



2016

Neighborhood



PIER Events

Prevention • Intervention • Enforcement • Re-Entry

Outcome Assessment of Events

The Department of Health (DOH), in cooperation with the Mayor's Office and other City of St. Louis agencies developed a holistic approach to sharing information and empowering residents within the 15 neighborhoods identified under the PIER Crime Plan as being at risk for violence. Neighborhoods around O'Fallon Park Recreation Complex, Wohl Recreation Center, Marquette Park and Recreation Center, and Gregory J. Carter Park were clustered to conduct four neighborhood resource fairs. This report presents the Department of Health's data summaries and assessments of the fairs.

June 2016

2016 Neighborhood PIER Events

Executive Summary

This report is intended to provide an overview of the 2016 PIER Plan Fairs. The information will assist the City of St. Louis and its community partners by identifying strengths, challenges, and opportunities for future PIER events.

The fairs occurred from 10am to 2pm on:

- Saturday, May 14, 2016 - O'Fallon Rec. Complex, 4343 West Florissant, St. Louis, MO 63115
 - Target Neighborhoods: O'Fallon, Jeff Vander Lou, Penrose, Hyde Park
- Saturday, May 21, 2016- Wohl Rec. Center, 1515 N Kingshighway Blvd, St. Louis, MO 63113
 - Target Neighborhoods: West End, Wells- Goodfellow, Kings West, and Greater Ville
- Saturday, June 4, 2016- Marquette Park, Osage and Minnesota, St Louis, MO 63118
 - Target Neighborhoods: Gravois Park, Dutchtown and Bevo Mill
- Saturday, June 18, 2016- Gregory J. Carter Park, 5800 Lillian Ave, St. Louis, MO 63120
 - Target Neighborhoods: Walnut Park West, Baden, Mark Twain, and Mark Twain/I-70

One key goal of the fairs was to provide residents in neighborhoods at high risk for violence direct access to City agencies and community partners. The target audiences were the residents in areas identified in the City of St. Louis PIER Plan as focus or priority neighborhoods. Event activities provided information regarding health concerns and resources in the community. The PIER events empowered residents to improve their health and their neighborhood in a family-friendly environment. Approximately 500 community members attended the fairs and related events on sites.

City government departments, community partners, and political leaders joined forces to plan and conduct the fairs. Collaboration between these partners played a key role in making the events a success.



Melba R. Moore, MS, CPHA
Acting Director/Commissioner of Health



2016 Neighborhood PIER Events

Narrative

Background

The PIER Plan is the "City's holistic approach to reducing crime; focuses strategies on Prevention, Intervention, Enforcement, and Reentry." [City of St. Louis P.I.E.R. Plan](#)

The PIER Plan neighborhood events are designed to "Meet residents with services right where they live," Mayor Francis Slay said. "Our teams will help people navigate how to better connect to the many services our government provides its residents to help them succeed."

A major goal of the neighborhood events was to demonstrate the City's commitment to reducing violent crimes by addressing co-occurring factors presented in the PIER Plan that may contribute to crime. This goal is attained by providing direct access to City and community resources to residents at high risk for violence.

The events focused on 15 neighborhoods identified using 2014-15 crime data as being where most assaults with a fire arm and homicides have occurred. Of these neighborhoods, 14 are underserved, low income, majority African American and areas with health inequities. One neighborhood, Bevo had all the same characteristics except the majority of the population is white. The creation of the neighborhood events supports the City's efforts to provide hot spot resources in areas that are receiving hot spot policing pursuant to the enforcement component of the PIER plan.

Resources available at the events included but were not limited to:

- Gun safety at home information and free gun locks
- Health screenings and information (lead testing, child dental screenings, HIV testing)
- Opportunities to report community concerns (weeds, lights out, broken sidewalks, illegal dumping)
- Fire safety information
- Emergency Preparedness information
- Healthy eating/ healthy activities
- Child Health Information (Asthma, Car seat safety, Safe Sleep/Pack & Plays)
- Men and Women's Health information (Breast health, prostate health)
- Pet information: Permit, Vaccinations, Information on Spay/Neutering services
- Sustainable practices tips
- Healthy homes information

"Informing, educating, and empowering the community are essential services in public health," Melba R. Moore, the Acting Director of Health for the City of St. Louis, said. "Government has to meet people where they are, let them know what services are available, and provide those services."



