



## UMSAEP 2016 REPORT

Collective Impact: Engaging and empowering local communities in health promotion – lessons for health leadership development from rural Missouri and rural South Africa.

Wilson Majee - University of Missouri

Karien Jooste - University of Western Cape

**Dear Prof. Uphoff**

cc. Brenda Dennis

First we express our appreciation for your support which made it possible for Dr. Majee to visit Western Cape in July 2016 on Phase 2 of a collaborative project with Prof Dr Karien Jooste. In brief, our project's objective is to establish a collaborative research between the University of Missouri and the University of Western Cape in South Africa aimed at a) identifying current barriers and opportunities for the inclusion and advancement of youth and women in resource limited communities in health promoting activities, and b) identifying potential interventions for empowering local communities to engage in and lead health promoting initiatives. The comparative study is planned for three phases in the Genadendal Community in the Western Cape Province of South Africa and in Mercer County in Missouri. Phase 1 followed an exploratory, descriptive, contextual qualitative design. This phase sought to gain insights of the experiences of community members on community leadership and health promotion. Four papers are under review from the data collected in this phase. Phase 2, conducted in July (South Africa) and in August and September (Missouri) followed a quantitative design. From the data obtained from the interviews a questionnaire was developed. In phase 3, planned for 2017, an intervention will be implemented to improve the health of community members.

### **Phase 2:**

On July 5 Dr. Majee arrived in Cape Town and proceeded to Genadendal for data collection. Prior to Dr Majee's travel to South Africa, the research team developed a survey that was to be completed by young people (18-35 years old) living in Genadendal (SA) and Mercer county (MO). Prof.

Jooste distributed 200 copies of the survey to Mr. Joey Appolis, a University of Western Cape Community Extension officer who was to assist Dr. Majee with data collection. A quantitative exploratory and descriptive design was followed. The researchers explored the perceptions of youth and young women on their wellness and community leadership involvement using a 5-point Likert scale. Dr. Majee partnered with Mr. Appolis in collecting data. Genadendal is a rural community in the Theewaterskloof Municipality in the Overberg District of the Western Cape Province, South Africa. It is nestled in the Riviersonderend Mountains approximately 5 kilometres from Greyton, 40 kilometres from Caledon and approximately one hour's drive east of Cape Town. The majority of adults have only a Grade 12 / Standard 10 / Form 5/ Matric level as their highest level of education (Statistics South Africa, 2013). There is a high level of poverty, unemployment, as well as alcohol and drug abuse in the community.

In Missouri, Dr. Majee partnered with MU Extension in data collection. The Missouri sample was small: only 31 young people completed the survey out of a target of 50. Mercer County comprises two towns - Princeton and Mercer - which are 12 miles apart and have a total population of 3,694. Between 2010 and 2014, 87% of residents aged 25 and older had at least a high school degree but only 14% of these had a bachelor's degree or higher; and the unemployment rate was 39.5% among those aged 16 and above. Fifteen percent of persons lived in poverty which was marginally greater than the 14.8% average for America (US Census Bureau, 2015). In 2015, youth (between ages 15 to 24) made up 12% of the total population (MCDC, 2016). Resources within the community include: two elementary, middle and high schools (one in each town), a health department, courthouse, senior center, hog industry, a Dollar General store, indoor swimming and outdoor pool (all in Princeton), park and walking trail (in Mercer), churches and restaurants.

Phase 2 is still underway. Data collected in South Africa and Missouri is now being managed and analysed. Statistical methods will enable the researchers to reduce, summarise, organise, manipulate, evaluate, interpret and communicate quantitative data. The data will be analysed statistically using descriptive (frequencies, means and standard deviations) and inferential statistics.

During his visit in Genadendal, Dr. Majee was invited to give a motivational talk to the youth of this community. Dr. Majee also participated in Mandela Day Celebration events organized by the Genadendal Museum – see pictures below.

Following Dr. Jooste's resignation from UWC, and in an effort to continue our work in Genadendal and Missouri, Dr. Majee partnered with another MU researcher, Dr. Laura Schopp, and Drs. Jose Frantz and Anthea Rhoda of UWC. This effort which constitutes Phase 3 of our study, and now being led by Dr. Schopp, emerged as a response to a direct request from the Red Cross, in

partnership with faculty from the University of Western Cape’s School of Nursing, who have asked MU faculty to provide self-management training for local community health workers to enhance those workers’ skills in helping community residents to manage their chronic health conditions. This request was a result of our Phase 1 findings. As part of this Phase Drs. Schopp and Majee will travel to SA in March to collect data on self-management and deliver an intervention/training among community health workers.

In conclusion, our overarching goal remain one of learning from these two settings, that of using our findings to inform the designing of leadership development and health promoting interventions with global thought yet local application. We believe that the self- management training to happen in 2017 is a big step towards achieving this goal. Our partnership with the Greyton Red Cross has great potential for the creation of a shared community vision aimed at building community resources that will significantly improve the health and wellness of society.

**Growing MIZZOU roots in rural South Africa**



Dr. Majee addressing the youth in Genadendal



Top: Dr. Majee gives a cup of hot soup to an elderly woman in Genadendal during Mandela Day celebration.

Bottom: Dr. Majee gives bread rolls to disadvantaged children in Genadendal (Mandela Day Celebration)

