



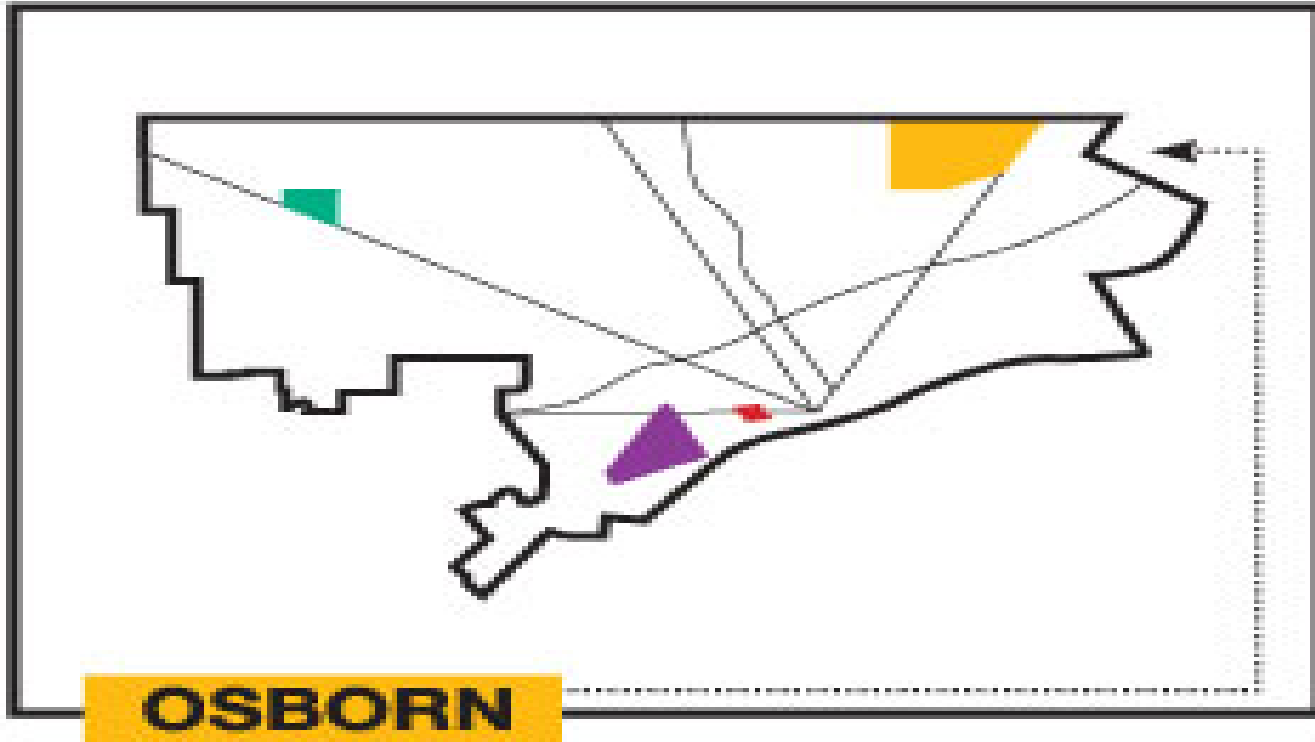
Helping Ourselves Overcome Disparities Project (H.O.O.D.)

Tides Foundation, Prevention Institute & Matrix Human Services

Detroit, Michigan

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Osborn Community



Community Demographics

- The population of the Osborn area is 27,688 (2010 Census)
- Osborn has a majority African American population, (83.4%) a white population of 9% and an Asian population of 4.6% (2000).
- Level of poverty in the community was 27.4% (2000).

Project Overview

- Lead agency for the project is Matrix Human Services – Large social service agency in Detroit – 23 locations
- Project Budget is \$85,000 (does not include staff & resource in-kind services)
- Project Timeline – April 1, 2010 – September 30, 2011

Project Partners

- Neighborhood Service Organization
- Detroit Generational Fit Children
- City of Detroit Department of Health & Wellness Promotion
- Osborn Neighborhood Alliance
- Greenbrier Community Council
- Wayne State University

Project Outcomes

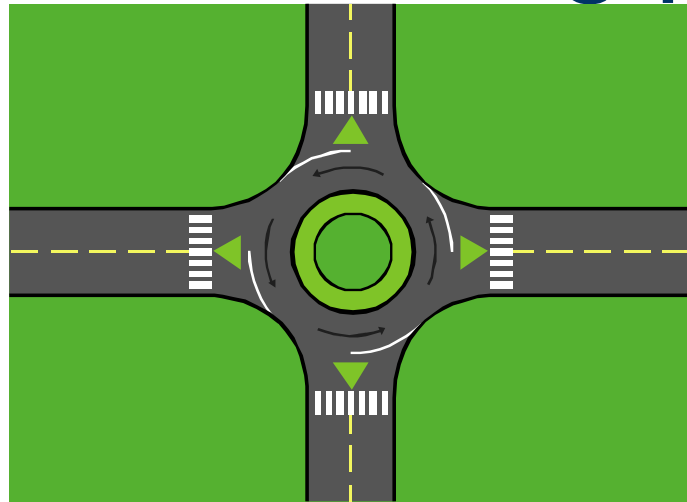
- Youth will have increased involvement and leadership in community initiatives impacting social and environmental changes for the community.
- Residents will have increased access to community hubs, recreation centers, grocery stores and parks in Osborn.

