

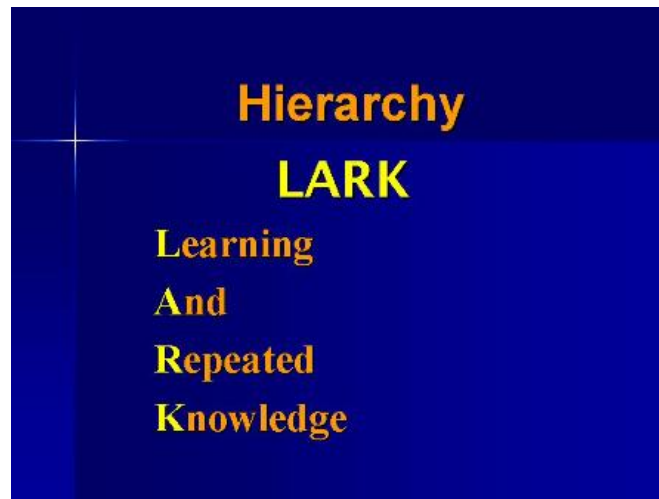
Chapter 14. Health: A Community Development Challenge

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BEHAVIOR OBJECTIVES

After studying this chapter and completing the online learning activities, students should be able to

1. Learn that structural determinants of health and well-being extend beyond medical institutions to the community's social, economic, political, and physical environments.
2. Understand the community development challenge to health.
3. Identify community-level interventions to respond to population health problems and proactively sustain population well-being.
4. Identify the major trends in disparities between and within communities.
5. Provide examples of the different models of community development as they might apply to health.
6. Identify some of the key consequences of the aging baby boom on community health.
7. Describe the key findings of the research on the role of social support on health.
8. Identify the lessons from the case studies that use new community development models to address health concerns.



LARK ACTIVITY 14.1

Step 1. Respond to ten multiple choice questions about the chapter. Then work with a group of 4 or 5 classmates to reach consensus on the best answer.

1. Which of the following is **not** a measure of community health and well being?
 - a. infant mortality
 - b. crime rate
 - c. income inequality
 - d. computers per capita *
2. USDHHS Healthy People 2010 set three broad population health goals for the nation. One goal is
 - a. fewer cases of swine flu
 - b. reduction in health disparities among populations*
 - c. more sidewalks and walking trails
 - d. better public transportation
3. A community with a health advantage will have which of the following infrastructures?
 - a. easy access to locally produced foods
 - b. a hospital
 - c. sidewalks, parks, and walking trails
 - d. a,b, & c*
4. Social and economic factors which influence longevity are
 - a. exercise
 - b. weight
 - c. race and ethnicity*
 - d. genetics

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5. An example of social support that can influence health and well being is
- taking food regularly to an elderly neighbor*
 - exercising 20 minutes at least 3 days a week
 - supporting a bond for a new hospital
 - having a doctor examination at least yearly
6. Which of these is **not** a traditional model of community development?
- social action
 - social planning
 - citizen monitoring*
 - locality development
7. Social planning to meet expert identified population health goals is used most often by which organization?
- public health*
 - chamber of commerce
 - parks & recreation department
 - grocery stores and supermarkets
8. An example of community social action around a health issue is
- Love Canal
 - seat belt regulations
 - Alaska smoking ban
 - a,b,& c *
9. The most effective health solutions integrate three social elements. Which of these is **not** central to solving community health problems?
- scientific knowledge of disease
 - political will to act on health issues
 - community has above average household income *
 - technological expertise applied to health and well being
10. Changes in community social and environmental conditions that can affect population health are
- improvements in public transportation
 - restaurants with calorie and nutrient counts on their menus
 - more schools with better science labs
 - a&b*

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Step 2. Work with 4 or 5 classmates to reach consensus on the best answer

