

REFRESH

NEIGHBORHOOD

DATA PROJECT

METHODOLOGY

From summer 2017 to winter 2018, Broad Community Connections (BCC) led a community-based participatory research study to collect information on the health, wellbeing, wants and needs of residents living near the ReFresh Project. In total, researchers collected 200 door-to-door surveys from adult residents, all living within one-square mile of the ReFresh Project at 300 N Broad Street in New Orleans. BCC also conducted focus groups with neighbors from key resident demographic groups. The methods used for this project are described here.



ReFresh
PROJECT

The ReFresh Project is a community health hub and collaborative of cross-sector partners working to achieve health equity in New Orleans neighborhoods along North Broad Street. Through health education programming, community engagement, information sharing, and systems-change advocacy, we work to ensure that all local residents have the tools, education and supports needed to be healthy and happy.

OUR APPROACH: COMMUNITY-BASED PARTICIPATORY RESEARCH

The WK Kellogg Foundation defines community-based participatory research (CBPR) as a "collaborative approach to research that equitably involves all partners in the research process and recognizes the unique strengths that each brings. CBPR begins with a research topic of importance to the community, has the aim of combining knowledge with action and achieving social change to improve health outcomes and eliminate health disparities." *Simply put, CBPR is a way to conduct research that provides community members equal ownership over the research process and what decisions are made with the results.*



ReFresh Neighborhood Data Project

Visit refreshnola.org for the complete set of data briefs detailing our findings. For more information on the ReFresh Project, email info@refreshnola.org or call 504.444.2890.

RESEARCH TEAM

Elizabeth Burpee, *MPH, MSW* – ReFresh Director, Broad Community Connections

Jylana L. Sheats-Stuart, *PhD, MPH* – Tulane School of Public Health and Tropical Medicine, Department of Global Community Health and Behavioral Science, affiliate faculty member of the Tulane Prevention Research Center

Lucy Sutter, *MPH* – BCC graduate-level intern, Tulane Prevention Research Center

ReRefresh Community-Member Researchers (RCRs)

- Jeremy Bolling
- Ebony Chambliss (survey design only)
- Monicka Henry (Research Captain)
- Royliene Johnson
- Assane "Sam" Ndiaye
- Kaisas Peguero
- Anna Quartermaine

SURVEY DESIGN

STEP 1 BCC worked with a Tulane School of Public Health and Tropical Medicine faculty member to determine the following overarching research questions for the survey:

- *How healthy are people in ReRefresh neighborhoods?*
- *What are the core social determinants of health (SDOH) affecting individuals' physical, mental, social and emotional health in these neighborhoods?*
- *Considering these SDOH, what level of access do people really have to relevant and quality health-related resources?*
- *Where are opportunities to combat inequities and ensure people can meet their full health potential within these communities?*

STEP 2 BCC and the faculty member reviewed and collected validated survey questions from a variety of sources, including:

- USDA Current Population Survey Food Security Supplement questionnaire
- Behavioral Risk Factor Surveillance System 2016 survey
- Tulane Prevention Research Center's 2013 "Makin' Groceries" survey
- Survey of Household Economics and Decisionmaking
- UCLA Loneliness Scale



ReRefresh Neighborhood Data Project

Visit refreshnola.org for the complete set of data briefs detailing our findings. For more information on the ReRefresh Project, email info@refreshnola.org or call 504.444.2890.

STEP 3 BCC facilitated a series of meetings with the full research team to determine which validated survey questions best addressed our research questions, and which questions would or would not resonate with people in the community.

STEP 4 As a result, the research team selected some questions and left them as-is for the survey, tailored the language of some questions to be more relevant to our communities, and deleted the remaining questions. The research team also created a set of original survey questions specific to the community and research questions.

