



BeHear'd

MILE HIGH

2017 ANNUAL REPORT

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BeHear'dMileHigh is a project of The Center for African American Health that is devoted to gathering the wisdom and knowledge of Metro Denver's African American residents and creating a unified voice that will be used to improve our communities and build healthier infrastructures.

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BeHeardMileHigh Executive Summary

BeHeardMileHigh was conceptualized in 2016 as an opportunity to create positive change in our community that is trusted, guided by, and inclusive of the Metro Denver African American voice. All too often communities of color are overlooked or underrepresented in data, and therefore decisions are made without understanding a diverse range of perspectives and experiences. BeHeardMileHigh was created to change the dialog and create courageous conversations about social justice, health, and well-being in our community.

This year has been a tremendous success, and our momentum is strong. Over the course of the year we recruited over 800 individuals to join the movement, attended a variety of community events to promote our work, convened a diverse array of experts and leaders to inform our efforts, and presented our success at professional meetings and conferences. As we round the year to 2018 we are passionate to continue our success and explore the utilization of data in advocacy work, partnerships with community organizations to collect additional relevant and timely data, and optimize recruitment efforts.

This work would not be possible without the support and dedication of countless individuals and organizations, and most importantly, the community. Join us in 2018 to accelerate the movement, and BeHeard!

