The Road Scholars Quarterly

THE ROAD SCHOLARS QUARTERLY

Vol. 1 / Number 1
September 2009

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- Views from the Field
- Scholars & Projects
- Alumni Highlights
- J&J 2009 Annual Meeting Schedule
- Participation in 2009 APHA Conference

Mark Your Calendar
September 22-24
2009 J&J Annual Meeting
Baltimore, MD
November 7-11
2009 APHA Annual Meeting

Message from the Director

Welcome to the inaugural issue of the "Road Scholars Quarterly", a new communication channel for the Johnson & Johnson (J&J) Community Health Care Program Grantees, the Johns Hopkins J&J Scholars Program and the larger family of community health care organizations.

As our nation continues to feel the effects of the current financial crisis, there is a heightened need for community health care organizations (CHC) to hone the skills necessary to demonstrate program effectiveness. According to Dr. Rick Martinez, J&J Medical Director for Corporate Contributions, the partnership between the Johns Hopkins University Bloomberg School of Public Health and Johnson & Johnson was created to leverage an important academic-industry partnership. Its goal is to contribute to the long-term sustainability of community health care programs by helping increase their in-house capacity in monitoring and evaluation.

"Building In-House Capacity in Evaluation: Increasing Sustainability"

Hopkins J&J Community Health Care (CHC) Scholars Program: 2002-2009 Update
- 60 doctoral students provided 60 J&J CHC Grantees with 2,200 contact hours of training
- An estimated 1,200+ CHC program staff trained in the design and implementation of monitoring and evaluation (M&E) methods, including the development of conceptual frameworks, SMART objectives, evidence based indicators, database creation, data entry, analysis and presentation.
- 85% of respondents to a program evaluation survey of 2003-2007 J&J CHC Grantees reported continued use of their M&E skills.
- In the same survey, 83% of respondents stated that their increased in-house capacity in M&E contributed to the long-term sustainability of their programs.

THE ROAD SCHOLARS QUARTERLY

The Road Scholars Quarterly is the newsletter of the Johnson & Johnson Community Health Care Scholars Program at the Johns Hopkins Bloomberg School of Public Health

Editor & Program Director: Dr. Fannie Fonseca-Becker
Contributing Writer: Rachana Sikka, MA, MPH
Layout & Design: Mary E. Lemon

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Web: www.jjhscscolar.org

The J&J Scholars Program at the 2009 APHA Annual Meeting

Monday, November 9, 2009
10:30am Session #203320 - Improving children's vision health in Alabama: A community-academic partnership to build monitoring and evaluation capacity for long-term sustainability

Jianping Li, MD, 2007-2009 Johnson & Johnson Community Health Care Scholar. Department of Epidemiology, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD

Jeff Haddix, President & CEO, Lisa Maher, Director, Sight Savers America, Pelham, AL

Fannie Fonseca-Becker, DrPH, Director, J&J Community HealthCare Scholars Program, and Sr. Research Associate, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD

11:15am Session #205556 - Increasing access to care, and promoting healthy lifestyles by a reopened clinic on the Navajo Reservation: A community-academic partnership improves monitoring and evaluation for long term sustainability

Jillian Fry, MPH, 2008-2010 Johnson & Johnson Community Health Care Scholar, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD

Cherrie Evans, MSN, FNP-C, APRN, Navajo Mission Health Center, Navajo Lutheran Mission, Rock Point, AZ

Fannie Fonseca-Becker, DrPH, Director, J&J Community HealthCare Scholars Program, and Sr. Research Associate, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD

4:30pm Session #208831 - Door-to-door outreach in New Orleans: A community-academic partnership expands in-house capacity to monitor and evaluate the Health Care for All program in Katrina's aftermath

Bridget Kathleen Ambrose, MPH, 2007-2009 Johnson & Johnson Community Health Care Scholar, Department of Epidemiology, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD

Luanne S. Francis, ISc, MPH, Kingsley House, New Orleans, LA

Fannie Fonseca-Becker, DrPH, Director, J&J Community HealthCare Scholars Program, and Sr. Research Associate, Bloomberg School of Public Health, Johns Hopkins University, Baltimore, MD

Tuesday, November 10, 2009
12:30pm Session #206886 - Promoting healthy lifestyles for chronic disease prevention among Hispanic farm-working families along the U.S-Mexico border: A community-academic partnership

Rachana Sikka, MA, MPH, 2008-2010 Johnson & Johnson Community Health Care Scholar, Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD

Emma Torres, BSW, Ana Martinez, MSW, Campesinos Sin Fronteras, Somerton, AZ

Fannie Fonseca-Becker, DrPH, Director, J&J Community HealthCare Scholars Program, and Sr. Research Associate, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD

1:30pm Session #208485 - Building capacity in the evaluation of an integrative program to improve knowledge, access to care, and healthy behaviors among underserved African American populations at risk for diabetes and cardiovascular diseases in rural South Carolina: A community-academic partnership

Maria C. Au, MIMS, MPH, 2008-2010 Johnson & Johnson Community Health Care Scholar, Department of International Health, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD

Joseph Washington, SharedCare, Myrtle Beach, SC

Andy Anderson, Cedar Branch Missionary Baptist Church, Loris, SC

Fannie Fonseca-Becker, DrPH, MPH, Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
In 2007, GCHE applied for and was selected to receive funding support from the J&J Community Healthcare Program. It received the award at a timely moment; the current funding source was running out. “It [the J&J grant] was an answer to a prayer, literally. It enabled us to continue our diabetes programs and also expand them from four to six locations to better meet the needs of people in the community,” said Colby.

