



Cherry Legacy

Getting Healthy Zone

Neighbors

2023

REPORT

TO THE COMMUNITY

OUR VISION

The Getting Healthy Zone is a **community-driven initiative** working to increase infant vitality, improve the health of residents and create a community where people want to live, work and visit. The Getting Healthy Zone serves the neighborhoods along the Cherry Street Corridor.



BACKGROUND

Concerned about the high infant mortality rate in the neighborhood, Mercy Health engaged residents, beginning in August 2018, to come together to share their insights and experiences related to this issue.

The infant mortality rate is not only seen as a measure of the risk of infant death, but it is used more broadly as a barometer of community health status, access to health services and of the health and well-being of families. Through these conversations, a plan was developed to support residents to address the social determinants of health and structural racism, the root of poor birth outcomes.

2018-2023 Goals:

- Connect residents with information and resources to increase infant vitality and to promote and/or improve their health
- Connect residents with living wage jobs and job training and assist them with credit repair and home ownership
- Connect entrepreneurs with needed resources

HOW ARE WE DOING?

In 2023, Dr. Celia Williamson, Professor at the University of Toledo, conducted two focus groups and surveyed residents. She noted, “Led by the Getting Healthy Zone organizer, both the residents and direct service providers are highly invested in making the community better.”

71% of residents reported they believe the neighborhood improved in safety, health, and access to resources

Based on resident responses, residents and community partners committed to working together in 2024 and updated our goals to:



INCREASE
INFANT
VITALITY

IMPROVE
HEALTH

IMPROVE
ECONOMIC
STABILITY

BEAUTIFY &
PRESERVE
THE
NEIGHBOR-
HOOD

INCREASE
POSITIVE
ACTIVITY

PROVIDE
CARE &
SUPPORT

OVERVIEW OF 2023 EVENTS

February:

- Toledo GROWs Seed Swap
- Love Your Baby Event at Seaway Marketplace

March:

- Job Readiness Workshops

April:

- Warren Sherman Council Easter Egg Hunt
- Habitat for Humanity Playhouse Build
- Wayman Palmer YMCA Spring Fling

May:

- Mercy Health- Kids Don't Come with Instructions
- Toledo Summer Youth Showcase

June:

- Warren Sherman Reunion Picnic
- Connecting Kids to Meals Summer Meal Kick-off
- Neighborworks Ribbon Cutting Ceremony

August:

- Be SMART Campaign Kick-off
- Getting Healthy Zone Back to School Event
- United Vision Baptist Church Community Day Event

September:

- Warren Sherman Festival
- Wayman Palmer YMCA Groundbreaking Ceremony

October:

- Grace Community Center Harvest Fest
- Healthy Halloween at Franklin Avenue Medical Center
- Scott High School Trunk-or-Treat
- Wayman Palmer YMCA Trunk-or-Treat

November:

- Conscious Parenting Classes at Wayman Palmer YMCA
- Mercy Health St. Vincent Medical Center Tree Lighting

December:

- Seaway Marketplace Toy Drive

★ **Monthly events:** Health screenings at Wayman Palmer YMCA and Kent Branch Library provided by Mercy Health. Toledo Museum of Art Program at Kent Branch Library.



INFANT VITALITY

Mercy Health is committed to addressing infant mortality by providing high quality programs for pregnant moms to improve birth outcomes and provide support for parents of children birth to three years. Programs include:

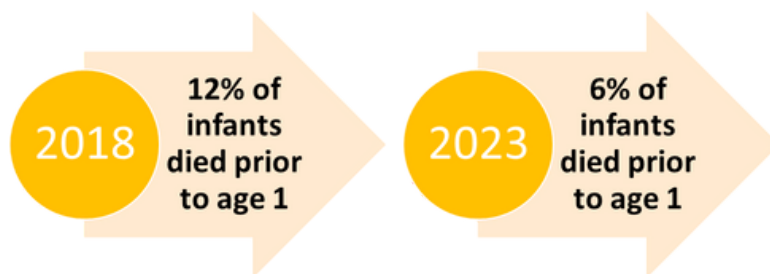
PATHWAYS: Helps pregnant moms navigate the healthcare system, connect to needed social services, such as housing, transportation, food and clothing, and prepare for baby’s arrival.

