An Evaluation of Well-being in Golden, CO

Community & Behavioral Health
colorado school of **public health**

City of Golden

June - December 2015

This presentation was created as part of an evaluation conducted for the City of Golden by CBHS6624: Evaluation Field School 2015, Colorado School of Public Health.

Yvonne Kellar-Guenther, Ph.D. (instructor)

Haley Stewart, MPH (c)

Elise Waln, MPH (c)

Sharyn Worrall, MPH (c)

Photo credits:
All photos in this report are from focus group participants and illustrate aspects of Golden that affect well-being.

Evaluation purpose

- To better understand the **well-being** of Golden residents to help guide the City of Golden and its community partners in their program and planning development and resourcing

Guiding research questions

- **What aspects of Golden positively or negatively affect residents' well- being?**
- **What recommendations do Golden residents have to improve their overall well-being?**

Well-being

The physical, mental, and emotional health of an individual or a community.

Data collection approach

➜ **Focus Groups** (4)

- Held in public locations around Golden and Pleasant View

➜ **Key Informant Interviews** (16)

- Conducted when it better suited participant availability and host location

Modified Photo Voice

If you could take a PHOTO of an aspect of Golden that has a positive or negative affect on your **well-being**...

what would it look like?

Who did we talk to? Icon Key

Focus Groups

Faith-based Group

Professional Group

Elementary School #1

Elementary School #2

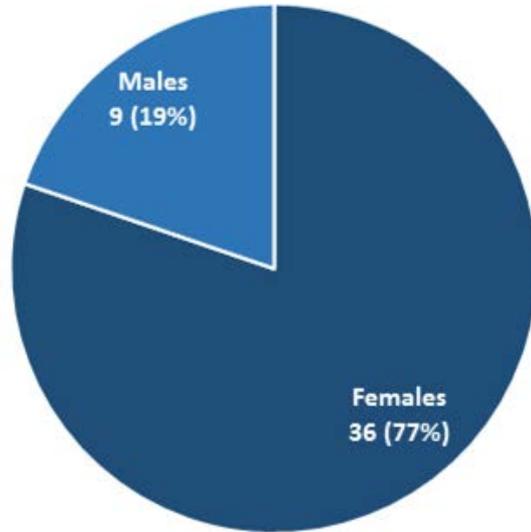## Individual Interviews

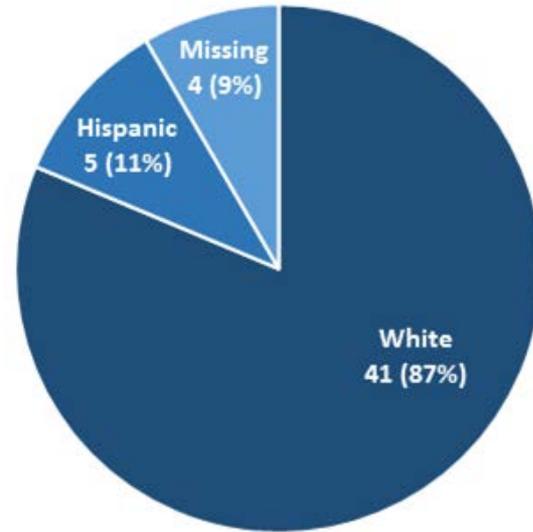Neighborhood Resource

Service Provider

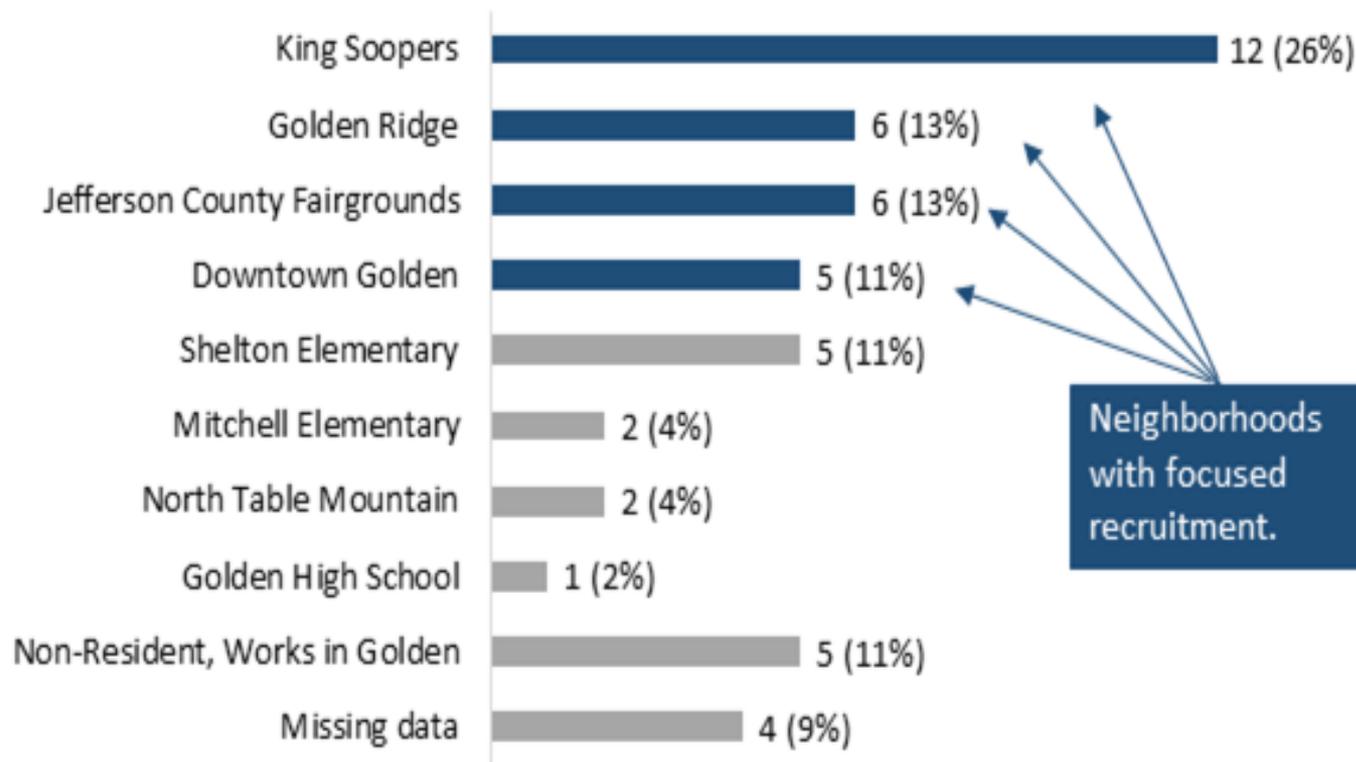# Who did we talk to? Evaluation demographics