With the grant support, the GCHE has been able to offer diabetes, weight management and health education programs at little or no cost to participants. All programs use visual, written, verbal, and hands-on teaching methods to enhance learning.

The GCHE staff evaluate the progress of participants by tracking key evidence-based indicators, including participants’ hemoglobin A1C levels, dietary intake, daily assessment of glucose levels and feet and weekly physical activity.

In addition to the monetary award, the grant includes a unique technical assistance component provided by doctoral student, Tia Zeno, and faculty member, Dr. Fannie Fonseca-Becker, from the Johns Hopkins Bloomberg School of Public Health (JHSPH) in Baltimore. This component incorporates participatory methods; grantee staff members actively contribute to improving the organization’s in-house capacity for monitoring and evaluation.

The goal is to increase GCHE’s long-term sustainability. Zeno is providing technical assistance in monitoring and evaluation to GCHE from 2008-2010. Zeno recalls her initial reaction to learning she had been matched with GCHE. “I was excited because it would be an opportunity for me to give back to [the area] where I was raised. I felt like I could do some good with them.” In the summer of 2005, Hurricane Katrina also struck Zeno’s hometown of New Orleans, Louisiana.

During the first year, Zeno visited Pass Christian twice, the first time with Dr. Fonseca-Becker. They worked with GCHE staff to design an evaluation plan and develop an electronic database. This has enabled staff to better track data for reporting to funders and the Executive Board, Colby said.

The common experience of Hurricane Katrina has forged a special bond between Zeno and GCHE staff. “She [Tia] has the heart and the mind to understand why the work we do in the area is so important. It’s not just about health issues, but people have lost their homes, they may not have insurance.” In these circumstances, health may fall by the wayside, Colby said.

Zeno also understands the culture of the South and how culture can impact clients. “It [the match between Zeno and GCHE] was a very good pairing,” Colby said.

2. Diabetes Foundation of Mississippi

### J&J CHCP 2009 Annual Meeting Schedule

<table>
<thead>
<tr>
<th>Wednesday, September 23</th>
<th>8:00-9:00 am</th>
<th>Registration &amp; Networking Breakfast</th>
<th>All</th>
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<tr>
<td>9:00-9:30 am</td>
<td>Welcome &amp; Introduction</td>
<td>Dr. Rick Martinez, Johnson &amp; Johnson</td>
<td>Dr. David Holttgave, Johns Hopkins University</td>
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<td>9:30-10:45 am</td>
<td>Accelerating the Improvement of Diabetes Care – Ask the Expert</td>
<td>Dr. Christopher Saudek, Director</td>
<td>The Johns Hopkins Comprehensive Diabetes Center</td>
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<td>Dr. Frederick Brancati, Prof. of Medicine</td>
<td>Johns Hopkins University</td>
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<td>10:45-11:00 am</td>
<td>BREAK</td>
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<tr>
<td>11:00-11:30 am</td>
<td>Collaborative Care Model in the Community</td>
<td>Ivan Juzang, President</td>
<td>MEE Productions</td>
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<td>11:30-12:00 pm</td>
<td>Diabetes: The Global Epidemic</td>
<td>Dr. Ken Morrisu</td>
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<td>12:00-12:15 pm</td>
<td>Q&amp;A</td>
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<td>12:15-1:00 pm</td>
<td>Lunch</td>
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<td>1:00-1:30 pm</td>
<td>JICHC Strategies &amp; Outlook</td>
<td>Lillienne Yeung, Johnson &amp; Johnson</td>
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<td>1:30-2:00 pm</td>
<td>First Year Progress Update</td>
<td>Dr. Fannie Fonseca-Becker, Johns Hopkins University</td>
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<td>2:00-2:30 pm</td>
<td>Monitoring and Evaluation Case Study</td>
<td>Lynn David, Executive Director</td>
<td>BACH Pointe Coupée, LA</td>
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<td>Diane Smith, System Administrator BACH – Pointe Coupée, LA</td>
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<td>2:30-3:00 pm</td>
<td>BREAK</td>
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<td>3:00-5:00 pm</td>
<td>Project Update &amp; Lesson Learned</td>
<td>Group 1 – Start Up Phase, Moderator: Maria Au</td>
<td>Group 3 – Collaborating Within the Community, Moderator: Katie Bonebrake</td>
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<td>Campesino Sin Fronteras, Navajo Lutheran Mission Coastal Family Health Ctr.</td>
<td>Margaret J Weston</td>
<td>Mariposa Community Health Ctr.</td>
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<td>St. Vincent Regional Medical Ctr.</td>
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<tr>
<td>6:00-8:00 pm</td>
<td>Conference Dinner</td>
<td>Special Key Note Speaker: Dr. Jeffrey Levi, Executive Director</td>
<td>Trust for America’s Health</td>
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<td>Thursday, September 24</td>
<td>8:00-8:30 am</td>
<td>Network Breakfast</td>
<td>All</td>
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<tr>
<td>8:30-9:15 am</td>
<td>Overview Data Presentation</td>
<td>Dr. Fannie Fonseca-Becker</td>
<td>Johns Hopkins University</td>
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<td>9:15-10:45 am</td>
<td>Break-Out</td>
<td>Organizations and J&amp;J Scholars</td>
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<td>10:45-11:00 am</td>
<td>Data Presentation Case Study</td>
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<td>11:00-11:45 am</td>
<td>BREAK</td>
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<tr>
<td>11:45-1:00 pm</td>
<td>Report back to larger group from break-out session</td>
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<tr>
<td>1:00-1:15 pm</td>
<td>Wrap Up</td>
<td>Dr. Rick Martinez, Johnson &amp; Johnson</td>
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<td>Dr. David Holttgave, Johns Hopkins University</td>
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<tr>
<td>1:30 pm</td>
<td>Plan for Departure</td>
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2004-2006 Sarah Szanton, PhD, RN, MSN, CNBP, is currently a faculty member at The Johns Hopkins School of Nursing, Center on Aging and Health. This year, Dr. Szanton received the prestigious Claire M. Fagen Fellowship, a two-year fellowship awarded to select nurse researchers by the Building Academic Geriatric Nursing Capacity (BAGNC) program. As a J&J Scholar, Dr. Szanton worked with Project PLASE, an organization striving to address medical vulnerabilities in Baltimore, Maryland. The project provides temporary and permanent housing coupled with residential life skills, substance abuse treatment, and mental health care. Dr. Szanton reported that despite challenges such as transitioning and instability of project staffing, the capacity of Project PLASE staff in data management, monitoring and evaluation increased tremendously over the two year period. These new skills are enabling Project PLASE to catapult itself into a larger funding universe.

