



revitalize

2016 Community Health Outreach
Impact Report



revitalize

One strategy to increase impact and more holistically help people is to connect them with local health resources, programs and assistance.

Revitalize is an Urban Alliance (UA) initiative that helps people move towards optimal physical health by collaboratively increasing the impact of local health services.

Through Revitalize, organizations in the Urban Alliance network are provided with support to increase the impact of their health services and more holistically help people in the Hartford community.

One way this is accomplished is through the Revitalize Community Health Outreach, an annual effort to connect Hartford residents with free and low-cost local health resources, programs and assistance.

During the outreach, Revitalize resource bags, packed with health information, are distributed door-to-door in neighborhoods, at schools, and by local churches and organizations. The resource bags also helped direct residents to RevitalizeHartford.com, which is updated throughout the year with information about additional resources and services in the city.



According to a recent survey of Hartford residents conducted by the American Heart Association, 27% of respondents reported that it is difficult for their household to get fresh, healthy food in the city and 65% reported that the cost is a problem when it comes to getting fresh, healthy foods.



Access to healthy food is critical to achieving optimal physical health, yet according to a recent survey of Hartford residents conducted by the American Heart Association, 27% of respondents reported that it is difficult for their household to get fresh, healthy food in the city and 65% reported that the cost is a problem when it comes to getting fresh, healthy foods.

To address these challenges, a coupon that could be redeemed at the North End or West End Farmers Markets for five market dollars to purchase fresh fruits and vegetables was included in the 2016 Revitalize resource bags.

Packing & Distribution



2016 Revitalize Resource Bag Packing Party



In 2016, 14,000 Revitalize resource bags were packed and distributed, an increase of 2,000 from 2015.

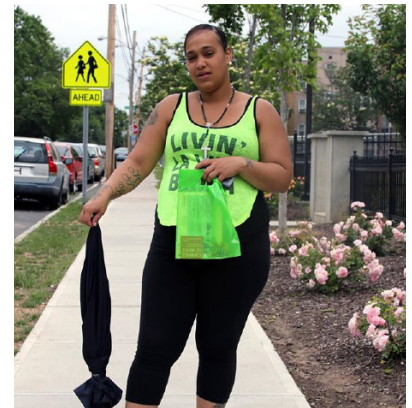
- At the Revitalize Community Health Outreach Day on Saturday, June 11, more than 150 people from organizations in the UA network formed outreach groups and shared resource bags in a door-to-door effort throughout Hartford. Nearly 6,000 resource bags were distributed and outreach groups prayed with people at more than 100 households.

- More than 4,000 resource bags were given to families at 10 Hartford Public Schools.

- Resource bags were shared at programs run by organizations in the UA network, such as food pantries and summer camps, and by Revitalize community allies, including the city of Hartford's WIC offices and the Capital Region Mental Health Center.



Packing & Distribution



Coupon Redemption



"I cook from scratch because it is much healthier, but it is difficult to access fresh food because grocery stores are too far."

The Revitalize coupon I received is wonderful. I used it to purchase tomatoes!"

- Annie Walton, 92

Over a five-week period during the summer, more than 950 Revitalize coupons were redeemed and nearly all of the 4,750 market dollars issued were used to purchase fresh fruits and vegetables.

In order for Urban Alliance and organizations that participate in Revitalize to best serve the Hartford community through outreach efforts, individuals who redeemed Revitalize coupons were asked to complete a brief survey. The results are captured in the following tables and summary statements. (Note: Not all percentages add up to 100% due to rounding. n = the number of people who answered the survey question).



[TABLE 1]

Revitalize coupons received via all distribution strategies are increasing awareness of and encouraging sustained interest in local resources for nutritious food. Of those who redeemed a Revitalize coupon for the first time, one-third did not visit the farmers market last summer, yet 99% may return to the market in the future.

