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PROJECT TITLE: Smoketown Hopebox

PROPOSAL NUMBER: 03-06191.UL	PIs: Edmonds & Walton	
RESEARCH THEME: Population Health		
BUDGET: 50,000	UNIVERSITY: UL	PROJECT YEAR: 1

PROJECT DESCRIPTION:

This project is a socially and culturally responsive innovation project comprised of a laundromat, compassion clinic (to provide training to University of Louisville medicine, nursing, and dental students), arts & culture program to celebrate Black heritage, digital learning lab, and business incubator for multiple employee-owned cooperatives and sole proprietorships. It will use the Center for Creative Placehealing's (CCP) cultural solutions method for health-related community development.

HOW THIS IS DIFFERENT THAN RELATED RESEARCH:

Well-being is fundamentally influences by the cultural contexts from which we make meaning. It is the interaction of the cultural relationships between the different levels of the social-ecological model that reveals new ways of understanding cultural assets/opportunities, and how they can be reimagined to support improved public health outcomes. This "re-imagining" is a culturally responsive process to innovation. Evidence shows that this innovation process itself, if well designed and understood, can yield health-protective factors.

EXPERIMENTAL PLAN:

1. Launch the programming and physical construction of the Smoketown Hopebox.
2. Use an asset-based community development approach.
3. Utilize a co-innovation triad approach.
4. Generate a sustainable business model for all organizations involved.
5. Measure impact for all people participating in the project. Indicators to measure will include hope, medical mistrust, belonging (HTB).

EXPECTED MILESTONES:

(1) Write a position paper that draws from a systematic literature review on culture, hope, trust and belonging (HTB) related to caregiving and innovation/entrepreneurship for products or structural improvements.
(2) Utilizing CCP's HTB survey prototype, conduct surveys to inform the discovery process.
(3) Facilitate 3 culture labs.
(4) Identify at least 1 new, actionable design, co-created with employees, for developing a strategic hypothesis for growth.

BENEFITS TO INDUSTRY:

Advance knowledge of inclusive community development models using a co-innovation approach, grounded in culture.
Advance knowledge of a university-wide anchor institution's approach to community engagement.

EXPECTED DELIVERABLES:

Asset-based community development model to support missional and financial sustainability of multiple neighborhood organizations through a functioning non-profit organization (i.e. Smoketown Hopebox Corporation)