Internal and External Partners

The following City departments provided information and resources to the community:

Department of Health (DOH)
City of St. Louis Department of Human Services
St. Louis Metropolitan Police Department and Problem Properties Taskforce
St. Louis Fire Department
St. Louis Agency on Training and Employment
Department of Probation and Parole
Citizens' Service Bureau
Office of Sustainability
Office of Diversity and Inclusion
Neighborhood Stabilization Team
Problem Properties Task Force
Street Department and Refuse Division
Building Division
Departments of Parks, Recreation and Forestry
Civil Right Enforcement Agency
City Emergency Management Agency
Brightside St. Louis

The following community partners provided information or services and each event:

Affinia Health Care
Community Wellness Project
St. Louis Effort for Aids
Feng Zhiqiang Taiji Academy (Tai Chi)
Lincoln University Extension
Myrtle Hilliard Davis Comprehensive Health Centers
Moms Demand Action (Gun Safety)
Operation S.P.O.T.
People's Community Action Agency
Shriners Hospital
SLU Cancer Center
The SPOT (Supporting Positive Opportunities with Teens)
United States Census Bureau
Urban League of Metropolitan St. Louis
University of Missouri-St. Louis- Dr. Kathryn Records
Williams and Associates
Women's Voices Raised for Social Justice

2016 Neighborhood PIER Events



Planning

The DOH coordinated the events with internal and external partners. The Parks and Recreation divisions assisted with securing locations and equipment to host the events. Approximately 20 employees from the DOH and 16 employees from Parks, Recreation, and the Neighborhood Stabilization Team took on active roles throughout each event to ensure its success.

To encourage engagement from the community, the events were structured as a “journey”, complete with a passport. The passports allowed residents to provide their contact information to be used for future opportunities to offer input in the DOH Community Health Assessment (CHA). Residents “traveled” from booth to booth to obtain information and resources. At the end of their journey, the passport could be redeemed for lunch (beef hot dog, baked chips, fruit and water). The food was provided by DOH partner Food for Hire.

To supplement the onsite benefits presented at the events, the DOH developed and distributed booklets entitled “Neighborhood in Focus” for each of the 15 neighborhoods identified in the PIER Plan. The booklets contain health data specific to each neighborhood, City services, community resources, and recommendations on what residents can do are provided in the booklets.

[“Neighborhood in Focus” booklets](#)

Marketing

Fliers, radio, newspaper ads, social media and word of mouth were methods used to promote the fairs.

- DOH developed and produced 500 fliers to promote each event. The fliers were distributed by all DOH field staff as well as Neighborhood Stabilization Team.
- An electronic version of the flier was provided by DOH to participating partners who were encouraged to promote the event through their networks.
- Neighborhood Stabilization Team members also produced fliers to promote not only the resource fair but also a neighborhood clean-up blitz that was included in the O’Fallon Recreation Complex and Wohl Recreation activities. The Walnut Park East Neighborhood Association and Alderman Chris Carter provided additional advertising for the park dedication and the 3 on 3 basketball tournament held at the same time as the resource fair.
- DOH interns assisted the Health Promotions section in calling 22 churches in the target neighborhoods for the Gregory J Carter event.
- The DOH developed commercials which aired on iHeart Radio beginning one week prior until the day of each of the events
- The DOH placed 1/4 page ads featuring the event fliers in the St. Louis American Newspaper one week prior to each event.

Canvassing Efforts

The DOH attempted to boost attendance at the final two events by conducting a door-to-door canvassing campaign in neighborhoods surrounding the event locations. Employees from the DOH,



along with Civil Rights Enforcement Agency staff went door to door with fliers. The Marquette canvassing efforts reached 904 households, a third of which were face to face contact. DOH food inspectors provided information regarding the Marquette Event to approximately 77 businesses in the area. Efforts to canvass for the Gregory J. Carter event were divided among Walnut Park East Neighborhood Association and DOH. DOH was able to cover 418 households of which almost 40% were by face to face contact. In addition, DOH food inspectors provided information regarding the Gregory J. Carter Event to approximately 18 businesses in the area.

