2017
Columbia/Boone County Community Health Assessment Addendum
PUBLISHED MAY 2017
In 2013, the existence of health disparities in our community were highlighted in our community health assessment (CHA). This addendum serves as a complement to the 2013 CHA, providing additional data on low income and minority populations, two populations where health inequities were identified. Since that time, three programs have focused on one or both of these populations, the City of Columbia’s Social Equity strategy, the Live Well by Faith program, and 12345 Fit-Tastic. The data from these programs, along with the processes under which it was collected, are included in this report. This report, titled 2017 Community Health Assessment Addendum, was made available to the general public on the PHHS website.

City of Columbia Social Equity: Improving Odds for Success

In 2013, the health disparities in our community were well documented in our CHA. Following the release of that document, City policy makers had an increased awareness of disparities within Columbia’s community. That awareness was reflected in the City of Columbia’s 2016-2019 Strategic Plan and the adoption of “Social Equity: improving odds for success—How can we strengthen our community so all individuals thrive?” as one of five strategic priority areas. This Strategic Plan can be found on the City’s website at http://www.como.gov/strategic-plan/. The Social Equity strategic plan proposed working in three geographic areas of Columbia. These three areas were chosen by reviewing data at the neighborhood level, such as income, public safety, and housing type/occupancy (Appendices A-C). Community engagement methods with the residents of these three neighborhoods included home visits and community forums. Residents completed surveys during home visits and were able to share their concerns and suggestions with the community engagement consultants employed by the City of Columbia. As of May 31, 2017, 146 residents had completed the survey. Survey data was input by Public Health and Human Services (PHHS) staff and results were analyzed monthly and shared with the city’s Social Equity team. Survey results were analyzed by neighborhood location, which provided the City place-based data that can inform decisions. Survey respondents were able to make free text comments on most of the survey questions. This allowed for the sharing of specific information, such as a geographic area in need of streetlights or traffic calming measures. These requests were forwarded to the appropriate city department for follow-up. The results of this survey are listed in the Results section.

In addition to the collection of data by door-to-door surveying, the City has hosted community conversations within each of the three neighborhood areas. These meetings began with a meal, and then an open discussion of the issues raised by citizens residing in that neighborhood area. The conversations are facilitated by contracted professionals. Participants are informed of the meetings with press releases (Appendix D) and social media marketing. In addition to a meal, childcare is provided and city buses offer free rides before and after the meeting. Qualitative results from the community conversations were not published as of the date of this report.

Live Well by Faith

Public Health and Human Services (PHHS) implemented its Live Well by Faith program in September 2016. Live Well by Faith is a well-
ness program for Black churches in Boone County. The program was created to decrease the rates of high blood pressure and diabetes among African Americans by identifying and addressing their unique health-related needs. The results from the initial months of this intervention are included in the Results section.

**12345 Fit-Tastic**

PHHS began offering Fit-Tastic in 2015. Fit-Tastic is a special intervention program for families participating in the Women, Infant, and Child (WIC) nutrition program whose children are ages 2-4.5 years old. Fit-Tastic focuses on five principles: one hour or more of physical activity, two hours maximum of screen time, three servings of low or nonfat milk or yogurt, four servings of water, and five servings of fruits and vegetables. The families choose one or two goals for their child to work on over a six month period. Fit-Tastic staff and interns made monthly calls or sent emails to discuss progress towards the goals. They connected families to resources in the community that can help them reach their goals. Program incentives include Brita water pitchers, blenders, soccer balls, Frisbees, and cookbooks. The results collected in this program are included in Results section.
City of Columbia 2016-2019 Strategic Plan Neighborhood Survey
Surveys were completed by 146 Columbia residents. The survey had 32 questions, covering general household makeup, health, and opinions about their neighborhood and city services. Results for most of the questions are listed below in chart or graph form. Some of the questions were open-ended, leading to multiple responses. In those instances, the most frequent answers are listed, along with a wordle (word cloud) that displays the responses in larger text, based upon the frequency of the response.

Q1: Which neighborhood area are you in?

![Bar chart showing responses to Q1]

- Central: 68 responses
- North: 62 responses
- East: 14 responses
Q2: Household Member Information

**Age**

<table>
<thead>
<tr>
<th>Member #1</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 1</td>
<td>1-4</td>
<td>5-9</td>
<td>10-14</td>
<td>15-17</td>
<td>18-19</td>
<td>20-24</td>
</tr>
<tr>
<td>25-34</td>
<td>35-44</td>
<td>45-54</td>
<td>55-64</td>
<td>65 and over</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Race**

<table>
<thead>
<tr>
<th>Member #1</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>African American</td>
<td>Asian</td>
<td>American Indian and Alaska Native</td>
<td>Native Hawaiian and Pacific Islander</td>
<td>Other</td>
<td>Identified by two or more</td>
</tr>
</tbody>
</table>
Q3: How long have you lived in this neighborhood?

