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# Sustainable Health & Wellness Village Festival

3-City Tour | Summer 2021



# Who We Are & What We See Possible

**Caresparc Consulting Inc.** is on a mission to create meaningful and lasting connections between vulnerable populations and community resource providers in ways that leave people empowered and enabled to cultivate a culture of health and wellness that lasts a lifetime.

## **CONNECTING COMMUNITIES WITH CARE**

By understanding, engaging, and supporting the individuals and organizations within our most vulnerable communities, we can cocreate bold solutions to overcome obstacles and achieve a quality of life that fulfills the promise of life itself.

With broad industry expertise and a core commitment to community building, Caresparc Consulting, Inc. is uniquely positioned to convene partners and providers across sectors in collaboration to address complex challenges facing communities of color. The innovative and impactful programs we create leave communities with newfound opportunities to advance a future of optimal wellbeing for all.



# New Possibilities for Community-Based Health & Wellness

## OUR PROGRAM

The **Sustainable Health & Wellness Village® Festival** (SHWV) is a 3-day community-based health and wellness event that provides participants with ready access to healthcare and community resources within a culturally relevant festival-like atmosphere designed to promote meaningful engagements between communities of color and regional providers. Informed by the CDC's *Social Determinants of Health* and the Robert Wood Johnson Foundation's *Culture of Health Action Framework*, the SHWV's innovative evidence-based model integrates acute care services and screenings with wellness education and lifestyle activities designed to address the full spectrum of determinants to overall wellbeing. To promote a safe and fun environment where important exchanges of value can take place, the SHWV employs targeted incentives, entertainment, and recreation activities that are thoughtfully designed

to appeal to each community's unique tastes. Each SHWV program is planned in close collaboration with the community's stakeholders from residents and local leaders to healthcare providers and business owners, ensuring that its custom configuration of community resources and activities reflect the needs and preferences of the communities we serve.

To optimize outcomes for participants and providers alike, the SHWV includes performance evaluations, combining hands-on data collection with automated analytics technology that provide insightful feedback shared among our partners to optimize our collective efforts and outcomes. This collaborative approach allows the SHWV to be a uniquely innovative, intelligent, and adaptive program that generates real value and elevates quality of life among underserved communities.