HELP ME GROW HOME VISITATION: Serves expectant moms and families with children up to 3 years of age. Help Me Grow helps parents support their child’s growth and development and build strong families. Services include: developmental screenings, parent education, social support, and linkage with community resources.

MOTHER CHILD DEPENDENCY PROGRAM: Case managers link pregnant moms with OB's knowledgeable about opioid and stimulant use in pregnancy, provide on-going support to stay sober, and connect moms with community resources and needed baby items.

For families in the zone participating in the above Mercy Health Programs, there were no infant deaths.

Percentage of Infant Deaths in the 43608, 43610, and 43620 Zip Codes



2023 Infant Mortality Rate (IMR) (Number of Infant Deaths Per 1,000 Live Births)

Lucas County	GHZ Census Tracts	Healthy People 2030 Goal
IMR 11	IMR 4.5	IMR 5

While the Getting Health Zone serves the 43608, 43610, and 43620 zip codes, our emphasis is on census tracts 17, 22, and 23.

Note: Statistics based on preliminary data provided by Lucas County Health Department



Parents & Youth



KIDS DON'T COME WITH INSTRUCTIONS

On May 4, 2023, over 30 pregnant moms and families with children birth to three years of age came together to learn about brain development, the importance of play, safe sleep, breastfeeding, financial literacy, and the support home visitation programs in our area can provide. Children were provided with toys to take home to aid in their development. A Mercy Health pediatric resident was on hand to answer medical questions.

TRICK-OR-TREAT

Nearly 1,000 children and families attended the Champions for Children Healthy Halloween event at Franklin Avenue Medical Center, the Scott High School Trunk-or-Treat, and the Wayman D. Palmer YMCA Trunk-or-Treat.



LOVE YOUR BABY

Held at Seaway Marketplace on February 10, 2023, representatives from the Lucas County Health Department, Mercy Health Help Me Grow and Early Head Start, and NeighborWorks Financial Opportunity Center shared health and wellness resources for pregnant moms and families.



BACK TO SCHOOL

Three hundred children received backpacks and school supplies thanks to donations from SSOE and Sun Federal Credit Union.



TOY GIVE-AWAY

In December, Santa Claus came to Seaway Marketplace to provide toys for 400 children in the neighborhood.

BE SMART CAMPAIGN KICK-OFF

On August 20, 2023, community leaders and residents launched the Be Smart Campaign to educate the community about safe storage of firearms. Be SMART, a program of Everytown for Gun Safety, helps parents normalize conversations about gun safety and emphasizes taking responsible actions that can prevent child gun deaths and injuries, youth suicide, and gunfire on school grounds.

The Be SMART program encourages adults to:

- **Secure** all guns in homes and vehicles.
- **Model** responsible behavior around guns.
- **Ask** about the presence of unsecured guns in others' vehicles and homes when a child visits.
- **Recognize** the role of guns in suicide.
- **Tell** others to Be SMART.

Over 500 gun locks have been distributed thanks to donations from Toledo Police Department, Nationwide Children's Hospital-Toledo and the US Department of Veteran's Affairs.



Toledo Mayor Wade Kapszukiewicz, presented a proclamation at the Kick-off for “outstanding achievements that reflect on the well-being and growth of the Toledo community and its citizens.”

Pictured: Fanny Effler, Toledo Olde Towne, Resident Leader, Toledo Police Chief Troendle, Angela Mingo- Vice President Nationwide Children's Hospital Affairs, Donna Malone- Mom's Demand Action, Cindy Pisano, Mercy Health Getting Healthy Zone Project Director, Toledo City Mayor Wade Kapszukiewicz, and Jeff Dempsey- President of Mercy Health St. Vincent Medical Center



Toledo Youth Summer Showcase

The Getting Healthy Zone partnered with the City of Toledo to host the Summer Youth Showcase on May 4th at Joe E. Brown Park. While the city showcased their summer programs for youth, Getting Healthy Zone partners focused on summer safety. Bicycle helmets, sun screen, and water bottles were distributed. Youth learned about healthy snacking, sun safety, the importance of staying hydrated, water and playground safety, gun safety, and more! Support for the event was provided by One Heart Foundation.

