

National Rural Livability Workshop

Community Engagement

Presentations

Nancy Andersen, AARP Montana

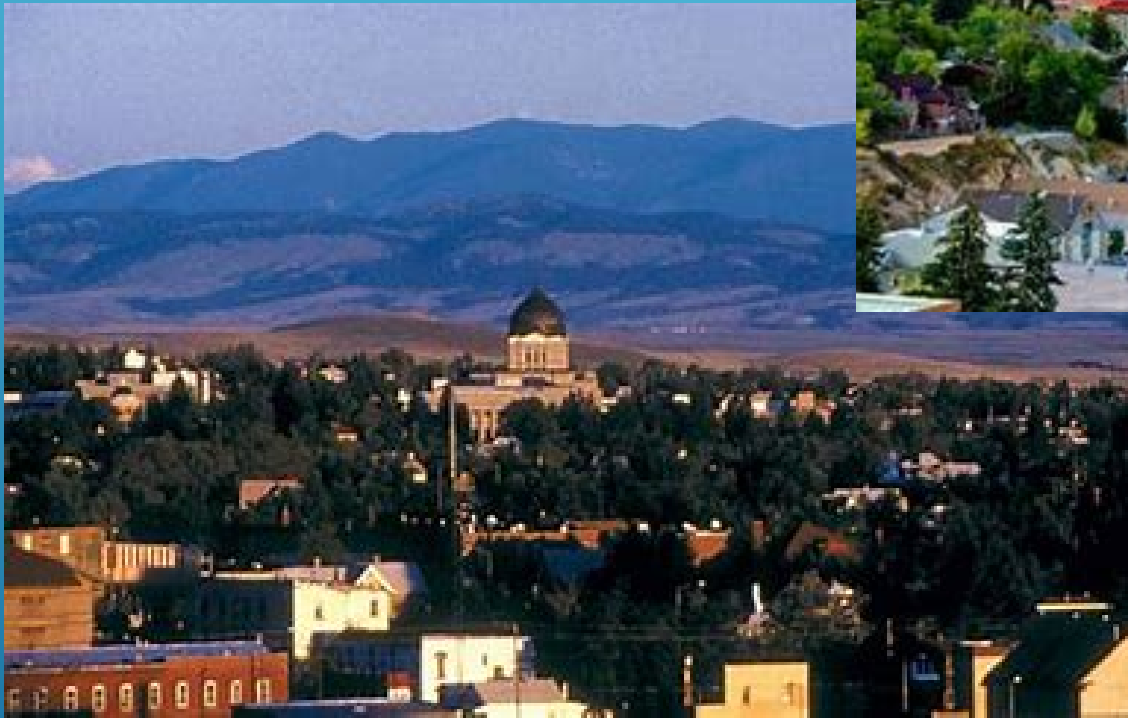
Building Community Interest and Excitement: A grassroots approach

Jermaine Mitchell, University of Montevallo, Alabama

The University as a Partner in Community Wellness

Bill Primmerman, Somerset Public Health

Improvisational Theater: Co-Creating a conversation about aging, health, and resilience



**BUILDING EXCITEMENT AND INTEREST:
A GRASSROOTS APPROACH IN
HELENA, MONTANA**

BUILDING COMMUNITY – A GRASSROOTS APPROACH HELENA, MONTANA

Build Volunteer Team

Recruit, Train, and Engage Volunteers



BUILDING COMMUNITY – A GRASSROOTS APPROACH

HELENA, MONTANA

Engage Strategically with Community Partners

Coalitions

- Healthy Communities Coalition
- Affordable Housing Task Force
- Healthy Together Coalition –Annual County Health Report
- Lifespan Respite Coalition

Organizations

- Montana Bike Walk
- Building Active Communities Institute (BACI)
- Red Cross – Sound the Alarm
- Habitat for Humanity
- Montana Attorney General
- Lewis & Clark Library
- Montana Gerontology Society
- Senior Corps
- Helena Chamber of Commerce
- Helena Community Connections
- Service Clubs: Rotary, Kiwanis