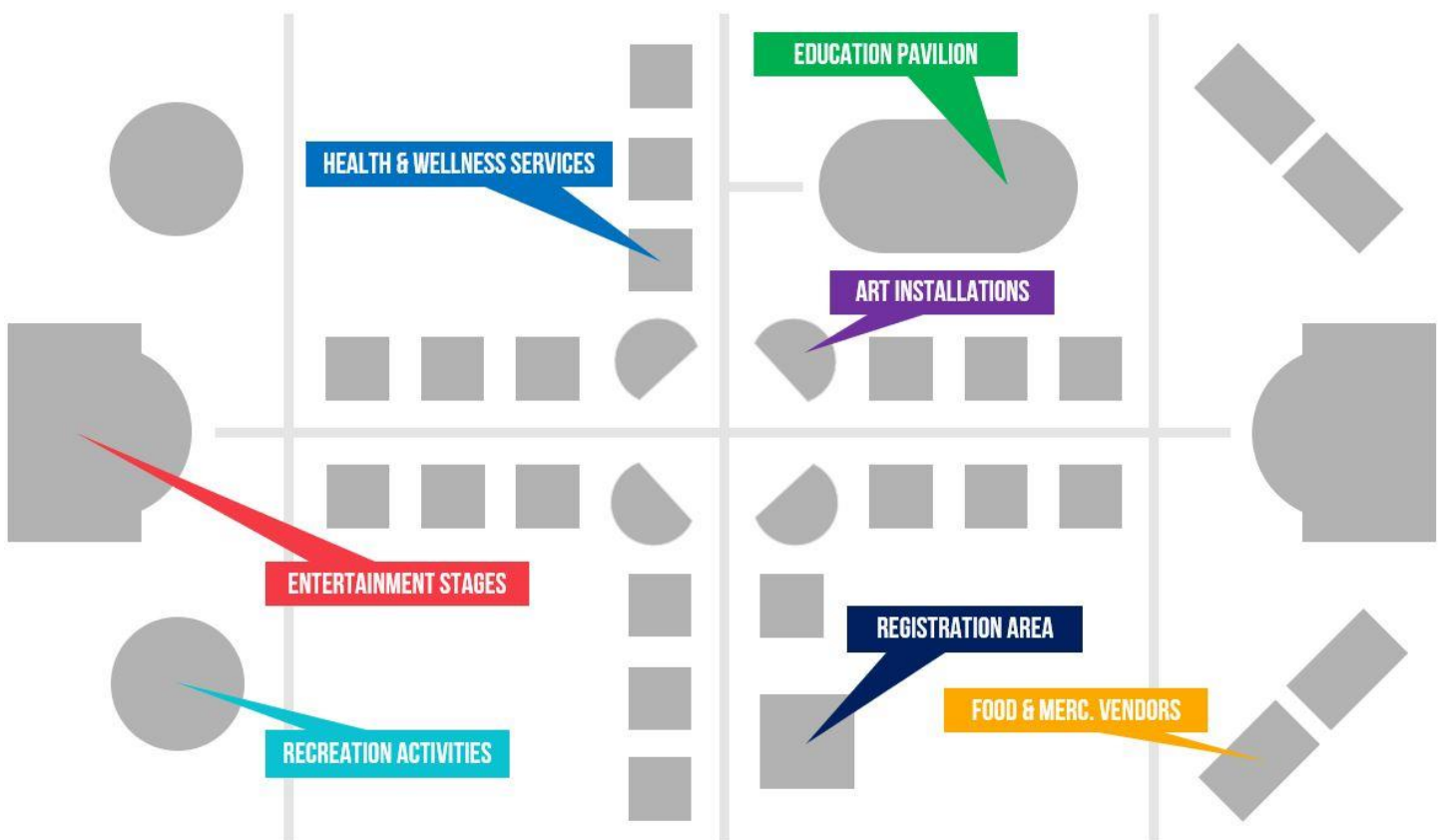


# THE VILLAGE DESIGN

At the heart of the Village design is our program’s **Core Offerings** – a wide variety of health, wellness, and sustainability resources, including health screenings and guidance. These features are critical to the Village mission as they directly promote the delivery of care, support, and community resources to our participants.

To promote a fun and attractive environment where important exchanges of value can take

place, the SHWV design incorporates many **Companion Offerings** – a broad selection of entertainment and recreational activities in the areas of art, culture, and lifestyle. These features are not directly related to the delivery of care, support, and resources but rather are designed to incentivize meaningful engagements between providers and participants, promoting exceeding health outcomes for all community members.



\*For demonstration purposes only. Not to scale.

# COVID-19 PROTOCOLS

While we are hopeful that the circumstances surrounding the COVID-19 pandemic continue to improve over the coming months, we recognize that added precautions may be necessary to ensure the safety of our partners and participants. The SHWV is designed with careful attention to current CDC guidelines, including:

- ✓ Use of Face Coverings
- ✓ Physical Distancing
- ✓ Open-air Pavilions
- ✓ Increased Spacing of Partners & Vendors
- ✓ Wide Passageways with Directional Signage
- ✓ Crowd Limits

# Community Building in the Age of COVID-19

## OUR COMMITMENT

The 2020 **COVID-19 Pandemic** has highlighted the long-standing inequities facing minority and low-income communities across the country. The disproportionate impact on these groups extends across the full course of disease from increased transmission rates to higher incidences of severe illness and death. These outcomes have devastated communities, illustrating the striking inequities of the existing public health infrastructure in these areas. The pandemic has exposed health disparities among black and brown populations as well as the broader fiscal and social consequences on society as a whole. Now elevated to the national consciousness, these challenges may hold opportunities to spur innovation and collaboration across sectors and industries that share vested interests in the health and social outcomes of urban population centers.

Expanding on its core collaborative approach to community building, the **2021 Sustainable Health & Wellness Village® Festival** (SHWV) has been designed with special attention to the emergent challenges and opportunities brought on by COVID-19. From promoting public health mitigation measures to supporting vaccine distribution and education efforts, the SHWV represents an important pillar in our statewide emergency response approach. By leading a focused effort to cultivate relationships of mutual trust and cooperation among stakeholders across our communities, the SHWV is prepared to empower and enable underserved populations as advocates in advancing their own health outcomes. What remains is a robust community-based resource infrastructure working in partnership with the broader community to address public health challenges for years to come.





# *It takes a village*

## Connecting Communities with Care

### MEANINGFUL ENGAGEMENTS

Many elements of the **Sustainable Health and Wellness Village® Festival** (SHWV) make it unique among community programs but at its core, the *village* concept is nothing new. Over thousands of years, people have relied on the stability, security, and interdependence that the village model provides to sustain their way of life. The traditions and rituals established among close knit groups serve to promote a shared sense of unity, identity, and destiny. The practical and social value of the village model has been proven the world over – a model we recognize as an essential community building tool.

