



Prevention Research Center for Healthy Neighborhoods  
at Case Western Reserve University

# PRCHN CONNECTION



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## DIRECTOR'S NOTE

Friends,

It's been quite a while since our last Newsletter, but we've been hard at work and have many new and exciting things to share with you.

First, we are excited to share the results of our Strategic Planning efforts that began last year. Through our process, we updated our mission to reflect our strength in bridging community partners and university researchers engaged in improving the health of underserved communities. We put down "on paper" our commitment to equity, and we are proud to share the values that shape the PRCHN's approach. You can find our Strategic Planning Summary on Pages 2 and 3 of this Newsletter.

Despite the remote nature of our work over the last year, we have persisted and are excited to highlight progress on many of our PRCHN research projects. Our gradual return to campus this summer allowed us to welcome several interns who have been critical in assisting us in carrying out our work. We introduce you to some of these inspirational learners in this Newsletter.

Lastly, to make our seminars accessible to the campus community and beyond, we have decided to keep our PRCHN Seminar Series virtual for the 2021-2022 academic year. I am excited for the phenomenal slate of speakers this year and hope you will join us!

Be well,

Erika S. Trapl, PhD

# STRATEGIC PLAN UPDATES

We want to thank our academic and community stakeholders for taking the time to meet with our center staff last fall as part of our strategic planning process. We are still so appreciative of the thoughtfulness of the comments gathered from these meetings. In addition to completing the external stakeholder interviews, we pulled together external and internal themes and worked together to produce key ideas from all the insights provided. Our center formed committees, worked over the winter and early spring, and had tough but meaningful discussions about the future direction of our center.



We want to share with you a summary that has come from our strategic planning process. We intend to use this as our guide throughout the remainder of our process and consider it the foundation of our center's approach as we advance. As we further develop our plan, we will continue to seek input from stakeholders to ensure we are on the right path.

You can find a copy of the summary document on pages 2 & 3 of this newsletter. As you can see, it details our new mission, value, and equity statements and details about who we are and what we do. We also have included our goals for 2021. We would appreciate hearing any feedback or suggestions you may have in response to this plan.

## Our Commitment to Equity

## Our Value Statements

[illegible]

**Respect:** We treat one another with dignity and encourage open communication and freedom to express differing ideas.





## Who We Are

As a Center, we are a group of **faculty, staff, and trainees** committed to **working in partnership** with our local community to identify opportunities to **share our strengths in research** to improve the **health outcomes of residents**.

## What We Do

We partner with and support researchers and community partners by developing networks, convening stakeholders with shared goals and interests, and providing guidance on equitable partnerships to conduct research to improve health in historically disenfranchised and underserved communities. Research means asking questions and systematically seeking answers.

**For us, this includes surveillance, evaluation, and research studies.**

### Research Support for Faculty:

- Guide faculty on community-engaged approach during the grant planning and writing stages.
- Offer training, consultation, and methodological support for community-engaged research.
- Strategically facilitate connections between faculty and community organizations, leaders, residents, public health, and other state agencies.
- Create forums for networking, including monthly seminar series and advisory board meetings.
- Collaborate on research dissemination, including manuscripts and conference presentations.
- Provide a forum for the presentation of research at the PRCHN monthly seminar series.
- Provide letters of support for grant applications.
- Provide surveillance data for faculty to use in grant applications.

### Support for Trainees:

- Provide a variety of training experiences with community-engaged projects to students from high school through graduate school, including internships, practicums, and research assistant positions.
- Mentor trainees as preceptors through serving on student research committees and in classroom instruction.
- Provide professional development opportunities for trainees through the PRCHN monthly seminar series.

