

As the First Decade of the Backyard Initiative Concludes in 2018—

This remarkable partnership began in 2008 with a commitment between the partners to sustain this unique initiative for 10 years. The year 2018 will begin the final year of this partnership in its current form, largely funded by the financial contributions of Allina put alongside of the substantial social capital of many residents. This will not hearken the end of the Backyard Initiative. Instead, this coming year will be used to transition to become a worker-owned Community Caregiving Health Cooperative.



VISIT the BYI Resource Center
 at the Midtown Global Market to
 learn more about the Backyard Initiative
 or call 612-353-6211
 The BYI Resource Center hours are
 10 am to 6 pm, Monday through Saturday



2017 Year in Review

Backyard Initiative

The Backyard Initiative (BYI) is a dynamic partnership between the Cultural Wellness Center, the residents of seven South Minneapolis neighborhoods, and Allina Health within approximately one square mile of Allina Health Commons, Abbott Northwestern Hospital, and Phillips Eye Institute. Our work is grounded in a simple premise—that active community and cultural connections are the foundation of good health.



★ The BYI Resource Center is located at the Midtown Global Market on Chicago Ave. & Lake St. in Mpls. The Backyard is bordered by I-94, 38th Street South, Highway 55 and I-35 West.

A few photos that only begin to portray some of the wonderful Community Health Action Team (CHAT) activities. Over 11,000 people participated in Backyard Initiative activities in 2017.

FOR MORE INFORMATION ABOUT THE BACKYARD INITIATIVE

CALL:

BYI Resource Center, 612-353-6211

Allina Health, 612-262-4430

Cultural Wellness Center, 612-721-5745

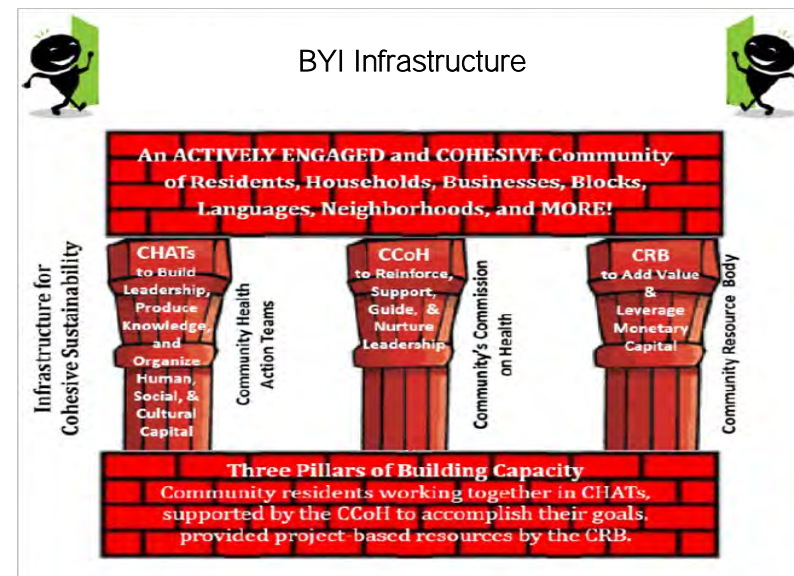
www.allinahealth.org/backyard
www.culturalwellnesscenter.org

OUR HISTORY

The Backyard Initiative (BYI) began with Allina Health engaging in conversations with community stakeholders in early 2008. In December of the same year, Allina Health made a 10-year commitment to partner with the Cultural Wellness Center, a Minneapolis-based community organization, to design and facilitate the community engagement process. Despite having access to world-class medical care right in their “backyard”, many residents in the area experience poor health outcomes. The Backyard Initiative goes beyond medical care to improve health by improving the capacity of residents to strengthen their own health. As part of the BYI, residents draw upon their own knowledge, skills, and cultural values to take care of themselves and their families, friends and neighbors.

The BYI Definition of Health – the Foundation of the Backyard Initiative

- ◆ Health is a state of physical, mental, social, and spiritual well-being. It is not only the absence of infirmity and disease.
- ◆ Health is the state of balance, harmony, and connectedness within and amongst many systems of the body, the family, the community, the environment, and culture. Health cannot be seen only in an individual context.
- ◆ Health is an active state of being; people must be active participants to be healthy. Health cannot be achieved by being passive.