BUILDING COMMUNITY – A GRASSROOTS APPROACH HELENA, MONTANA

Design Activities to Engage Community Members



- **Visibility Events**
Symphony Under the Stars,
Last Chance Pow Wow, Helena Home Show,
Movies for Grownups, Helena Brewers Baseball, Skijoring
- **Fun with a Purpose**
Drum Circles, Member Meet-ups
- **Local Outreach**
Signature Events- Community Volunteer Appreciation Concert,
Document Shredding, Fraud Prevention
Exhibit Tables at community events
Presentations by volunteers & staff: Livable Communities &
Age-Friendly, Preventing Fraud & Scams, Caregiving
- **Local Discounts**
Holter Art Museum Cork & Canvas, Helena Brewers, Exploration
Works, Myrna Loy, Meadowlark Music Festival

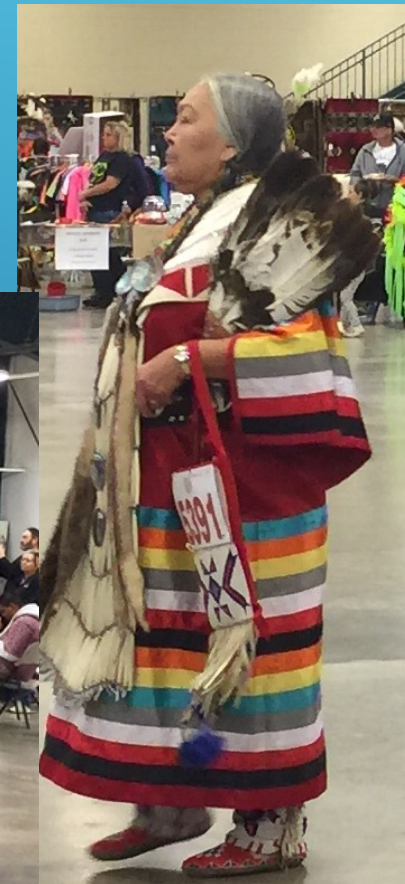
BUILDING COMMUNITY – A GRASSROOTS APPROACH HELENA, MONTANA

Symphony Under the Stars



BUILDING COMMUNITY – A GRASSROOTS APPROACH HELENA, MONTANA

Last Chance Pow Wow



BUILDING COMMUNITY – A GRASSROOTS APPROACH HELENA, MONTANA

Movies for Grownups Free Movie Screenings



BUILDING COMMUNITY – A GRASSROOTS APPROACH HELENA, MONTANA

Brewers Baseball



BUILDING COMMUNITY – A GRASSROOTS APPROACH HELENA, MONTANA



Skijoring



BUILDING COMMUNITY – A GRASSROOTS APPROACH HELENA, MONTANA

Drumming/Rhythm



BUILDING COMMUNITY – A GRASSROOTS APPROACH HELENA, MONTANA

Community Volunteer Appreciation Concert & Reception



BUILDING COMMUNITY – A GRASSROOTS APPROACH HELENA, MONTANA

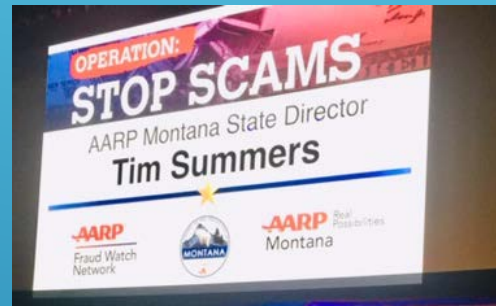
Document Shredding



BUILDING COMMUNITY – A GRASSROOTS APPROACH

HELENA, MONTANA

Fraud Prevention



BUILDING COMMUNITY – A GRASSROOTS APPROACH HELENA, MONTANA

Livable Communities



Conference Keynote
Thought Leaders Forum
Television Show



BUILDING COMMUNITY – A GRASSROOTS APPROACH HELENA, MONTANA

Livable Communities



Exhibit Table
Helena
Home Show



BUILDING COMMUNITY – A GRASSROOTS APPROACH

HELENA, MONTANA

When you.....

- Build Your Volunteer Team
- Engage Strategically with Community Partners
- Design Activities to Engage Community Members
- Build a Cadence with Diverse Events/Activities

Then you.....