## Goals for 2021-2022 Academic Year

- 🌱 Re-establish PRC Community Advisory
- 🌱 Develop and implement an "Equity Checklist for Project Development and Guidance."
- 🌱 Establish and promote a menu of community-based research services for faculty
- 🌱 Develop and promote Community-based Research Methods Resource
- 🌱 Refine community-based research training offerings for various audiences
- 🌱 Create Communication Plan to align with new Mission and Values and promote existing collaborative work



# PROJECT HIGHLIGHTS

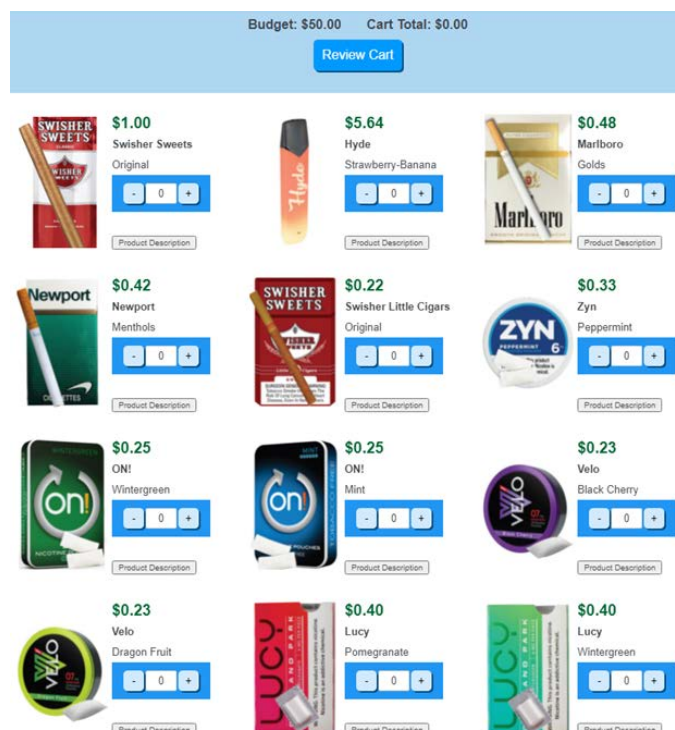
## CFLASH and the Experimental Tobacco Marketplace

The CFLASH (Cigarillo Flavor and Abuse Liability, Attention, and Substitution in Youth) project has entered its third year. This NIH-funded project is led by PIs Dr. Erika Trapl (CWRU), Dr. Elizabeth Klein (Ohio State University), and Dr. Amanda Quisenberry (Roswell Park Comprehensive Cancer Center). The team completed aim 1 last spring, a large online survey to understand the impact of flavor on the appeal, purchasing, and risk perceptions of different cigarillo products. A general sample of young adult cigarillo users (N = 385) was recruited from the previous Young Cigarillo User study and social media. Supplemental funding was awarded in 2020 to recruit a sample of sexual and gender minority (SGM) female cigarillo users (N = 201) to complete the survey.

Recruitment for the second aim, an Experimental Tobacco Marketplace, began in July 2021. In this aim, participants are asked to make hypothetical purchases from an "online store" where tobacco products' prices and flavor conditions vary. Participants from the large survey were invited to participate in this next project to recruit 162 participants from the general sample and 88 participants from the SGM sample. The final aim of the study is currently in the planning phase. This portion of the study will use eye-tracking software to examine the visual attention paid to flavored and unflavored cigarillo advertisements.

This summer, the team has been pleased to work with NIDA-funded intern Christopher Otieno from Kentucky State University as well as Case Comprehensive Cancer Center interns Nichele Abeyesundere and My'Desire George-Wiggins who have assisted with abstract and manuscript development, policy research, and literature reviews.

*For more information about CFLASH, please contact Catherine Osborn at [cco14@case.edu](mailto:cco14@case.edu).*



## PRCHN Seminar Series resumes in September!

After a short summer break, the PRCHN seminar series will resume on September 8th! Over the 2020-2021 Academic year, we relaunched our seminar series to a virtual platform. We featured presentations by researchers and partners focus on understanding and addressing health inequities in Cleveland and beyond. All of the presentations were recorded and can be found [here](#).

Our 2021-2022 speakers are currently being finalized but we encourage you to save the following dates and look forward to seeing you on Zoom!

**Our first seminar presenter will be  
Dr. Kristina Knight, PhD, MPH,  
highlighting adolescent health and the  
Cuyahoga County Youth Work  
Institute!**

Registration email to come soon!



