BeHeardMileHigh is a project of The Center for African American Health that is devoted to gathering the wisdom and knowledge of Metro Denver’s African American residents and creating a unified voice that will be used to improve our communities and build healthier infrastructures.
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BeHeardMileHigh Executive Summary

BeHeardMileHigh was conceptualized in 2016 as an opportunity to create positive change in our community that is trusted, guided by, and inclusive of the Metro Denver African American voice. All too often communities of color are overlooked or underrepresented in data, and therefore decisions are made without understanding a diverse range of perspectives and experiences. BeHeardMileHigh was created to change the dialog and create courageous conversations about social justice, health, and well-being in our community.

This year has been a tremendous success, and our momentum is strong. Over the course of the year we recruited over 800 individuals to join the movement, attended a variety of community events to promote our work, convened a diverse array of experts and leaders to inform our efforts, and presented our success at professional meetings and conferences. As we round the year to 2018 we are passionate to continue our success and explore the utilization of data in advocacy work, partnerships with community organizations to collect additional relevant and timely data, and optimize recruitment efforts.

This work would not be possible without the support and dedication of countless individuals and organizations, and most importantly, the community. Join us in 2018 to accelerate the movement, and BeHeard!

In gratitude,

Deidre Johnson, MBA
CEO & Executive Director

Lynn VanderWielen, PhD, MPH
Director of Research & Evaluation
BeHeardMileHigh leverages local community and organizational expertise through the BeHeardMileHigh Community Advisory Board (CAB). The CAB is a dynamic, collaborative, and engaging group of professionals representing 19 government, nonprofit, and other local agencies in the City and County of Denver. Each organization in the CAB serves as a thematic expert for the social determinants of health, as well as an avenue to disseminate and share BeHeardMileHigh efforts with the greater Metro Denver area.

A total of 49 members have been recruited in the CAB and have continuously been involved in the marketing, recruitment, and communications of BeHeardMileHigh. Every member in the CAB comes from variety of sectors, including physical health, mental health, transportation, education, law, policy, homelessness, early childhood, and public health. The following 19 organizations are represented in the panel’s CAB:

- Aurora Mental Health Center
- The Center for Improving Value in Health Care
- Children’s Hospital
- Colorado Center on Law and Policy
- Colorado Cross Disability Coalition
- Colorado Department of Public Health and Environment
- Colorado Health Institute
- Denver Health
- Denver Housing Authority
- Denver Public Health
- Denver Public Schools
- Inner City Health Center
- Mental Health Center of Denver
- Metro Denver Homeless Initiative
- Regional Transportation District
- Rocky Mountain Youth Clinics
- Saint Joseph Hospital
- The Colorado Health Foundation
- Tri-County Health Department

“I have been so excited to see this project role out! We have needed this for such a long time and now people can share their voice - directly!” - Kellie Teter, Denver Public Health
Community Advisory Board Meetings

The BeHeardMileHigh Community Advisory Board (CAB) provides substantial support and guidance to our paneling efforts during our bimonthly CAB meetings hosted by The Center for African American Health. Attendees engage in facilitated small and large group discussions and collaboration to identify solutions to challenges, identify opportunities to improve methods, and optimize BeHeardMileHigh success. Each participating organization and individual lends expertise on components of the social determinants of health, the Metro Denver community, and creating an inclusive environment for critical conversations. Guest speakers contribute to the conversations as thematic experts to ignite discussion around the meeting topic and inform efforts. Meetings held in 2017 have been devised to achieve the following objectives:

- Identify potential panel names
- Brainstorm participant recruitment strategies
- Identify and prioritize survey topics
- Discuss opportunities to utilize BeHeardMileHigh data in advocacy work
- Reflect on the success of 2017 and set goals for 2018

These discussions were transformative to improve:

- Survey design and dissemination
- Participant enrollment
- Incentive structures
- Marketing and communications
- Organizational collaboration
- Advocacy efforts
Community Events

BeHeardMileHigh was present at several community events throughout the summer and fall seasons to improve our community presence and enroll panel participants.

Events were selected based on geographical location or on participant demographics to optimize enrollment by members of the African American Community. Through these efforts, over 800 individuals were enrolled via face-to-face recruitment.

The Center for African American Health 15th Annual Health Fair: 64 participants
Juneteenth Music Festival: 124 participants
Neighborhood Carnival: 8 participants
Destination Health: 94 participants
Struggle of Love Foundation: 41 participants
The Black Arts Festival: 212 participants
Community Fish Fry: 41 participants
The Family Block Party: 53 participants
EastSide Unified | Unidos 80205 Community Celebration: 17 participants
Fall Fest: 68 participants
New Hope Baptist Church Health Fair: 24 participants
Lil Teeth Dentistry Summer Fun Fair: 55 participants
BeHeardMileHigh Street Team Volunteers and Interns

Much of our success in 2017 is attributable to the interns and volunteers who dedicated time and energy to promote paneling efforts. These volunteers and interns were critical to the success of enrollment over summer and fall.

The BeHeardMileHigh Street Team, comprised of individuals of color recruited from a local Denver high school and college-aged individuals from the Metro Denver area, successfully recruited 628 participants into the panel through effective social engagement strategies and culturally responsive techniques at local community events.

The BeHeardMileHigh Street Team members leveraged connections with the local community and positive energy to effectively engage with community members.