PROMOTING HEALTH

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Mercy Health nurses screened over 130 residents this year. Of those tested, 63% had abnormal blood pressure rates and 20% had abnormal blood sugar levels. Screenings took place the first Tuesday of each month at Wayman D. Palmer Community YMCA and the first Monday of the month at Kent Branch Library.

The Mercy Health Mobile Mammography Van was at various locations throughout the neighborhood and screened over 150 women (a 50% increase from 2022). Mercy Health Community Health Workers were out spreading the word about the the Ohio Department of Health Breast and Cervical Cancer Project (BCCP) that helps women who are uninsured or underinsured, with a gross household income at or below 300% of the Federal Poverty Level, receive these lifesaving screenings for free.

Mercy Primary Care Providers referred 137 patients residing in the Getting Healthy Zone to Community Health Navigators to address social determinants of health. Navigators connect patients with local agencies and assistance programs to support needs such as food, housing, transportation, and more.

STARTING FRESH

Forty-six residents participated in Mercy Health's five week Starting Fresh classes to learn strategies to manage diabetes and other chronic diseases. Participants received a 3-month membership to Wayman D. Palmer Community YMCA and a bag of fresh produce.

The Starting Fresh Monthly Support Group offered sessions on financial health, cervical cancer, resources for stroke survivors, healthy eating, advanced directives and end of life planning, suicide prevention, and more.





ADDRESSING FOOD INSECURITY

Grace Community Center, Grand Lodge, and Wayman D. Palmer Community YMCA distributed 13,322 food boxes, 2,000 meals and 3,150 weekender bags for children.

Residents had access to fresh produce through the 17 community gardens located throughout the Getting Healthy Zone.

On February 25, 2023, Toledo GROWs held their annual Seed Swap at Scott High School. 19,983 packets of seeds were distributed. In May, Toledo GROWs gave out 5,177 vegetable and herb seedlings.

Grace Community Center
 Tuesday 1:00 pm to 5:00 pm
 Friday: By Appointment
 (Home delivery available for seniors or neighbors with disabilities)
 419- 248-2467

Wayman D. Palmer YMCA
 Monday – Friday: 9:00 am – 4:00 pm
 419-241-7218

Grand Lodge Food Pantry
 3rd Thursday of the month
 11:30 am-1:00 pm
 Must be 18 years old or older with a valid State ID
 419-810-0993

Fitness



On September 12, 2023, the City of Toledo, in collaboration with the YMCA of Greater Toledo, broke ground for the new Wayman Palmer YMCA. The new YMCA will have a state-of-the-art indoor pool, an 8,000-square-foot gym, an expanded fitness center, an outdoor splash pad, and a wellness center. In addition, the new facility will host afterschool programming, youth and adult sports, ‘grab & go’ meals, and will also have a community hub with a full-time hub director experienced in working with at-risk youth and families.

The total cost of the project is \$28.7 million. The city has allocated \$19 million in federal relief funds to drive the project forward. Additional funding sources include a \$3 million contribution from the YMCA and \$6.7 million in Community Development Block Grants. The city is working to secure the additional \$5 million for the project.



CONNECTING RESIDENTS WITH LIVING WAGE JOBS, JOB TRAINING, AND CREDIT REPAIR

FINANCIAL OPPORTUNITY CENTER (FOC)

In 2023, the Neighborworks FOC at Franklin Avenue Medical Center served 859 residents.

- 82% increased their monthly income an average of \$794
- 97% increased their net worth an average of \$12,238
- 48% increased their FICO credit score an average of 47 points
- 49% were placed in jobs earning an average hourly wage of \$18.54
- 79% receiving tax prep services had an average tax refund of \$1,150



Job Readiness Workshops

Mercy Health RETAIN Program hosted workshops in the Getting Healthy Zone to prepare residents for upcoming job fairs.

Maintaining Employment

RETAIN assisted 18 ill and/or injured workers residing in the Getting Healthy Zone keep their jobs and/or more quickly return to work while they are recovering.