September 8th	February 9th
October 13th	March 9th
November 10th	April 13th
December 8th	May 11th
January 12th	June 8th

A large room, likely a school cafeteria, is filled with rows of brown paper bags. Each bag is packed with various food items, including bags of chips, candy, and other snacks. The bags are arranged in neat rows, ready for distribution. In the background, several people are visible, some standing and some sitting, observing the scene. The room has a high ceiling with fluorescent lights and a bulletin board on the wall.

We are currently engaging with a group of resident advisors to finalize the design of our cessation outreach program to connect folks with evidence-based cessation resources. We are very thankful to the FETCH team for all their hard work and collaborative efforts: Jin Kim-Mozeleski, Maddie Castele, Adrianna Smell, Sarang Park, and Kenya Moyers. We would also like to acknowledge and thank the Hunger Network for their collaboration, especially Erin Ogden, and to all of our study participants for their valuable time.

*For more information about FETCH, please contact Dr. Jin Kim-Mozeleski at [jxk1225@case.edu](mailto:jxk1225@case.edu).*

## YRBS Hosts Virtual Retreat

The Youth Risk Behavior Survey Community Advisory Committee met in a virtual retreat Thursday afternoon, July 8th. Long-time advisory committee member and recent addition to the PQHS faculty, Kristina Knight Ph.D., facilitated an appreciative inquiry approach to initiate a strategic planning process. Participants brainstormed two prompts during separate small-group breakout discussions, **“What are some of the good, positive, and supportive things happening with the YRBS in Cuyahoga County?”** and **“What could be occurring differently to take full advantage of the YRBS in Cuyahoga County?”**

Responses to the first two sessions were displayed and discussed, ensuring that the groups' intentions were accurately reflected. Participants voted individually using the zoom chat feature, with the following areas for action garnering the greatest support.

1. Broader dissemination and translation of YRBS findings
2. Engage in efforts to support school administrations in the benefits and use of YRBS data
3. Change the narrative by emphasizing protective factors, shifting from a risk behavior focus to an environmental, historical, and systemic perspective

During the final small group sessions, advisors collectively identified at least three concrete steps to be taken to address each priority area.

The PRCHN Adolescent Surveillance and Evaluation team are now drafting an action plan to be reviewed and revised at the next YRBS Community Advisory Committee meeting on October 14, 2021.



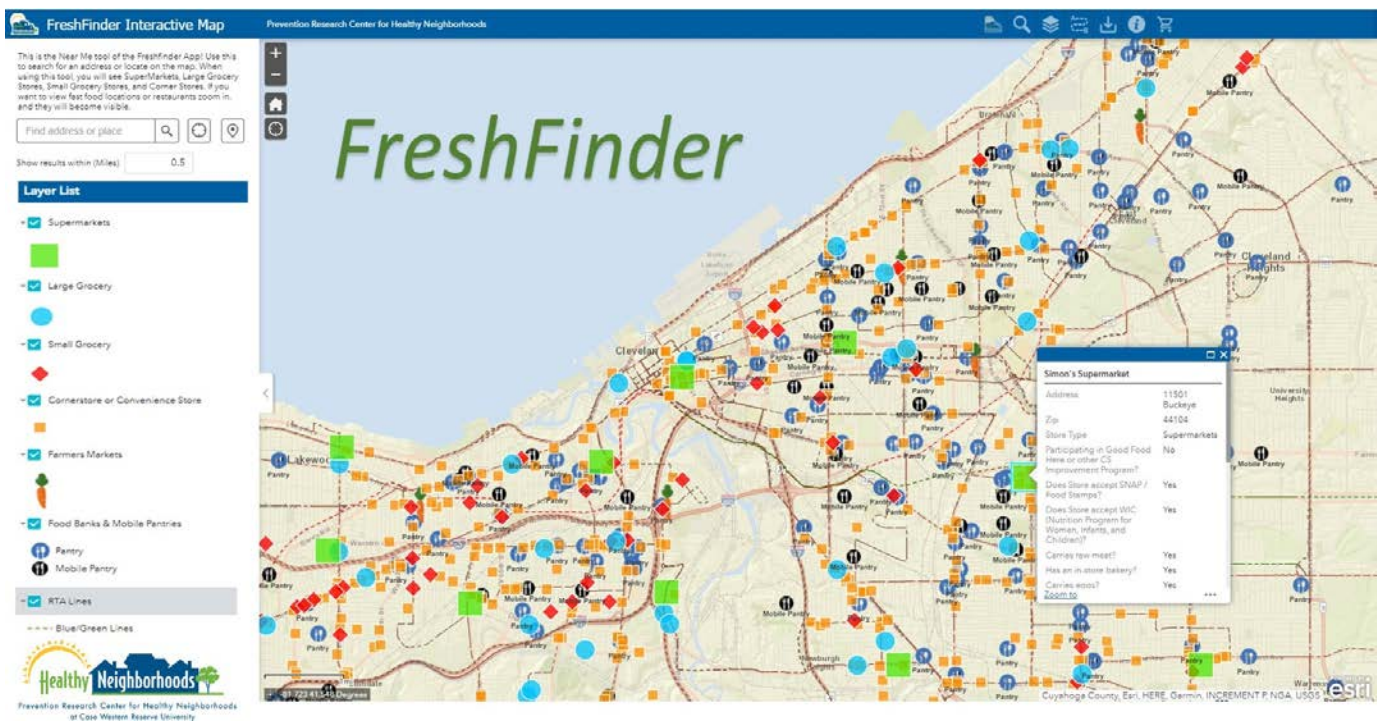
*For more information about YRBS, please contact Jean Frank at [jlfrank16@case.edu](mailto:jlfrank16@case.edu).*