2005-2007 Patrick Richard, PhD, MA is an Assistant Research Professor at The George Washington University School of Public Health. As a J&J Scholar, Dr. Richard worked with “The Learn to Live Well Project,” a J&J funded comprehensive diabetes control and education program addressing the health needs of underserved community residents of Southern New Jersey. The project was an extension of the Kennedy Memorial Hospital Medical Center diabetes control and management program. After encountering challenges with the storage and transfer of electronic data bases (due to Hospital security safeguards), Richard and his project colleagues learned the importance of designing a plan from the beginning for handling electronic file transfer. Dr. Richard carries this diligence forward in his current academic position. Most recently, he convened a seminar series hosting nationally recognized health economists on topics spanning access to care, coverage for the uninsured and policy implementation.

2005-2007 Craig Martinez, Dr. PH, MPH, completed a Congressional Hispanic Caucus Institute Fellowship in early 2009. Subsequently, he became a Health Policy Advisor for the late Senator Edward M. Kennedy’s Majority Health Policy Office. As a J&J Scholar, Dr. Martinez worked with the Spanish Catholic Center’s J&J funded HEART Project. The project’s goal is to reduce the prevalence of heart disease risk factors among low-income Hispanics in DC. During his two-year commitment, Dr. Martinez exercised and honed critical problem-solving skills working with HEART staff. At the 2006 American Public Health Association (APHA) Annual Meeting, he presented the collaboration with the HEART Project. Dr. Martinez looks forward to using the knowledge and skills gained as a J&J Scholar to advocate for the health of low-income communities of color.

M&E Resources

Community Health Care’s O-Process for Evaluation:
A Participatory Approach for Increasing Sustainability

Authors: Fannie Fonseca-Becker, DPH, MPH and Amy L. Boore, PhD, MPH
Springer Publishing Company, 2008

The O-Process method offers expert guidance, decision by decision:
- Assessment essentials: matching the type of evaluation to a program’s needs.
- Planning and follow-through: goals, objectives, methodologies, team-building.
- Data collection: qualitative versus quantitative methods.
- The basics of data analysis and interpretation.
- Presenting findings: from creating graphs to targeting the audience.
PLUS a kit of reproducible data collection tools and worksheets.

More information at www.springer.com

2007 APHA Conference From Left: Pammie Crawford (06-08 Scholar), Lilienne Yeung (J&J Corporate Contributions), Joanne Fillweber (J&J Corporate Contributions). Crawford’s poster was based on J&J grantee project, St. Francis Clinic of Slocum Springs. This community-based organization (CBO) provides free healthcare services to the medically uninsured and underserved populations in northwest Arkansas. St. Francis Clinic served 1,248 patients in 2007 and an additional 608 from January to April of 2008. By the end of 2008, these numbers had exceeded 1,800 patients.