![Bar chart showing the number of responses for different lengths of time in the neighborhood.]

Q4: Do you have a home of your own?

![Pie chart showing 87% No and 13% Yes.]
Q5: Do you own or rent the place where you live?

- Rent: 87%
- Own: 13%

Q6: Do you struggle to pay your rent or mortgage?

- Yes: 41%
- No: 59%
Q7: Can you afford your utilities?

- Yes: 58%
- No: 42%

Q8: Do you feel safe in your neighborhood?

- Yes: 78%
- No: 22%
Q9: Do you have good lighting in your neighborhood?

- Yes: 74%
- No: 26%

Q10: Do you feel safe letting your kids play outside in your neighborhood?

- Yes: 70%
- No: 30%
Q11: Do you know your neighbors?

Yes 75%
No 25%

Q12: Do you, or would you like to, attend neighborhood activities like: dinners, picnics, or fun things for kids?

Yes 62%
No 38%
Q13: Do you have health insurance?

- Yes: 80%
- No: 20%

Q14: Do you have a regular doctor?

- Yes: 83%
- No: 17%
Q15: Do you exercise and/or visit parks?

- Yes: 73%
- No: 27%

Q16: Do you eat 5 servings of fruit and vegetables each day?

- Yes: 30%
- No: 70%
Q17: Are you a registered voter?

- Yes: 82%
- No: 18%

Q18: Have you met your City councilperson or attended a City Council meeting?

- Yes: 12%
- No: 88%
Q19: How do you get around town?

- Friend: 30 responses
- Taxi: 5 responses
- Bus: 20 responses
- Bike: 10 responses
- Car: 85 responses
- Walk: 25 responses

Q20: Do you ever use public transportation?

- Yes: 40% of respondents
- No: 60% of respondents
Q21: Do you have good sidewalks in your neighborhood?

- Yes: 74%
- No: 26%

Q22: Is it safe to cross the streets in your neighborhood?

- Yes: 73%
- No: 27%
Q23: Who do you call when you want to talk to someone in City government?

- I don’t call
- Glenn
- I have never needed to call anyone

Q24: Do you have a job?

- Yes 46%
- No 54%
Q26: Are you looking for a job?

- Yes: 34%
- No: 66%

Q26: Are you able to meet your basic needs?

- Yes: 73%
- No: 27%
Q27: Do you think you are poor?

- Yes 67%
- No 33%

Q28: What is your definition of poor?

- Unable to meet basic needs
- Struggling with everyday expenses
- Living paycheck to paycheck

Survive, Light, Jobs, Bank, Homeless, Vacation, Living, Poverty, Level, Food, Care, Bills, Barely, Money, Paycheck to Paycheck, Needs, Eat, Poor, Definition, Not being Able, Check, Income, Clothes, Struggling, Laundry, Housing, Extra
Q29: Do you and your family have what you need to thrive and succeed in Columbia?

Yes 47%
No 53%

Q30: If no, what do you need?
- Money
- Resources
- Housing
- Jobs
Q31: What would make your neighborhood a better place to live?

- A park
- Good neighbors
- Better lighting

Q31: How can City government help you?

- Jobs
- Resources
- Housing
Live Well by Faith

Live Well by Faith program planning included a survey of 13 churches within the target population. Members were asked questions about their health, physical activity, and interest in health activities. The survey was completed by 354 church members.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Average Age</strong></td>
<td>52.0</td>
</tr>
<tr>
<td><strong>Do Not Have a Doctor</strong></td>
<td>12.4%</td>
</tr>
<tr>
<td><strong>Have High Blood Pressure</strong></td>
<td>47.4%</td>
</tr>
<tr>
<td><strong>Have Diabetes</strong></td>
<td>23.4%</td>
</tr>
<tr>
<td><strong>Do Not Eat 5 Fruits and Veggies Daily</strong></td>
<td>61.3%</td>
</tr>
<tr>
<td><strong>Drink Sugary Drinks Daily</strong></td>
<td>33.0%</td>
</tr>
<tr>
<td><strong>Cannot be Physically Active at Church</strong></td>
<td>16.4%</td>
</tr>
<tr>
<td><strong>Cannot Eat Healthy at Church</strong></td>
<td>9.0%</td>
</tr>
<tr>
<td><strong>Would like to Increase Physical Activity</strong></td>
<td>84.7%</td>
</tr>
<tr>
<td><strong>Would like to Participate in Walking Activities</strong></td>
<td>79.0%</td>
</tr>
<tr>
<td><strong>Interested in Health Classes at Church</strong></td>
<td>81.3%</td>
</tr>
<tr>
<td><strong>Interested in Health Activities at Church</strong></td>
<td>63.0%</td>
</tr>
<tr>
<td><strong>Interested in Healthy Food at Church</strong></td>
<td>87.6%</td>
</tr>
</tbody>
</table>