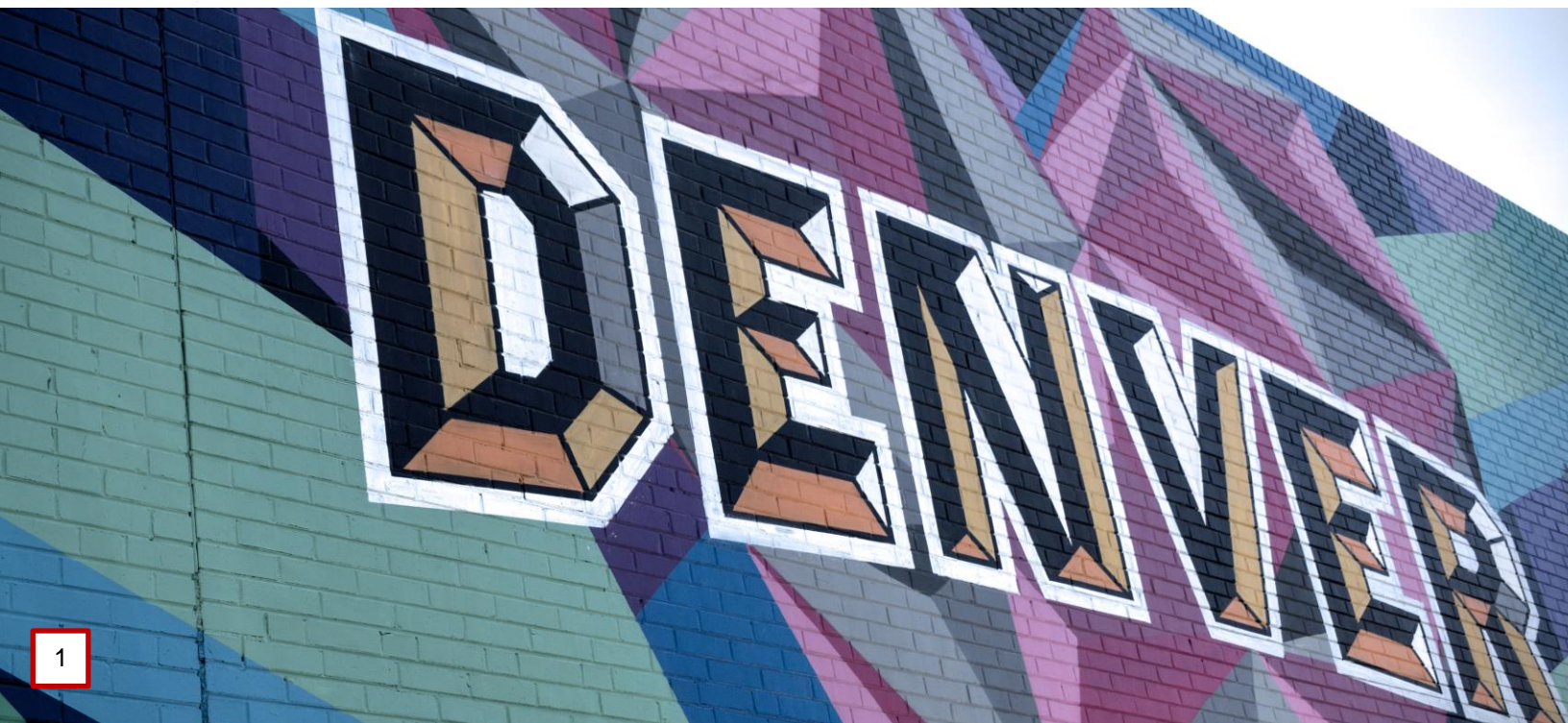
In gratitude,



Deidre Johnson, MBA
CEO & Executive Director



Lynn VanderWielen, PhD, MPH
Director of Research & Evaluation





"I have been so excited to see this project role out! We have needed this for such a long time and now people can share their voice - directly!" - Kellie Teter, Denver Public Health

BeHeardMileHigh Community Advisory Board

BeHeardMileHigh leverages local community and organizational expertise through the BeHeardMileHigh Community Advisory Board (CAB). The CAB is a dynamic, collaborative, and engaging group of professionals representing 19 government, nonprofit, and other local agencies in the City and County of Denver. Each organization in the CAB serves as a thematic expert for the social determinants of health, as well as an avenue to disseminate and share BeHeardMileHigh efforts with the greater Metro Denver area.

A total of 49 members have been recruited in the CAB and have continuously been involved in the marketing, recruitment, and communications of BeHeardMileHigh. Every member in the CAB comes from variety of sectors, including physical health, mental health, transportation, education, law, policy, homelessness, early childhood, and public health. The following 19 organizations are represented in the panel's CAB:

Aurora Mental Health Center

The Center for Improving Value in Health Care

Children's Hospital

Colorado Center on Law and Policy

Colorado Cross Disability Coalition

Colorado Department of Public Health and Environment

Colorado Health Institute

Denver Health

Denver Housing Authority

Denver Public Health

Denver Public Schools

Inner City Health Center

Mental Health Center of Denver

Metro Denver Homeless Initiative

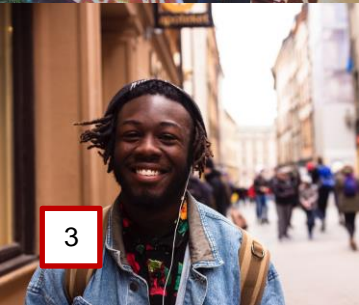
Regional Transportation District

Rocky Mountain Youth Clinics

Saint Joseph Hospital

The Colorado Health Foundation

Tri-County Health Department



Community Advisory Board Meetings

The BeHeardMileHigh Community Advisory Board (CAB) provides substantial support and guidance to our paneling efforts during our bimonthly CAB meetings hosted by The Center for African American Health. Attendees engage in facilitated small and large group discussions and collaboration to identify solutions to challenges, identify opportunities to improve methods, and optimize BeHeardMileHigh success. Each participating organization and individual lends expertise on components of the social determinants of health, the Metro Denver community, and creating an inclusive environment for critical conversations. Guest speakers contribute to the conversations as thematic experts to ignite discussion around the meeting topic and inform efforts. Meetings held in 2017 have been devised to achieve the following objectives:

- Identify potential panel names

- Brainstorm participant recruitment strategies

- Identify and prioritize survey topics

- Discuss opportunities to utilize BeHeardMileHigh data in advocacy work

- Reflect on the success of 2017 and set goals for 2018

These discussions were transformative to improve:

- Survey design and dissemination

- Participant enrollment

- Incentive structures

- Marketing and communications

- Organizational collaboration

- Advocacy efforts

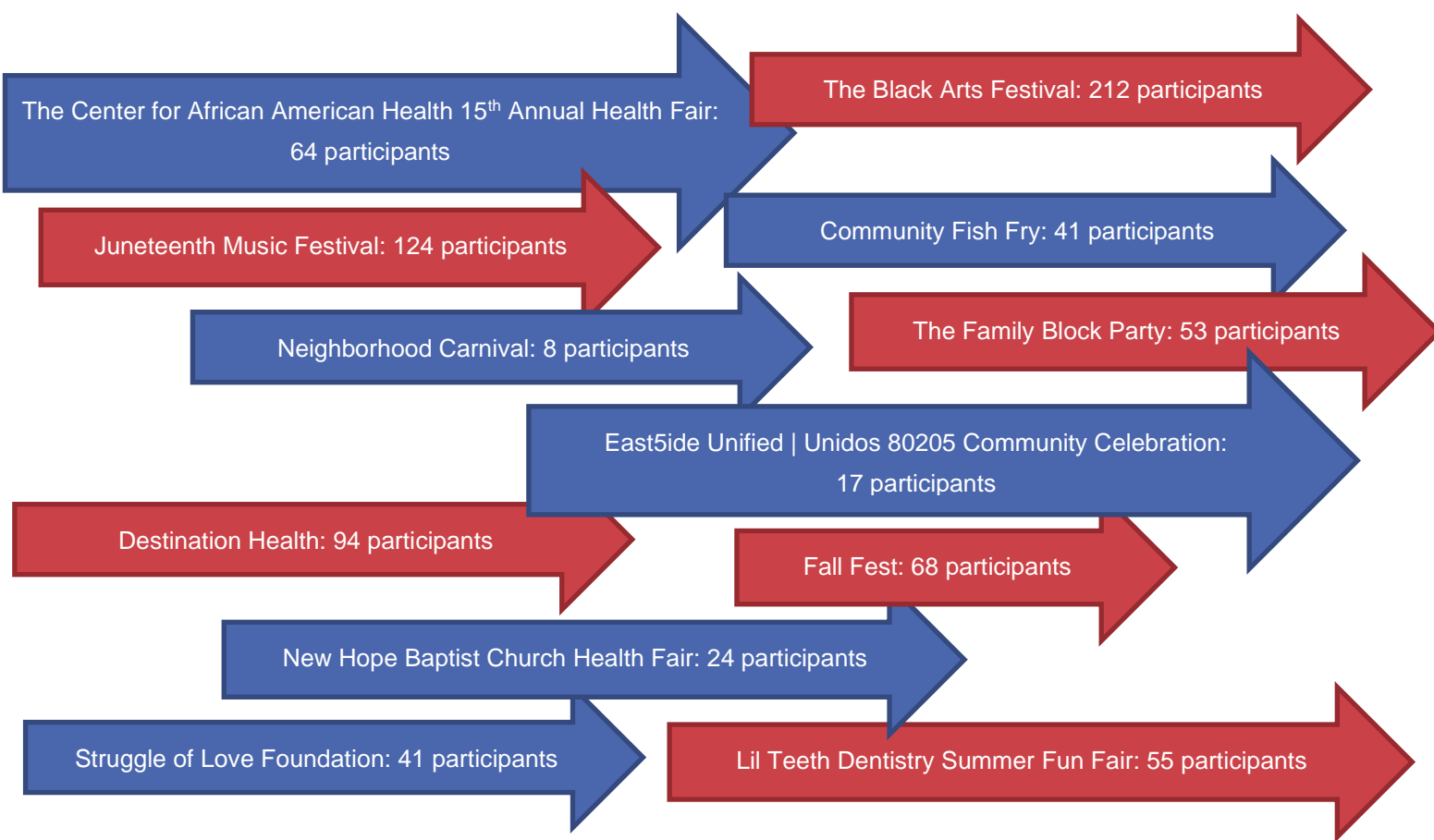




Community Events

BeHeardMileHigh was present at several community events throughout the summer and fall seasons to improve our community presence and enroll panel participants.

Events were selected based on geographical location or on participant demographics to optimize enrollment by members of the African American Community. Through these efforts, over 800 individuals were enrolled via face-to-face recruitment.





BeHeardMileHigh Street Team Volunteers and Interns

Much of our success in 2017 is attributable to the interns and volunteers who dedicated time and energy to promote paneling efforts. These volunteers and interns were critical to the success of enrollment over summer and fall.