Cost (approximate)

The following outlines an approximate cost to DOH to plan prepare and execute all four events. The cost includes food, labor, and materials:

| | |
|---|----------|
| DOH Labor | \$22,000 |
| Printing booklets for 15 neighborhood +1 per Alderman request.(Labor &printing) | \$14,000 |
| Food for all 4 events | \$8,000 |
| Total | \$44,000 |

Community Input

DOH felt it was very important to learn *who* was attending the events. Residents were asked to mark on a map using a push pin where they lived before “departing on their journey”.

DOH also understands the value of community input regarding how best to reach residents and what they feel is impacting their neighborhood. During the final two fairs residents were asked to indicate how they heard about the event. Overall 73% of attendees indicated that they learned of the event via word of mouth. Residents were also asked to identify what they felt was the biggest health concern in their neighborhood. At both Marquette Recreation and Gregory J. Carter Park residents indicated that crime, stress, and drugs were the top 3 health concerns affecting their neighborhoods.

The information DOH obtained will be considered to identify future evidence based interventions, educations, and policies.

Outcomes/Highlights:

Responses from residents and participating agencies alike indicated that they enjoyed the events and thought that they were beneficial to the community.

Many residents who participated with children took advantage of the free services such as the health and dental screenings. Raffles for prizes provided an added incentive to participate. Participants won items such as vacuums, emergency preparedness backpacks, and Let’s Move gift bags. DOH also

2016 Neighborhood PIER Events



donated ten health related gift bags as prizes for the 3-on -3 basketball tournament at Gregory J. Carter Park.

All of the vendors reported that they experienced positive interactions with residents and were able to provide information regarding services they provide or referrals to where residents could receive further assistance.

During the fairs,

- 346 residents participated in the passport activities; 212 adults, 134 children. Booth visits by the residents ranged from 9-17 booths.
- 100 gun locks were provided to residents
- 75 safer sex kits were distributed
- 9 Citizen Service Bureau work orders were taken
- 33 residents signed up for smoke alarm installations.
- 20 residents were referred by the Building Division for additional services
- 2 mammogram appointments were made
- 40 blood pressure screenings were administered(Affinia)
- 16 dental exams were administered(Affinia)
- 8 vision exams were conducted(Affinia)
- 47 pets received rabies vaccinations or microchips
- 23 pet spay/neuter surgeries performed (based on appointments and advertising of PIER events)
- 9 HIV tests were administered



Vendor surveys issued at the end of each event indicated that the majority of the vendors felt the events were a success. They reported that the management of the event was excellent, however concern was expressed for the lower than anticipated attendance.

The series of events met the objective to provide information and resources to communities in need. DOH was able to obtain valuable insight through interaction with residents. Citizen contact information obtained from the passports was used to create a database in order to engage residents in future dialogue surrounding public health concerns, possible evidence based interventions, education and policies.



2016 Neighborhood PIER Events

Prevention • Intervention • Enforcement • Re-Entry

O'Fallon Park Recreation Complex

On May 14th 2016, the first of four PIER events was held at O'Fallon Park Recreation Complex/YMCA located at 4343 West Florissant. Residents traveled through the southeast hallway full of information and resources. Adjacent rooms were used by the Department of Health for promotion of the Let's Move initiative, stress management using Tai Chi with Feng Zhiqiang Taiji Academy and the Citizens' Service Bureau provided an opportunity to report community concerns.

A Ward-wide clean-up "Blitz" was sponsored by the Neighborhood Stabilization Team.

The event was highlighted by a few words from Mayor Francis Slay, Acting Health Director Melba R. Moore, and representatives from St. Louis City Fire Department and St. Louis Metropolitan Police Department spoke.