**Amount of Physical Activity:**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 30 Minutes</td>
<td>41.0%</td>
</tr>
<tr>
<td>30 - 60 Minutes</td>
<td>33.3%</td>
</tr>
<tr>
<td>More than 1 Hour</td>
<td>22.0%</td>
</tr>
</tbody>
</table>

**Classes Members are Interested In Attending:**

- Lose Weight
- Manage my Chronic Illness
- Manage Diabetes
- Quit Smoking
- Cook Healthy on a Budget
- Get Fit and be Active
1,2,3,4,5 Fit-Tastic!

In March, 2017, a focus group was conducted with nine participants of the Fit-Tastic program. PHHS staff moderated the focus group and completed the data analysis. Compiled report includes respondent demographics, self-selected goals, questions and responses about program effectiveness and satisfaction.

<table>
<thead>
<tr>
<th>Table 1: Goals Selected by Fit-Tastic Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal</td>
</tr>
<tr>
<td>Increase fruits and/or vegetables</td>
</tr>
<tr>
<td>Increase water</td>
</tr>
<tr>
<td>Reduce screen time</td>
</tr>
<tr>
<td>Increase physical activity</td>
</tr>
<tr>
<td>Increase milk</td>
</tr>
<tr>
<td>Decrease whole milk</td>
</tr>
</tbody>
</table>
Only 1 male participate in the focus group.

No participants checked the boxes “My parent(s)” or “Other relative or friend.”

One participant did not answer this question. Several participants were confused by the wording of the question “Given the choice, how often would you prefer to be contacted for a Fit-Tastic follow-up? Follow-up means a call on the phone, text message, or email message.” Their responses indicate that they read the question as being about their preferred method of being contacted. One person responded “Text message – first choice, call is ok too.” Two participants responded “call.”

<table>
<thead>
<tr>
<th>Table 2: Focus Group Participant Demographics and Survey Data (n=9)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
</tr>
<tr>
<td>30-34</td>
</tr>
<tr>
<td>35-40</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>Male*</td>
</tr>
<tr>
<td>Highest Level of Schooling: Some college</td>
</tr>
<tr>
<td>Highest Level of Schooling: Bachelor's Degree</td>
</tr>
<tr>
<td>Highest Level of Schooling: Master's Degree</td>
</tr>
<tr>
<td>Living with my partner/spouse and my child/children**</td>
</tr>
<tr>
<td>Race/Ethnicity: Black or African American</td>
</tr>
<tr>
<td>Race/Ethnicity: White</td>
</tr>
<tr>
<td>Language Spoken at Home: English</td>
</tr>
<tr>
<td>Language Spoken at Home: Arabic and English</td>
</tr>
<tr>
<td>Language Spoken at Home: Arabic</td>
</tr>
<tr>
<td>Access to a Car</td>
</tr>
<tr>
<td>No Access to a Car</td>
</tr>
<tr>
<td>Use Food Stamps/SNAP</td>
</tr>
<tr>
<td>Do not use Food Stamps/SNAP</td>
</tr>
<tr>
<td>Preferred Frequency of Follow-Ups: Monthly***</td>
</tr>
<tr>
<td>Preferred Frequency of Follow-Ups: I’m Open***</td>
</tr>
<tr>
<td>Preferred Frequency of Follow-Ups: Tired of Contact***</td>
</tr>
</tbody>
</table>

*Only 1 male participate in the focus group.
**No participants checked the boxes “My parent(s)” or “Other relative or friend.”
***One participant did not answer this question. Several participants were confused by the wording of the question “Given the choice, how often would you prefer to be contacted for a Fit-Tastic follow-up? Follow-up means a call on the phone, text message, or email message.” Their responses indicate that they read the question as being about their preferred method of being contacted. One person responded “Text message – first choice, call is ok too.” Two participants responded “call.”
### Table 3:  
1a. What did you think of the recruitment & sign-up process?

<table>
<thead>
<tr>
<th>Theme</th>
<th>Number of Times Mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fit-Tastic needs more promotion</td>
<td>7</td>
</tr>
<tr>
<td>Easy</td>
<td>6</td>
</tr>
<tr>
<td>Convenient</td>
<td>4</td>
</tr>
<tr>
<td>Quick</td>
<td>4</td>
</tr>
<tr>
<td>Like the incentive</td>
<td>3</td>
</tr>
<tr>
<td>Not too distracting</td>
<td>2</td>
</tr>
<tr>
<td>Off-putting</td>
<td>2</td>
</tr>
<tr>
<td>Clear goals</td>
<td>1</td>
</tr>
<tr>
<td>Good</td>
<td>1</td>
</tr>
<tr>
<td>Overwhelming</td>
<td>1</td>
</tr>
<tr>
<td>Unique</td>
<td>1</td>
</tr>
</tbody>
</table>

### Table 4:  
1b. What information would you add or change to the flyer to attract more families to sign up for Fit-Tastic?