The central objectives of the SHWV center around connecting underserved populations with quality community resources to promote optimal public

health and wellness outcomes. In many cases, this involves facilitating interactions between community members and the providers of local health and social services. Be it a one-on-one health screening or an expert lead group discussion, the adoption of healthy lifestyle behaviors often requires that community members forge new relationships with providers. The SHWV's planning process and ongoing support ensure that our providers are enabled to generate meaningful engagements with program participants in ways that foster trust, respect, and partnership. From this foundation, we aim to remove barriers, both real and perceived, and create access to quality community resources that advance the health and wellbeing of underserved communities.

## MEMORABLE EXPERIENCES

Beyond just a literal event, the SHWV provides an experience that lives in the minds of each program participant. Complementing our community resource offerings is a wide array of entertainment, recreation, and cultural activities as well as quality gifts and prizes that generate memorable experiences of family fun, discovery, and connection. This festival-like atmosphere is central

to our engagement strategy as it creates the conditions for open and honest dialogue as well as powerful incentives for community members to participate. By presenting quality activities that celebrate the interests and identity of each community, we aim to inspire our participants to take full advantage of the opportunity to advance their wellbeing and quality of life.

## A LASTING IMPACT

The unique environment, experiences, and impact of the SHWV take shape well before our event dates. With the expert oversight and direction of Caresparc Consulting, Inc., each SHWV program begins with an examination of the conditions in the prospective host community. We review each community's needs assessment, evaluate its existing community resources, and seek perspectives on the community's unique identity. Throughout our 9-month planning phase, we engage stakeholders from across the community to establish a cross-sector collaborative network that meets regularly to design and develop each program. Various planning committees made up of community members with distinct areas of interest lead the design of specific program features. In all, the aim of our planning process is to cultivate

strong partnerships and a shared understanding for each community's needs and opportunities.

Long after each SHWV event takes place, the network of community stakeholders we establish remains in place as an ongoing asset to the community. This network represents a valuable infrastructure that can be mobilized in response to emergent community needs as well as long-term opportunities. The power of this resource lies in the combined capacity of our partners and the relationships they have established but also their personal stake and shared interests in the outcomes of the community. With the ongoing leadership of Caresparc Consulting, Inc., the cross-sector collaborative network we leave behind stands as an opportunity for communities to pursue their highest aspirations for years to come.



# Practical Knowledge that Enables & Empowers

## OUR FOCUS ON COMMUNITY EDUCATION

Critical to any public health effort and fundamental to the SHWV program design is our focus on education. Awareness and understanding within a community can either represent a barrier to improved health outcomes or a promising pathway. The SHWV is designed with a commitment to fostering an environment of mutual trust and respect between our partners and participants, promoting meaningful engagements and essential exchanges of value that leave our participants empowered and enabled to achieve optimal health outcomes and advance their quality of life.

The Village environment is designed to provide participants with a number of unique settings for engagement and learning, from confidential one-on-one consultations to our expert lead forum topic talks and break-out group discussions. Within these settings, many important topics areas are addressed, including the following:

- ✓ Understanding Personal Health Screenings
- ✓ Navigating Healthcare Resources & Services
- ✓ Effective Healthcare Insurance Utilization
- ✓ Clinical Trial Access & Participation
- ✓ Importance of Vaccination (\*COVID-19)
- ✓ Maternity, Prenatal Care, & Infant Mortality
- ✓ Mental & Behavioral Health
- ✓ Community Emergency Preparedness
- ✓ Nutritional Food Access (Farmers Market)
- ✓ Healthy Cooking Demonstrations
- ✓ Ecology & Sustainable Living Practices
- ✓ Elder Care & Veterans Resource Access
- ✓ Crime Prevention & Public Safety
- ✓ Financial Literacy & Planning
- ✓ New Technology Adoption





# Program Feature: Veterans Resource Village

## OPPORTUNITY & ACCESS WITH HONOR

One of the hallmark features of the SHWV's custom community building approach is **The Veterans Resource Village (VRV)**. This evidence-based specialized offering represents the combined efforts of deeply committed collaborative service providers, institutions, and employers that deliver targeted support to those who have served in our armed forces. Within this program, participants can participate in one-on-one consultations with specialized providers, join expert led educational forums, and secure relevant resources all within a safe, sensitive, and inclusive environment that encourages meaningful connections and fulfilling bonds among families, friends, and our broader community for years to come.

- ✓ We provide veterans with **personalized guidance** in navigating our valuable program offerings.
- ✓ We **educate the broader community** about the unique challenges facing returning service members and their families.
- ✓ We **promote meaningful engagements** so that veterans can explore new opportunities for quality outcomes within an integrated support network of providers.