“It was such a privilege to work with you this summer!” - Street Team Intern
Incentive Structure

BeHeardMileHigh successfully utilized several innovative and culturally responsive techniques for recruiting panel participants. Ongoing engagement strategies were applied to maintain panel enrollment and response rates, including incentives structured around minority-owned businesses and identification of incentives most attractive to the priority demographic. Incentive items included:

- Paintings
- Ice cream
- Children’s books featuring characters of color
- Bike (child and adult)
- Gift baskets (child activities, back-to-school)
- Michelle Obama tickets
- Body & Soul Salon & Day Spa for Men & Women gift cards
- Dave Chappelle tickets
- Coffee at the Point gift cards
- Bruno Mars tickets
- Wigs & Beauty Supply gift cards
- Denver sport tickets (Avalanche, Rockies)
Support of Local Businesses

BeHeardMileHigh supports and partners with local businesses that are owned by people of color and have a strong presence in the African American community. These intentional partnerships are mutually beneficial as BeHeardMileHigh utilizes partner products and services as incentive items while businesses disseminate flyers and other promotional materials. Our business partners include:

- Coffee at the Point
- Wigs & Beauty Supply
- Body & Soul Salon & Day Spa for Men & Women
- Akente Express
- Whittier Coffee

“I love what you all are doing for our communities that I’ve been a part of for so long. I’m happy to share my business to help you get going!” – Local business owner
Marketing and Media

BeHeardMileHigh has been successful in collaborating with its contracted communications firm, Progressive Promotions, to optimize the panel’s branding and communication strategies.

Through their diligent efforts, we have been successful in disseminating articles and collateral items through various media platforms and locations. We continue to grow to reach every corner in Metro Denver and potentially Colorado.

Communications for BeHeard have reached the following media platforms and locations:

- Denver Urban Spectrum
- Denver MUSE
- Denver Public Library (25 branches)
- City and County of Denver Government
- Pastor Willa Chandler’s ACTS Food Bank
- Saint Joseph Hospital
- University of Colorado Denver (Auraria Campus)
- LiveWell Colorado
- Social Media: Facebook, Twitter, Instagram
Presentations

The BeHeardMileHigh team served as speakers for a variety of conferences and events to raise awareness about BeHeardMileHigh efforts, receive feedback, and disseminate findings.

Presenters included Deidre Johnson, MBA, Executive Director and CEO for the Center for African American Health, Lynn VanderWielen, PhD, MPH, Director of Research and Evaluation, and Wivine Ngongo, MPH, Panel Manager for BeHeardMileHigh.

*Culture of Data Conference, Arvada, CO*

A presentation on the methodologies and status of BeHeardMileHigh was delivered before an audience of public health professionals in the Metro Denver area.

*80205 Summit, Denver, CO*

A presentation on the status and survey methodologies for BeHeardMileHigh was delivered before an audience of community members and health care leaders from Denver Health, Kaiser Permanente, Presbyterian St. Luke’s Medical Center, and St. Joseph Hospital.

*Community Health Resource Forum, Denver, CO*

A presentation pertaining to BeHeardMileHigh methodologies and updates for an audience of home care providers, senior and human services, various community-based organizations, and case management agencies.

*Annual Mile High Data Day, Arvada, CO*

A presentation covering the broad scope of BeHeardMileHigh was given to public health professionals and data users in the Metro Denver area.

*Public Health in the Rockies Conference, Keystone, CO*

A presentation on BeHeardMileHigh was delivered to public health professionals and agencies that sought to learn more about the panel and build partnerships. Elements covered included the study methodology, the Community Advisory Board, recruitment strategies, incentive structures, and directions for the future.

*East5ide Unified | Unidos 80205 Community Celebration, Denver, CO*

A summary on BeHeardMileHigh paneling efforts was delivered to local community members and the East5ide Unified | Unidos 80205 organization members.
The BeHeardMileHigh Survey Methodologist Intern researched and created 22 micro surveys covering various social determinants of health topics. Four surveys have been successfully disseminated between August and December 2017. Surveys include:

- Demographic Survey
- Self-Perceived Physical Health (& Perceived Physical Health of Child)
- Self-Perceived Mental Health (& Perceived Mental Health of Child)
- Self-Perceived Oral Health (& Perceived Oral Health of Child)
- Housing
- Community Cohesion
- Transportation
- Education (& Education of Child)
- Police Interactions
- Built Environment
- Parenting
- Access to Healthy Foods
- Disabilities
- Discrimination
- Safety
- Healthcare Access
- Healthcare Utilization
- Healthcare Quality
Current Panel Demographics

Panel Size: 870 participants

BeHeardMileHigh Participant Self-Identified Gender

- Male
- Female

BeHeardMileHigh Participant Self-Identified Race

- Pacific Islander
- Native American
- Hebrew
- Israelite
- Multiracial
- Other
- Asian
- Biracial
- Hispanic or Latino
- White
- African American or Black

BeHeardMileHigh Participant Education

- Less than High School
- Doctoral Degree
- Some Graduate School
- HS Diploma/GED
- Masters Degree
- College Degree
- Some College

BeHeardMileHigh Participant Parent/Guardian/Caregiver of Children Under the Age of 18

- No
- Yes

Updated December 2017
Current Panel Demographics

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<th>Age (years)</th>
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<tr>
<td>Lakewood</td>
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BeHeardMileHigh Participant Contact Mode Preference

- Email: 500
- SMS Text: 200
- Mailed Survey: 100

BeHeardMileHigh Contact Frequency

- More than once a month: 300
- A few times a year: 250
- Once a year: 200
- Once a month: 150

Updated December 2017
BeHeardMileHigh Contact

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Panel Manager

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