



South Side Thrive

Collaborative

Celebrate One Proposal 2023

We envision Columbus' South Side as a mosaic of vibrant communities in which every resident thrives. Our mission is to support South Side residents in living healthy, fulfilling lives by strengthening the collective efforts of community partners. In pursuit of our mission, South Side Thrive Collaborative convenes stakeholders to enhance the overall quality of life of South Side residents and support residents' holistic needs.

Over 60% of households in the South Side live under 200% of the Federal Poverty Line. Compared to Franklin County, South Side residents experience overall higher rates of diabetes, chronic disease, and infant mortality.

With funding support from Celebrate One in 2022, South Side Thrive Collaborative launched a community-wide awareness building initiative to support residents in preventing and/or managing chronic medical conditions, encouraging healthy habits, and promoting wellness. The healthy living outreach campaign was designed to reduce health disparities through culturally sensitive outreach and awareness building activities that connect South Side residents with limited financial resources to local wellness programs and services. Accomplishments from the campaign in 2022 include:

- Engagement of 13 community-based organizations, including Celebrate One, as partners in the design and implementation of the campaign.
- Creation of a comprehensive [online health resource hub](#) that includes nearly 70 South Side health related resources and educational pieces. Resources include food access, primary care, prenatal care, mental health, stress management, substance use, healthy cooking, and physical activity.
- Ran social media ads that resulted in 400,000 total impressions and nearly 5,000 clicks to resource hub. Ads resulted in an average of 500 webpage views per month.
- Distributed over 2,000 educational print pieces on healthy cooking, food access, Type 2 diabetes, and primary care.
- Issued a direct mailer piece to over 18,000 households in 43206 and 43207 to promote awareness of health resources.
- Hosted or participated in 13 community outreach events and connected over 100 individuals to health and wellness resources at these events.
- 98 individuals linked and referred to health and social services through the newly launched Neighborhood Navigator Program.
- Connected over 500 individuals to health and wellness resources through 3 South Side residents serving as Health Ambassadors.
- Established a partnership with PrimaryOne Health to receive referrals of patients being seen at the John Maloney Health Center that screen as food insecure and are residents of zip codes 43206 and 43207 and need support by social services to address social determinants of health.



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Finally, South Side Thrive Collaborative leveraged the Celebrate One funding to secure a grant from the Ohio Department of Health to support our place-based initiative seeking to address social determinants of health and improve healthy behaviors of residents through meaningful community engagement and cross sector collaboration. This grant provided additional resources to expand the capacity of South Side Thrive Collaborative to manage the campaign activities.

Building off the results achieved in the previous year, South Side Thrive Collaborative respectfully requests another \$10,000 in support from Celebrate One for 2023. Funds will support the continuation of the healthy living outreach campaign activities in 2023. Continued activities that funding will support include the following:

- Engagement of key partners, such as Celebrate One, Nationwide Children's Hospital, Mid-Ohio Food Collective, PrimaryOne Health, and Community Development for All People to amplify our initiatives messaging to reach more residents.
- Engagement of community members as Health Ambassadors to act as trusted voices that increase awareness and connection to health resources.
- Additional cycles of direct mailers and social media advertisements.
- Community-based events and special wellness programs to have hyper-local interpersonal engagement on health resources.
- Continued operation of our Neighborhood Navigator Program to identify and refer individuals to health and social service supports.

Budget Request to Celebrate One:

Expense	Description	Cost
Promotional Supplies	Branded supplies and healthy living materials (example: water bottles, t-shirts) to increase visibility of campaign and distribute to community members.	\$4,200
Programming & Outreach Supplies	Food, educational activities (facilitator fees), and refreshments for 2 community-based outreach events.	\$4,000
Incentives	Health Ambassador incentive for outreach and education on health resources.	\$1,800
Total		\$10,000