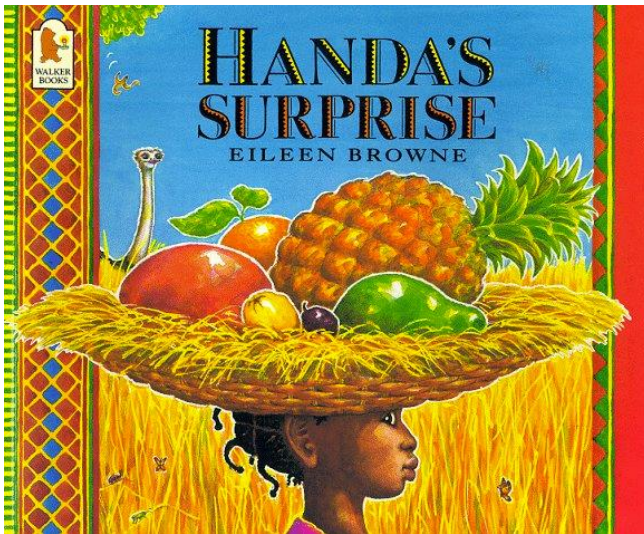
“JMG engages children in novel, hands-on group and individual learning experiences that provide a love of gardening, develop an appreciation for the environment, and cultivate the mind.”

--National Junior Master Gardener Program



Riley County Extension Culminating Experience

- Book in a Bag (Walsten & Procter, KSRE)



- Series at Amanda Arnold Elementary School
 - Sugar, MyPlate, fruit and vegetable activities

Riley County Extension Culminating Experience

- Riley County Senior Center
 - Yogurt and Kefir
 - Apples and Squash
 - Nutrition and Physical Activity
 - Herbs and Spices



Riley County Extension Culminating Experience

- Dining with Diabetes (Penn State Extension)

- Prepare meals & recipes
- Handouts
- Trained at the KSRE update in August 2016



• DO YOU HAVE DIABETES?
• WANT TO MAKE THE BEST CHOICES FOR YOUR HEALTH?
WE CAN HELP...

Dining with Diabetes

FAMILY AND CONSUMER SCIENCES

Date:

Time:

Location:

Nutrition and physical activity are keys to managing your type 2 diabetes, but where do you start? The *Dining with Diabetes* program can help!

Designed especially for people with type 2 diabetes, this program will help you learn the skills needed to promote good health.

Dining with Diabetes is taught by trained and caring educators. The program includes:

- planning meals and snacks with delicious and healthy recipes
- cooking demonstrations and food sampling
- motivation and support — connect with others who are living with diabetes
- ideas for being more active
- an understanding of how diabetes affects your overall health

For more information visit
k-state.edu/diningwithdiabetes

K-STATE
Research and Extension



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Riley County Extension Culminating Experience

- Thrifty Chef
 - Developed by Martha Murphy
 - Novel delivery method for the updated “Eat Smart, Move More” curriculum (Eat Smart, Move More North Carolina Leadership Team, 2013)
 - Targeted WIC clients living in Ogden



THRIFTY CHEF
FOOD. FITNESS. FUN.

Let's Party!

Host a series of
Thrifty Chef Parties
that include:

- nutrition lessons
- hands-on cooking
- door prizes

EARN HOSTESS REWARDS
Host 5 consecutive parties and if...

- 3 friends attend all 5 parties
- 4 friends attend all 5 parties
- 5 or more friends attend all 5 parties

Contact us to host a party today!

K-STATE
Research and Extension

EMNRP helps young families and youth with limited resources learn practical lessons in basic nutrition, food preparation, food budget management and food safety, and connect with local support agencies.

No federal, state or local EMNRP or extension funds are used to purchase hostess gifts for the Thrifty Chef program. Door prizes are program reinforcement items that are allowable purchases within EMNRP.

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Part 4:

Accountability for Core and Emphasis Area Competencies

Accountability for Biostatistics

Classes

- Fundamental Methods of Biostatistics
- Introduction to Epidemiology
- Public Health Nutrition
- Nutritional Epidemiology

Real World

- Statistics in the world of health and nutrition
- Analyze scientific health, nutrition, and physical activity journal articles and experiments
- Calculations for class homework
- Understand research-based educational material and decipher if it would work on the targeted population of my class

Accountability for Environmental Health

Classes

- Environmental Health
- Public Health Nutrition
- Human Nutrition
- Social and Behavioral Bases of Public Health

Real World

- Western culture and behaviors are not sustainable
- Exposure to contaminants through water, soil, air, food, animals, employment, etc.
- Food waste presentation
- Inform people about how to grow gardens, the health of different types of foods, and how to make better dietary decisions based on the environment you are in

Accountability for Epidemiology

Classes

- Intro to Epidemiology
- Nutritional Epidemiology
- Biostatistics
- Human Nutrition

Real World

- How to examine, understand, and calculate measures of disease, injury, and death in human populations
- What type of studies produce stronger evidence than others
- Be able to draw appropriate inferences from scientific studies
- Health statistics of City of Manhattan employees
- Health of different populations in Riley County

Accountability for Health Services Administration

Classes

- Administration of Healthcare Organizations

Real World

- Healthcare accessibility impacts each of the various stakeholders in the healthcare system and quality of life
- Medicare, Medicaid, and the Affordable Care Act
- Being able to understand the basic trends of the healthcare system, as well as how different populations are impacted by health care access will be of great value to me in my future career of public health nutrition.

