



# THE ROAD SCHOLARS QUARTERLY

Johnson & Johnson Community Health Care Scholars Program at The Johns Hopkins University

## 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 & 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 (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 grantees’ 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!

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### ✓ Mark Your Calendar

September 22-24  
2009 J&J Annual Meeting  
Baltimore, MD

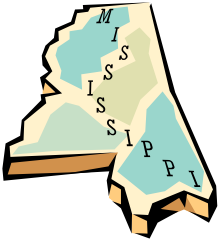
November 7-11  
2009 APHA  
Annual Meeting

## *"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 CHCP 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.

## Featured Project: Gulf Coast Health Educators, Pass Christian, MS



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)<sup>1</sup>. Moreover, one in ten people in Mississippi have been diagnosed with diabetes. Another 115,000 are estimated to have undiagnosed diabetes<sup>2</sup>.

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.



Pearlie Goodman (left), works with GCHE diabetes educator Jean Phaffer, RN.

With the grant support, the GCHE has been able to offer diabetes, weight management and heart health educational 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.

### Between May of 2008 and June 2009. . .

- GCHE staff participated in 30 hours of M&E training with JHSPH.
- 464 individuals participated in either the diabetes program or the Healthy Lifestyles weight loss program.
- An estimated 8,670 individuals or households have been exposed to educational and outreach activities (health fairs, group talks, mass media).

1. Centers for Disease Control and Prevention, 2008

2. Diabetes Foundation of Mississippi

## Views From the Field



**2007 APHA Conference From Left: Pammie Crawford (06-08 Scholar),** Lillienne 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 Siloam Springs. This community-based organization (CBO) provides free healthcare services to the medically uninsured and underserved populations in northwest Arkansas. St. Frances 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 Tianjing 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 590,000 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 and out-reach activities.



**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 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.



Dr. Fonseca-Becker



Dr. Boore  
2004-2006 Scholar



Dr. Guadamuz  
2003-2005 Scholar



Dr. Vastine  
2004-2006 Scholar



## 2008-2010 Scholars and Projects

### GRANTEE , PROGRAM AND GOAL

### SCHOLAR

#### 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 .



**Rachana Sikka, MA, MPH**  
PhD Student,  
Department of Health  
Behavior & Society

#### 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 .



**Terri-Ann Thompson**  
PhD Student, Department of  
Population, Family &  
Reproductive Health

#### 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 under-served populations on the Mississippi Gulf Coast.



**Tia Zeno, MPH**  
PhD Candidate,  
Department of Health  
Behavior & Society

#### 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.



**Tao Wu, MD, MS**  
PhD Candidate  
Department of Epidemiology

#### 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.



**Sara Rocheford, MSN, RN**  
PhD Candidate  
Johns Hopkins School of  
Nursing

## 2008-2010 Scholars and Projects

### GRANTEE , PROGRAM AND GOAL

### SCHOLAR

#### 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.



**Samara Kiihl, MS**  
PhD Candidate,  
Department of  
Biostatistics

#### 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.



**Jillian Fry, MPH**  
PhD Student,  
Department of Health  
Policy Management

#### 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.



**Katie Bonebrake, MA**  
PhD Candidate  
Department of  
Mental Health

#### 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.



**Maria Au, MPH, MMS**  
DrPH Student,  
Department of  
International Health

#### 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.



**Adel Tadruri, MD, MPH**  
PhD Student,  
Department of  
Population, Family &  
Reproductive Health

## J&J Scholars - Alumni Highlights



**2004-2006 Amy Boore, PhD, MPH**, is Associate Director for Science in the Global AIDS Program at the Center for Disease Control in Mozambique, East Africa. She also co-authored a book with Dr. Fannie Fonseca-Becker: *Community Health Care's O-Process for Evaluation*. As a J&J Scholar, Dr. Boore worked with KidOne transport, a non-profit with the mission of transporting children and pregnant women to needed non-emergency health care. The J&J Grant supported expansion of services to the Black Belt region and by end of the grant, KidOne was operating in 33 counties in Alabama. Dr. Boore reported that KidOne staff mastered their conceptual framework, and included it in grant applications. They also became a local M&E resource for other non-profits in the area including tutoring on the use of EpilInfo. Dr. Boore learned that continuation of the evaluation plan requires innovative thinking and strategic partnerships with outside sources.



**2004-2006 Sarah Szanton, PhD, RN, MSN, CRNP**, 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. Fagin 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 serving homeless people with additional medical vulnerabilities in Baltimore, Maryland. The project provides temporary and permanent housing coupled with residential life skills, access to health care, substance abuse treatment and mental health care. Dr. Szanton reported that despite challenges such as transition 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 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.



