



Jacksonville Strategies

Innovative Approaches to Meeting Community Priorities



Mobile Health Clinics

Mobile health clinics provide an **alternative** way into the health care system for the **medically disenfranchised** in both rural and urban communities.

In one example:

- Significant return on investment (36:1).
- One van saved over \$3 million in prevented emergency room visits.
- Added value of nearly \$18 million in priority prevention services.

Mobile health vans can be viewed as an **intermediate strategy** for delivering care to underserved communities. For example, a van might “park” for regular service delivery at a location that could be suitable as the future site of a **brick and mortar community clinic**.



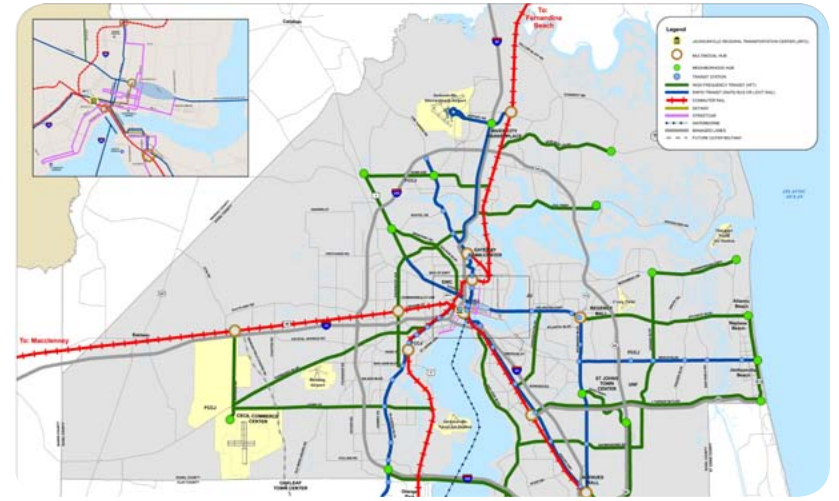
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Transportation and Health Collaboration

Collaboration between Duval County Health Department, Jacksonville Transportation Authority, and the Jacksonville Integrated Planning Coalition could include:

- Operating a clinic-provided van service.
- Establishing **new** public transportation routes.
- Hiring a Transportation Coordinator.
- Educating Medicaid patients about eligibility for Non-Emergency Medical Transportation (NEMT) benefits.
- **Collaborating** with a local Medicaid NEMT transportation broker.
- Implementing a Transportation and Referral Management System.
- Coordinating **volunteer escorted medical rides**.
- Negotiating **extended** clinic hours.
- Delivering prescriptions.



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Health Educators and Peer Coaches

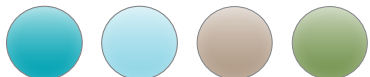
Primary care physicians alone may not always meet the broad range of patient needs. Community health educators and peer coaches:

- Help patients **manage chronic disease** and prevent worsening conditions.
- May be trained by the health center.
- May be paid employees or **volunteers**
- Typically come from the target community.
- Provide **trusted support** and firsthand knowledge about barriers faced by patients.
- Are trained to provide information about a range of options for **improving outcomes**.

Depending on the conditions targeted for management, **youth may be engaged**.