TABLE 1

Location Where Coupon Was Received (n = 640)		%
	At my house	19
	From a community program	56
	Other (e.g. school, friend, church, etc.)	25
Used Revitalize Coupon Before (n = 661)		%
	No	66
	Yes	34
Frequency of Going to Farmers Market Last Summer (n = 629)		%
	Never	23
	One to two times total	28
	One to two times per month	17
	Weekly	31
Plans to Go to Farmers Market in the Future (n = 660)		%
	Yes	90
	Maybe	8
	No	1

Survey

TABLE 2

[TABLE 2]

Almost two out of three individuals who brought home fruits and vegetables purchased with Revitalize coupons live in a household with children.

[TABLE 3]

While many beneficial community resources are available, only 6% of respondents currently utilize the Mobile Market, only 4% participate in the Summer Meals Program and among the 48% of respondents who reported that they receive benefits from SNAP, only 5% participate in SNAP incentive programs. This represents an opportunity to make an impact on the awareness and utilization of community resources in the future.

Ethnicity (n = 666)		%
	Black/African American	61
	Latino	17
	West Indian	12
	White/Caucasian	7
	Asian	0
	Other	3
Age (n = 633)		%
	18-25 years	6
	26-40 years	20
	41-54 years	20
	55+ years	54
Children in Household Under Age 18 (n = 562)		%
	0	42
	1 or 2	41
	3 or more	18
Adults in Household (n = 647)		%
	1	38
	2	45
	3 or more	17

TABLE 3

Household Program Participation (n = 616)		% Yes	% No
	WIC	18	82
	Reduced-price school lunches	5	95
	Mobile Market	6	94
	SNAP/EBT	48	52
	Summer Meals Program	4	96
	SNAP incentives	5	95
	Other	4	96

[TABLE 4]

Nutrition, physical activity and proper sleep are essential to achieving optimal physical health. Less than half of survey respondents cook meals using fresh, healthy foods, exercise for at least ten minutes a day, or sleep at least seven hours most days of the week. This demonstrates a need for education and behavior change in these areas, which may be addressed by organizations that participate in Revitalize by offering classes and workshops on these topics.

TABLE 4

Number of Days Each Week Engaged in Healthy Behaviors		% None	% One to Three	% Four to Five	% Six to Seven	n
	Cook meals using fresh, healthy foods	3	26	31	41	437
	Exercise for at least 10 minutes	9	42	20	29	254
	Sleep at least 7 hours	11	19	26	45	232

Thank you to everyone from the following organizations, who participated in the 2016 Revitalize Community Health Outreach:

Access Health CT & Grossman Heinz
Bible Way Temple Nation
Calvary Church of West Hartford
Calvary Fellowship of West Hartford
Capital Region Mental Health Center
Citadel of Love
City of Hartford WIC Program
Community Solutions
CT River Academy
Dr. Frank T. Simpson-Waverly Elementary School
Dr. Joseph S. Renzulli Gifted and Talented Academy
End Hunger Connecticut!
Expeditionary Learning Academy at Moylan School
Faith Ministries Church
FaithCare
First Congregational Church of Ossipee
The First Cathedral
Glastonbury Community Church
Global Communications Academy
Glory Chapel International Cathedral
Grace Worship Center Church
Hartford City Mission
Hartford Food System
House of Restoration Church

Latter Rain Christian Fellowship
Living Word Empowerment Ministries
María C. Colón Sánchez Elementary School
Martin Luther King, Jr. Elementary School
Ministerios Tiempo de Cosecha
Museum Academy at Wish
New Dimension Christian Center
Off the Chain Christian Alliance
Phillips Metropolitan CME Church
S.A.N.D. School
Sarah J. Rawson Elementary School
Shiloh Baptist Church
South Congregational Church
Southwest Church of Christ
St. Monica's Episcopal Church
Sunrise Northeast
Thirman Milner School
Valley Brook Community Church
Wellspring Church
West End Farmers Market
Wintonbury Church
World Vision
YMCA of Metropolitan Hartford, Wilson-Gray Branch
Youth Challenge of Connecticut



Revitalize is an Urban Alliance initiative. www.urbanalliance.com

