



UMSAEP 2015 REPORT

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

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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 on 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 follows an exploratory, descriptive, contextual qualitative design. This phase seeks to gain insight of the experiences of community members on their health promotion. Phase 2 will use a quantitative design. From the data obtained from the interviews a questionnaire will be developed and a sample calculation test used to determine a convenient sample from the assessable population. In phase 3, recommendations will be made for community leaders to enhance health promotion.

Phase 1:

On June 7 Dr. Majee arrived in Cape Town and was welcomed by Prof Dr. Jooste on Monday June 8. Dr. Majee was introduced to all faculty and staff in the School of Nursing. The two met that morning to finalize field work arrangements in Genadendal. On June 9, the two collaborators, in the

company of Dr. Luke Arunachallam and Ms. Nicolette Johannes travelled to Genadendal where Dr. Majee was introduced to Mr. Joey Appolis, a University of Western Cape Community Extension officer. The team also conducted a quick tour of the town. 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.

Prior to Dr. Majee's travel to UWC, Prof Dr. Jooste and Mr. Joey in consultation with Dr. Majee had already identified and recruited interviewees. Starting on the morning of June 10 through end of day June 15, Dr. Majee went into schools, clinics, churches, businesses and homes to interview approximately four people a day. For each interview, Mr. Appolis introduced Dr. Majee to the interviewee. Although, our plan was to conduct 20 one on one indepth interviews, some community members wanted to be interviewed in groups of two or three (focus group setting). In the end a total of three focus groups and 14 indepth interviews were conducted. This exploratory phase,

- Explored existing health promotion leadership programs and sources of information on local leadership development targeted at rural residents (particularly women and youth)
- Identified current barriers and opportunities for the inclusion and advancement of youth and women in resource limited communities in health promoting leadership development processes
- Ascertained the various roles played by local leaders in health development programs
- Identified the constraint factors that hinder local leaders (in rural areas) from achieving intended societal changes.

Specifically, in this phase we are exploring the questions:

- How do community residents perceive leadership?
- What are the barriers faced by rural residents in participating in community health issues and in leadership development programs?
- What existing solutions and strategies hold promise in addressing those barriers?
- What are the opportunities for collaborative delivery of health promoting leadership development programs?
- Who are the key stakeholders in health promotion and what have been their roles in promoting leadership development?

Phase 1 is still underway. Data collected in South Africa is now being transcribed while interviews with 15 community members in Princeton MO were completed on Friday August 21. Interviewees school principals, county commissioner, MU Extension Council member, local business owners, health department administrator, church leaders, Future Farmers Association (FFA) Advisor, and other key community members. Entry into the study site was facilitated by a) Dr. Majee's prior experience working in Mercer County as a Community Development Specialist for MU Extension, and b) MU Extension office that helped with scheduling interviews. Interviews will be transcribed in September.

As part of Phase 1, Prof Dr. Jooste is scheduled to travel to Mizzou the first week in November. During that visit the two collaborators will conduct open coding and continue their discussion on developing a case study based article(s) for publication. Dr. Jooste will also visit Princeton MO to meet with a few of the community members who participated in the interviews, especially the FFA advisor at Princeton High. The collaborators will also start developing the survey for use in phase 2 of the study. The survey will be informed by findings in phase 1 and will be administered in Genadendal in July 2016. Our goal is to explore the perceptions of youth and young women on their wellness and community leadership involvement using a 5-point Likert scale. The accessible population for this study will be the youth and young women in Genadendal. A convenient sample of 300 will be selected from the accessible population (youth and young women) in this study.

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 with this inter-professional, (inter-organizational and inter-country collaboration study we will be able to build a Health and Wellness Promotion Steering Committee in Genadendal that will bring together representatives from NGOs (Red Cross), businesses (especially farmers), health department, churches, local government, and schools towards creating a shared vision aimed at building community resources that will significantly improve the health and wellness of society. Experts from UWC and MU (including FFA advisor in Princeton MO) will remain active partners of the committee.



Dr. Majee (right) interviewing a community leader in his home in Genadendal, South Africa.