Education

68 residents were enrolled in classes at Mercy College in 2023. LISC provided funding for 156 residents to complete training in health care and manufacturing.

Employment

Mercy Health employed 111 residents in the 43608, 43610, and 43620 zip codes.

HOME OWNERS AND ENCOURAGING HOME OWNERSHIP

NeighborWorks Toledo, LISC, and the City of Toledo joined forces to build a house at 2421 Franklin Avenue. The house was built with concrete walls to decrease energy costs.



LISC redeveloped 4 homes to ready them for home ownership.

LISC completed 87 home repairs, totaling \$514,726.47, to assist existing homeowners in the neighborhood.

SUPPORTING ENTREPRENEURS

Getting Your Business Rolling Classes

The Mercy Health Innovation Team provided assistance to 25 residents.

Assisting Businesses

LISC, and the business organizations they fund, served 296 businesses.

89% of those served were Black, Indigenous, and people of color and 59% were female business owners.

Loans

LISC approved 10 business loans for an investment of \$65,000 in the Getting Healthy Zone.

WORKING TOGETHER



On April 22, 2023, thirty volunteers came together to build a playhouse for Grace Community Center. Funding for the project was provided by Leila's Promise, Toledo OH Chapter of The Links, Incorporated, and LISC Toledo, and Mercy Health. The Girl Scouts of Western Ohio Troop at Toledo Public Schools Old West End Academy were among those helping to construct the playhouse under the guidance of staff from Habitat For Humanity. The playhouse serves as a beacon for what a community can do in a short amount of time when they come together for a common purpose.



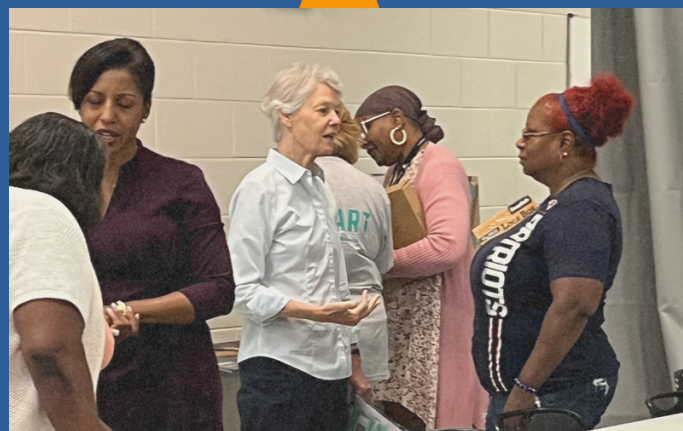
Over the Summer, Mercy Health sponsored the Toledo Museum of Art Outreach Program to work with children at Grace Community Center to design and paint the inside of the playhouse. Artists also painted benches and raised garden beds and were on hand at Kent Branch Library on a weekly basis to provide enriching art activities.



COMMUNITY

Representatives from the following organizations gather monthly to collaborate to meet community needs and support resident goals outlined in the Getting Healthy Zone Plan.

- Buckeye Health
- Center City Ministries- Catholic Diocese
- City of Toledo
- Grace Community Center
- Health Partners of Western Ohio
- Habitat for Humanity
- Hospital Council of Northwest Ohio
- Kent Branch Library
- LISC
- Lucas County Family and Children First Council- Early Head Start
- Mercy College
- Mercy Health
- Minority Health Commission
- Moms Demand Action
- Nationwide Children's Hospital Toledo
- Neighborhood Health Association
- NeighborWorks Toledo Region
- Pathway Inc. Brothers United
- Scott HUB
- Seaway Marketplace
- Toledo GROWs
- Toledo Lucas County Health Department
- Toledo Museum of Art
- VA Ann Arbor Healthcare System
- Wayman Palmer Community YMCA
- Zepf Center



NEIGHBORHOOD

- Old West End Association
- Toledo Olde Towne
- Warren Sherman Council

TO GET INVOLVED, CONTACT CINDY PISANO, GETTING HEALTHY ZONE PROJECT DIRECTOR, AT MERCY HEALTH: 419-251-2452 OR CKPISANO@MERCY.COM