<table>
<thead>
<tr>
<th>Theme</th>
<th>Number of Times Mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description of the program</td>
<td>4</td>
</tr>
<tr>
<td>Reduce text</td>
<td>4</td>
</tr>
<tr>
<td>Promote over text or e-mail first</td>
<td>3</td>
</tr>
<tr>
<td>A few big, bold words</td>
<td>1</td>
</tr>
<tr>
<td>Emphasize the easiness of the program</td>
<td>1</td>
</tr>
<tr>
<td>Add the five Fit-Tastic behaviors</td>
<td>1</td>
</tr>
<tr>
<td>Brighter colors</td>
<td>1</td>
</tr>
<tr>
<td>Emphasize incentives</td>
<td>1</td>
</tr>
<tr>
<td>Increase the font size of the Fit-Tastic title</td>
<td>1</td>
</tr>
<tr>
<td>Larger font</td>
<td>1</td>
</tr>
<tr>
<td>Make the health dept. logo smaller</td>
<td>1</td>
</tr>
<tr>
<td>Promote Fit-Tastic in other organizations</td>
<td>1</td>
</tr>
</tbody>
</table>
### Table 5:
2. What do you think of the Fit-Tastic message?

<table>
<thead>
<tr>
<th>Theme</th>
<th>Number of Times Mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Didn't know the message</td>
<td>3</td>
</tr>
<tr>
<td>Liked the message</td>
<td>3</td>
</tr>
<tr>
<td>Serving sizes need to be clearly listed</td>
<td>3</td>
</tr>
<tr>
<td>Didn't understand the Fit-Tastic logo</td>
<td>2</td>
</tr>
<tr>
<td>Fit-Tastic simplified the WIC message</td>
<td>2</td>
</tr>
<tr>
<td>Liked activity ideas</td>
<td>2</td>
</tr>
<tr>
<td>Liked alternative ideas</td>
<td>2</td>
</tr>
<tr>
<td>Liked recipes</td>
<td>2</td>
</tr>
<tr>
<td>WIC is already providing this message</td>
<td>2</td>
</tr>
<tr>
<td>Beverage recommendations are too high</td>
<td>1</td>
</tr>
<tr>
<td>Liked incentives</td>
<td>1</td>
</tr>
<tr>
<td>Message is concise</td>
<td>1</td>
</tr>
<tr>
<td>Too much information at follow-up</td>
<td>1</td>
</tr>
<tr>
<td>Water goal is difficult to achieve</td>
<td>1</td>
</tr>
</tbody>
</table>

### Table 6:
3. What is your favorite part of the Fit-Tastic program?

<table>
<thead>
<tr>
<th>Theme</th>
<th>Number of Times Mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incentives</td>
<td>6</td>
</tr>
<tr>
<td>Alternative ideas/suggestions</td>
<td>3</td>
</tr>
<tr>
<td>Monthly follow-up</td>
<td>3</td>
</tr>
<tr>
<td>The whole family behind</td>
<td>2</td>
</tr>
<tr>
<td>Helped refocus our goal</td>
<td>1</td>
</tr>
<tr>
<td>Informational handouts</td>
<td>1</td>
</tr>
<tr>
<td>Sticker charts</td>
<td>1</td>
</tr>
</tbody>
</table>
Table 7:  
4a. What do you like about the monthly follow-up over phone or e-mail?

<table>
<thead>
<tr>
<th>Theme</th>
<th>Number of Times Mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Felt encouraged</td>
<td>3</td>
</tr>
<tr>
<td>Felt cared about</td>
<td>2</td>
</tr>
<tr>
<td>Texts to ask when to call</td>
<td>2</td>
</tr>
<tr>
<td>Alternative suggestions</td>
<td>1</td>
</tr>
<tr>
<td>Didn’t make me feel bad or guilty</td>
<td>1</td>
</tr>
<tr>
<td>Follow-up was helpful</td>
<td>1</td>
</tr>
<tr>
<td>Information provided was helpful</td>
<td>1</td>
</tr>
<tr>
<td>Same assistant every time</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 8:  
4b. What did you dislike about the monthly follow-up over phone or e-mail?

<table>
<thead>
<tr>
<th>Theme</th>
<th>Number of Times Mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>No dislikes</td>
<td>2</td>
</tr>
<tr>
<td>E-mail follow-up wasn’t given as an option</td>
<td>1</td>
</tr>
<tr>
<td>Missing information in the mail</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 9:  
5a. Throughout the program, we provided some resources and information such as Brita pitchers, recipes, blenders or soccer balls. Describe additional resources or information that would help you achieve your goal.

