Creating a Sense of Place in Southwest Madison:
An Evidence-Based, Public Health Approach to Community Revitalization

Kim Neuschel BSN, RN
Jessica LeClair BSN, RN
Place Matters

Where people live translates into health outcomes.

- Access to resources
- Access to illegal drugs, alcohol, tobacco
- Segregation
- Safety
- Green space
- Mobility rates
- Healthy food options
- Employment opportunities
- Social Capital
The Role of Public Health

- Primary prevention
- Evidence-based
- Collaborative
- Community-driven
The Role of Public Health

Health Equity Team

**Overarching Goal:**
Strengthen social, political and economic structures within and between communities to eliminate health inequities.
The Role of Public Health

Health Equity Team

Diagram: The Role of Public Health

1. Social, Economic & Political Factors
2. Living & Working Conditions
3. Public Services & Infrastructure
4. Individual Behaviors
5. Individual Factors
6. Health
Early Public Health Initiatives in Southwest Madison

**Initial goals:**
- Access to healthy foods and build social capital

- Meadowood Community Suppers
- SW Farmer’s Market
- Support Community Gardens
- Community building events
Shift in focus... VIOLENCE PREVENTION

- Summer 2009 – killing of 17 y/o male on Leland/Balsam
- Multiple incidence of shots fired in Hammersley and Balsam/Russett neighborhoods
- Additional shootings in surrounding communities
Why is Violence a Public Health Issue?

Violence is a social determinant of health

- Neighborhoods that have high levels of violence/perceived violence also live with inequality.
  - Lower levels of social capital
  - Poor access to resources
  - Higher rates of poverty
Public Health Assessment

✓ Literature Review
✓ Qualitative Interviews
✓ City/Police Data
✓ Community Survey
Police Data

More likely to be a *victim* of crime if you live in the low-income areas of SW Madison.
Community Survey

Social Ties by Race and Home Ownership

% Engaging Often Neighbors

- **Owner**
- **Renter**

<table>
<thead>
<tr>
<th></th>
<th>White</th>
<th>Non-White</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Owner</strong></td>
<td>38</td>
<td>18</td>
</tr>
<tr>
<td><strong>Renter</strong></td>
<td>24</td>
<td>12</td>
</tr>
</tbody>
</table>

- **Community Survey**
Guiding Principles
Start small, community driven, comprehensive, flexible

- Maintain community based supportive services
- Increase access to supportive services
- Improve the surrounding environment
- Improve housing
- Build social capital
- Improve economic development
- Increase educational opportunities
- Invest in youth as an asset
- Create an empowered community

NEIGHBORHOOD REVITALIZATION IS VIOLENCE PREVENTION!!
Public Health Recommendations

Maintain community based supportive services

• Joining Forces for Families
• Children’s Service Society
• Early Childhood Initiative
Public Health Recommendations

Increase access to supportive services for residents

- Job Center
- Domestic Violence
- Drug and Alcohol Addiction
- Mental Health
Public Health Recommendations

**Improve the Surrounding Environment**

• Gardens/Sustainability efforts
• Community art
• Parks/Playgrounds
• Refuse
• Lighting
Front Yard Garden Project

• PHMDC Project started in 2010
• Goals: Beautification, food security, community building
• 8 front yards planted in 2010; 15 planted in 2011
• Neighborhood visioning to designs
• Resident workgroup forming to guide project
Meadowood Front Yard Gardens
**Public Health Recommendations**

**Improve Housing**

- Lighting
- Home Ownership/Owner-Occupancy
- Building maintenance
  - Funding possibilities
    - Tax incentives
  - Community work-days
    - Village Building Converge
- Housing Feasibility Assessment
- SW Housing Partnership
SW Housing Partnership

- ORUCC Mission Gift
- PHMDC/JFF/Common Wealth proposal
- SW Madison Housing Organizer
- Create a SW Madison Housing Resource Center
- Organize with residents and stakeholders around root causes of homelessness
Public Health Recommendations

**Build Social Capital**

- Supporting/expanding/building community gathering spaces
  - Meadowood Neighborhood Center expansion
  - Support the Madison Metropolitan School District’s open school house
  - Revitalize green spaces
  - Southwest Farmers’ Market

- Continuation/expansion of community building events
  - Community suppers/block parties/festivals
Meadowood Community Suppers

- Quarterly meals
- Good turnout
- Diverse
- Relationship building and increasing leadership capacity
- Organizing tool
Public Health Recommendations

**Improve Economic Development**

- Supporting/expanding efforts to place local residents in jobs
  - Hook-up program
  - Collaborations with local workforce development agencies
- Creating jobs within the neighborhood
  - Garden-to-market project
  - Small business initiatives (social enterprise)
Economic Development Workgroup

2011-12 Goals:

• Improve image of Toki Middle School
  – OSSP Grant
  – Community/School Garden

• Fill vacancy in Meadowridge Shopping Center
  – Neighborhood survey (250 responses!)
  – Building relationship with management company to market openings
Public Health Recommendations

**Increase Educational Opportunities**

- Build Campus Community Partnership
  - Education for residents
  - Student power!
- Leadership Training

[Logos and text for Edgewood College, Madison Area Technical College, and UW Madison]
UW-Madison Partnership + Grassroots Leadership College

- Replication of *Science Shop Model* in SW Madison

- Grassroots Leadership College offering neighborhood leadership trainings
Public Health Recommendations

**Invest in Youth as an Asset**

- Youth Organizer
- Intensive local mentoring programs for youth
  - Evidence-based community and school mentoring program
  - *Local* residents mentoring *local* youth
- Expansion of youth programming
  - Drop-in park programming
    - Replicate Summer Night Lights Program???
Public Health Recommendations

**Invest in Youth as an Asset**

- Expand/support youth employment initiatives
  - Youth Employment Mentoring
  - Social Enterprise model
- Support and continuation of Youth Court on SW side
Investments in Youth

- Park Program
- Clean and Freshies
- 2011-13: Youth Organizer
Create an Empowered Community Culture

• Response to acts of violence
  ➢ Protest or vigil (media invited)
  ➢ Social Marketing Campaign

• Community Organizer
Community Empowerment

SW Madison Community Organizers (SWMCO)

• Represents 4 SW neighborhoods
• Formed to explore hiring a Community Organizer, has evolved into the organizing body for the neighborhoods
  ➢ Build leadership capacity in neighborhoods
  ➢ Coordinate/communicate re: cross neighborhood issues
  ➢ Support organizing efforts in all 5 neighborhoods
  ➢ Seek funding opportunities
  ➢ Engage youth in organizing process (recently hired youth organizer)
Community Empowerment

Beginning in 2011:
- SW Madison Community Organizers facilitated Meadowood issue ID process in January

Meadowood Workgroups/Goals ID’d for 2012:
- Safety
- Economic Development
- Youth Programming?
- Beautification?
- Community supper planning
- Front Yard Gardens
• SWMCO began organizing process in Hammersley-area neighborhood summer 2011
• Neighborhood Leaders Group formed:
  - Hosted series of community events
  - Traffic Safety workgroup formed
  - House meeting visioning process currently underway
• Primary Vision:
  - Community governed gathering space
  - Opportunities for all youth to succeed (programming, tutoring, mentoring, employment, college prep, scholarships)
Kim Neuschel, PHN – 608-243-0343
kneuschel@publichealthmdc.com

Jessica LeClair, PHN – 608-242-6296
jleclair@publichealthmdc.com