2007-2009 Scholar Tianqing Li (left) with program staff of Sight Savers of America (formerly Sight Savers of Alabama), located in Birmingham, AL during her first visit. The Sight Savers program aimed to provide screening and comprehensive eye care services for sixth grade children in the state’s Black Belt region. With approximately $90,000 residents, this region represents 13% of the state’s total population. By project’s end, almost six thousand children received direct care and approximately 70,000 individuals/households were exposed to educational outreach activities.

2007-2009 Scholar Jeanne Ahlhusen (second from left) with program staff of the Better Access for Community Health (BACH) Program in Pointe Coupee, Louisiana. The goal of the BACH program is to provide quality and comprehensive diabetes-related care to residents in Pointe Coupee Parish. From June 1, 2007 – May 31, 2009, the BACH program served 612 unique individuals and offered a total of 4,487 services. These included diabetes education, medication supply assistance, podiatry and transportation to Medical Specialty Appointments in Baton Rouge. The number of diabetic patients receiving quality comprehensive Care at BACH increased by 20%.

2005 APHA Conference Invited Session on Increasing long-term sustainability by building in-house capacity in evaluation: Community/academic partnerships. The session consisted of four presentations: Lessons learned from 22 community/academic partnerships in 12 states and three case studies of J&J Grantees in Alabama, California and Georgia. Having the in-house capacity for designing, conducting and presenting evaluation results can be a determining factor in a CHCO’s long-term sustainability in this era of increased competition for limited funding. The session illustrated how in-house capacity was increased by using an evaluation methodology specifically developed to provide a standardized approach that can also be adapted to the needs of individual CHCOs.

2004-2006 Scholar Dr. Boore
2003-2005 Scholar Dr. Guadamuz
2004-2006 Scholar Dr. Fonseca-Becker
2004-2006 Scholar Dr. Vastine
**2008-2010 Scholars and Projects**

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<tr>
<th>GRANTEE, PROGRAM AND GOAL</th>
<th>SCHOLAR</th>
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<td><strong>CAMPESINOS SIN FRONTERAS</strong>&lt;br&gt;Somerton, AZ</td>
<td>Rachana Sikka, MA, MPH&lt;br&gt;PHD Student, Department of Health Behavior &amp; Society</td>
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<tr>
<td><strong>COASTAL FAMILY HEALTH CENTER</strong>&lt;br&gt;Biloxi, MS</td>
<td>Terri-Ann Thompson&lt;br&gt;PHD Student, Department of Population, Family &amp; Reproductive Health</td>
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<tr>
<td><strong>GULF COAST HEALTH EDUCATORS</strong>&lt;br&gt;Pass Christian, MS</td>
<td>Tia Zeno, MPH&lt;br&gt;PHD Candidate, Department of Health Behavior &amp; Society</td>
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<td><strong>LITTLE RIVER MEDICAL CENTER, INC.</strong>&lt;br&gt;Little River, SC</td>
<td>Tao Wu, MD, MS&lt;br&gt;PHD Candidate, Department of Epidemiology</td>
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<td><strong>MARGARET J. WESTON COMMUNITY HEALTH CENTERS</strong>&lt;br&gt;Clearwater, SC</td>
<td>Sara Rocheford, MSN,RN&lt;br&gt;PHD Candidate, Johns Hopkins School of Nursing</td>
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<td><strong>MARIPOSA COMMUNITY HEALTH CENTER</strong>&lt;br&gt;Nogales, AZ</td>
<td>Samara Kiihl, MS&lt;br&gt;PHD Candidate, Department of Biostatistics</td>
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<td><strong>NAVAJO LUTHERAN MISSION</strong>&lt;br&gt;Rock Point, AZ</td>
<td>Jillian Fry, MPH&lt;br&gt;PHD Student, Department of Health Policy Management</td>
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<td><strong>NORTHERN NAVAJO MEDICAL CENTER, PHYSICAL THERAPY</strong>&lt;br&gt;Shiprock, NM</td>
<td>Katie Bonebrake, MA&lt;br&gt;PHD Candidate, Department of Mental Health</td>
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<td><strong>SHARED CARE, INC.</strong>&lt;br&gt;Myrtle Beach, SC</td>
<td>Maria Au, MPH, MMS&lt;br&gt;DrPH Student, Department of International Health</td>
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<td><strong>ST. VINCENT REGIONAL MEDICAL CENTER</strong>&lt;br&gt;Santa Fe, NM</td>
<td>Adel Takruri, MD, MPH&lt;br&gt;PHD Student, Department of Population, Family &amp; Reproductive Health</td>
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# 2008-2010 Scholars and Projects

## GRANTEE, PROGRAM AND GOAL

### CAMPESINOS SIN FRONTERAS
Somerton, AZ

**Program:** Farmworker Family Prevention Initiative

**Goal:** To prevent chronic diseases in Hispanic farmworking families along the US-Mexico border in Yuma County, Arizona.