# NEAP Team Develops FreshFinder: An Interactive Map Connecting Food Insecure Cleveland Residents with Healthy Food Options

The PRCHN's Neighborhood Environment Assessment Project (NEAP) team led by Dr. Elaine Borawski has developed a new tool to be used by local health professionals (e.g., dietitians, social workers, CHWs) to better guide their Cleveland-based patients and clients in finding fresh and healthy foods in their neighborhoods. Funded through the CWRU Freedman Center for Digital Scholarship, FreshFinder is an interactive map that allows professionals to input an address or neighborhood and identify the different types of available food options surrounding the address. The map includes food retailers such as corner stores and supermarkets, food pantries, farmers' markets, and prepared food options. The data that feeds the map is derived from the annual food retail data collection conducted each summer by the PRCHN, as well as data from the Greater Cleveland Food Bank, OSU Extension, and the RTA.

The map uses a store classification system developed by the PRCHN, based on the availability of over 25 food items, with a specific interest in foods supported by nutrition assistance programs (e.g., WIC, SNAP). It also provides locations of fast food, take-out, and restaurants, allowing the professionals to identify locations to healthier food options but also to better understand the challenges when a client lives in a "food swamp". Tapping on a location brings up a list of the type of foods each store carries (i.e., milk, fresh F&V, beans, eggs) and whether it accepts SNAP/WIC.



Initial development of the map was conducted by Matthew Kucmanic, with support from Ben Gorham at the Freedman Center. Nutrition student Marie Belzile-Davidson, spearheaded a user-feedback project with local dietitians and other professionals, using an iterative feedback approach. As a result, many enhancements were made, including the addition of food pantries (mobile and permanent), farmers' markets, other food items like infant formula, and bus routes/stops. FreshFinder can be accessed by computer, tablet, or phone and will also be printable. An implementation pilot using FreshFinder is planned for the fall and has already been included in future research proposals as part of nutrition interventions.

FreshFinder would not be possible without all the hard work of the whole NEAP team that collects, cleans, and integrates the food and tobacco retail each year. Special shout-outs to Rachel Gardenhire, Lauren Borato, and all the incredible PRCHN interns that work so hard to make it happen!

*For more information about FreshFinder, please contact Dr. Elaine Borawski at [exb11@case.edu](mailto:exb11@case.edu).*

## COVID Neighborhood Study Completes Data Collection

In the Summer of 2020, after receiving a pilot award from the COVID-19 Taskforce in conjunction with the Clinical and Translational Science Collaborative, PIs Dr. Elaine Borwaski and Dr. Janet McGrath, along with their colleagues, began work on the “COVID Neighborhood Study.” This mixed-methods study took an in-depth look at what was happening regarding COVID-19 in 8 different Cleveland-area neighborhoods to gain insight into how traditionally vulnerable populations have been disproportionately affected by the pandemic. To get “on the ground” perspectives, data were collected using three distinct methods: sentinel reporting, in-depth interviews, and geonarratives.



