

Healthy Babies Initiative
Request For Proposal: Mayor's Innovation Project
Norman, Oklahoma
Mayor Breea Clark

Background

With an estimated population of 124,880 residents, Norman, Oklahoma is home to the largest state university and includes urban and rural areas. A visit to Norman would likely portray vibrant downtown businesses, exciting local festivals, and enthusiastic university sports fans. Hidden from view are specific neighborhoods and populations experiencing food insecurity and barriers to accessing social and health services. Due to the geographic and economic spread of the city, it can be difficult for residents to navigate to and through the numerous agencies where services are available across town.

Understanding that decreasing exposures to food additives and environmental toxins are imperative for limiting neurotoxicity in children, access to healthy food and services which provide nutritional, social, and health services is one avenue for protecting and promoting the health of Norman's young children. Because children rely on the connectedness of their caregivers, it is important to ensure caregivers have access to information about healthy behaviors and resources that increase the opportunity to utilize services. One primary example of ensuring the reduction of neurotoxins by linking existing programs to the Norman community is the availability of blood lead level testing through the Women, Infants, and Children (WIC) program. Increasing the number of caregivers and residents enrolled in WIC thus increases the number of screenings for hazardous lead exposures.

Due to the COVID-19 pandemic increasing the number of families with lost income, more Norman citizens now qualify for existing social support services that are funded through local, state, federal government and community organizations. This project's goal is to link such services with those who need them most.

Statement of Need

Despite the strong presence of community organizations within this congregated area, access to community resources, health care, and healthy food still remains a barrier for the 11.9 percent of individuals, including children, living at or below the poverty threshold who depend on these services to meet their daily needs. The lack of transportation, technology, and awareness of available services, aggravates the disparity of needs within the Norman community. Mobility of services and outreach to underserved communities via Community Access Pop-up Spots (CAPS) provides a more immediate response for increasing access to existing resources and care.

Proposed Project and Implementation Plan

Project Title: Community Access Pop-up Spots (CAPS)

Grant-funded Project Components: Technology (iPads, Internet Hotspots), Promotional plan and materials (Digital and Print), Incentives and Promotional Goods

Implementation Plan for Community Access Pop-up Spots (CAPS) program:

Parties Responsible for Project Implementation:

- City of Norman
- Cleveland County Health Department
 - Staff Contact- Sara King, Community Health Education and Planning Lead
 - Sarak@health.ok.gov (405) 579-2248

Twice a month, Community Access Pop-up Spots (CAPS) will be strategically established in consistent neighborhoods experiencing high levels of food insecurity, poverty, and barriers to transportation and technology. While on-site, the CAPS staff will engage with neighborhood residents to clearly identify services with the greatest potential of providing valuable needs to those individuals. Individuals would receive this specific consultation, in addition to access to technology and guidance necessary for identifying qualifications met and signing up for local, state, and federal service programs. Health education on topics relevant to the prevention and reduction of neurotoxins or related to services available through CAPS will be regularly conducted. Spanish language services, whether through bilingual staff or translators, will also be incorporated into program implementation to better serve Hispanic or Latinx residents.

Beyond bi-monthly, established CAPS, partner agency staff will be able to reserve the mobile technology in order to offer CAPS services at local health fairs, community events, or in congruence with other mobile services (i.e. Infant Crisis Services BabyMobile). This will increase the number of individuals served while promoting CAPS throughout the community.

Designated partner agency staff will meet quarterly to review program processes and needed improvements. Meetings will also review common gaps of services to identify any opportunities to enhance community services or address additional barriers.

Tracking of provided services and resident participation would include: number of individuals engaged, numbers of services enrolled in, and number of CAPS sites and hours. No identifiable information will be collected.

An example of how this would work for families: An expectant mother with two small children attends a Community Access Pop-up Spot (CAPS), signs up for SNAP benefits, and learns how she can use her SNAP benefits at the local farm market, including transportation options for getting there. While at the CAPS, she receives an incentive item for participating and perhaps additional items from other mobile services.

Incentive items would include: BPA-free water bottles, samples of safe cleaning products, samples of organic foods. Selected incentive items would be purchased and dispersed on a rotating basis.

Expected Project Impact

Access to healthy food, adequate health care, and social support services are all vital to developing healthy babies and families.

The expected project impact of Community Access Pop-up Spots providing targeted, individualized coordination of available community services for specific families include:

Increased access to healthy food options

- Supplemental Nutrition Access Program (SNAP)
- Women, Infants, and Children (WIC)
- Norman Farm Market

Increased access to health care and social services

- Cleveland County Department of Human Services
 - Childcare
 - Transportation
 - Temporary Assistance for Needy Families (TANF)
- SoonerCare (Oklahoma Medicaid)
- Variety Care of Norman (income based clinical services)
- Cleveland County Health Department
 - Developmental and Behavioral Health
 - Family Planning
 - Immunizations

Increased awareness and access to health education related to topics known to be associated with the prevention and reduction of neurotoxic exposures. Examples include:

- Healthy Eating on a Budget
- Smoking Cessation
- Safer Cleaning Methods for Household Disinfecting

Project Timeline

June to August 2020-

- Recruit agency partners and staff
- Identify Regular CAPS sites
- Identify Rotating CAPS sites (collaboration with other mobile service centers)
- Schedule Fall CAPS dates, including designated staff coverage
- Initial CAPS Insight (coalition) meeting
 - Schedule 2020-2021 quarterly meetings
 - Identify CAPS Insight chairperson
- Purchase Program Materials and Technology
- Plan Targeted Marketing
 - Develop and release social media announcements
 - Develop and release printed materials

Mid-August to December 2020-

- Kick-off CAPS at back to school events occurring in selected neighborhoods
- Bi-monthly CAPS
- Initiate scheduling Spring 2021 CAPS site (October)

December 2020/January 2021-

- Evaluation of project and services
 - Process of program
 - Changes in service enrollments
- Determine changes to implementation

Opportunities for expanding services

- Partnering with nearby grocery stores to provide both an access point for online grocery ordering and sustainable drop site for safe grocery delivery
- Conduct additional community needs assessments through developed relationship with community members

Project Budget

Item	Unit Price	Quantity	Total
iPad	\$350	4	\$1,400
iPad Keyboards	\$150	2	\$300
iPad Pencils	\$95	1	\$95
iPad Covers	\$45	4	\$180
Internet hotspots	\$70/ Month	12 Months	\$1,680
Exhibition tent	\$150	1	\$150
Promotional Materials	\$3,300		\$3,300
Incentive Items	\$2,600	(individual items valued at <\$10)	\$2,600
Total			\$9,705

Matching Funds/In-kind Support

Staff	Estimated Hourly Wage	Estimated Hours Required	Total
Agency Representatives	\$24	20 hours/month for 12 months (Minimal estimate)	\$5,760

In addition to staff hours contributed by community agencies for project planning and implementation, transportation to and from sites, additional program facilitation, and evaluation procedures will be provided in collaboration by community agencies, particularly the Cleveland County Health Department and the City of Norman.