### COASTAL FAMILY HEALTH CENTER
Biloxi, MS

**Program:** Healthy Weight, Healthy Kids

**Goal:** To decrease childhood obesity among children ages 2-18, living in Jackson County through promotion of healthy lifestyles.

### GULF COAST HEALTH EDUCATORS
Pass Christian, MS

**Program:** Chronic Disease Management and Prevention Program

**Goal:** To prevent and/or manage chronic diseases associated with obesity and diabetes by promoting healthy lifestyles among underserved populations on the Mississippi Gulf Coast.

### LITTLE RIVER MEDICAL CENTER, INC.
Little River, SC

**Program:** Diabetes Improvement Collaborative

**Goal:** To prevent and/or delay diabetes related complications among the population in Horry County, SC.

### MARGARET J. WESTON COMMUNITY HEALTH CENTERS
Clearwater, SC

**Program:** Chronic Health Care Improvement Project

**Goal:** To provide comprehensive care for the improvement of diabetic-related outcomes among patients within the Margaret J. Weston community.

**SCHOLAR**

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## 2008-2010 Scholars and Projects

### GRANTEE, PROGRAM AND GOAL

### MARIPOSA COMMUNITY HEALTH CENTER
Nogales, AZ

**Program:** La Vida Buena (Good Lifeways)

**Goal:** To promote healthy lifestyles for the prevention of obesity and Type 2 diabetes, among 80 Hispanic adolescents and their families in Santa Cruz County.

### NAVAJO LUTHERAN MISSION
Rock Point, AZ

**Program:** Navajo Lutheran Mission Community Health Clinic

**Goal:** To prevent chronic diseases among Rock Point Navajo residents by providing health and wellness services.

### NORTHERN NAVAJO MEDICAL CENTER, PHYSICAL THERAPY
Shiprock, NM

**Program:** Tse’ Bit Ai (TBA) Wellness Program

**Goal:** To improve healthy lifestyle practices among Tse’ Bit Ai Junior High School students.

### SHARED CARE, INC.
Myrtle Beach, SC

**Program:** Primary Focus: Eliminating Health Disparities

**Goal:** To prevent and reduce obesity and related chronic diseases by promoting healthy lifestyle and increasing access to care for the underserved population in the Cedar Branch community.

### ST. VINCENT REGIONAL MEDICAL CENTER
Santa Fe, NM

**Program:** Diabetes and Diabetes Prevention Center of Excellence for Northern New Mexico

**Goal:** To promote healthy lifestyles for the prevention and management of diabetes for the northern New Mexico population.

**SCHOLAR**

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<th>Samara Kihl, MS</th>
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ing, the capacity of Project PLASE staff in data management, monitoring and evaluation increased tremendously over the two year period. These new skills are enabling Project PLASE to catapult itself into a larger funding universe.

2005-2007 Craig Martinez, Dr.PH, MPH, completed a Congressional Hispanic Caucus Insti-
tute Fellowship in early 2009. Subsequently, he became a Health Policy Advisor for the late Senator Edward M. Kennedy’s Majority Health Policy Office. As a J&J Scholar, Dr. Mar-
tinez worked with the Spanish Catholic Cen-
ter’s J&J funded HEART Project. The project’s goal is to reduce the prevalence of heart disease risk factors among low-income Hispanics in DC. During his two-year commitment, Dr. Martinez exercised and honed critical problem-solving skills working with HEART staff. At the 2006 American Public Health Association (APHA) Annual Meeting, he presented the collaboration with the HEART Project. Dr. Martinez looks forward to using the knowledge and skills gained as a J&J Scholar to advocate for the health of low-income communities of color.

2005-2007 Patrick Richard, PhD, MA is an Assis-
tant Research Professor at The George Washing-
ton University School of Public Health. As a J&J Scholar, Dr. Richard worked with The “Learn to Live Well Project,” a J&J funded comprehensive diabetes control and education program ad-
dressing the health needs of underserved com-

M&E Resources

Community Health Care’s O-Process for Evaluation:
A Participatory Approach for Increasing Sustainability
Authors: Fannie Fonseca-Becker, DPh, MPH and Amy L. Boore, PhD, MPH
Springer Publishing Company, 2008

The O-Process method offers expert guidance, decision by decision:
• Assessment essentials: matching the type of evaluation to a program’s needs.
• Planning and follow-through: goals, objectives, methodologies, team-building.
• Data collection: qualitative versus quantitative methods.
• The basic data analysis and interpretation.
• Presenting findings: from creating graphs to targeting the audience.
PLUS a kit of reproducible data collection tools and worksheets.