First, bi-weekly “sentinel reports” were collected from an engaged resident of the neighborhood observed COVID-related activities such as mask-wearing, social distancing, business openings/closings. A total of 16 individuals were recruited and trained to serve as sentinel reporters. The number of reporters per neighborhood varied based on size and distinct sub-neighborhoods. These reporters provided a total of 233 reports from October 2020 through May 2021. The second data collection method was in-depth interviews to obtain geographic-based insights and individual COVID-related perceptions of space, risk, and daily activity decisions. A total of 65 interviews were conducted, audio-recorded, and transcribed. Preliminary examination of these data demonstrates high levels of variability in individual attitudes and perceptions of things such as masking and vaccines. The rich content of these interviews illustrates both the positive and negative impacts COVID has had on individuals and their communities.

Finally, investigators captured a “geonarrative” that involved a resident narrating a neighborhood video tour that provided historical and current observations about the “built” environment and the neighborhood's culture. This activity provided detailed conversational insight from residents during different periods of the pandemic continuum. In four neighborhoods the geonarrative was repeated a second time to capture how things were changing over time (for some, it was pre and post-vaccine availability). Additionally, this study provided the opportunity for this relatively novel method of data collection to be adapted for the first time in a COVID-safe environment, including developing new software.

Once these data sources are analyzed individually, observations will be pulled together to examine how local COVID experiences have varied across and within the study neighborhoods and how perceptions of risk, observations, and self-reported behaviors changed over time. Additionally, the recent acquisition of actual case data (including positive cases, hospitalizations, and deaths) for each of the neighborhoods from the Ohio Department of Health will allow us to examine our findings within the actual epidemiologic context of the pandemic. The study team will be presenting initial findings as part of the [PRCHN seminar series](#) on November 10th. We will also release a community report of findings shared with participants and available on the PRCHN website.

The study investigators would like to thank all of the community members who participated in this research and the community organizations that helped connect us to these individuals.



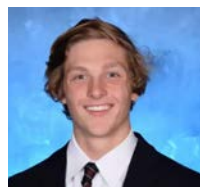
# TRAINING & MENTORING

## Internship Program Resumes!

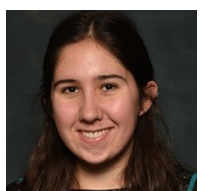
After a pause of the PRCHN internship program due to the COVID-19 pandemic this summer, we are happy to welcome 14 interns in the PRCHN summer internship program and one intern from the NIDA Summer Internship Program. We are excited to provide in-depth experiences with the current PRCHN projects and participation in professional development opportunities through these internships. Through these experiences, interns develop core public health competencies and assist with data collection, analysis, and preparation of dissemination and communication materials. We have enjoyed working with our summer 2021 cohort!



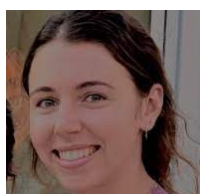
**Ann Marie Brady**  
Western Kentucky University  
Master of Public Health  
Cleveland, OH  
PRCHN Project: NEAP



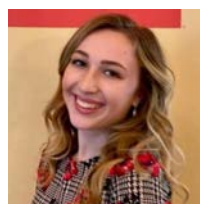
**Parker Crowley**  
University of Denver  
Biology  
Hometown: Hunting Valley, OH  
PRCHN Project: NEAP



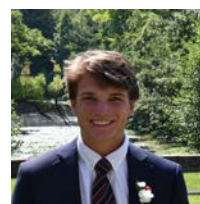
**Jana Fisher**  
Case Western Reserve University  
Chemical Biology & International Studies  
Hometown: Elkhart, IN  
PRCHN Project: NEAP