<table>
<thead>
<tr>
<th>Theme</th>
<th>Number of Times Mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cup of correct serving size</td>
<td>2</td>
</tr>
<tr>
<td>Ideas for all Fit-Tastic habits</td>
<td>2</td>
</tr>
<tr>
<td>Apple slicer/corer</td>
<td>1</td>
</tr>
<tr>
<td>Ceramic knives</td>
<td>1</td>
</tr>
<tr>
<td>Discuss all Fit-Tastic materials that are sent</td>
<td>1</td>
</tr>
<tr>
<td>Kids cookbook</td>
<td>1</td>
</tr>
<tr>
<td>Outdoor toys</td>
<td>1</td>
</tr>
<tr>
<td>Parent group discussions</td>
<td>1</td>
</tr>
<tr>
<td>Plastic, colored ice cubes</td>
<td>1</td>
</tr>
<tr>
<td>Yoga balls</td>
<td>1</td>
</tr>
</tbody>
</table>
Table 10:
5b. Throughout the program, we provided some resources and information such as Brita pitchers, recipes, blenders or soccer balls. Describe resources or information you received that helped you achieve your goal.

<table>
<thead>
<tr>
<th>Theme</th>
<th>Number of Times Mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit/veggie vouchers</td>
<td>2</td>
</tr>
<tr>
<td>Recipes</td>
<td>2</td>
</tr>
<tr>
<td>Water cup</td>
<td>2</td>
</tr>
<tr>
<td>Blender</td>
<td>1</td>
</tr>
<tr>
<td>Brita pitcher</td>
<td>1</td>
</tr>
<tr>
<td>Cooking Matters</td>
<td>1</td>
</tr>
<tr>
<td>Exercise chart</td>
<td>1</td>
</tr>
<tr>
<td>Milk cup</td>
<td>1</td>
</tr>
<tr>
<td>Smoothie ideas</td>
<td>1</td>
</tr>
<tr>
<td>Soccer Ball</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 11:
6. Pretend that you are in charge and could make one change that would make Fit-Tastic better. What would it be?

<table>
<thead>
<tr>
<th>Theme</th>
<th>Number of Times Mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online communication for parents</td>
<td>3</td>
</tr>
<tr>
<td>Program length is good</td>
<td>3</td>
</tr>
<tr>
<td>Group discussions</td>
<td>2</td>
</tr>
<tr>
<td>Group events</td>
<td>2</td>
</tr>
<tr>
<td>Include entire family</td>
<td>2</td>
</tr>
<tr>
<td>Provide information for all Fit-Tastic behaviors</td>
<td>2</td>
</tr>
<tr>
<td>Decrease program length</td>
<td>1</td>
</tr>
<tr>
<td>Don't push on organizations</td>
<td>1</td>
</tr>
<tr>
<td>Improve marketing</td>
<td>1</td>
</tr>
<tr>
<td>Increase program length</td>
<td>1</td>
</tr>
<tr>
<td>Nurse hotline</td>
<td>1</td>
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<tr>
<td>Re-design Fit-Tastic flyer</td>
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</tbody>
</table>
Discussion: What does the data tell us?

City of Columbia Social Equity: improving odds for success
The City of Columbia 2016-2019 Strategic Plan Neighborhood Survey focused on gathering information from residents living in geographic areas with lower socioeconomic conditions. The City asked questions related to physical conditions of the neighborhood, health behaviors, feelings of safety, community engagement, and economic well-being. As of May 31, 2017, 146 Columbia residents had completed the survey. Survey responses were categorized by the geographic location of the target neighborhood: Central, North, and East. The majority of the responses were collected in the Central neighborhood. Most were African American females, between the ages of 55-64, with a high school diploma/GED. The majority of responders have lived in the neighborhood from 1-5 years (73 respondents), are renting (87%), and are able to afford their rent (59%) and utilities (58%). In regards to safety, the majority of the responders report they know their neighbors (75%), have good lighting (74%), feel safe letting their kids play outside (70%), and feel safe in their neighborhood (78%). For health measures, most surveyed have a regular doctor (83%), health insurance (80%), and exercise and/or visit city parks (73%). However, only 30% eat five servings of fruit and vegetables each day. As a measure of civic engagement, 82% are registered voters but only 12% have met their City councilperson or attended a City Council meeting. Public transportation is used by 40%, and 52% report they use a car to get around town. Seventy-four percent said they have good sidewalks, and 73% feel it is safe to cross the streets. Economic measures included having a job (54%) and able to meet basic needs (73%), with 34% looking for a job. Sixty-seven percent consider themselves poor, and only 47% have what they need to thrive and succeed in Columbia.