The BeHeardMileHigh Street Team, comprised of individuals of color recruited from a local Denver high school and college-aged individuals from the Metro Denver area, successfully recruited 628 participants into the panel through effective social engagement strategies and culturally responsive techniques at local community events.

The BeHeardMileHigh Street Team members leveraged connections with the local community and positive energy to effectively engage with community members.

"It was such a privilege to work with you this summer!" - Street Team Intern





Incentive Structure

BeHeardMileHigh successfully utilized several innovative and culturally responsive techniques for recruiting panel participants. Ongoing engagement strategies were applied to maintain panel enrollment and response rates, including incentives structured around minority-owned businesses and identification of incentives most attractive to the priority demographic. Incentive items included:

Paintings	Ice cream
Children's books featuring characters of color	Bike (child and adult)
Gift baskets (child activities, back-to-school)	Michelle Obama tickets
Body & Soul Salon & Day Spa for Men & Women gift cards	Dave Chappelle tickets
Coffee at the Point gift cards	Bruno Mars tickets
Wigs & Beauty Supply gift cards	Denver sport tickets (Avalanche, Rockies)



Support of Local Businesses

BeHeardMileHigh supports and partners with local businesses that are owned by people of color and have a strong presence in the African American community. These intentional partnerships are mutually beneficial as BeHeardMileHigh utilizes partner products and services as incentive items while businesses disseminate flyers and other promotional materials. Our business partners include:

Coffee at the Point

Wigs & Beauty Supply

Body & Soul Salon & Day Spa for Men & Women

Akente Express

Whittier Coffee

"I love what you all are doing for our communities that I've been a part of for so long. I'm happy to share my business to help you get going!" – Local business owner

We know what we
need to be happy &
healthy.

NOW IT'S TIME
EVERYONE ELSE DOES
TOO.

Metro Denver's African American community has the wisdom to create a healthier community – what we need is a unified voice to make it happen. Help us show decision-makers what African Americans want and deserve – sign up and add your voice today at:

BeHeardMileHigh.Org

**BeHeard
MILE HIGH**

Denver Urban Spectrum

Denver MUSE

Denver Public Library (25 branches)

City and County of Denver Government

Pastor Willa Chandler's ACTS Food Bank

Saint Joseph Hospital

University of Colorado Denver (Auraria Campus)

LiveWell Colorado

Social Media: Facebook, Twitter, Instagram

Marketing and Media

BeHeardMileHigh has been successful in collaborating with its contracted communications firm, Progressive Promotions, to optimize the panel's branding and communication strategies.

Through their diligent efforts, we have been successful in disseminating articles and collateral items through various media platforms and locations. We continue to grow to reach every corner in Metro Denver and potentially Colorado.

Communications for BeHeard have reached the following media platforms and locations:

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BeHeardMileHigh.Org



Presentations

The BeHeardMileHigh team served as speakers for a variety of conferences and events to raise awareness about BeHeardMileHigh efforts, receive feedback, and disseminate findings.

Presenters included Deidre Johnson, MBA, Executive Director and CEO for the Center for African American Health, Lynn VanderWielen, PhD, MPH, Director of Research and Evaluation, and Wivine Ngongo, MPH, Panel Manager for BeHeardMileHigh.

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Culture of Data Conference, Arvada, CO

A presentation on the methodologies and status of BeHeardMileHigh was delivered before an audience of public health professionals in the Metro Denver area.

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80205 Summit, Denver, CO

A presentation on the status and survey methodologies for BeHeardMileHigh was delivered before an audience of community members and health care leaders from Denver Health, Kaiser Permanente, Presbyterian St. Luke's Medical Center, and St. Joseph Hospital.

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Community Health Resource Forum, Denver, CO

A presentation pertaining to BeHeardMileHigh methodologies and updates for an audience of home care providers, senior and human services, various community-based organizations, and case management agencies.

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Annual Mile High Data Day, Arvada, CO

A presentation covering the broad scope of BeHeardMileHigh was given to public health professionals and data users in the Metro Denver area.