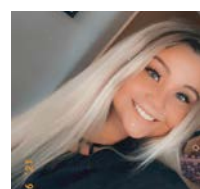
**Colleen Fitzgerald**  
Xavier University  
Political Science & International Studies  
Hometown: Lakewood, OH  
PRCHN Project: NEAP



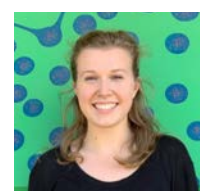
**Savannah Grandovic**  
John Carroll University  
English Literature/ Pre-Medical Track  
Hometown: Pittsburgh, PA  
PRCHN Project: NEAP



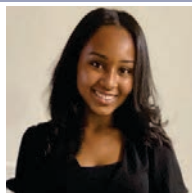
**Charles Groff**  
Wake Forest University  
Master of Public Health  
Hometown: Cleveland, OH  
PRCHN Project: NEAP



**Sydney Lake**  
John Carrol University  
Sociology/Criminology/Political Science  
Hometown: Osseo, MI  
PRCHN Project: NEAP



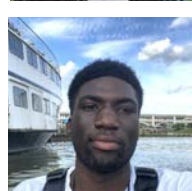
**Hannah Ludlow**  
Case Western Reserve University  
Medical Anthropology  
Hometown: Helena, MT  
PRCHN Project: NEAP



**Madison Moore**  
University of Maryland  
Kinesiology  
Hometown: Twinsburg, OH  
Case Comprehensive Cancer Center



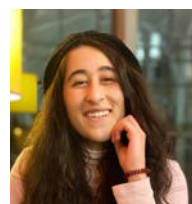
**Kenya Moyers, MPH**  
The Ohio State University,  
3rd Year PhD Epidemiology Candidate  
Hometown: Cleveland, OH  
PRCHN Project: FETCH



**Christopher Otieno**  
University of Kentucky  
Public Health  
Hometown: Richmond, KY  
NIDA Summer Research Intern, CFLASH



**Anurithi Senthil**  
Case Western Reserve University  
Economics & Sociology  
Hometown: Philadelphia, PA  
PRCHN Project: Infrastructure Support



**Monica Shah**  
The Ohio State University  
Public Health  
Hometown: Twinsburg, OH  
PRCHN Project: NEAP



**Sage Thornton- Taylor**  
DePaul University  
Communications & Media  
Hometown: Shaker Heights, OH  
PRCHN Project: NEAP



**Lucy Zheng**  
Case Western Reserve University  
Systems Biology & Pre-Med  
Hometown: Tianjin, China  
PRCHN Project: NEAP

## PRCHN Hosts SEO/YES High School Program

Case Comprehensive Cancer Center's SEO/YES program came to the PRCHN this summer! SEO/YES stands for "Scientific Enrichment and Opportunity/ Youth Engaged in Science." It supports educational opportunities for historically underrepresented middle and high school students. The program's goal is to spark interest in Cancer Research and provide them with tools to join the biomedical workforce later in life.



Students created final presentations that address a cancer prevention and control research question relevant to citizens of the Greater Cleveland region. These projects will be presented at Case Western Reserve University Cancer Disparities Symposium. Students also work with local researchers and community stakeholders to align their ideas with existing efforts.

We welcome the following students for their commitment and involvement SEO/YES!

- Nichele, Shaker Heights HS
- Marina, Shaker Heights HS
- Kobby, Solon HS
- Maia, Nathan Hale HS
- Anaria, Hathaway Brown School
- Claire, Shaker Heights HS
- My'Desire, Shaw HS

*Congratulations, Kobby  
on your Capstone  
Presentation Award!*

## Reflection from Nicole Palmer

*'I am so grateful for my time at the PRCHN! I began my Practicum in May of 2020 in the midst of the pandemic and still felt supported by a wonderful group. I was able to address a variety of issues that faced our communities and was able to approach them in a multitude of ways, guided all along the way. The summer started with the creation of a food pantry COVID-19 guideline toolkit that addressed the unique factors facing charitable food organizations. We then continued building off of previous projects, diving deeper into the connection between mental and physical health for people experiencing homelessness and the nutrition provided at the charitable food organizations that they access. We also further tracked the variety of food pantries in the greater Cleveland area and created and conducted interviews with food pantry managers. Each unique project brought with it a new set of skills that I was able to develop with the help of the REACH and PRCHN team as a whole.*



