PROJECT TITLE: Utilize Culture/Creative Industry to Impact Obesity Prevention

PROPOSAL NUMBER: 04-06191.UL	PIs: Theo Edmonds	
RESEARCH THEME: Population Health		
BUDGET: $50,000	UNIVERSITY: UL	PROJECT YEAR: 1

PROJECT DESCRIPTION:

Engaging culture as a social determinant of health using the Center for Creative Placehealing's (CCP) cultural-solutions method for health-related community development supports the CDC funded obesity focused project (SPAN) in Kentucky by offering culturally-responsive innovation trainings in collaboration with IDEAS xLab. The purpose of the training is to build capacity in state-level staff and stakeholders by improving the understanding on how culture intersects with health equity including how it applies to people in rural/urban settings.

HOW THIS IS DIFFERENT THAN RELATED RESEARCH:

(1) Understand how culture intersects with health equity including how it applies to people in rural settings, those with disabilities, and other groups.
(2) Combine principles and approaches rooted in health equity, hope and heritage in creating an innovative project design/community engagement strategy that goes beyond traditional methods that rely predominantly on behavior change.
(3) Think expansively about how to leverage the power of local arts, faith, and sport communities in trust building, qualitative data collection, and community participation

EXPERIMENTAL PLAN:

(1) Train PH leaders from across Kentucky in the CCP model
(2) Uses an asset-based to community-based innovation
(3) Utilizes a co-innovation triad approach to engage: business (work), faith (pray), sports (play), school (learn), or seniors/public associations (live)
(4) Generates sustainable public health entrepreneurship approaches to obesity prevention
(5) Develops methodologies that could be deployed for measuring impact through indicators including hope, medical mistrust, and belonging

EXPECTED MILESTONES:

Months 1-5: Develop local level trainings, develop implementation application, and evaluation plan finalized
Months 6-10: Hold local level trainings
Months 11-12: Support launch of communication plan and develop culturally-responsive toolkit in partnership with SPAN partners

BENEFITS TO INDUSTRY:

(1) Expands opportunities for investing in prevention science
(2) Makes cultural-impacts on health measurable
(3) Strengthens leadership
(4) Promotes cross-culture innovation
(5) Creates cultural markets for health

EXPECTED DELIVERABLES:

(1) Design and facilitate multiple innovation training sessions
(2) Develop toolkit based on experience