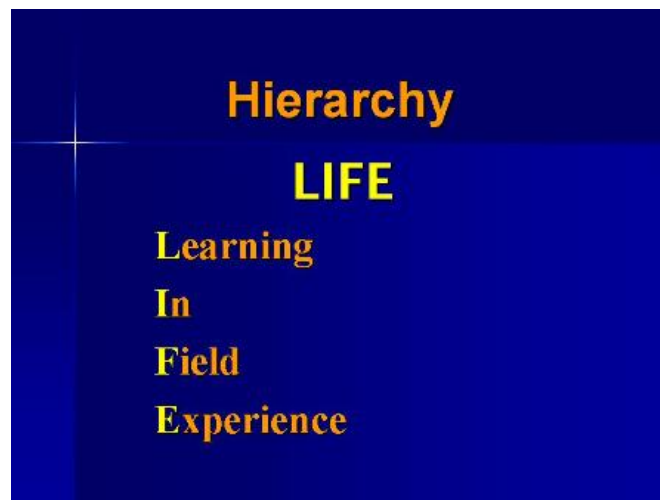


SOAR Activity 14.2

Discussion Questions

1. Community development interventions often integrate social action, social planning and locality development to solve community health problems. Two case studies, 14.1 and 14.2 are presented in the text as case studies.
 - Study these case studies using the community development approaches that Rothman et al (1995) propose.
 - What examples of new community development [using a mixture of approaches] applied to health problems have you read about in the news or experienced?
2. The demographics of U.S. communities are changing. These changes influence the kind of physical and social infrastructures that communities need and their capacities to create healthy communities.
 - Select a demographic trend and discuss the implications for community health and well being.

- How would a community go about assessing health outcomes related to this demographic?
- What steps could they take to intervene and create positive health conditions?
- Who would they need to involve in addressing these concerns?



LIFE Activity 14.1

A personal development activity¹: Creating a holistic and balanced action plan for your personal growth, development and health

PART I. Listing and defining steps for personal your growth and development.

There are six steps to creating a holistic action plan for personal growth and development. However, most persons, especially young people, focus on only two:

Step 1. Social Development – emphasis on having many friends, to like others and be liked and respected by a host of other people; and,

¹ Adapted from *Rorey's Action Planner*, by Rorey Tate, Motivational Speaker and Educator, Seattle, Washington, and Jerry W. Robinson Jr., *Stress and Wellness*, WellWay Publishers. Champaign, IL, 1984., and *Stress and How to Live with It: A Text and Home Study Kit*. Meredith Corporation, Des Moines , IA, 1982.

Step 2: Gaining Financial Security and Wealth- having enough money to obtain all of their personal desires and wishes.

NOTE: Individuals who place all of their emphasis on these two goals are likely to ignore steps 2-5.

Goals 2 – 5 are defined as follows:

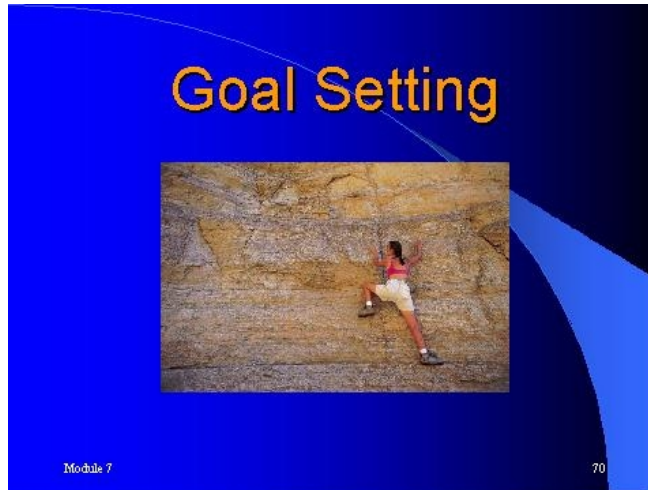
Step 2. Mental Health and Wisdom – To possess a positive outlook about life with the ability to make informed choices regarding personal, family, business and community issues.

Step 3. Spiritual Health – To respect all of God's creation and endorse and practice wholesome and winsome ethics in all aspects of life, recognizing that all people are created equal.