Project Outcomes

- There will be increased patronage of Osborn businesses promoting a healthy eating and active lifestyle.
- Youth and adults will have the ability to navigate their community without fear of violence.
- The expansion of youth employment and training opportunities in businesses and organizations promoting a healthy lifestyle.

Convergence

- To tend toward or approach an intersecting point.



Going To Scale

- “Scaling-up” is the process of reaching larger numbers of a target audience in a broader geographic area by institutionalizing effective programs.



Convergence To Scale

Connect Your Community
Project

Community Groups

Skillman Foundation Good
Neighborhood Initiative

The Center

**Working Together
To Create Healthy
People in
Healthy Places.**

Osborn Internet Project

Promise Neighborhood

Detroit Safe Community
Collaborative

Osborn Neighborhood
Alliance

150 Organizational
Mission Partners

Transition To Success
Service Model

Project Activities

- Create a a community small bus system.

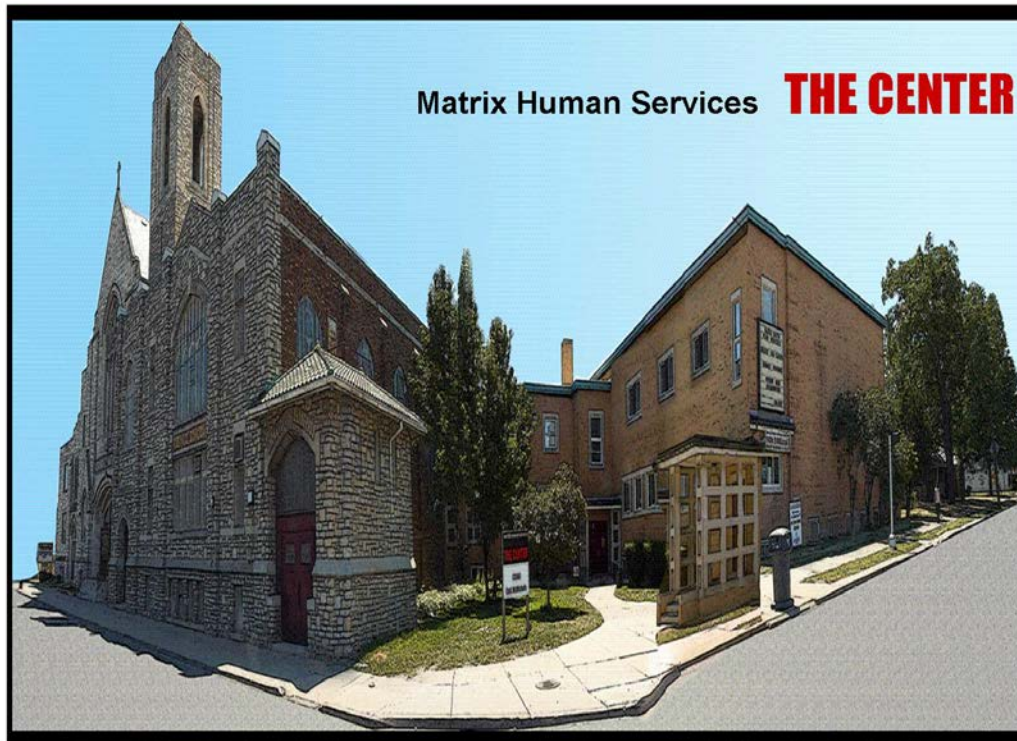


Project Activities

Community programs promoting healthy eating and active living activities will experience increased membership and attendance.



Matrix Human Services Center



A unified complex of human services and community programs designed to connect and meet the social, physical, spiritual and educational needs of Northeast Detroit residents.

Project Accomplishments

- Pilot transportation system to be started in Osborn or other Skillman Foundation GNI neighborhood.
- Neighborhood Services Organization and Detroit Department of Health and Wellness Promotion are implementing youth development initiatives with grant funding.

Project Accomplishments

- Engagement with the Osborn community Youth Capacity Building Project – Goal is for 80% of youth, ages 11 – 18, to be involved in high quality youth development programming by 2016.
- Osborn Community Center opened in June 2010 for residents and businesses.
- Osborn Voice was published in July 2010- 20,000 copies distributed to the community

Beyond The HOOD Project

- Incorporate project vision, goals and remaining outcomes into existing community collaborative projects.
- Organize a Osborn Community Challenge to improve negative health indicators.
- Utilize the Osborn Internet Project for the dissemination of online material & social media to create an environment that support healthy eating and active living.