Stakeholders Comments

- Organized
- I thought the passports were a great way to encourage people to visit every booth.
- Great job sharing information, well-planned and organized. Congrats and thank you!

Challenges

- Identifying an effective marketing strategy for underserved populations
- The hallway got a little tight at times. A gym or more open space could have had a better traffic flow.



O'Fallon Park Recreation Complex • 7

Snapshot: O'Fallon Park Recreation Complex



Vendors: 26

Attendees: 48

- Adult: 32
- Children: 16
- Average booth visits by each attendee: 16

Gun locks distributed: 24





2016 Neighborhood PIER Events

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Wohl Recreation Center

On May 21st 2016, the second of four PIER events was held at Wohl Recreation Center located at 1515 North Kingshighway.

The event occurred on the same day as a ward-wide clean-up “Blitz” coordinated by the Neighborhood Stabilization Team.

Booths for the event were set up inside the gymnasium and the food was placed just outside the back door in the park behind the facility. All of the participating mobile units staged on the parking lot. A DJ provided music for the event.

Stakeholder Comments

- Provide more (emergency) preparedness kits to give away.
- Well organized event.
- Friendly staff
- Great event!

Challenges

- Healthier food for events
- Noise level:
 - Couldn't use video because interviews could not be heard
 - Public address system unintelligible
- Promotion of the event throughout the community

Snapshot: Wohl Recreation Center



Vendors: 26

Attendees: 65

- Adult: 44
- Children: 21
- Average booth visits by each attendee: 13

Mammogram appointments made onsite: 2

Gun locks distributed: 24

50 people learned more about Sustainable practices





2016 Neighborhood PIER Events

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Marquette Recreation Center

On June 4th 2016, the third of four PIER events was held at Marquette Recreation Center located at the corner of Osage and Minnesota Streets

The event occurred in conjunction with the opening celebration of the Marquette swimming pool. The celebration activities were sponsored by Alderwoman Cara Spencer and Recreation Commissioner Evelyn Rice-Peebles. Rain prevented the fair from being held outside. The weather improved to allow the pool opening activities to be conducted outside and the pool to open.

After residents participated in the fair inside the gymnasium, they made their way out to the opening celebration to enjoy food, live music, and, of course, the pool.

Police Chief Sam Dotson, Acting Director Melba R. Moore, Director Sable Campbell, Commissioner Evelyn Rice-Peebles, and Alderwoman Cara Spencer were in attendance representing the City of St. Louis.

Stakeholder Comments

- Organized
- Location, music and announcements were great!
- Even with the rain, this was the best turnout of PIER events so far.
- Great event!

Challenges

- Identifying an effective marketing strategy for underserved populations
- Vendor placement should have been outside to increase turnout.



Marquette Recreation Center • 9

Snapshot: Marquette Recreation Center



Vendors: 23

Attendees: 125

- Adult: 63
- Children: 62
- Average booth visits by each attendee: 12

Blood Pressure
Screening: 8

Medical Mobile Van:
Hearing & Vision: 7

Dental Mobile Van:
Dental exams: 6





2016 Neighborhood PIER Events

Prevention • Intervention • Enforcement • Re-Entry

Gregory J. Carter Park

On June 18th 2016, the fourth of four PIER events was held at Gregory J. Carter Park located at 5800 Lillian Avenue.

The event took place on the same day as Ward 27 meeting. The Ward Organization conducted its meeting in the park during the fair. A park dedication and a 3-on-3 basketball tournament were held in honor of the late Alderman Gregory J. Carter. Radio Station 104.1 provided live music and Operation Food Search provided sack lunches in addition to meals provided by DOH (Food for Hire).

The Department of Health also sponsored softball activities in support of the Major League Baseball and National Conference of Mayors Play Ball initiative.

Stakeholders Comments

- Organized
- Set up should be at the same time for all vendors
- Great event!
- I like the tents but some of the tables were a little tight

Challenges

- Identifying an effective marketing strategy for underserved populations

Snapshot: Gregory J. Carter Park



Vendors: 16

Attendees: 108

- Adult: 73
- Children: 35
- Average booth visits by each attendee: 9