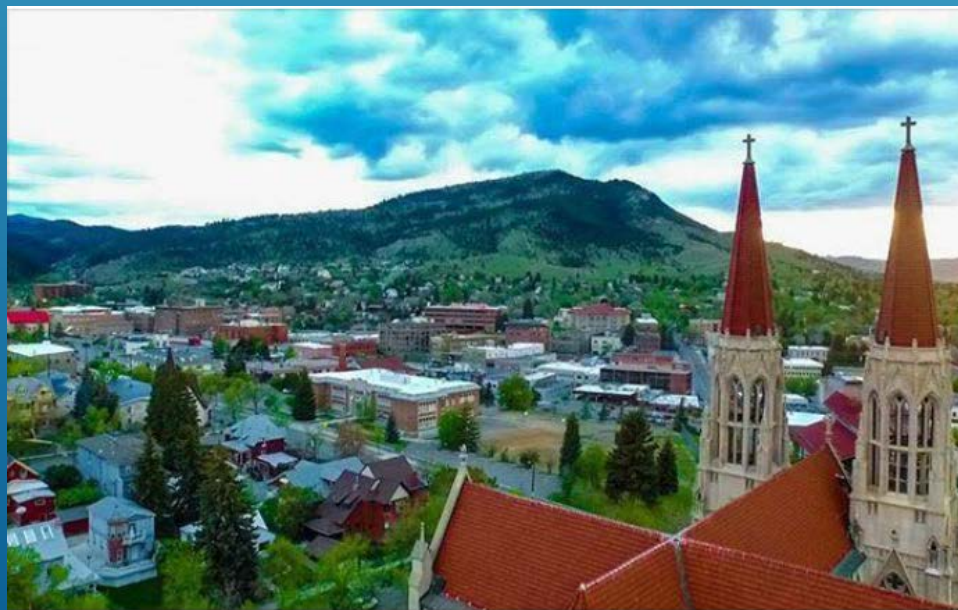
- Foster Recognition, Affinity and Support
- Expand Your Network
- Increase Your Influence

Thank You!

Nancy Andersen, Outreach Director
AARP Montana

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THE UNIVERSITY AS A PARTNER IN COMMUNITY WELLNESS



OVERVIEW

- Rural Communities
- City of Montevallo
- University and City of Montevallo Partnerships
 - Walk Audits
 - Senior Exercise Programming
- Developing Partnerships





RURAL COMMUNITIES



RURAL COMMUNITIES

- Adults are less likely to engage in PA than those in metropolitan areas¹
- Individuals tend to be poorer and more likely to experience preventable chronic diseases than those in urban settings²
- Have larger proportions of older adults, but fewer available resources for preventive services and access to care²
- Thus, university-community initiatives, can help to improve community wellness



1. Moore, M., Warburton, J., O'Halloran, P.D., Shields, N., & Kinglsey, M. (2016). Effective community-based physical activity interventions for older adults living in rural and regional areas: A systematic review. *Journal of Aging & Physical Activity*, 24, 1, 158-167.
2. Crosby R.A., Wendel, M.L., Vanderpool, R.C., & Casey, B.R. (2012). *Rural Populations and Health: Determinants, Disparities, and Solutions*. San Francisco: Josey-Bass



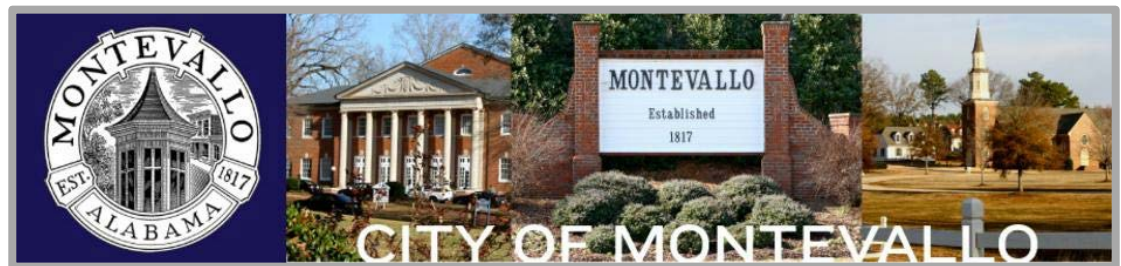


CITY OF MONTEVALLO



KEY COMMUNITY ASSETS

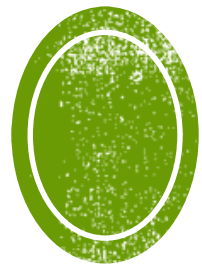
- The University of Montevallo
- The American Village
- National Cemetery
- Vibrant Parks and Integrated Trail System
- Historic Downtown
- Collaborative Partnerships
- Our citizens!!