Step 4. Physical Health and Wellness – To care for one's body so as to be as free as possible from disease and to practice physical fitness exercises appropriate for one's age to keep the body strong; and, to refrain from behaviors such as smoking, drugs, or abusing alcohol.

Step 5. A Wholesome and Winsome Family Life – To endorse and practice a lifestyle that is centered around one's immediate and extended family by respecting the

rights and privileges of other family members, and to refrain from behaviors that will hurt or destroy relationships in one's family.



PART II. Creating your personal goal setting action plan

For each of the six steps listed below create two or three strategies that you will use to be a person of excellent character as you create and implement your personal action plan so that you will be a healthy and happy person.

Step 1. Social Development:

Strategy 1 _____

Strategy 2 _____

Strategy 3 _____

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Step 2. Mental Health and Wisdom

Strategy 1 _____

Strategy 2 _____

Strategy 3 _____

Step 3. Spiritual Health

Strategy 1 _____

Strategy 2 _____

Strategy 3 _____

Step 4. Physical Health and Wellness-

Strategy 1 _____

Strategy 2 _____

Strategy 3 _____

Step 5. A Wholesome and Winsome Family Life

Strategy 1 _____

Strategy 2 _____

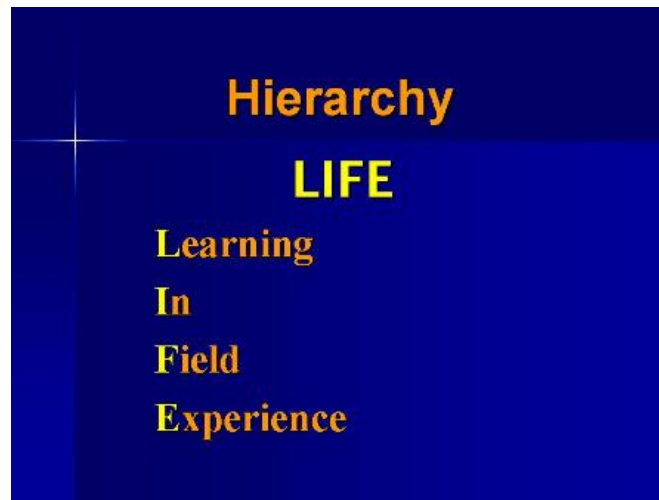
Strategy 3 _____

Step 6: Gaining Financial Security and Wealth-

Strategy 1 _____

Strategy 2 _____

Strategy 3 _____



LIFE Activity 14.1 A Service Learning Activity

This is a follow up service learning activity with a community or health agency as an example. Let the agency select the project on which you work.

Additional On-Line Resources

Community infrastructure, environmental mapping of local communities

US Department of Housing and Urban Development

- <http://egis.hud.gov/egis>

Practical information and guides for local land use planning, best practices and current uses. American Planning Association. PAS (Planning Advisory Service) reports and resources for communities.

- <http://www.planing.org/APAStore/Search/Default.aspx?a=1006>

Behavioral Risk Factor Surveillance System (BRFSS). City, county, and state level data tracking health conditions and risk behaviors in US since 1984.

- <http://www.cdc.gov/brfss>

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Centers for Disease Control and Prevention. US Department of Health and Human Services. National Health Statistics. Data from local and state health departments compiled to guide actions and policies to improve health

- <http://www.cdc.gov/nchs>

Public Safety

- www.nhtsa.dot.gov National Highway Traffic Safety Administration

Healthy People in Healthy Communities. A community planning guide using Healthy People 2010.

- www.healthypeople.gov/Publications/HealthyCommunities2001/default.htm

Aging and Health

- <http://www.nia.nih.gov>
- <http://www.cdc.gov/aging/>
- www.netwellness.org/healthtopics/aging

Immigrants and Health Care

- www.kff.org/uninsured/upload/Immigrants-Health-Care-Coverage-and-Access-fact-sheet.pdf
- www.kff.org/uninsured/upload/Health-Coverage-for-Immigrants-Fact-Sheet