Live Well by Faith
Of the 354 survey respondents, 47.4% report having high blood pressure, 23.4% have diabetes, and 61.3% do not eat five fruits or vegetables daily. In regards to improving their health behaviors, 84.7% would like to increase their physical activity, and 79% would like to participate in walking activities. Interest in environmental/policy changes included 87.6% who were interested in healthy food at church, 81.3% were interested in health classes at church, and 63% were interested in health activities at church. Other interests included: losing weight, managing chronic illness, smoking cessation, getting fit and being active, and cooking healthy on a budget. At the time of this report, Live Well by Faith had served 1,021 people with five programs. Nine environmental and/or policy changes were made, including non-smoking policies, water and physical activity policies, blood pressure cuffs, garden projects, and a walking path. The average body mass index (BMI) among participants reduced by 0.89 from the time of pre to post-test.

12345 Fit-Tastic
Fit-Tastic participants selected one or two goals from the five initiatives to work on with their child. The top two goals for 2016-2017 were four servings of water and five servings or more of fruits and vegetables. All nine focus group participants were between the ages of 30-40 and had completed at least some college. The majority of participants were female, White, and all spoke English, with one participant who primarily spoke Arabic at home. Several families expressed the desire to have
someone send them an email or text message to promote programs like Fit-Tastic prior to being approached at recruitment to minimize confusion, thereby reducing the time that is required to explain the program. The Fit-Tastic message is “1 hour or more of physical activity”, “2 hours maximum of screen time”, “3 servings of low or nonfat milk or yogurt”, “4 servings of water and not sugary drinks”, and “5 servings or more of fruits and vegetables”. Several participants mentioned they didn’t know the message. Three participants shared that they liked the message, stating it is a “great idea” and a “good message”. A few participants expressed confusion about the serving sizes associated with the water and milk/yogurt recommendations. Although a couple participants felt that the Fit-Tastic message was somewhat repetitive since WIC promotes a similar message, other participants felt that Fit-Tastic helped to simplify the WIC message. One mother mentioned “In WIC, I get bombarded with a lot of broad information, but Fit-Tastic streamlines it for me”. Most of the participants stated the incentives were their favorite part of Fit-Tastic. Incentives mentioned included a fruit infusion cup, fruit and vegetable store vouchers, salad spinner, and a water cup. Several parents appreciated receiving new ideas or suggestions to try out that helped with their child’s goal. Several parents stated reasons they appreciated the monthly follow-up by phone or email, such as it “keeps you on track”, it provides “accountability...because someone is going to call and ask me about the goal”, and it helped to “remind me of the goal and tracking the progress”. Participants felt encouraged and cared about during the monthly follow-up calls or emails from the Fit-Tastic staff. Regarding the content of the follow-ups, parents shared that the information provided each month was helpful, they appreciated the suggestions and ideas to help with their goals, and they appreciated having the same assistant every time. One parent stated, “I felt like I built a personal relationship with the Fit-Tastic assistant because I talked to the same person every time and I felt like she knew who I was.” Participants found the fruit and vegetables vouchers from the grocery store Gerbes, the recipes and meal ideas, and the water cup to be the most helpful resources that we provided throughout the Fit-Tastic program. Participants suggestions included: group events or group discussions where parents could share ideas, allowing the whole family to sign up for Fit-Tastic, receiving information related to all five of the Fit-Tastic behaviors, and online communications including a forum, a Fit-Tastic website, or a Fit-tastic Facebook group.
Limitations
City of Columbia Social Equity: improving odds for success
Surveys were completed as part of a door-to-door effort, resulting in the surveys being limited to residents who were home during normal business hours. This may have excluded those who were at work and/or away from their home. The survey was completed in interview format based on self-report. There was no random sampling of respondents.

Live Well by Faith
Not all program participants completed both the pre-test and post-test, therefore their data was excluded. Program participants self-selected their level of participation, influencing the amount of exposure to Live Well by Faith programming. Inconsistent exposure to the program elements may have impacted the health behaviors and outcomes of program participants. Church survey responses were limited to those church members in attendance on the day(s) the surveys were administered. Not all surveys were reviewed for complete responses prior to collection.

12345 Fit-Tastic
The focus group was conducted in English, excluding non-English speaking families. Although single parent homes participated in Fit-Tastic, they were not represented in the focus group. One of the focus group moderators previously served as a Fit-Tastic assistant. This relationship may have led to a positive response bias from participants. Qualitative data was not transcribed verbatim, rather the audio recording was assessed for themes and comments and compared to notes taken at the time of the conversation.
Appendix A

Central Neighborhood

The neighborhood includes older housing stock with a mix of rental and owner-occupied, primarily single-family. It has the City’s largest concentration of nuisance structures and properties that are sold by the County for delinquent property taxes. Work done by the City and property owners to demolish nuisance structures has left several vacant lots that may be opportunities for redevelopment. Assets include strong some strong neighborhood associations, particularly the Ridgeway neighborhood, and investments of federal dollars in the City’s housing projects along Lynn Street. The City also owns several lots at the southwest corner of Garth and Sexton which is an opportunity for future green space or housing development.