More information at www.springer.com

2007 APHA Conference From Left: Pamtrie Crawford (06-08 Scholar), Lillenne Yeung (J&J Corporate Contributions), Joanne Fillweber (J&J Corporate Contributions). Crawford’s poster was based on J&J grantee project, St. Francis Clinic of Sioam Springs. This community-

2007-2009 Scholar Tianjiao Li (left) with program staff of Sight Savers of America (formerly Sight Savers of Alabama), located in Birmingham, AL during her first visit. The Sight Savers program aimed to provide screen-

2007-2009 Scholar Jeanne Alhusen (second from left) with program staff of the Better Access for Community Health (BACH) Program in Pointe Coupe, Louisiana. The goal of the BACH program is to provide quality and comprehensive diabetes-related care to residents in Pointe Coupee Parish. From June 1, 2007 – May 31, 2009, the BACH program served 612 unique individuals and offered a total of 4,487 services. These included diabetes education, medication supply assis-
tance, podiatry and transportation to Medical Specialty Appointments in Baton Rouge. The number of diabetic patients receiving quality comprehensive Care at BACH increased by 20%.

2005 APHA. Conference Invited Session on Increasing long-term sustainability by building in-house capacity in evaluation: Community/ academic partnerships. The session consisted of four presentations: Lessons learned from 22 commu-

2004-2006 Scholar Dr. Boore

2003-2005 Scholar Dr. Guadamuz

2004-2006 Scholar Dr. Boore
On the same day that one of the deadliest hurricanes in U.S. history ravaged the eastern coastline, Deborah Colby and Sandra Kelly founded the Gulf Coast Health Educators (GCHE) in Pass Christian, Mississippi. Before Hurricane Katrina, Mississippi, the poorest state in the nation, already led the country with the highest prevalence of overweight and obesity (44% of youth and 32% of adults)\(^1\). Moreover, one in ten people in Mississippi have been diagnosed with diabetes. Another 115,000 are estimated to have undiagnosed diabetes\(^2\).

The aftermath of Hurricane Katrina further strained the health of Mississippi’s Gulf Coast residents. Colby and Kelly saw many people put their health on hold while rebuilding their homes and lives. People’s glucose levels, cholesterol and weight increased, due to prolonged stress related to the storm and drastic changes in diet.

By providing grassroots chronic health-care services to the poor and uninsured, GCHE was the first organization to fill this critical void in the local healthcare system. The mission of GCHE is to enhance the knowledge, skills and health-seeking behaviors needed to promote healthy lifestyles. For residents of Hancock, Harrison and Jackson counties along the Gulf Coast, education is particularly crucial. Few people have access to the information they need to take care of their health, Colby said.

In 2007, GCHE applied for and was selected to receive funding support from the J&J Community Healthcare Program. It received the award at a timely moment; the current funding source was running out. “It [the J&J grant] was an answer to a prayer, literally. It enabled us to continue our diabetes programs and also expand them from four to six locations to better meet the needs of people in the community,” said Colby.

With the grant support, the GCHE has been able to offer diabetes, weight management and health education programs at little or no cost to participants. All programs use visual, written, verbal, and hands-on teaching methods to enhance learning.

The GCHE staff evaluate the progress of participants by tracking key evidence-based indicators, including participants’ hemoglobin A1C levels, dietary intake, daily assessment of glucose levels and feet and weekly physical activity.

In addition to the monetary award, the grant includes a unique technical assistance component provided by doctoral student, Tia Zeno, and faculty member, Dr. Fannie Fonseca-Becker, from the Johns Hopkins Bloomberg School of Public Health (JHBPSh) in Baltimore. This component incorporates participatory methods; grantee staff members actively contribute to improving the organization’s in-house capacity for monitoring and evaluation. The goal is to increase GCHE’s long-term sustainability.

Zeno is providing technical assistance in monitoring and evaluation to GCHE from 2008-2010. Zeno recalls her initial reaction to learning she had been matched with GCHE. “I was excited because it would be an opportunity for me to give back to [the area] where I was raised. I felt like I could do some good with them.” In the summer of 2005, Hurricane Katrina also struck Zeno’s hometown of New Orleans, Louisiana.

During the first year, Zeno visited Pass Christian twice, the first time with Dr. Fonseca-Becker. They worked with GCHE staff to design an evaluation plan and develop an electronic database. This has enabled staff to better track data for reporting to funders and the Executive Board, Colby said.

The common experience of Hurricane Katrina has forged a special bond between Zeno and GCHE staff. “She [Tia] has the heart and the mind to understand why the work we do in the area is so important. It’s not just about health issues, but people have lost their homes, they may not have insurance.” In these circumstances, health may fall by the wayside, Colby said.

Zeno also understands the culture of the South and how culture can impact clients. “It [the match between Zeno and GCHE] was a very good pairing,” Colby said.

### Project Description

**Project Title:** Gulf Coast Health Educators, Pass Christian, MS

**Mission Statement:** To improve health outcomes for Gulf Coast residents through education and training, with a focus on diabetes prevention and management.

**Objectives:**

1. **Increase awareness and knowledge about diabetes.**
2. **Provide education and training to healthcare professionals and community members.**
3. **Enhance the overall health of the community through diabetes education and prevention strategies.**

**Key Components:**

- **Diabetes Education Programs:** Offered to schools, community centers, and healthcare providers.
- **Staff Development:** Training for GCHE staff on diabetes management and education.
- **Community Engagement:** Collaborate with local organizations to promote healthy living.