- The research team collaborated on writing the survey narrative and consent forms.
- BCC worked with a native Spanish-speaking RCR to translate survey questions, the survey narrative, and consent form into Spanish and devise additional questions relevant only to native Spanish-speakers.*
- The final survey included five main sections with both multiple choice and open-ended questions. The adult English-language survey had 59 questions, and the adult Spanish-language survey had 67 questions. Sections included:
 1. Demographics
 2. Eating and physical activity habits
 3. Physical health status and health care status and practices
 4. Emotional health
 5. Neighborhood health and context

*Post-Katrina New Orleans saw a large influx of Spanish-speaking immigrants who moved to the city to help rebuild. There is a dearth of current data on this population, and we saw the ReFresh survey as an opportunity to gather basic information from Spanish-speakers, including their country of origin and how long they have lived in the United States and in the city.

TRAINING AND PILOT TESTING

BCC contracted with local nonprofit organization Fund 17 to train ReFresh Community Researchers in survey conduction best practices, as well as how to use data collection tools. The research team then pilot-tested the surveys with volunteer ReFresh Project partners and community members, tweaking the survey narrative and questions as recommended.

GATHERING SURVEY DATA

Fund 17 provided surveyors with smartphones linked to parcel and mapping software and provided overall monitoring of incoming survey data and data quality control. Fund 17 also produced "parcel lists" for surveyors to identify and keep track of residences visited.



ReFresh Neighborhood Data Project

Visit refreshnola.org for the complete set of data briefs detailing our findings. For more information on the ReFresh Project, email info@refreshnola.org or call 504.444.2890.

From July to September 2017, RCRs visited homes on their parcel lists in teams of two, knocking on doors and asking to speak with the "person living in the home who makes most of the day-to-day decisions." RCRs used smartphones to capture survey responses in real-time.

All people who completed the survey received a small "thank you" for their participation: a coupon for Whole Foods Market groceries or a token for a free coffee at Liberty's Kitchen, both located in the ReFresh Project. Participants also had the opportunity to sign up and receive future ReFresh Project announcements and/or participate in the study's winter 2018 focus groups.

BY THE NUMBERS

RCRs knocked on doors in two phases, covering a total of 1.14 square miles:

- **Phase I:** Every accessible residential parcel within a two block radius of the ReFresh Project
- **Phase II & III:** Every fourth residential parcel between the three and eight or nine block radius (depending on area) of the ReFresh Project

In total, RCRs achieved the following:

- **1,217 home visits** to **872 unique parcels**
- **200 completed adult surveys** with a **23% response rate**
- **Surveyors collectively worked over 500 hours**

DATA ANALYSIS

BCC's graduate-level intern from the Tulane Prevention Research Center used SPSS software to code and analyze raw quantitative survey data, stratifying the data by race and ethnicity, age, highest level of education achieved, and self-determined level of financial wellbeing when relevant.

FOCUS GROUP METHODOLOGY

While the surveys provided the ReFresh Project with an immense amount of information, BCC hosted focus groups with residents from the largest demographic groups in the neighborhood in order to gain a deeper understanding of the context behind survey results. ReFresh Project organizational partners and community members assisted in recruiting residents for the focus groups and contributed to creating focus group questions along with BCC staff and RCRs. Each focus group participant received a gift



ReFresh Neighborhood Data Project

Visit refreshnola.org for the complete set of data briefs detailing our findings. For more information on the ReFresh Project, email info@refreshnola.org or call 504.444.2890.

certificate for groceries as a "thank you" for their participation. In January 2018, BCC facilitated the following four focus groups, each two-hours in length:

- Black adults, aged 65 years and older (6 participants)
- Black adults, ages aged 35 – 64 years and older (5 participants)
- Young Professionals, aged 25 – 34 years (6 participants)
- Youth, aged 12 – 17 years (7 participants)

We were unable to conduct a focus group with Latinx adults in January 2018. BCC did, however, conduct two two-hour focus groups with a total of 17 Latinx adults in New Orleans (specific ages unknown) in February and March 2016, the findings of which are referenced throughout these data briefs.



ReFresh Neighborhood Data Project

Visit refreshnola.org for the complete set of data briefs detailing our findings. For more information on the ReFresh Project, email info@refreshnola.org or call 504.444.2890.