The COVID-19 pandemic has changed all of our lives since 2020 but it has had a particularly





ORGANIZED BY CareSparc CONSULTING

IN PARTNERSHIP WITH



Rutgers New Jersey Medical School COVID Team



# COVID-19 EMERGENCY RESPONSE FOOD DISTRIBUTION EFFORT



NEW JERSEY PANDEMIC RELIEF FUND



Wilf Family Foundation

Columbia Bank Foundation

Houston Family Foundation



GROTTA FUND FOR SENIOR CARE

WellCare Beyond Healthcare. A Better You

Saint Michael's Medical Center



Horizon Blue Cross Blue Shield of New Jersey

STOP & SHOP



social conditions, black and brown populations have suffered serious illness and death from COVID-19 at rates nearly 3 times higher than those seen in white communities<sup>1</sup>. COVID-19 has also disrupted public education and damaged local economies, which threatens the ability for these communities to meet even their most basic needs. Food insecurity is among the most difficult related challenges, with nearly 4 in 10 Americans being personally impacted since the pandemic began<sup>2</sup>. This reality illustrates the critical importance of community-driven emergency preparedness and a coordinated response infrastructure.

To address the pandemic-related hunger crisis in Newark NJ, Caresparc Consulting, Inc. activated its existing network of corporate and community partners to produce the **COVID-19 Emergency Response Food Distribution Effort**. With the

assistance of its SHVV partners, the Caresparc team was able to develop and deploy a real-time response to Newark's hunger crisis only 10 days after New Jersey's shutdown orders took effect. Each week, the program's many volunteers sort, package, and deliver fresh produce and essential food items to vulnerable seniors and families throughout Newark. Since its inception in April 2020, the program has delivered over 1.4 million pounds of food to the homes of roughly 2000 residents. By serving the same local seniors and families week after week, the program is able to adapt to the community's evolving needs, proving itself to be critical to Newark's COVID-19 response and representing a vital bridge to the end of the pandemic for the city's most vulnerable residents.

<sup>1</sup> Johns Hopkins University, COVID-19 Impact Report, Aug 2020

<sup>2</sup> OnePoll Online Survey, comm. by Danone NA, Oct 2020



# The 2021 SHWV Festival

## Our Lead Non-profit Partner

### *New Jersey Give a Kid a Dream*

**The Gleason's Give A Kid A Dream Program** was established in 1991 to provide boxing instruction to at-risk children at one of the sport's most renowned focal points, Gleason's Gym. In 2012, Jackie Atkins partnered with Bruce Silverglade, owner, to birth Gleason's Jersey Shore gym. Atkins combined the existing PAL youth program with a newly developed New Jersey Give a Kid a Dream *Champions of Life Program*, expanding the program to include academics and life skills.

- ✓ Jacklyn Atkins currently serves as President of the New Jersey Association of USA Boxing. She was inducted into the New Jersey Boxing Hall of Fame in November 2014.
- ✓ Give a Kid a Dream integrates the discipline of Olympic style boxing with fitness, life skills, counseling, mentoring, and academic achievement under one directive, and since its inception has left a positive impact on hundreds of children.





## OUR SOUTH-JERSEY FESTIVAL HOST:

# Atlantic City @ Oscar E. McClinton Jr. Waterfront Park

Atlantic City is a coastal resort city along the Jersey Shore, well-known for its casinos, boardwalk, and beaches. Its historical significance for residents and vacationers alike is reflected in countless books and movies, and even in the board game *Monopoly*.

Despite its many natural and man-made resources, Atlantic City has a large minority population that faces endemic challenges related to healthcare inequities and persistent socioeconomic hardship that negatively impact health outcomes and quality of life. In particular, Atlantic City's black and brown populations struggle with effective access and utilization of community resources. The elevated incidence and severity of chronic conditions like heart disease and diabetes in Atlantic City point to the persistence of lifestyle and behavioral risk factors. Cultural barriers and other social determinants among the region's minority groups likely complicate these health inequities, negatively

impacting health outcomes and diminishing quality of life.

The health and wellness challenges that exist among communities of color in Atlantic City highlight the importance of creative community programming that expands access to clinical care, public health, and social support resources within practical and familiar settings. The 2021 SHWV Festival will promote meaningful engagements between local community members and resource providers, building enriching and enduring relationships across cultural and social divides to advance public health outcomes and quality of life.

The 2021 SHWV Festival @ Atlantic City promises to be an important event, welcoming communities and organizations from across the city and throughout Atlantic County. Other host sites for the 2021 SHWV Festival season include **Newark** and **New Brunswick**.



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