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Public Health in the Rockies Conference, Keystone, CO

A presentation on BeHeardMileHigh was delivered to public health professionals and agencies that sought to learn more about the panel and build partnerships. Elements covered included the study methodology, the Community Advisory Board, recruitment strategies, incentive structures, and directions for the future.

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EastSide Unified | Unidos 80205 Community Celebration, Denver, CO

A summary on BeHeardMileHigh paneling efforts was delivered to local community members and the EastSide Unified | Unidos 80205 organization members.



Surveys

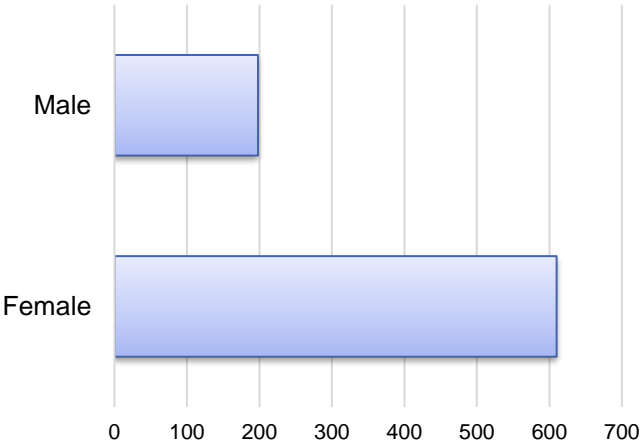
The BeHeardMileHigh Survey Methodologist Intern researched and created 22 micro surveys covering various social determinants of health topics. Four surveys have been successfully disseminated between August and December 2017. Surveys include:

- ☐ Demographic Survey
- ☐ Self-Perceived Physical Health (& Perceived Physical Health of Child)
- ☐ Self-Perceived Mental Health (& Perceived Mental Health of Child)
- ☐ Self-Perceived Oral Health (& Perceived Oral Health of Child)
- ☐ Housing
- ☐ Community Cohesion
- ☐ Transportation
- ☐ Education (& Education of Child)
- ☐ Police Interactions
- ☐ Built Environment
- ☐ Parenting
- ☐ Access to Healthy Foods
- ☐ Disabilities
- ☐ Discrimination
- ☐ Safety
- ☐ Healthcare Access
- ☐ Healthcare Utilization
- ☐ Healthcare Quality

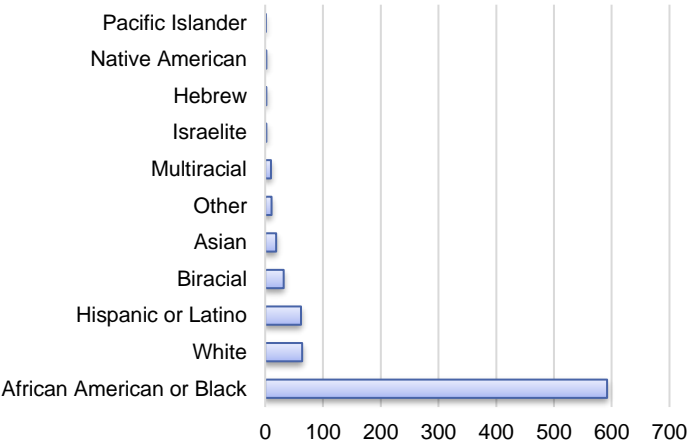
Current Panel Demographics

Panel Size: 870 participants

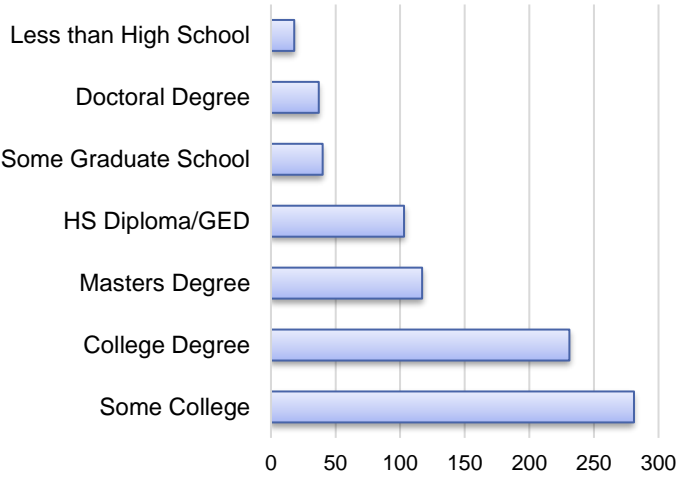
BeHeardMileHigh Participant Self-Identified Gender