DEMOGRAPHICS

- Population - 6,723
- Land Size -12.59 square miles
- Median Household Income – \$35,444 (Alabama \$43,511)
- Per Capita Income – \$18,970 (Alabama \$23,936)
- Persons below poverty level – 22% (Alabama 18.5%)
- Persons 65 years and over – 13%





UNIVERSITY AND CITY OF MONTEVALLO PARTNERSHIPS



BENEFITS

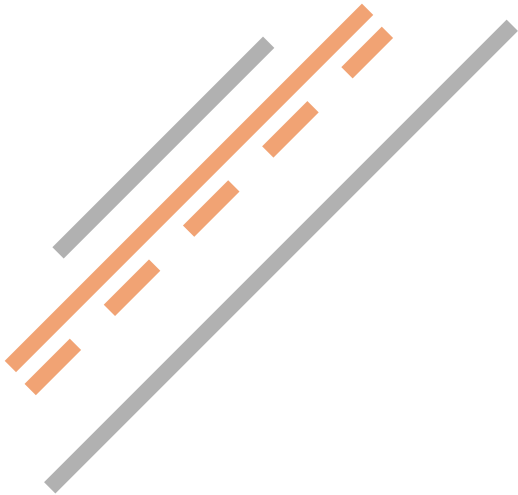
- Provide a holistic approach towards improving health and reducing inequities
- Forms partnerships of faculty, students and communities to put knowledge and skills to work on today's most critical problems
- Enriches the student experience by offering practical experience in the world they will enter



PARTNERSHIP

- University of Montevallo
 - College of Education
 - Department of Health & Human Sciences
 - Exercise & Nutrition Science Students
- City of Montevallo
 - Walkability Committee
 - Senior Center