Accountability for Social and Behavioral Sciences

Classes

- Social and Behavioral Bases of Public Health
- Physical Activity and Human Behavior
- Environmental Health

Real World

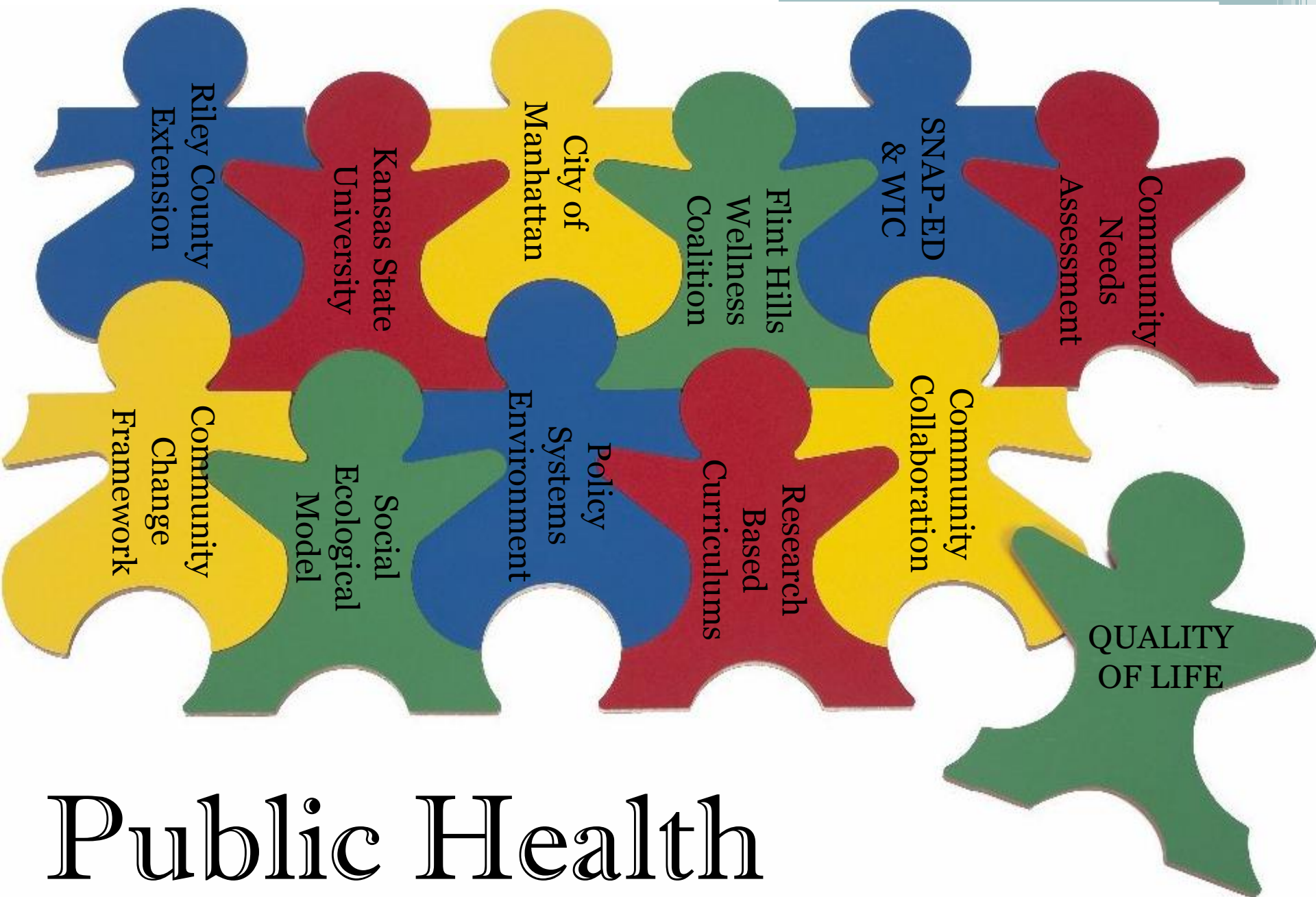
- Introduced theories, concepts, and models of different social and behavioral disciplines that are integral to public health nutrition work
- Identify the social and behavioral factors that affect the health of individuals and under-served populations, such as children, women with young children, and senior citizens.
- Conduct public health lessons and promote certain policies during my field experience

Accountability for Public Health Nutrition Emphasis

- Enhanced public speaking skills
- Strengthened writing skills and ability to communicate
- Mastery of information literacy and population-based health administration of public health nutrition was essential for me to have in order to give presentations, formulate literature reviews and reports, and participate in discussions.
- Being literate in public health nutrition helped me to translate research into practice for class projects and my field experience.

Accountability for Public Health Nutrition Emphasis

- I was able to participate in nutrition surveillance, program planning and evaluation, and information dissemination during my field experience. Interpreting epidemiological studies enabled me to provide research-based curriculums to improve community health and target under-served populations.



Public Health

Thank you!

Graduate Committee:

Dr. Sandra Procter

Dr. Richard Rosenkranz

Dr. Paula Peters

Field Experience Mentor:

Ginny Barnard

MPH Program:

Dr. Ellyn Mulcahy

Barta Stevenson

Questions?