**Partnerships:**

- Johns Hopkins Bloomberg School of Public Health
- Mississippi State University
- Local Healthcare Providers

**Outcomes:**

- Increased awareness and knowledge about diabetes among community members.
- Improved diabetes management, leading to better health outcomes.
- Strengthened partnerships with community organizations.

**Impacts:**

- Reduced healthcare costs for individuals with diabetes.
- Improved quality of life for individuals with diabetes.

**Sustainability:**

- Continued funding through community grants and partnerships.
- Collaboration with universities for ongoing research and training.

### J&J CHCP 2009 Annual Meeting Schedule

**Wednesday, September 23**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-9:00 am</td>
<td>Registration &amp; Networking Breakfast</td>
</tr>
<tr>
<td>9:00-9:30 am</td>
<td>Welcome &amp; Introduction</td>
</tr>
<tr>
<td>9:30-10:45 am</td>
<td>Accelerating the Improvement of Diabetes Care – Ask the Expert</td>
</tr>
<tr>
<td>10:45-11:00 am</td>
<td>BREAK</td>
</tr>
<tr>
<td>11:00-11:30 am</td>
<td>Collaborative Care Model in the Community</td>
</tr>
<tr>
<td>11:30-12:00 pm</td>
<td>Diabetes: The Global Epidemic</td>
</tr>
<tr>
<td>12:00-12:15 pm</td>
<td>Q&amp;A</td>
</tr>
<tr>
<td>12:15-1:00 pm</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:00-1:30 pm</td>
<td>JHCHE Strategies &amp; Outlook</td>
</tr>
<tr>
<td>1:30-2:00 pm</td>
<td>First Year Progress Update</td>
</tr>
<tr>
<td>2:00-3:30 pm</td>
<td>PROJECT UPDATE &amp; LESSON LEARNED</td>
</tr>
<tr>
<td>3:00-5:00 pm</td>
<td>Group 1: Start Up Phase</td>
</tr>
<tr>
<td>8:00-9:30 am</td>
<td>Working Lunch - Developing Communications Opportunities</td>
</tr>
<tr>
<td>9:15-10:45 am</td>
<td>Data Presentation Case Study</td>
</tr>
<tr>
<td>10:45-11:00 am</td>
<td>BREAK</td>
</tr>
<tr>
<td>11:00-11:45 am</td>
<td>Report back to larger group from break-out session</td>
</tr>
<tr>
<td>11:45-1:00 pm</td>
<td>Plan for Departure</td>
</tr>
</tbody>
</table>

**Thursday, September 24**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-8:30 am</td>
<td>Network Breakfast</td>
</tr>
<tr>
<td>8:30-9:15 am</td>
<td>Overview Data Presentation</td>
</tr>
<tr>
<td>9:15-10:45 am</td>
<td>Break-Out Data Presentation Case Study</td>
</tr>
<tr>
<td>10:45-11:00 am</td>
<td>BREAK</td>
</tr>
<tr>
<td>11:00-11:45 am</td>
<td>Lunch</td>
</tr>
<tr>
<td>11:45-1:00 pm</td>
<td>Working Lunch - Developing Communications Opportunities</td>
</tr>
<tr>
<td>1:00-1:15 pm</td>
<td>Wrap Up</td>
</tr>
</tbody>
</table>

**Note:**

- All sessions are held at the J&J Corporate Headquarters, 6800 Executive Boulevard, Baltimore, MD 21204.
- Attendees can attend sessions based on their interest and availability.
- Sessions include discussions on diabetes prevention, management, and community engagement.

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1. Centers for Disease Control and Prevention, 2008
2. Diabetes Foundation of Mississippi

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**Image:** Portrait of Deborah Colby, founder of GCHE.
Monday, November 9, 2009
10:30am Session #203320 - Improving children’s vision health in Alabama: A community-academic partnership to build monitoring and evaluation capacity for long-term sustainability
Tianjing Li, MD, 2007-2009 Johnson & Johnson Community Health Care Scholar, Department of Epidemiology, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
Jeff Haddow, President & CEO, Lisa Maher, Director, Sight Savers America, Pelham, AL
Fannie Fonseca-Becker, DrPH, Director, J&J Community HealthCare Scholars Program, and Sr. Research Associate, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD

11:15am Session #205556 - Increasing access to care, and promoting healthy lifestyles by a reopened clinic on the Navajo Reservation; A community-academic partnership improves monitoring and evaluation for long term sustainability
Jillian Fry, MPH, 2008-2010 Johnson & Johnson Community Health Care Scholar, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
Cherrie Evans, MSN, FNP-C, APRN, Navajo Mission Health Center, Navajo Lutheran Mission, Rock Point, AZ
Fannie Fonseca-Becker, DrPH, Director, J&J Community HealthCare Scholars Program, and Sr. Research Associate, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD

4:30pm Session #208831 - Door-to-door outreach in New Orleans: A community-academic partnership expands in-house capacity to monitor and evaluate the Health Care for All program in Katrina’s aftermath
Bridget Kathleen Ambrose, MPH, 2007-2009 Johnson & Johnson Community Health Care Scholar, Department of Epidemiology, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
Luanne S. Francis, BSc, MPH, Kingsley House, New Orleans, LA
Fannie Fonseca-Becker, DrPH, Director, J&J Community HealthCare Scholars Program, and Sr. Research Associate, Bloomberg School of Public Health, Johns Hopkins University, Baltimore, MD

Tuesday, November 10, 2009
12:30pm Session #204086 - Promoting healthy lifestyles for chronic disease prevention among Hispanic farm-working families along the US-Mexico border: A community-academic partnership
Rachana Sikka, MA, MPH, 2008-2010 Johnson & Johnson Community Health Care Scholar, Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
Emma Torres, BSW, Ana Martinez, MSW, Campesinos Sin Fronteras, Somerton, AZ
Fannie Fonseca-Becker, DrPH, Director, J&J Community HealthCare Scholars Program, and Sr. Research Associate, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD

1:30pm Session #208485 - Building capacity in the evaluation of an integrative program to improve knowledge, access to care, and healthy behaviors among underserved African American populations at risk for diabetes and cardiovascular diseases in rural South Carolina: A community-academic partnership
María C. Au, MHS, MPH, 2008-2010 Johnson & Johnson Community Health Care Scholar, Department of International Health, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD
Joseph Washington, SharedCare, Myrtle Beach, SC
Andy Anderson, Cedar Branch Missionary Baptist Church, Loris, SC
Fannie Fonseca-Becker, DrPH, MPH, Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD

THE ROAD SCHOLARS QUARTERLY
The Road Scholars Quarterly is the newsletter of the Johnson & Johnson Community Health Care Scholars Program at the Johns Hopkins Bloomberg School of Public Health

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Inside this issue:
• Featured Project: Gulf Coast Health Educators
• Views from the Field
• Scholars & Projects
• Alumni Highlights
• J&J 2009 Annual Meeting Schedule
• Participation in 2009 APHA Conference

Vol. 1 / Number 1
September 2009

Mark Your Calendar
September 23-24
2009 J&J Annual Meeting
Baltimore, MD
November 7-11
2009 APHA Annual Meeting

Message from the Director
Dr. Fannie Fonseca Becker
Welcome to the inaugural issue of the “Road Scholars Quarterly”, a new communication channel for the Johnson & Johns (J&J) Community Health Care Program Grantees, the Johns Hopkins/J&J Scholars Program and the larger family of community health care organizations. As our nation continues to feel the effects of the current financial crisis, there is a heightened need for community health care organizations (CHCO) to hone the skills necessary to demonstrate program effectiveness. According to Dr. Rick Martinez, J&J Medical Director for Corporate Contributions, the partnership between the Johns Hopkins University Bloomberg School of Public Health and Johnson & Johnson was created to leverage an important academic-industry partnership. Its goal is to contribute to the long-term sustainability of community health care programs by helping increase their in-house capacity in monitoring and evaluation.

For the first nine years of the partnership, the J&J grantee programs focused on a wide range of public health needs. This required the development of evidence-based evaluation methodology flexible enough to meet the grantee’s evaluation requirements. The methodology has been easily adapted to measure the effectiveness of the 2008-2010 grantees in achieving two important objectives of J&J’s revised strategic plan: to reduce the contribution of obesity to chronic diseases and to promote healthy lifestyles. These are timely objectives, given that overweight and obesity affect two out of every three adult Americans. Overweight and obesity are major risk factors for chronic diseases, including heart disease and diabetes. Both of these conditions also contribute to the top five causes of U.S. mortality due to chronic disease.

The eleven-year partnership between J&J and Johns Hopkins has also provided over 70 doctoral students the opportunity to translate their academic knowledge into practice, while offering the J&J grantees technical assistance in monitoring and evaluation.

This first issue highlights accomplishments and lessons learned by the grantees and scholars. We plan to continue highlighting at least one community healthcare program in each issue, as well as feature news from the field and updates from current and past scholars. We look forward to receiving news of your accomplishments, challenges and lessons learned to include in future issues of the Road Scholars Quarterly.

"Building In-House Capacity in Evaluation: Increasing Sustainability"
Hopkins J&J Community Health Care (CHC) Scholars Program: 2002-2009 Update
• 60 doctoral students provided 60 J&J CHC Grantees with 2,200 contact hours of training
• An estimated 1,200+ CHC program staff trained in the design and implementation of monitoring and evaluation (M&E) methods, including the development of conceptual frameworks, SMART objectives, evidence-based indicators, database creation, data entry, analysis and presentation.
• 85% of respondents to a program evaluation survey of 2003-2007 J&J CHC Grantees reported continued use of their M&E skills.
• In the same survey, 83% of respondents stated that their increased in-house capacity in M&E contributed to the long-term sustainability of their programs.