**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 Hospitals 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.

## M&E Resources

### **Community Health Care's O-Process for Evaluation : A Participatory Approach for Increasing Sustainability**

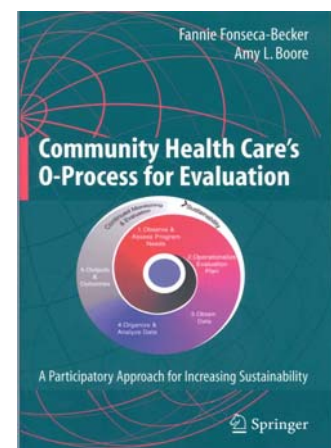
**Authors: Fannie Fonseca-Becker, DrPH, MPH and Amy L. Boore, PhD, MPH**  
Springer Publishing Company, 2008

#### **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](http://www.springer.com)



# J&J CHCP 2009 Annual Meeting Schedule

<b>Wednesday, September 23</b>		
8:00-9:00 am	Registration & Networking Breakfast	All
9:00-9:30 am	Welcome & Introduction	Dr. Rick Martinez, Johnson & Johnson Dr. David Holtrgrave, Johns Hopkins University
9:30-10:45 am	Accelerating the Improvement of Diabetes Care – Ask the Expert	Dr. Christopher Saudek, Director The Johns Hopkins Comprehensive Diabetes Center Dr. Frederick Brancati, Prof. of Medicine Welsh Center for Prevention, Epidemiology Clinical Research
10:45-11:00 am	BREAK	
11:00-11:30am	Collaborative Care Model in the Community	Ivan Juzang, President MEE Productions
11:30-12:00 pm	Diabetes: The Global Epidemic	Dr. Ken Moritsugu
12:00-12:15 pm	Q&A	
12:15-1:00 pm	Lunch	
1:00 1:30 pm	JJCHC Strategies & Outlook	Lillienne Yeung, Johnson & Johnson
1:30-2:00 pm	First Year Progress Update	Dr. Fannie Fonseca-Becker, Johns Hopkins University
2:00-2:30 pm	Monitoring and Evaluation Case Study	Lynn David, Executive Director BACH Pointe Coupee, LA Diane Smith, System Administrator BACH – Pointe Coupee, LA
2:30-3:00 pm	BREAK	
<b>3:00-5:00pm Project Update &amp; Lesson Learned</b>		
Group 1 –Start Up Phase Moderator: Maria Au Campesino Sin Fronteras Navajo Lutheran Mission Coastal Family Health Ctr.	Group 2 –Implementation Phase Moderator: Terri-Ann Thompson SharedCare, Inc. Gulf Coast Health Educators Little River Medical Center	Group 3 –Collaborating Within the Community Moderator: Katie Bonebrake Margaret J Weston CHC Mariposa Community Health Ctr. St. Vincent Regional Medical Ctr.
6:00-8:00pm	Conference Dinner	Special Key Note Speaker- Dr. Jeffry Levi, Executive Director Trust for America’s Health
<b>Thursday, September 24</b>		
8:00-8:30am	Network Breakfast	All
8:30-9:15am	Overview Data Presentation	Dr. Fannie Fonseca-Becker Johns Hopkins University
9:15-10:45am	Break- Out Data Presentation Case Study	Organizations and J&J Scholars
10:45-11:00 am	BREAK	
11:00-11:45 am	Report back to larger group from break-out session	
11:45-1:00 pm	Working Lunch - Developing Communications Opportunities	Shaun Mickus, Johnson & Johnson
1:00-1:15 pm	Wrap Up	Dr. Rick Martinez, Johnson & Johnson Dr. David Holtgrave, Johns Hopkins
1:30 pm	Plan for Departure	

## 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**

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

Jeff Haddox, 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 #206886 - 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**

**Maria C. Au, MMS, 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

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**Editor & Program Director:** Dr. Fannie Fonseca-Becker

**Contributing Writer:** Rachana Sikka, MA, MPH

**Layout & Design:** Mary E. Lemon

### JHU/J&J Scholars Program

111 Market Place Suite 310

Baltimore, MD 21202

Phone: (410) 659-6189

Fax: (410) 223-1619

Email: [jjscholar@jhsph.edu](mailto:jjscholar@jhsph.edu)

Web: [www.jjhscholar.org](http://www.jjhscholar.org)