Gender

Males
9 (19%)

Females
36 (77%)

Race and Ethnicity

Missing
4 (9%)

Hispanic
5 (11%)

White
41 (87%)

Who did we talk to? Evaluation demographics

Location	Count
King Soopers	12 (26%)
Golden Ridge	6 (13%)
Jefferson County Fairgrounds	6 (13%)
Downtown Golden	5 (11%)
Shelton Elementary	5 (11%)
Mitchell Elementary	2 (4%)
North Table Mountain	2 (4%)
Golden High School	1 (2%)
Non-Resident, Works in Golden	5 (11%)
Missing data	4 (9%)

Neighborhoods with focused recruitment.

*Areas match location landmarks used in the Gallup-Healthways Well-being Survey

Evaluation Video

➜ [Video link :)](#)

Sense of Community

Defined as and experienced through

- events, places, programs or experiences where residents had meaningful interactions with neighbors, felt supported by and supportive of their community members, or when they simply enjoyed the opportunity to interact along a trail or at an event with others.

Sense of Community

"People are embracing having fun and taking care of [themselves]"

- School Focus Group Participant

Sense of Community

Opportunities to volunteer:
Helping neighbors is something residents' felt good about.

"When a community bands together...they raise money for a source that is right next door...[our] focus is now on helping families who are here."
- School focus group participant

Sense of Community

Community or school-based programs

- GoFarm
- CSA programs
- 8th St. Community Garden,
- Neighborhood Rehab Project
- programs at the recreation center,
- Golden Backpack program

"My son is a part of the Golden Backpack Program and I am not ashamed of that, but I could see how other kids could be...it is that outsider feeling. But at his age he doesn't see a difference."
- School focus group participant

Access to open space

- Parks
- Open space
- Walking and biking paths

"I love that we're so close to the mountains…"

Growth vs. Community

- City's development and growth negatively impacted their well-being by threatening aspects they valued as positive for their well-being – sense of community and access to open space.
  - New construction, crowded parks, traffic issues, lack of affordable housing and lack of parking in downtown

Growth vs. Community

"[There is a] struggle between marketing and opening up Golden more to tourism and the Denver area and preserving the sense of community"

- Faith-based focus group participant

Support for Those In Need

- Those in need are not aware of where to find the resources

"There is such a dichotomy here. You're going from trailer parks to rich homes;... there are a lot of families that are struggling that do need extra help"
- School focus group participant

"People would like to help find resources, but you can't find them or don't know where to go."
- School focus group participant

Support for Those In Need

- Food access was a specific need mentioned in 2 focus groups

- Access to affordable produce was also a contributor to positive well-being

Safety

Transportation safety
- Safe/unsafe routes to school
- Roundabouts

"[People are] speeding in a school neighborhood. It's nerve-racking."

- School focus group

Safety

Regulation of substances

- Marijuana

"If there were to be a dispensary, I would not be as comfortable to let my children have such free range." - School focus group participant

Recommendations

- From participants
- From the evaluation team

Recommendations: from participants

✔ **Ensure safe routes to school**
Look for opportunities to maintain and support safe routes by including provisions into community development projects.

✔ **Expand inclusive public transportation options**
Consider transportation access based on a given neighborhood's needs, such as locations of senior living or retirement homes.

✔ **Support those in need**
Consider providing programs that not only provide goods (e.g. food banks) but also provide new skills (e.g. health cooking skills or job searching skills).

Recommendations: from the evaluation team

✔ **Support community capacity building**
Assess aspects of programs and events that support opportunities for residents to build relationships, support each other, give back to their community and positively contribute to their well-being.

✔ **Maintain access to open space**
In addition to places of physical exercise, these places offer your residents a place to rest, and relax, to balance out the stresses of modern life.

✔ **Increase resource information accessibility**
Use targeted communication to reach your intended users of services based on where they already access information.

✔ **Smart growth**
  Consider using *Smart Growth Scorecard: A Community Self-Assessment Tool* to assess the impact of land use decisions.
  Link: /www2.epa.gov/sites/production/files/2014-02/documents/colorado_scorecard.pdf

✔ **Increase Affordable Housing**
  Consider using the *Smart Growth Scorecard: A Community Self-Assessment Tool* to assess the diversity of housing stock in the Golden area.

✔ **Pleasant View and Golden services**
  Utilize opportunities to communicate the scope of Golden municipal services for residents, equivalent contacts in neighboring cities, and programs that services the broader region or county.

Thank you to our Golden city and community partners and the participants for your contribution and support of this well-being project!

-CSPH Evaluation Team, December 2015

Have Questions

Email Yvonne at:

Yvonne.kellar-Guenther@ucdenver.edu