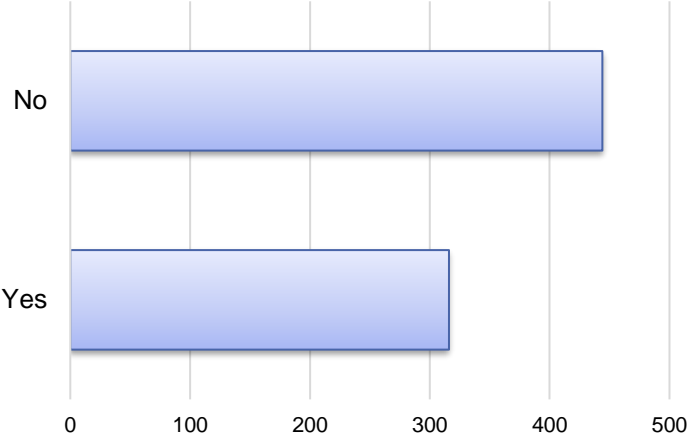
BeHeardMileHigh Participant Self-Identified Race



BeHeardMileHigh Participant Education



BeHeardMileHigh Participant Parent/Guardian/Caregiver of Children Under the Age of 18



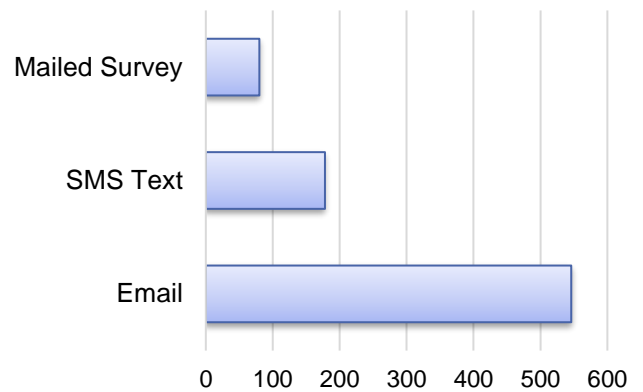
Current Panel Demographics

	Age (years)
Mean	44
Median	44
Mode	23
Lower Bound	18
Upper Bound	85

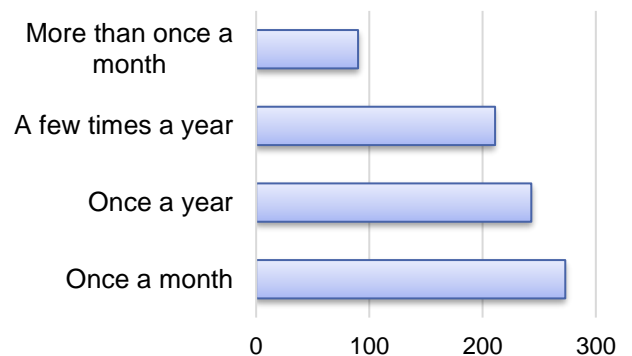
Zip Code	Total Participants	Percentage
80207	91	11%
80205	80	10%
80239	78	10%
80249	58	7%
80011	33	4%
80013	30	4%
80017	30	4%
80012	29	4%
80247	21	3%
80016	19	2%

Neighborhood	Total Participants	Percentage
Aurora	189	23%
Park Hill	176	21%
Denver	66	8%
Montbello	55	7%
Green Valley Ranch	54	7%
Five Points	25	3%
East Denver	19	2%
Stapleton	12	1%
Colorado Springs	10	1%
Lakewood	10	1%

BeHeardMileHigh Participant Contact Mode Preference



BeHeardMileHigh Contact Frequency



BeHeardMileHigh Contact

Wivine Ngongo, MPH

Panel Manager

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BeHeardMileHigh.org