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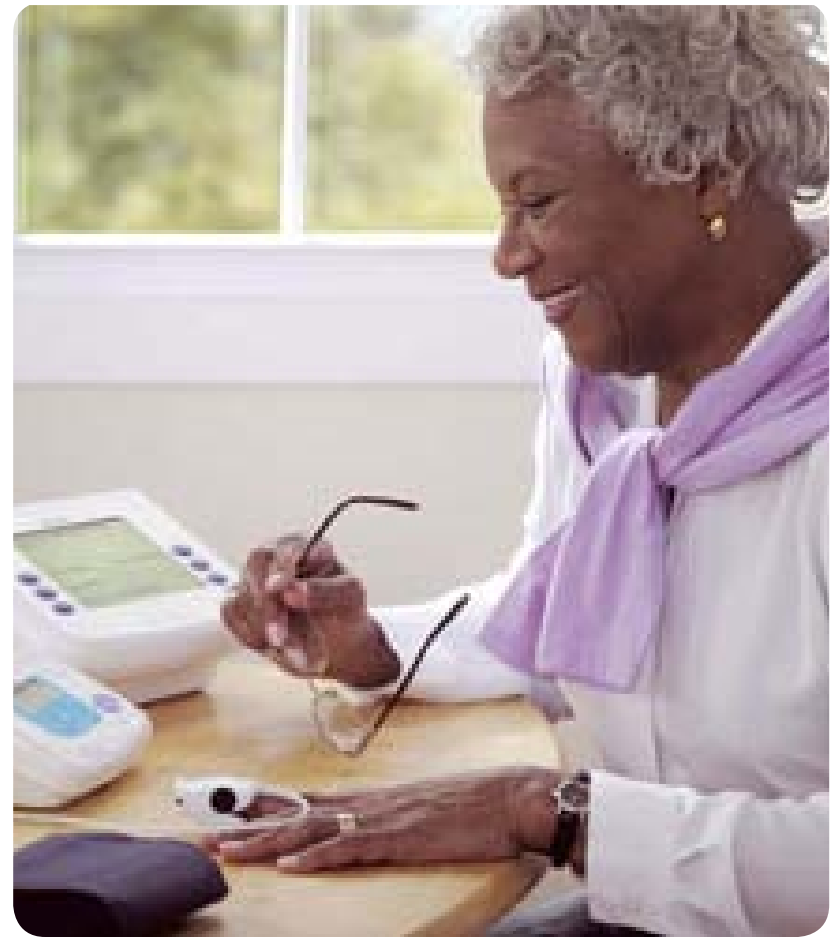


Telemonitoring Chronic Health Conditions

Telemonitoring systems:

- Allow patients to report information about their conditions via telephone to an **automated** system.
- Can help patients **better manage** chronic conditions.
- **Cut down** on the number of appointments needed.

When **self-reported** data suggest an intervention would be beneficial, a health care provider places a follow-up phone call to the patient to ask questions and administer advice.



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Cultural Competency Training for Health Workers

- Including patients as part of the health care team is especially important for the management of chronic diseases, which require **active and enduring patient participation** in treatment.
- Cultural competency training **raises awareness about health disparities** that may exist, as well as the **barriers** faced by underserved communities.
- Training helps ensure **positive and effective clinical visits**, and reduces need for multiple follow ups.



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Urban Community Agriculture

Community Supported Agriculture (CSA):

- **Alternative** food production/distribution model.
- Consumers **buy into a “share”** of a season’s harvest with weekly pickups or deliveries.
- Designed to allow food growers and consumers to **share in the risks and benefits** of farming.

Urban Community Agriculture adapts traditional CSA system to reflect the needs and resources of urban environments. Models include:

- **Urban-located** farm business.
- Cooperative CSAs that **aggregate** produce from several farmers or urban gardeners.
- **Workers’ collectives** where volunteers can barter labor hours for produce.



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Mobile Farmers Markets

A “produce aisle on wheels,” a mobile farmers market takes **fresh, healthy, and affordable** produce directly to communities that need it most:

- Hospitals
- Assisted living centers
- Public housing projects
- “Food deserts”
- Large employers like universities or city government offices

Like the Mobile Health Clinic, a Mobile Farmers Market might be used as an **intermediate strategy** towards attracting a healthy grocery store to a neighborhood.



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Mini Farmers Markets

Combining the community-building benefits of traditional farmers markets with the flexibility of mobile markets, “mini” or “pop up” markets:

- Are **small-scale**, neighborhood-based markets.
- Feature produce from a small number of farmers (4 or 5).
- Are typically located in areas with **limited access** to healthy food choices.
- May be designed to accept **federal food assistance** as payment.
- Offer additional **marketing opportunities** for farmers.
- May be especially attractive to larger scale urban gardeners or **beginning farmers**.