WALK AUDIT

Before



After

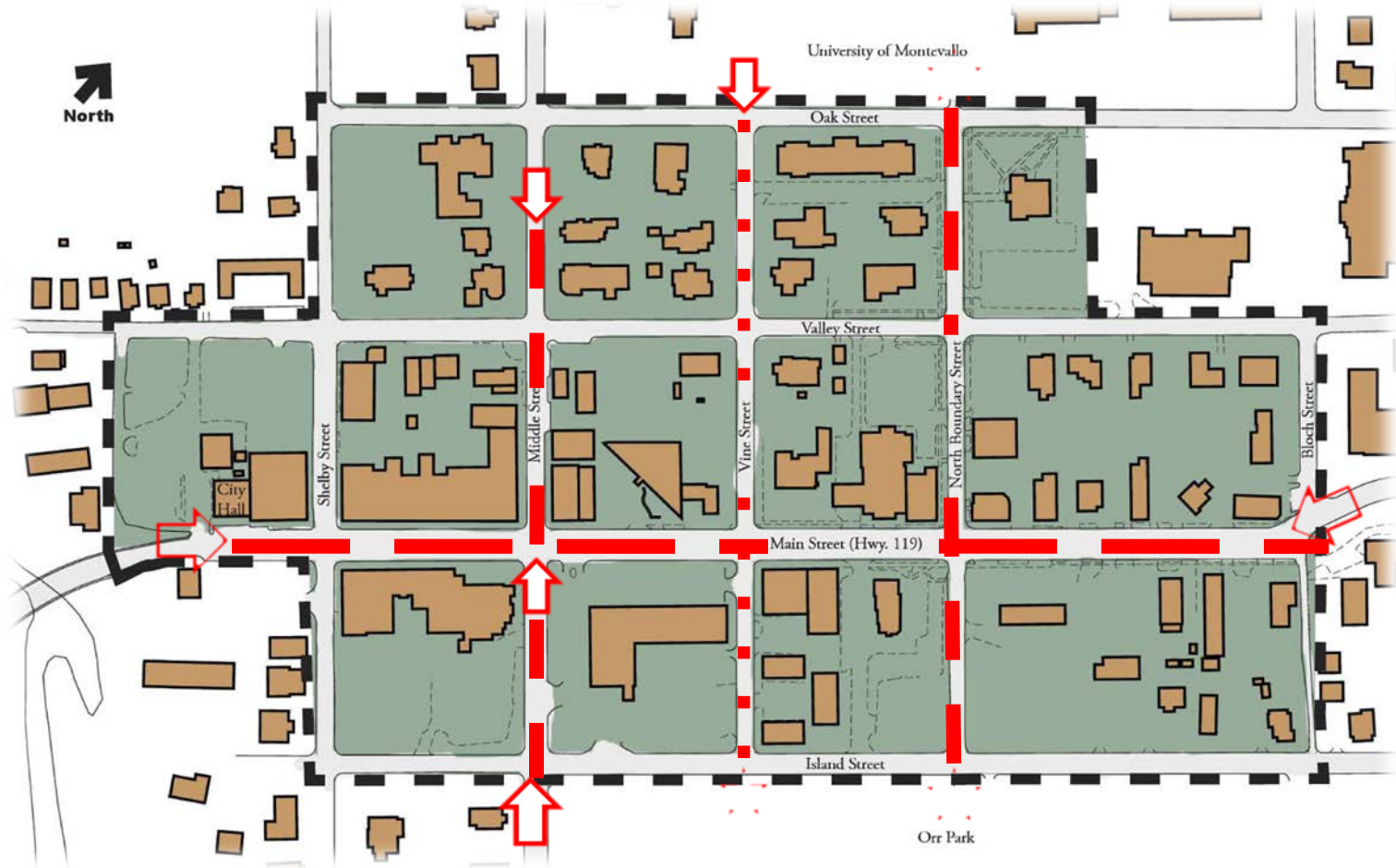
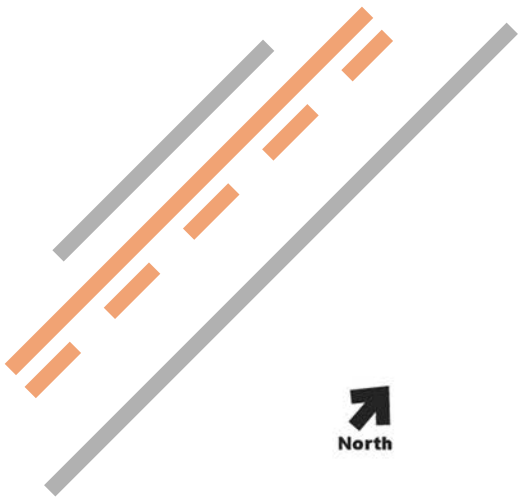


Widened sidewalks

Mast-arm traffic and pedestrian signals

Bump-outs







WALK AUDIT

- 3 groups of ~6 students per semester
 - Conducted 2 consecutive semesters
- ~3 blocks assessed per group





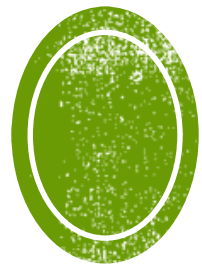
WALK AUDIT



SENIOR EXERCISE PROGRAMMING

- 8 sessions
 - Baseline & Post-program assessments
 - Chair-based balance, coordination, & strength exercises





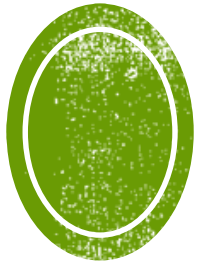
DEVELOPING PARTNERSHIPS



KEY POINTS

- Engage in open, honest, and frequent communication
- Ensure transparency and visibility to all community and university stakeholders
- Cultivate an environment conducive to fully shared decision making
- Creatively address challenges or barriers as a group





THANK YOU!

Jermaine Mitchell
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Community Engagement



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Questions



Your Experiences and Ideas