



Clippers N' Curls for the Heart



## CONTEXT

**Goal:** Southside Community Health Services works to decrease heart disease and stroke and improve the health of African Americans living in the Twin Cities.

**Causes:** Racism and discrimination have caused long-standing disparities in education, employment, income/wealth, housing, neighborhood conditions, and access to health care, transportation, social connections and support that directly affect health.

**Population:** Approximately 307,000 African/African Americans live in the Twin Cities 7-county metro region.

**Issue:** Heart disease and stroke are the second and third leading causes of death in Minnesota. From 2012 to 2016, the stroke death rate was 26% higher in African Americans compared to whites. In the same time range, the heart disease death rate for adults ages 35 to 64 was twice as high for African Americans compared to white Minnesotans.

## APPROACH



Providing community outreach to increase awareness of risk factors and increase connections to medical providers. Giving residents opportunities to engage with medical providers in non-traditional community-based settings through the “Ask a Nurse” program. Equipping barbers and barber students with education about heart disease and stroke to become informal community educators.

### ROOT CAUSES/ CONDITIONS FOR HEALTH

Addresses the social and economic conditions for health (also known as the social determinants of health). This often happens by changing local, regional or state policy, changing the way systems work or changing the environment.

### ORGANIZATIONAL/ INSTITUTIONAL CHANGE

Addresses a health area by changing policies or systems in a school, clinic, hospital, etc. to support healthy behaviors and individual risk/protective factors.

### HEALTH PROMOTION/ DIRECT SERVICE

Addresses individual or family-level risk/protective factors through health education, programming, case management, etc.

## IMPACT

- 13 barber shops engaged in providing community outreach
- 10 community members participated in “Ask a Nurse” session

**20 barber students educated on heart disease and stroke**



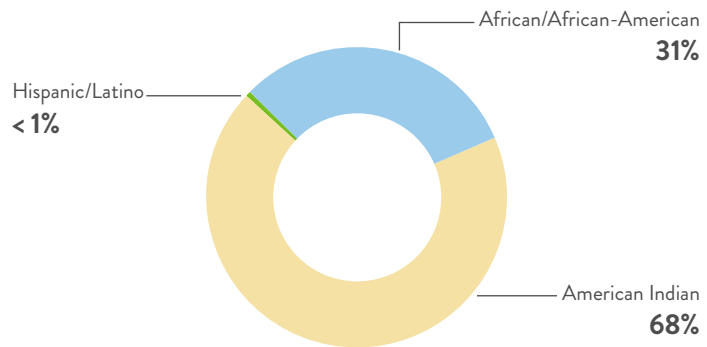


Southside Community Health Services was founded in 1971 by three VISTA volunteers to provide affordable and accessible primary care to underserved individuals and families in the south Minneapolis community.

## PRIORITY HEALTH AREA SPOTLIGHT

Heart disease and stroke are the second and third leading causes of death in Minnesota. Overall, heart disease and stroke mortality rates in Minnesota are lower than the nation as a whole. However, African Americans and American Indians die at much younger ages than Asian Americans, Hispanics/Latinx, and whites. Over time, those with the highest income and educational levels have the greatest decline in heart disease and stroke mortality.

**Collective Impact:** 30,307 individuals were reached through the work of five grantees addressing this priority health area in 2017-18. The proportions of individuals reached by race/ethnicity are shown in the figure below.



EHDI grantees addressing heart disease and stroke identified common measures to track and report. Collective results include:

- ★ 2,584 blood pressure screenings
- ★ 936 participants in wellness programs
- ↑ Higher amounts of weekly physical activity compared to before programming

## MDH ELIMINATING HEALTH DISPARITIES INITIATIVE

The Eliminating Health Disparities Initiative (EHDI) grant program was created to address health inequities for populations of color and American Indians across eight different priority health areas. Since 2001, the EHDI approach has been to support organizations and projects run by and for communities of color and American Indians to develop and implement strategies that are effective in reaching their communities. Every few years, the program reallocates the competitive grants to organizations and tribes across the state of Minnesota. The current grant cycle is from 2016-2019.