*Because of the continued opportunities to learn and grow at the PRCHN, I continued working at the PRCHN for my Capstone in the Fall of 2020 into the Spring of 2021. I continued researching the impact that food and nutrition have on people experiencing homelessness and evaluate impactful ways to improve the selection available. To further the research available, I was able to interview community members that are impacted by or have the opportunity to impact the charitable food system; hearing from key community members ensured that translational impact was at the core of our work. The opportunities available at the PRCHN allowed me to make impactful contributions and understand how to continue doing so throughout my career.*

*Indeed, the more entrenched I became with the research, the more questions I had. All along the way, I was provided guidance and direction from my team; I had the opportunity to follow the research in different, unexpected directions while always knowing that my team would help me make sense of it if I needed the support. I have learned so much from those around me at the PRCHN and know that my skills and contributions are better for it.'*

You can watch Nicole's Capstone Presentation [HERE](#). She is now a Research Assistant at the Evidence Foundation in Cleveland and is applying to medical schools.

# PAPERS, PRESENTATIONS, & PRODUCTS

## PUBLICATIONS

### **Pulling Your Mask down to Smoke: Qualitative Themes from Young Adults on Nicotine Use during a Pandemic**

January 2021 | *Substance Use & Misuse*

Authors: Elizabeth G. Klein, Sarah Koopman Gonzalez, Stephanie Pike Moore, Eli J. Bohnert, Amanda J. Quisenberry & Erika S. Trapl

### **Examining Reciprocal Effects of Cigarette Smoking, Food Insecurity, and Psychological Distress in the US**

March 2021 | *Journal of Psychoactive Drugs*

Authors: Jin E Kim-Mozeleski, Krishna C Poudel, Janice Y Tsoh

### **Smoking and cessation behaviors in patients at federally funded health centers – United States, 2014**

April 2021 | *Drug and Alcohol Dependence*

Authors: Erika S. Trapl, Brenna VanFrank, Christine M. Kava, Vinh Trinh, Stephanie R. Land, Rebecca S. Williams, Elizabeth Frost, & Stephen Babb

### **Family Support and Readiness to Consider Smoking Cessation among Chinese and Vietnamese American Male Smokers**

May 2021 | *Journal of Smoking Cessation*

Authors: Joan A Daniel, Jin E Kim-Mozeleski, Krishna C Poudel, Angela Sun, Nancy J Burke, Janice Y Tsoh

### **The Role of Parental Involvement in Cigarette Smoking among Adolescents in Nepal**

July 2021 | *Journal of Psychoactive Drugs*

Authors: Gaurav Dangol, Krishna C Poudel, Jin E Kim-Mozeleski

## PRESENTATIONS

### **2019 High School YRBS Results Pertaining to Sexual Health and Risk Behaviors**

March 2021 | Cuyahoga County Partnership for School Aged-Health

Catherine Osborn

### **Nothing About Us Without Us: Lessons Learned from a Community-Engaged Translational Study in Access to Vision Care**

March 2021 | Association for Clinical and Translational Science

Sara Kennedy, MA, BA, Briana McIntosh, MPH, CPH, Andrea Waksmunski, PhD, Gabrielle Blackshire, Bridget Croniger, Sarah Koopman Gonzalez, PhD, Erika Trapl, PhD, and Jessica Cooke Bailey, PhD, MA.

### **Understanding the mental health needs of Latinx youth through lived experiences: How local Latinx adolescent voices can inform change**

April 2021 | PRCHN Seminar Series

Marissa Hollinshead, Nelson Ramirez, JD, Molly Wimbiscus, MD, Zulayka Ruiz, M.Ed.

### **All Eyes on Us: Community-based perspectives on eye health and vision care in Cleveland, Ohio.**

May 2021 | Association for Research in Vision and Ophthalmology Conference

Waksmunski AR, Kennedy S, Koopman-Gonzalez S, Croniger B, Laux R, Cumming L, Castaneda L, Richards L, Blackshire G, McIntosh B, Pike E, Trapl E, Cooke Bailey J.

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