Stress Index ^#
Neighborhood 0.3007
Columbia average 0

Population @*
1990  2,503
2000  2,356
2010  2,235

2010 average people per household 1.66
Percent of 2010 population of Hispanic ethnicity 4.5%

Income # %
2009-2013 household median income $19,118
Summer Food Program sites 2
2013 Free/Reduced Lunch participation 58.95%

Public Safety +
2014 Police calls for service hotspot – Yes
2014 Fire medical calls for service hotspot - Yes
Satisfaction with public safety services – Satisfied
Satisfaction with the overall feeling of safety – Neutral to Satisfied
Feeling of safety walking in neighborhoods at night – Unsafe to Neutral

Housing *
2010 housing units 1,647
2010 percent housing units vacant 11.5%
2010 percent of housing units rented 64.4%
Active rental certificates 484
2014 energy site use intensity – Medium and relatively high
Code enforcement cases since 2000   7,762
CDBG investment 2010-2014  $1,257,963.02
Neighborhood associations 16
Selected Features and Observations

Schools
Benton Elementary
Grant Elementary
Lee Elementary
West Blvd Elementary
Jefferson Middle
West Middle
Hickman High
Rock Bridge High

Churches
Moment of Grace Church
Progressive Missionary Baptist
United Pentecostal
Grace Covenant
Shiloh Christian Worship Center

Parks and recreation facilities
Douglas Park
Downtown Optimist Park

Agencies and service providers
Moberly Area Community College
Centro Latino
Columbia Housing Authority complexes
Central Missouri Community Action
Turn the Page Child Development Center
Nanny’s Neighborhood Childcare
United Way
MU Family Impact Center

Services in neighborhood or nearby
Aldi supermarket
Museums at Mizzou North
Rusk Rehabilitation Center
Kilgore’s Medical Pharmacy
Planned Parenthood

Community Gardens
2~

Staff personal observations
Infrastructure in place a long time – installing some lights and undergrounding in Lynn St. area
Crime hot spot at Forest and Grand – drugs and petty crime in Wilkes area
Worley Street Roundtable engages residents
Part of West Central Columbia Neighborhood Plan

Data Sources
^ City of Columbia unless noted
+ 2015 Columbia City Survey
@ 1990 and 2000 United States Census block level data
* 2010 United States Census block level data
# 2013 United States Census 5-Year American Community Survey block group level data
% Columbia Public Schools
~ Community Garden Coalition
East Neighborhood

The neighborhood has a mix of new and old housing stock and a mix of rental and owner-occupied single family houses. Indian Hills Neighborhood Association is more active than in some areas west of Ballenger Lane. There are a variety of code violations due to the mix of housing age and type. New housing construction along McKee Street indicates real estate value in this area.

Stress Index
Neighborhood -0.06943
Columbia average 0

Population @ *
1990 2,698
2000 4,653
2010 7,249
2010 average persons per household 2.07
Percent of 2010 population of Hispanic ethnicity 4.2%

Income#
2009-2013 household median income $46,849.50
Summer Food Program sites 1
2013 Free/Reduced Lunch participation 78.80%

Public Safety +
2014 Police calls for service hotspot – Slight
2014 Fire medical calls for service hotspot - No
Satisfaction with public safety services – Neutral to Satisfied
Satisfaction with the overall feeling of safety – Neutral
Feeling of safety walking in neighborhoods at night – Neutral

Housing *
2010 housing units 3,575
2010 percent housing units vacant 12.6%
2010 percent of housing units rented 49.3%
Active rental certificates 1,332
2014 energy site use intensity – Relatively high
Code enforcement cases since 2000 3,896
CDBG investment 2010-2014 $143,744.92
Neighborhood associations 5 - some dormant, some semi-active
Selected Features and Observations

Schools
Alpha Hart Lewis Elementary
Battle Elementary
Shepard Elementary
Oakland Middle
Lange Middle
Battle High

Parks and recreation facilities
Indian Hills Park – improvements scheduled with passage of sales tax
McKee Street Park

Services in neighborhood or nearby
Precious Hearts Learning Center

Churches
Church of Christ
Charity Baptist Church
Open Heart Baptist Church

Agencies and service providers
Boone County Fire District Station #1

Community Gardens

Staff personal observations
• Need traffic calming on Rice, McKee and Boyd
• Need additional sidewalks throughout
• Few property maintenance issues – foreclosures a problem
• Mobile homes part of housing supply

Data Sources
^ City of Columbia unless noted
+ 2015 Columbia City Survey
@ 1990 and 2000 United States Census block level data
* 2010 United States Census block level data
# 2013 United States Census 5-Year American Community Survey block group level data
% Columbia Public Schools
~ Community Garden Coalition
Appendix C

North Neighborhood

This area has the newest housing stock of the three neighborhoods we are working with and has the highest concentration of rental properties of the three. Code violations tend to be focused on nuisances like trash, debris and car violations and not issues with the structures. This area has limited neighborhood association activity, particularly in the areas containing rental property. The Auburn Hills Homeowners Association is active.