 **Community Health Action Teams (CHATs):** Most of the BYI's work is done by residents of South Minneapolis in community-led health improvement projects organized around a culturally-defined issue or a specific approach.

The CHATs engage community members in activities around the four

BYI HEALTH PRIORITY AREAS:

- Social support,
- Social cohesion,
- Health education,
- Health empowerment.

 **Community Commission on Health (CCoH):** The Commission is the main leadership body of the Backyard Initiative and meets monthly. It is comprised of 2 to 3 leaders of each CHAT, a representative of Allina, Cultural Wellness Center staff, and a couple of representatives from the Community Resource Body.

 **Community Resource Body (CRB):** This body of people explores ways to support the Backyard Initiative and to learn about new ways of lifting up the mutual benefit to institutions and organizations when communities are able to participate in health sustenance. Members of the CRB include: Cultural Wellness Center, Allina Health, LISC, North Point Health, U of M School of Public Health, City of Minneapolis Department of Health, Hennepin County Medical Center, Barbara Schneider Foundation, The Alley, George Family Foundation/Minneapolis Foundation, East Side Neighborhood Services, and Hope Community Center.



The Backyard Initiative Resource Center, located inside the Midtown Global Market (near the Lake and 10th Ave entrance), is essential to connecting with the 42,000 members of the Backyard community. It is a place for community members to visit, gain knowledge and share information about activities and resources available in the Backyard, vital to keeping us connected to each other. In just 2017 alone, 43,480 volunteer hours were contributed by community members to the Backyard Initiative. Using the value of \$24.14/hour (Independent Sector, www.independentsector.org), we estimate the total value of those contributed hours to be \$1,049,607.

Some Of the Key BYI Activities in 2017:

◆ ReThink Your Drink

In partnership with the City of Minneapolis through a grant-funded contract, the Backyard Initiative, led by the BYI Resource Center staff, successfully completed a three-phase campaign called "ReThink Your Drink." The first and second phases were conducted at the Midtown Global Market (MGM) and the third phase built upon the work at MGM and increased efforts throughout the community at-large. The first and second phase of the campaign effectively included a relationship-building model for working with eight small business owners from ethnically diverse backgrounds to improve their beverage offerings to their customers. This education campaign both informed consumers about sugar consumption in soda and juices and helped MGM vendors understand the economic impact of providing their customers with water as a beverage. The staff of the BYI Resource Center carefully tracked the data generated in this campaign and established there were 10,158 people encounters in 2017 in this campaign.



◆ Diabetes Prevention Program

The Backyard Initiative has a partnership with the City of Minneapolis Health Department and the Minnesota Department of Health to do a Diabetes Prevention Program (DPP). People with pre-diabetes have a blood sugar level higher than normal, but not high enough to be considered diabetic. One in three Americans have prediabetes and most don't know it. The DPP helps people eat better and be more active. A DPP Life Coach helps people every step of the way by providing support, education, and motivation. The classes cover exercise, healthy eating, ways to manage stress, motivation, and more. The Backyard Recruiters have engaged 396 residents with education around the DPP, what pre-diabetes is, why it is important, what makes someone at risk of having prediabetes, reversal of prediabetes, and how to prevent diabetes.



◆ Evaluation

The 2016 BYI evaluation revealed that the Community Health Action Teams (CHATs) were increasing all four of the following health indicators: social support, social cohesion, health education, and health empowerment (the ability of community members to take care of themselves). In 2017, the BYI continued using a community engagement approach to evaluation. An Evaluation Team, made up of BYI community members, Cultural Wellness Center and Allina staff, and an evaluator met monthly to design the evaluation and direct the implementation. The Evaluation Team has been building on 2016's evaluation to better understand *how* the BYI is increasing these health indicators. In 2018, the Evaluation Team will guide the analysis, interpretation, and documentation of the data collected to shed more light on how community members, working together, can engage other community members to build community and increase health. These findings will be made public by the fall of 2018.