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Gardens Sited at Community Institutions

Community gardens built and maintained at key community hubs (schools, clinics, rehabilitation centers, and public housing developments) can:

- Increase **food security** and provide education, skills development, recreation, and therapy.
- Provide **outdoor learning** classrooms relevant to a variety of subjects.
- **Involve clinic patients** in food growing.
- Be integrated into programs that tackle **obesity**.
- Include **horticulture therapy** programs, which engage patients in non-clinical activities that support healing, wellness, and recovery.



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Food Cooperative

Food cooperatives:

- Are a classic model of **food autonomy**.
- Are owned by their members, who are generally **customers or workers**.
- May take the form of retail stores or buying clubs.
- Are generally committed to providing members with **high quality food** at the best value.
- Engage in **consumer education**.
- Typically source **locally grown** and manufactured products.
- May develop into **community hubs**.



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“Carrotmobs” at Locally Owned Stores

Carrotmobs:

- Are the opposite of a boycott.
- Are a **cost effective** way to organize community members to influence businesses.
- Only require **community organizing** to turn out customers.
- Can be organized with the help of online and **social media** tools, making this fun, contemporary strategy particularly attractive to **young people**.
- Started in the U.S., but have been held around the world.



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Youth Empowerment through Healthy Food

Food has the potential to catalyze **education and empowerment** of young people in programs that engage kids from diverse backgrounds and with diverse interests, offering **skills development** and **critical thinking** in a variety of areas:

- Health and nutrition
- Cooking
- Community organizing
- Social justice
- Growing and harvesting
- Business development and finances
- Regional economics
- Sustainability

Motivated young people are more likely to **encourage people around them** to reconsider their nutritional and economic choices.



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Parks Liability Insurance through Umbrella Organizations

Creative strategies to overcome the barrier to access presented by liability insurance include:

- Negotiating distribution of exposure to liability with the **City**. In some cases, cities have agreed to fully cover insurance for certain park uses.
- Purchasing of more affordable insurance policies through **national umbrella organizations**. Umbrella organizations do the work of negotiating the best rates and benefits with underwriters.
- Forming **public/private partnerships** to cover liability insurance.
- Handling liability insurance through a **nonprofit organization**.



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Parks Advocacy Organization

Parks advocacy organizations can:

- Lobby the City to **highlight community priorities**.
- **Network** with and unite the resources offered by key departments, organizations, and agencies.
- **Organize volunteers** to perform park maintenance, from trash collecting to tree care.
- Raise funds to **finance park programs**.
- Provide an **umbrella liability insurance** option for recreational leagues.



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Neighborhood-Specific Brownfield Inventory

Communities can take an increased role in the brownfield redevelopment process - from community visioning through plan implementation. Community-based organizations:

- Can be especially effective in leading efforts for **site identification and prioritization**.
- Typically face more barriers than expected because property owners fear the stigma of a “brownfield” label, while local government often lacks the resources or political will to invest in cataloguing contaminated sites.

EPA’s Area Wide Brownfield Grant may present an opportunity for a community to fund a neighborhood-scale inventory process.



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- Cultural Competency Training for Health Workers – Photos courtesy of Robert Wood Johnson Foundation, Finding Answers: Disparities Research for Change report.
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- Mobile Farmers Markets - Photos courtesy of The Veggie Mobile
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- Gardens Sited at Community Institution – Photo courtesy of the Center for Creative Leadership
- “Carrotmobs” at Locally Owned Store – Photos courtesy of carrotmob.org
- Food Cooperative – Photos courtesy of the Greene Hill Food Coop
- Youth Empowerment through Healthy Food – Photos courtesy of FEEST
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