Stress Index

Neighborhood -0.04872
Columbia average 0

Population

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>1,755</td>
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<tr>
<td>2000</td>
<td>3,574</td>
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<tr>
<td>2010</td>
<td>5,451</td>
</tr>
</tbody>
</table>

2010 average persons per household 1.77
Percent of 2010 population of Hispanic ethnicity 3.2%

Income

2009-2013 household median Income $42,285
Summer Food Program sites - None
2013 Free/Reduced Lunch participation 72.35%

Public Safety

2014 Police calls for service hotspot – Slight
2014 Fire medical calls for service hotspot - No
Satisfaction with public safety services – Satisfied
Satisfaction with overall feeling of safety – Neutral
Feeling of safety walking in neighborhoods at night – Neutral

Housing

2010 housing units 2,039
2010 percent housing units vacant 7.0%
2010 percent of housing units rented 38.5%
Active rental certificates 569
2014 energy site use intensity - High
Code enforcement cases since 2000 1,527
CDBG investment 2010-2014 $70,531.79
Neighborhood associations – None as of 2014
Selected Features and Observations

**Schools**
Alpha Hart Lewis Elementary
Derby Ridge Elementary
Lange Middle
Battle High

**Parks and recreation facilities**
Auburn Hills Park – neighbors created “home-made” access in absence of easy access to park – people feel strongly about cedar trees obscuring playground
Lange Park
Columbia Pride Soccer Complex

**Services in neighborhood or nearby**
Moser’s Discount Foods

**Staff personal observations**
- High rental concentration may lend a feeling of isolation from the community
- There may be concerns about crime spilling over from Bodie Drive – numerous shots fired into dwellings
- Some streets in disrepair; streets could be cleaner
- Bodie/Currituck/Edenton – concrete traffic guides in the street may not effectively calm traffic
- Not much green space

**Data Sources**
- City of Columbia unless noted
- 2015 Columbia City Survey
- 1990 and 2000 United States Census block level data
- 2010 United States Census block level data
- 2013 United States Census 5-Year American Community Survey block group level data
- Columbia Public Schools
- Community Garden Coalition

**Commerce Bank**
**Smiley Lane Family Medicine Clinic**

**Churc**hes
Friendship Baptist Church
Grace Evangelical Lutheran Church

**Agencies and service providers**
Burrell Behavioral Health supports housing in the area
Missouri National Guard Recruiting
Boone County Jail

**Community Gardens**
None ~
FOR IMMEDIATE RELEASE
June 19, 2017

CONTACT: Carolyn Sullivan
President
New Chapter Coaching
573-228-9600

East Neighborhood meeting, dinner scheduled for June 22

(COLUMBIA, MO) - As part of the 2016-2019 Strategic Plan, the City of Columbia will host a meeting in the East Neighborhood on Thursday, June 22 from 6 to 7:30 p.m. at Hanover Estates Community Room, 1601 Hanover Blvd. The meeting is open to all residents in the East Neighborhood (map attached).

Prior to the meeting, East Neighborhood residents are invited to share a meal between 5:30 and 6 p.m. at Hanover Estates Community
Room. The meal is first come, first served.

The meeting will be a community conversation involving issues raised by citizens living in the East Neighborhood area. Strategic Plan Partners Carolyn Sullivan, Elisa Glick, Jessica Macy and Nikki McGruder will facilitate the conversation. COMO Connect will offer free rides before and after the meeting from bus stops in the East Neighborhood. Visit http://www.comoconnect.org/ for information about bus routes. Child care will be provided.

An additional follow-up meeting in the East Neighborhood will be held on July 11. Information and data collected from these meetings will be analyzed to determine how to best address the neighborhood issues and results will be communicated to the neighborhoods and community.

The 2016-2019 Strategic Plan is dedicated to making Columbia the best place for everyone to live, work, learn and play. The Strategic Plan is focused on five priority areas: social equity, economy, public safety, infrastructure and operational excellence.

Learn more about the 2016-2019 Strategic Plan by visiting CoMo.gov/Strategic-Plan.

**Location:** 1601 Hanover Blvd
Attachments:

- East Strategic Plan Neighborhood map

City of Columbia Vision
*Columbia is the best place for everyone to live, work, learn and play.*

City of Columbia Mission
*To serve the public through democratic, transparent and efficient government.*

-30-

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